

## 2024 Year in Review

Advancing Leadership and Prosperity for 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 are bolstered by a diversified mix of tactics and operational pillars to help association leadership and staff advance the industry's goals and the WDMA mission. The following is a review of the many activities that took place in 2024 to accomplish the work of the association.

## Leading the Industry on Advocacy Efforts with Federal Policymakers

- Engaged Congress and the Biden Administration on amending the 25C tax credit to amend the QM PIN requirement or delay implementation until a workable solution could be identified.
- Collaborated with key members of Congress on proposed workforce development legislation.
- Advocated for industry needs with respect to expanding and strengthening the research and development tax credit.
- Consulted the Treasury Department and the Department of Energy on regulatory guidance that impacts how manufacturers and consumers can utilize federal energy tax credits.
- Partnered with FGIA to collect the 2024 shipment data from our members in January and February 2025 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.
- Joined other stakeholders in the affordable housing industry to call for affordable housing tax credits to be included in the bipartisan Tax Relief for American Families Act.
- Initiated an effort with associations in the construction industry to build a cohesive and unified response to ongoing policy challenges related to affordable housing.
- Met with the incoming Trump Administration officials and Congressional committee staff on taxes and tariffs to ask for consideration of industry priorities and consideration of the ongoing housing crisis in the formulation of new legislation.

## Expanding Our Presence in State Capitols Across the U.S.

- Engaged the Governor of Colorado and senior staff of the Governor to address the 2023 law mandating all residential windows, doors, and skylights sold in the state adhere to ENERGY STAR standards. WDMA seeks to ensure the law does not impact access to affordable windows, doors, and skylights in Colorado.
- Successfully influenced the Maine legislature to amend its PFAS legislation to include a "Currently Unavoidable Use" designation in their legislation in response to WDMA's comments and industry concerns.
- Responded to the Minnesota Pollution Control Agency's call for comments on the state's new PFAS law. WDMA requested that Minnesota adopt similar exemptions that were adopted by Maine's legislature.
- Monitored all 50 states for relevant legislation that would have affected the industry.
- Launched availability of the MultiState legislative and regulatory tracking service for members to monitor on the WDMA website in the [State Issue Tracker](#).

## WDMA Represents Member Interests in the Building Codes & Standards Arena

- Represented the industry during the International Code Council's building code development process. This effort achieved notable success in mitigating the adoption of overly stringent requirements for windows, doors, and skylights. Furthermore, WDMA successfully secured approval for key code changes, which will be incorporated into the 2027 edition of the International Codes (I-Codes).
- Represented the industry as a voting participant on the International Energy Conservation Code (IECC) residential committee. Worked with manufacturers and other committee members to ensure new fenestration requirements were practical and cost-effective.
- Represented the industry as a voting participant 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). The latest code cycle has concluded resulting in the 2025 editions of *NFPA 80: Standard for Fire Doors and Other Opening Protectives*, and *NFPA 105: Standard for Smoke Door Assemblies and Other Opening Protectives*. Both codes and standards are used primarily by door manufacturers that regulate the installation and maintenance of fire-rated doors against the spread of fire and smoke. WDMA staff and members participated in the NFPA committees for these codes throughout the three-year cycle and contributed their expertise to the changes in the new language in each code edition. NFPA committee meetings will begin in 2025 with staff and members working towards the next 2028 editions for both codes.
- Released the redesign of WDMA's [Code Resource Center](#) webpage. 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. As new editions of each code are published, staff will revise the webpage and share the updated changes that affect the window, door, and skylight industry.



## Open Up to Performance Campaign Continues

- WDMA's PR Initiative, Open Up to Performance, leveraged quality, original content from staff writers and member companies to inform architects, builders, and remodelers on the importance of using well-designed, well-built fenestration products. Through our microsite, [OpenUptoPerformance.com](https://www.openuptoperformance.com), and a robust social media campaign. The content is pushed to an opt-in audience of professionals through a regular newsletter and a combination of paid and organic search and social media advertising. 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](https://www.openuptoperformance.com), on-demand webinars, blog posts and social media targeting. The webinars are approved for AIA, and DHI credits.
- Implemented WDMA Hallmark Certification Program 5-year term of certification extension. The new WDMA Hallmark Certification Program Certification Extension is now active and available for all products certified under the program. WDMA AMS Certification Information Portal (CIP) has been updated and is available for licensees to submit requests for certification extension. The extension process minimizes duplicate product testing and increases quality assurance requirements for participation in the program. 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 WDMA 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

- The 2024 WDMA Window, Patio Door, Entry Door and Architectural Door U.S. Market Studies, under our partnership with The Farnsworth Group, is a highlight of the value of WDMA membership. The WDMA studies have the highest level of industry participation. In addition to manufacturer data, The Farnsworth Group also gathered and analyzed data from professional end users and retail channels to accurately represent the size of the window and door markets.

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

- The WDMA Spring Meeting and Legislative Conference featured 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 Alex Thompson, National Political Correspondent for *Axios* as he provided insider analysis of trends and events that are shaping the political environment. Senator Kevin Cramer (R-ND), and Representatives Pete Stauber (R-MN) and Jake La Turner (R-KS) discussed key tax, trade, and spending issues under consideration in the 118<sup>th</sup> Congress.
- The WDMA Technical and Manufacturing Conference in June, which returned to Minneapolis, achieved record-high attendance. The event featured thirteen unique education sessions over two days. Representatives from Farnsworth Group presented the findings from the WDMA 2024 Market Study. Experts on PFAS and plastic packaging legislation discussed the latest legislative and regulatory developments. Additional education sessions included:
  - updates on the latest energy code under development
  - DOE fenestration research
  - understanding environmental product declarations (EPDs) and life cycle analyses (LCAs)
  - the latest on U.S. and Canadian building codes.
- The WDMA Executive Management Conference in Boston welcomed industry leaders from across the country to discuss the trends shaping the window, door, and skylight industry over the coming year. Opening keynote speaker, Rawi Abdelal from the Harvard Business School, discussed the macro and micro forces driving current trends in the global economy and its potential impact on the industry. AIA Chief Economist Kermit Baker reviewed the economic and building landscape entering the final quarter of 2024 and provided a forecast for 2025 and beyond. John Burns and Chris Beard with John Burns Research & Consulting, shared the latest insights pertaining to residential window and door demand. Australian military legend and shark attack survivor Paul de Gelder inspired the audience to transform extraordinary life experiences into leadership lessons.





## WDMA Ends 2024 with a Leadership Transition

- John Crosby was appointed as the President and CEO of WDMA in November. He succeeds Michael O'Brien, who led WDMA for 15 years and transformed its advocacy efforts on federal and state policymaking.
- As part of the leadership transition, WDMA began to address key operational pillars to bolster its ability to deliver on the organization's strategic plan. This includes:
  - Strengthening advocacy capabilities through digital engagement and expansion of state-level monitoring and action.
  - Emphasizing excellence in communications from WDMA staff to members to ensure complete awareness of opportunities for participation and engagement on key industry issues and concerns.
  - Driving innovation into the value of WDMA membership to create more value for the investment.
  - Fostering partnerships with allied organizations and industries to create new value and elevate our impact on policy issues.
- Plans for identifying new growth opportunities in 2025 include:
  - A supplier engagement strategy to identify new revenue streams.
  - A data strategy to serve the industry's unmet market or industry analysis needs.
  - A member engagement strategy to drive participation from small and mid-sized companies in the membership.
  - A sustainability strategy to help foster industry-wide commitments.