

## WDMA in 2022

### 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 2022 which help advance the objectives in the strategic plan.

### WDMA Advances an Aggressive Legislative & Regulatory Advocacy Agenda

- Lobbied aggressively for industry priorities in the Inflation Reduction Act, including an overhaul of the 25C energy efficient tax credit for windows, doors and skylights.
- Secured support from U.S. Senators and provided the Treasury Department and the Internal Revenue Service with detailed industry comments and an implementation strategy for new 25(c) energy efficient tax credit qualifications for windows, doors and skylights.
- Continued lobbying Congress to include the WDMA-backed energy code legislation into any comprehensive energy bill.

- Continued lobbying 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.
- Successfully lobbied Congress to enact critical manufacturing supply chain resiliency provisions 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 the Biden Administration to resolve labor contract negotiations between U.S. West Coast dockworkers and port operators that has prevented massive disruptions to the national supply chain and additional shipping logjams.
- Lobbied Congress and the Labor Department to intervene and mediate a labor dispute between rail workers and freight railroads that ensured continued rail service and avoided massive disruptions to the U.S. economy and the national supply chain.
- Lobbied the state of Florida and secured a two-year sales tax exemption for consumer purchases of impact-resistant windows and doors for residential properties beginning July 1, 2022 through June 30, 2024.
- Continued to monitor potential state activity on hydrofluorocarbons (HFC), building on a WDMA victory in 2020 in Washington State which exempted door manufacturers from new product labeling requirements as a result of WDMA's lobbying.
- Held direct meetings with the OSHA Administrator to advocate for our industry's position on various proposed regulations that would negatively impact WDMA membership, including upcoming rules on heat illness prevention and tracking workplace injuries and illnesses.
- Provided OSHA with detailed industry comments on the OSHA COVID-19 Emergency Temporary Standard (ETS), including the impact on operations and concerns with test kit availability among others.
- Lobbied the Maine Governor and state regulators to delay and revise manufacturer reporting requirements for products containing PFAS that takes effect in 2023, and secured the option of a six-month extension for WDMA members.
- Monitored state laws that regulate manufacturers' use of plastic packaging and lobbied California state lawmakers to prevent restrictive packaging laws from advancing.
- Monitored all 50 states for relevant legislation that would have affected the industry.



## **WDMA Represents Member Interests in Environmental Protection Agency ENERGY STAR Activities**

- 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.

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

- The new edition of NAFS (NAFS 2022) is ready for publication and 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.
- Revision of the *Cradle to Gate Fenestration Assembly Product Category Rule*, is in its final step to completion and the WDMA National Architectural Door Council (NADC), the *Interior Architectural Door Leaf Product Category Rule* is expected to be finished by the end of the year. These updated PCR's 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, ICC National Green Building Standard and other green building rating programs.
- Successfully represented WDMA member interests in the development of the 2024 editions of the ICC International Residential Code (IRC), International Building Code (IBC), and the International Existing Building Code (IEBC), among other achievements we were able to add a reference to WDMA I.S. 10 in the IBC and clarify the application of window opening control devices in the IEBC, also prevented onerous security requirements for residential entry doors.
- 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.
- Secured appointment by the American Society for Heating, Refrigeration and Air Conditioning Engineers (ASHRAE) to the 90.1 Energy Standard for Building Except Low-Rise Residential Buildings Committee and an appointment to the ICC-700 National Green Building Standard (NGBS) Committee by the International Code Council (ICC) and the National Association of Home Builders to represent window, door and skylight manufacturer interest in the development of these standards.
- 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 to the NFPA 80 committee and reviewing of proposed changes to the code during the First Draft Meeting. A report from NFPA is expected by the end of 2022.



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

- WDMA's PR initiative, which launched in 2019, continued making strides in promoting high performance, high quality windows, doors and skylights to builders, architects and remodelers. 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.
- Continued to refine the portal for the electronic processing of TDI Evaluation Reports and related education and training material. The ultimate goal of a 30-day turnaround time for evaluation reports has been achieved across the fenestration product categories. Additional refinements were implemented to improve the process through the Client Information Portal (CIP).
- Work with the State of Florida continues 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 2022 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 Returned to In-Person Events Focused on Informative Content and Attendee Experience

- The first of the year we held the annual WDMA Spring Meeting and Legislative Conference virtually allowing us to leverage a packed two-day schedule with various Congressional leaders and industry experts.

Conference attendees heard from Rep. Blaine Luetkemeyer (R-MO) with the House Financial Services Committee, alongside House Ways and Means Committee members Rep. Adrian Smith (R-NE) and Rep. Kevin Hern (R-OK), who discussed housing and tax policy. Trey McKenzie, Executive Director of Government Affairs at the U.S. Chamber of Commerce, and Isabelle Isco, Director of International Policy at the U.S. Chamber, were also featured in a session, which examined supply chain challenges - including the factors that drove those issues and the efforts underway to alleviate them.

- The WDMA Technical and Manufacturing Conference returned to Minneapolis this year, welcoming back pre-covid attendance records.

Showcasing twelve unique education sessions covered in a day in a half, attendees had a plethora of education topics to choose from, including Joe Lstiburek as the keynote speaker sharing his experience with net-zero energy homes and how he believes windows and doors can be incorporated into the next generation of energy efficient walls. Attendees also heard from the Farnsworth Group on the annual 2022 Market Study results. Other topics ranged from WDMA's PR initiative supporting high performance windows to changes of the latest windows standards. Additional education sessions included updates on the latest U.S. and Canadian energy codes, the National Green Building Standard, future trends for the door and window markets, and design considerations for triple-pane windows.

The WDMA Supplier Appreciation Dinner gathered members to celebrate the important contributions of WDMA's supplier members to the success of the association.

- The WDMA Executive Management Conference made its in-person return in three year in Cambridge, MA. Industry leaders from across the country came together to discuss and learn about the trends shaping the window, door, and skylight industry over the coming year.

The conference kicked off with a networking reception where senior executives had the chance to meet with each other. The next day began with the annual CEO/Presidents Roundtable, followed by a day of informational sessions from a variety of industry experts.

- Keynote speaker, Professor Willy Shih of the Harvard Business School, discussed modern global supply chain complexities and interdependencies, the many forces impacting the future of supply chains, and shared his recommendations for strengthening competitiveness, including modernizing infrastructure and logistics, evolving the role of the warehouse and distribution center, and ramping up investment in automation.
- American Institute of Architects (AIA) Chief Economist Kermit Baker reviewed the economic and building landscape entering the final quarter of 2022, and provided a forecast for 2023 and beyond.
- John Burns of John Burns Real Estate Consulting shared the latest on new home and remodeling demand by geography, as well as some seismic demographic shifts on where people are living and working.
- Catherine Sanderson, chair of the Amherst College Psychology Department, described cutting-edge research from the field of positive psychology on the factors that do (and do not) predict happiness, including a quick top ten list of “Strategies for Increasing Happiness.”