

WDMA in 2023

Advancing, Protecting & Promoting the Window, Door & Skylight Industry

Throughout the year, WDMA engages in many activities to serve its membership and advance, protect and promote the window, door and skylight industry. These activities are guided by the goals and objectives of WDMA's rolling three-year strategic plan, which is updated on an annual basis by the WDMA Board of Directors. The plan outlines three main strategic objectives for the association:

1. **Public Policy Advocacy:** Strengthen and magnify the growing influence and effectiveness of WDMA as the recognized industry expert in those key policy-making arenas impacting the manufacture and use of windows, doors, and skylights.
2. **Industry Promotion:** Advance and elevate the perceived value of high performance and high quality windows, doors, and skylights to key target audiences.
3. **Membership Growth and Value:** Continue to enhance the WDMA's value proposition to grow membership with increased member participation and engagement.



Each of these objectives also have implementing strategies which help guide the association leadership and staff with the goal of taking the association to the next level. The following is a review of the many activities that have taken place in 2023 which help advance the objectives in the strategic plan.

WDMA Advances an Aggressive Legislative & Regulatory Advocacy Agenda at the Federal and State Level

- Lobbied aggressively for industry priorities during the adoption and implementation of the Inflation Reduction Act, including key provisions in the 25C energy efficient tax credit for windows, doors and skylights.
- Secured support from numerous U.S. Senators and U.S. Representatives to provide the Treasury Department and the Internal Revenue Service with detailed industry comments and an implementation strategy for new 25C energy efficient home improvement tax credit qualifications for windows, doors and skylights.
- Met with senior officials from the Treasury Department and the Department of Energy to advocate for the window, door and skylight industry and influence regulatory guidance that impacts how manufacturers and consumers can utilize federal energy tax credits.

- Lobbied Congress to include WDMA-backed energy code legislation in federal energy bills and prevent adverse amendments from repealing critical investments and tax credits included in the Inflation Reduction Act.
- Lobbied the Maine Governor and state lawmakers to delay and revise manufacturer reporting requirements for products containing PFAS that was scheduled to take effect in 2023 and secured a two-year implementation delay for WDMA members until 2025, while advocating for similar efforts on new PFAS laws in Minnesota.
- Monitored state laws that regulate manufacturers' use of plastic packaging and lobbied state lawmakers to prevent restrictive packaging laws from advancing, while educating WDMA members about upcoming packaging regulations that will impact future business operations.
- Lobbied the United States Trade Representative (USTR) and the Biden Administration to remove Chinese-imported products used in the manufacturing process from subsequent tariff proposals and increases, and successfully extended exclusions on numerous tariffs impacting our industry's product supply chain.
- Lobbied Congress to preserve and enhance critical manufacturing supply chain resiliency provisions that were included in the CHIPS and Science Act.
- Lobbied Congress to repeal a tax change that restricts manufacturers' ability to deduct research and development (R&D) expenses in the same year.
- Lobbied Congress to make permanent a 100% deduction for manufacturers' purchase of equipment and machinery that is scheduled to be phased-out by 2027.
- Lobbied Congress to allow manufacturers' business interest expense deductions to apply to 30% of their earnings before interest, tax, depreciation and amortization (EBITDA) in place of a stricter EBIT standard.
- Met with the OSHA Administrator and senior OSHA officials to advocate for our industry and protect manufacturers from various proposed regulations that would negatively impact WDMA membership.
- Lobbied the Biden Administration to resolve labor contract negotiations between U.S. West Coast dockworkers and port operators that prevented massive disruptions to the national supply chain and additional shipping logjams.
- Monitored all 50 states for relevant legislation that would have affected the industry.

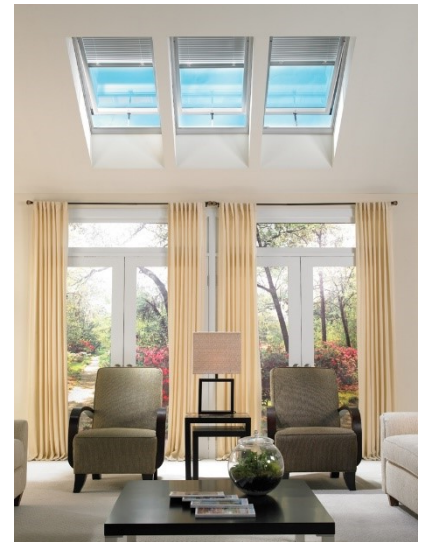


WDMA Represents Member Interests in the Development of EPA's ENERGY STAR Program

- Submitted extensive comments on behalf of WDMA members to the Environmental Protection Agency ENERGY STAR office in response to their Draft 2 and Final Draft of Version 7.0 ENERGY STAR® for Residential Windows, Doors, and Skylights. Version 7.0 was finalized in October with an effective date of October 23, 2023. WDMA's comments influenced a number of changes that will make ENERGY STAR Version 7.0 more palatable for manufacturers and consumers.
- Engaged the EPA to develop ENERGY STAR Most Efficient specifications for skylights that fulfill 25C energy efficient tax credit qualifications.
- Partnered with FGIA to collect the 2023 shipment data from our members in January and February 2024 to provide EPA with the aggregated total to meet EPA's Version 7.0 mandate for annual reporting of unit shipment data to the EPA.

WDMA Represents Member Interests in the Building Codes & Standards Arena

- Published the new edition of NAFS (NAFS 2022) which will be referenced in the 2024 I-Codes and the 2025 Canadian National Building Codes. The NAFS 2022 edition greatly simplifies the compliance requirement of NAFS, especially as they relate to component and material compliance.
- Released the revisions of the *Cradle to Gate Fenestration Assembly Product Category Rule* (PCR) and the WDMA National Architectural Door Council's *Interior Architectural Door Leaf PCR*. These updated PCRs will enable window, skylight and architectural door manufacturers to produce Environmental Product Declarations (EPD's) for their products to qualify for credit under LEED, Green Globes, the National Green Building Standard and other green building rating programs.
- Represented WDMA members as a voting member of the International Energy Conservation Code (IECC) residential committee and worked with manufactures and other committee members to ensure new fenestration requirements were practical and cost-effective.
- Continued to represent the window, door and skylight industries on the American Society for Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) 90.1 Energy Standard for Building Except Low-Rise Residential Buildings Committee and on the ICC-700 National Green Building Standard (NGBS) Committee.
- Continued work with the National Fire Protection Association (NFPA) – Fire Protection Research Foundation to represent architectural wood door manufacturer's vested interest in fire door testing to study the influence of door gaps for fire-rated doors. The research and participation by WDMA culminated in the contribution of the final report, *Fire Door Experimental Testing to Study the Influence of Door Gaps Around Swinging Fire Doors*, which is available for download and review on [NFPA's website](#). WDMA's participation also included participation in the NFPA 80 committee and reviewing of proposed changes to the code during the Second Draft Meeting at the end of 2023.
- Released the redesign of our [Code Resource Center](#). The updated resource center includes important links to U.S. model building codes that highlight the updated changes to the ICC, NFPA, ASHRAE, and the DOE. It also provides links to the code adoption by state, the access to free web-based codes, and those specific code sections that affect WDMA members.



WDMA's PR Initiative Promoting High-Performance Products to Builders, Remodelers and Architects Makes Strides

- Continued making strides in promoting high-performance, high-quality windows, doors and skylights to builders, architects and remodelers through WDMA's PR Initiative, Open Up to Performance. Through our microsite, [OpenUptoPerformance.com](#), and a robust social media campaign, the audience has access to on-demand webinars, blog topics and articles on high performance windows, entry doors, architectural doors and skylights. It also educates them about the WDMA Hallmark Certification Program and WDMA's architectural door standards. Finally, there is a "Find Manufacturers" section where builders, architects and remodelers can do directly to WDMA member websites and social media feeds. The effort is being benchmarked against specific KPIs and is constantly evaluated for progress.

WDMA Certification Programs Continue to Increase Participant Value

- Continued marketing the value of the WDMA Hallmark Certification Program among builders, remodelers, architects and building code officials through WDMA's PR Initiative, OpenUptoPerformance.com, on-demand webinars, blog posts and social media targeting. The webinars are approved for AIA, and DHI credits.
- Enhanced the Client Information Portal (CIP) for the electronic processing of all Hallmark Certification processes and plant inspection activities. Additional refinements to the CIP were implemented to improve the real time process for the plant inspection process and related documentation. All certification information is available to WDM Hallmark Certification Program Clients in real time through the CIP.

- Stepped up efforts with the State of Florida as we monitor the Product Approval Oversight Committee activities related to the State Product Approval Rule Application and Submittal Process.

WDMA Publishes its Annual Market Studies as a Benefit of Membership

- Published the 2023 WDMA Window, Patio Door, Entry Door and Architectural Door U.S. Market Study, under our partnership with Farnsworth Group. These studies have the most industry participation of any currently available and gathers additional metrics from professional end users and retail channels.

WDMA Achieved Record-High Attendance at In-Person Events Focused on Informative Content and Ongoing Industry Trends

- Held the annual WDMA Spring Meeting and Legislative Conference in March featuring Members of Congress, WDMA leaders, and representatives from the U.S. Chamber of Commerce and the National Association of Home Builders. Conference attendees heard from Amy Walter, the Publisher and Editor-in-Chief of the *Cook Political Report*, where she provided insider analysis of trends and events that are shaping the political environment. Rep. Adrian Smith (R-NE) and U.S. Senator John Hoeven (R-ND), members of House Ways and Means Committee and the Senate Appropriations Committee respectively, discussed key tax, trade, and spending issues under consideration in the 118th Congress.
- Showcased cutting-edge topics at the WDMA Technical and Manufacturing Conference in June, which returned to Minneapolis, achieving record-high attendance. Featuring twelve unique education sessions covered in a day and a half, attendees had a plethora of education topics to choose from. Abbe Will from the Joint Center for Housing Studies at Harvard shared her insight to U.S. remodeling market trends going into the final half of this year. Attendees also heard from the Farnsworth Group on the annual WDMA 2023 Market Study results and leading experts on PFAS legislation discussing the latest legislative developments. Additional education sessions included updates on the ENERGY STAR program from EPA, DOE fenestration research, understanding environmental product declarations (EPDs) and life cycle analyses (LCAs) and the latest on U.S. and Canadian energy codes.
- Held the annual WDMA Executive Management Conference in Boston and welcomed industry leaders from across the country to discuss and learn about the trends shaping the window, door, and skylight industry over the coming year. Opening keynote speaker, David Edelman from the Harvard Business School, outlined the evolving world of artificial intelligence (A.I.) and its potential impact on the industry. AIA Chief Economist Kermit Baker reviewed the economic and building landscape entering the final quarter of 2023 and provided a forecast for 2024 and beyond, while Casey Olson, a senior industry analyst from Principia Consulting, shared the latest insights pertaining to residential window and door demand. Matthew Luhn, former lead storyteller and animator at Pixar Studios, presented attendees with strategies for connecting with their teams and customers on a deeper level by leveraging the power of storytelling to inspire authentically.

