

2025 WDMA Technical & Manufacturing Conference | June 24 – 26, 2025
Schedule & Programming Descriptions

As of 5/21/2025

Schedule for Tuesday, June 24

7:00am – 5:00pm

Conference Registration is Open

7:00am – 8:00am

Passport Ballroom II

Breakfast & Registration

8:00am – 8:50am

Passport Ballroom III

Architectural Door Codes & Standards Committee

The Architectural Door Codes and Standards Committee (ADCSC) reviews and evaluates requirements affecting interior architectural doors and related components in building codes, standards, and regulations. It develops WDMA policy positions, maintains standards, and addresses technical issues, reporting to the National Architectural Door Council.

8:00am – 10:00am

Passport Ballroom I

Material Supplier & Technology Committee

The Materials & Supplier Technology Committee defines, reviews, and uses industry best practices, where needed, and develops and maintains standards and test methods for materials and components to allow units to meet certification requirements.

9:00am – 10:30am

Passport Ballroom III

National Architectural Door Council

The WDMA National Architectural Door Council (NADC) represents leading architectural door manufacturers and their suppliers, developing industry standards and advocating before regulatory bodies, policymakers, and the media. The NADC oversees the Architectural Door Codes and Standards Committee.

9:45am – 10:30am

Passport Ballroom II

Networking Break

10:00am – 12:00pm

Passport Ballroom I

Hallmark Certification Committee

This Committee develops and maintains the WDMA sponsored Hallmark Certification Program as an ANSI-accredited, impartial, third-party product evaluation agency. The HCC reviews NFRC Certification programs and procedures and oversees WDMA's function as an IA.

10:30am – 12:00pm

Passport Ballroom III

FRP Standard Task Group (invite-only)

12:00pm – 1:00pm

Passport Ballroom II

Networking Lunch

1:00pm – 3:00pm

Passport Ballroom I

Exterior Products Standards Committee

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The purpose of the Exterior Products Standards Committee is to develop and maintain standards, specifications, and test methods for rating exterior fenestration product performance, and address technical issues relevant to exterior windows, skylights and doors.

3:00pm – 4:30pm

Passport Ballroom I

Technical Committee

The Technical Committee evaluates and develops technical proposals for WDMA, creating standards, test methods, and certification programs for windows, exterior doors, and skylights in alignment with the WDMA strategic plan. It oversees the Exterior Products Standards Committee, Hallmark Certification Committee, and Material & Supplier Technology Committee.

4:00pm – 4:30pm

Passport Ballroom II

Networking Break

4:30pm – 5:00pm

Passport Ballroom III

WDMA Welcome/Meet & Greet

This session is the perfect opportunity to connect with WDMA leadership, staff, and fellow attendees. Learn more about the conference program and events while enjoying refreshments and building relationships with new and future colleagues.

6:00pm – 8:30pm

Topgolf Brooklyn Center

Networking Event – Topgolf

Whether you're a scratch golfer or never picked up a club you can take a swing, score some points and share a laugh – all while enjoying reconnecting with your industry peers. Join in the food, drinks and networking even if you aren't a golfer. **Buses leave the hotel lobby at 5:15pm**

Schedule for Wednesday, June 25

7:00am – 5:00pm

Conference Registration is Open

7:00am – 8:00am

Passport Ballroom II

Networking Breakfast with Exhibitors

Ensure that you are running on full cylinders! Continental Breakfast is a chance for attendees to fill up on coffee, grab some food, talk with exhibitors, and network with each other.

8:00am – 9:15am Opening General Session

Passport Ballroom I

Operational Leadership: Making 'Safety First' a Reality

Mark Bentham, Senior Operations Executive, Marvin

This session, led by an operations expert, explores building a workplace culture where "safety first" is a reality, not just a slogan. Through real-world examples, it emphasizes leadership behaviors, operational foundations, and continuous improvement, providing actionable strategies to foster safety excellence. Attendees will gain the tools and mindset to lead their organizations toward a safer, more proactive environment.

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9:30am – 10:30am Concurrent Sessions

Passport Ballroom I

Fire-Rated Glazing in Residential Codes: IRC vs. IBC

Thomas Zaremba, Consultant, National Glass Association

Fire-rated glazing requirements for residential occupancies evolve with continued development and changes to building codes and standards. This session will analyze the code requirements, evaluate performance and testing criteria, and dispel the differences between the means of egress in the IRC and IBC. It will provide participants with guidance on selection criteria for window and door types impacted and on alternate products that meet code requirements.

Passport Ballroom III

Navigating Change: Regulatory and Code Updates Shaping Canada's Fenestration Industry

Adrian Edge, Director of Codes and Regulatory Affairs, *Fenestration Canada*

This session, led by regulatory expert Adrian Edge, offers an in-depth look at the Canadian fenestration industry's evolving landscape. It covers key building code updates, energy efficiency standards, and regulatory changes impacting manufacturers and suppliers. Attendees will explore common industry challenges, potential tariff threats, and practical strategies for navigating these shifts, gaining insights to confidently address the regulatory environment.

10:30am – 11:00am

Networking Coffee Break

Ensure that you are running on full cylinders! This break is a chance for attendees to fill up on coffee, grab some food, talk with exhibitors, and network with each other

11:00am – 12:00pm Concurrent Sessions

Passport Ballroom I

Inside the Fire Lab: Understanding Fire Testing & Certification Procedures

Michael Luzier, President & CEO, *Home Innovation Research Labs Inc.*

This session, led by Michael Luzier, demystifies fire testing for window and door manufacturers. Attendees will gain insights into lab procedures, certification protocols, and budgeting for tests. It also highlights the distinctions between certification and R&D testing, showing how R&D can drive innovation. This insider perspective equips manufacturers to approach fire testing strategically and cost-effectively.

Passport Ballroom III

LEED v5: Navigating the New Materials and Resources Credits

Matt Van Duinen, Sustainability Director, *WAP Sustainability*

Discover the latest in sustainable building with Matt Van Duinen, Sustainability Director at WAP Sustainability and Vice-Chair of the MR Technical Advisory Group. This session delves into the evolution of LEED MR credits from v4.1 to v5. Attendees will gain a clear understanding of LEED v5 priorities, the impact of its credits on building product manufacturers, and actionable insights like scoring products using the new Building Product Selection and Procurement credit. Tailored for window and door manufacturers, the session emphasizes the need to prepare for LEED v5's market shift and its implications on customer interactions.

12:00pm – 1:00pm

Passport Ballroom II

Networking Lunch with Exhibitors

Get a look at innovative products and services to meet your business demands. Experience how sponsors can help you transform the future. The exhibit hall will have the opportunity to display on-demand demonstrations allowing a unique opportunity for you to connect with some of the top professionals presenting industry-leading solutions.

As of 5/21/2025

1:00pm – 2:15pm General Session

Passport Ballroom I

Design Meets Delivery: What Builders & Architects Need from Manufacturers

Jim Petersen, Vice President of Research & Development, *Lennar*

Jonathan Sukonik, Partner, *Sukonik Building Companies*

This dynamic panel discussion explores the critical intersection between product design and real-world application, focusing on what builders and architects truly need from window manufacturers. Industry experts will examine how decisions around window design, component selection, and manufacturing quality control directly impact usability, performance, and serviceability on the job site. The session will delve into how small volume builders approach purchasing differently than large-scale counterparts, with particular attention to their emphasis on operational performance, ease of serviceability, and long-term value. Attendees will gain insight into how manufacturers can better align their offerings with builder and architect expectations, ultimately strengthening partnerships across the construction process.

2:30pm – 3:30pm Concurrent Sessions

Passport Ballroom I

The Future is Now: How AI is Transforming Window & Door Sales

Mark Uible, Vice President, *Threkit*

Artificial intelligence is no longer a distant concept—it's actively reshaping how window and door manufacturers sell, operate, and grow. In this forward-looking session, AI manufacturing expert Mark Uible will share real-world examples of how companies are using AI to improve customer engagement through tools like self-service design platforms and virtual consultations. Attendees will explore how AI is driving digital transformation in sales and learn practical, scalable strategies for implementing AI, no matter the size of their organization. The session will also address the evolving skillsets required to adapt to this new technological landscape and remain competitive in an increasingly digital marketplace.

Passport Ballroom III

Beyond Compliance: Turning Policy Into Opportunity for Manufacturers

Adam Peer, Senior Director, Packaging, *American Chemistry Council*

Window and door manufacturers are under increasing pressure to meet demands for sustainable materials and reduced carbon footprints. EPR and recycled content mandates are no longer optional considerations—they are critical for maintaining business continuity and meeting market expectations. This session equips manufacturers to address these challenges proactively, avoid cost surprises, and position themselves as sustainability leaders in a rapidly changing regulatory landscape. Attendees will gain insights into navigating evolving regulations, understanding advanced and mechanical recycling technologies, and engaging in policy discussions to shape effective EPR systems.

3:30pm – 4:00pm

Networking Coffee Break

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4:00pm – 5:15pm Closing General Session

Passport Ballroom I

Notes from the Labs: Updates on National Laboratory Innovations for Fenestration

Robert Tenant, Innovation Lead - Fenestration, *National Renewable Energy Laboratory*

This session will provide an overview of ongoing research at the National Renewable Energy Laboratory and other national labs, focusing on projects under the DOE Buildings Technologies Program and collaborations with industry partners. Attendees will gain insights into advancements in vacuum insulating glass durability, upgrades to research facilities, and emerging technologies poised to impact the fenestration industry. This session highlights opportunities for collaboration and innovation in addressing industry challenges.

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5:30pm – 8:00pm

Altitude Room

Networking Reception & Supplier Appreciation Dinner

Join us for an unforgettable evening of connections and camaraderie! Kick off the night at the vibrant networking cocktail hour, where you can share experiences, exchange ideas, and catch up with fellow attendees in a relaxed and lively atmosphere. Then, celebrate the vital contributions of our industry partners at the Supplier Appreciation Dinner, a delightful event featuring great food, conversation, and recognition of the suppliers who help drive our success. Don't miss this perfect blend of networking and celebration—your presence will make it even more special!

Schedule for Thursday, June 26

7:00am – 9:00am

Conference Registration is Open

7:00am – 8:00am

Passport Ballroom II

Networking Breakfast with Exhibitors

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8:00am – 9:00am Concurrent Sessions

Passport Ballroom I

Build America, Buy America (BABA) 101

This session offers an in-depth introduction to the Build America, Buy America (BABA) initiative, focusing on the benefits and compliance requirements for manufacturers. Attendees will gain valuable insights into domestic preference opportunities associated with BABA and how they apply to infrastructure projects across various programs. With windows and doors being critical components in many of these projects, the presentation emphasizes the mutual benefits of raising awareness about these opportunities. Participants will leave with a clear understanding of BABA, its covered product categories, and the steps needed to ensure compliance, empowering them to capitalize on the initiative while contributing to domestic manufacturing growth.

Passport Ballroom III

Automation Technology for the Window and Door Industry

John Barnes, Key Account Manager, *Stiles Machinery Inc.*

This session delves into the transformative role of advanced technologies like robotics, CNC systems, and automation in improving productivity, safety, quality, and efficiency in the window and door manufacturing industry. Attendees will explore how cutting-edge material handling solutions and innovative finishing technologies can optimize production processes and enhance flexibility. Insights into advancements from European and Asian markets will highlight practical ways to reduce labor demands, increase safety, and address production bottlenecks. By evaluating current manufacturing workflows and partnering with technology providers, manufacturers can design processes that minimize rework, reduce work-in-process (WIP), and maximize efficiency. In today's competitive landscape, adopting automation is critical for enhancing safety, responding to a modern workforce comfortable with technology, and ensuring profitability and scalability in an evolving market.

9:00–9:30am

Networking Coffee Break

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Passport Ballroom I

PFAS and the Potential Impact on the Window, Door and Skylight Industry

Dr. Bruce Jarnot, Regulatory & Sustainability Expert, Product Sustainability, *Assent*

Explore the critical topic of PFAS chemicals and their implications for the window, door, and skylight industry. This session will provide an in-depth look at the origins, applications, and environmental effects of PFAS, as well as the evolving state and federal regulatory landscape. Gain essential insights to navigate these challenges and stay informed about the future of sustainable practices in the industry.

Passport Ballroom III

Window Safety - A Work In Progress

Michael Fischer, Consultant, *Mighton Products*

This session explores the ongoing challenges and opportunities in improving window safety, with a focus on the rising trend of child window fall incidents in the U.S. and Canada. Attendees will gain a comprehensive understanding of North American codes and standards that address the delicate balance between fire safety and fall prevention. The discussion will highlight current safety messaging from the U.S. Consumer Product Safety Commission (CPSC), local jurisdictions, and NGOs, identifying gaps in communication about the appropriate use of window stops and their implications for emergency escape and rescue openings (EERO).

10:45am – 12:00pm Closing General Session

Passport Ballroom I

The 2025 WDMA Market Study: Results and Analysis

Grant Farnsworth, President, *The Farnsworth Group*

Join the Farnsworth Group for this enlightening session, as Grant reviews the findings of the 2025 WDMA US Market Study. Attendees will learn how the industry has been tracking over the past three years, where we are in the current economy, and what to expect in the near future. Along with reviewing shipments and forecasting, Farnsworth will breakdown the 2024 shipped units data from the national level to the regional levels and dig into the granular information on housing stock, new projects, and the trends affecting the residential, non-residential, and remodeling markets, which continue to fuel the window, door and industry.

12:00pm – 5:00pm

Crosswinds

WDMA Board of Directors Meeting

(invite-only)