

As of 5/2/2025

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 reviews and evaluates requirements impacting interior architectural doors, door assemblies and door glazing included in national model building codes, key state building codes, product standards referenced by those codes, and other relevant documents. The ADCSC develops WDMA positions including proposing amendments and actively participates in codes and standards development activities, and other actions as necessary. In addition, the committee reviews, evaluates and responds to regulatory issues impacting the architectural door industry as requested by the Regulatory Affairs Steering Committee, and develops WDMA policy recommendations related to relevant building codes and standards. The ADCSC also maintains all WDMA standards, specifications, and test methods, and addresses technical issues relevant to interior architectural wood doors. The ADCSC reports 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 – 10:50am

Passport Ballroom III

National Architectural Door Council

The WDMA National Architectural Door Council represents the interests of the leading manufacturers of architectural door manufacturers and their suppliers. Operating under the WDMA umbrella, the NADC is responsible for developing and maintaining the primary industry standards for architectural wood doors and represents the industry before code and regulatory bodies, standards-setting organizations, policymakers and the media. The NADC has oversight of the Architectural Door Codes and Standards Committee.

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.

11:00am – 12:00pm

Passport Ballroom III

FRP Standard Task Group (invite-only)

12:00pm – 1:00pm

Passport Ballroom II

Networking Lunch

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

As of 5/2/2025

1:00pm – 3:00pm

Passport Ballroom I

Exterior Products Standards Committee

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 purpose of the Technical Committee is to evaluate proposals for technical visions of WDMA and develop the proposals for review by the Board. The TC develops technical and operational processes for all windows, exterior doors, and skylights to develop industry standards, test methods, and certification programs. The TC is responsible for ensuring all technical projects for adherence to the WDMA strategic plan are developed in accordance with the Technical Handbook, which defines requirements for adherence to the WDMA consensus development policies. The Technical Committee has oversight of the Exterior Products Standards Committee (EPSC), the Hallmark Certification Committee (HCC), and the Material & Supplier Technology Committee (MSTC).

4:30pm – 5:00pm

Passport Ballroom III

WDMA First Time Attendee/New Member Orientation

Whether you're a first-time attendee or a seasoned participant, 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. Don't miss this chance to start your conference experience on the right note!

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**

As of 5/2/2025

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 offers a unique perspective on building a safer workplace, viewed through the lens of an operations leader. Attendees will gain actionable insights into fostering a culture of safety that extends beyond slogans and policies. By emphasizing the critical role of leadership behaviors, this presentation explores how to focus an organization on safety, build a strong operational foundation, and encourage continuous learning and improvement. Through real-world examples and practical strategies, participants will learn how operational leadership can create a workplace where "safety first" is not just a priority but a reality. Attendees will leave this session equipped with the tools and mindset needed to lead their organizations toward a culture of safety excellence.

9:30am – 10:30am **Concurrent Sessions**

Passport Ballroom I

Fire Codes

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 will provide a timely and informative overview of the current landscape of the Canadian fenestration industry. Adrian Edge, a leading voice in regulatory affairs, will guide attendees through recent and upcoming changes to building codes, energy efficiency standards, and industry regulations that directly impact manufacturers, suppliers, and stakeholders. Attendees will gain a clearer understanding of the key code updates and the practical challenges they present across the country. The session will also highlight the most common issues currently affecting manufacturers in Canada and examine the broader implications of potential tariff threats and regulatory shifts from the perspective of those operating within the industry. Participants will leave with valuable insights to help them navigate the evolving regulatory environment with greater confidence and clarity.

10:30am – 11:00am

Networking Coffee Break

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.*

Fire testing is a critical step for window and door manufacturers seeking to meet building code requirements, but the process can often seem complex and opaque. In this session, Michael Luzier offers a rare look inside the workings of an accredited fire testing laboratory. Attendees will gain a clearer understanding of the procedures labs and certification bodies must follow, including where there is room for flexibility and where strict protocols must be observed. The session will also provide practical guidance on budgeting for testing and explore the key differences between certification testing and research and development testing—

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

Schedule & Programming Descriptions

As of 5/2/2025

highlighting how R&D testing can support innovation and product improvement. This insider perspective will help manufacturers approach fire testing more 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.

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.

2:30 – 3:30pm Concurrent Sessions

Passport Ballroom I

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

Mark Uible, Vice President, *Threakit*

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

U. S. Energy Code, ENERGY STAR and Tax Incentive Update

Craig Drumheller, Vice President of Technical Activities, *WDMA*

This session delivers the latest insights on national and state energy code developments, evolving ENERGY STAR criteria, and associated tax incentives for fenestration. Attendees will gain actionable knowledge to make informed decisions in new construction or remodeling projects aimed at meeting ENERGY STAR and energy code standards.

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

Schedule & Programming Descriptions

As of 5/2/2025

3:45pm – 5:00pm Closing General Session

Passport Ballroom I

DOE's Fenestration Research Outlook

Robert Tenent, Senior Materials Scientist, *National Renewable Energy Laboratory*

The Buildings Technologies Office (BTO) at the U.S. Department of Energy maintains an extensive research portfolio in support of the fenestration industry. This program includes early-stage materials science and technology validation, product performance and durability evaluation, field performance evaluation and market transformation efforts. This presentation will give a flavor of the full breadth of the BTO portfolio with an overview of multiple emerging technologies currently incubating under the program up through extensive on-going market transformation efforts.

5:30pm – 8:00pm

Altitude Foyer & Passport Ballroom II

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

Robert Spangler, Program Analyst, *Environmental Protection Agency*

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.

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

Schedule & Programming Descriptions

As of 5/2/2025

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

9:30am – 10:30am Concurrent Sessions

Passport Ballroom I

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

Dr. Bruce Jarnot, Regulatory & Sustainability Expert, Product Sustainability, *Assent*
Michael Pierce, Director of Government Affairs, *WDMA*

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, Owner, Fischer Advocacy Associates, LLC

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).

10:30am – 11:45am 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)