

Achievements & Highlights

"You Get What You Pay For"
Public Service Announcement
broadcast to television audience of

104,000,000 households



33 countries



1,260 members



2,200 Certified Professionals

137 Companies
with **20+** years of Membership

96% Membership
Renewal

18

MONTHS

Operating Reserves



2



Conferences

Annual Conference

&

Fall Technical Conference

4,300+

Architects,
Mechanical
Engineers and
Specifiers
Contacted

New Release
of the NADCA
General
Specification
Document in
**CSI 3-Part
Format**

Two
Industry
Leading
Standards –
ACR and **DEDP**



Certifications - ASCS, CVI

Certificate Program - VMT



TREASURER'S REPORT

For the period January 1 to December 31, 2017

Overview

The Association's finances continue to solidify and support long-term sustainability for the Association, with revenues of **\$2,505,645** and expenses of **\$1,990,699** with a projected net income of **\$514,946**, well ahead of the budgeted net income of **(\$80,036)**. The Association ended the year with total net assets of **\$3,399,975**.

Revenues

Membership dues account for **42%** of the Association's revenues, followed by Certification & Training (**30%**) and Annual Meeting (**16%**). NADCA's affinity partnership with Sunbelt Rentals accounted for **5%** of the organization's revenues in 2017. Overall revenues for 2017 were **\$2,505,645** compared to 2016 audited, actual revenues of **\$2,211,803**. This increase is directly attributed to increased certification and training revenue.

Expenses

Administration is the largest expense category at **52%** of total expense and includes the following: management services, standards and specifications marketing manager, staffing, office space, committee expenses including marketing initiatives and campaigns, certification job analysis projects and exam development, ANSI fees, public relations, legal fees, trademark enforcement legal fees, sales commission expense, credit card processing fees, insurance, postage, general design and printing, storage fees, taxes and filing fees, telephone, database maintenance and licensing, website maintenance and hosting, and staff travel.

Annual Meeting follows at **24%** of total expense and then Certification & Training at **13%**.

FINANCIAL SUMMARY	2017		2016
OPERATING REVENUES	2017 UNAUDITED FINANCIALS	2017 BUDGET	2016 AUDITED FINANCIALS
Administration	\$1,199,809	\$1,004,088	\$1,101,290
Annual Meeting	404,327	414,315	354,970
Certification & Training	747,370	504,770	612,015
Other Events	53,725	63,530	67,365
Publications	100,415	66,500	76,163
TOTAL OPERATING REVENUES	\$2,505,645	\$2,053,203	\$2,211,803

OPERATING EXPENSES	2017 UNAUDITED FINANCIALS	2017 BUDGET	2016 AUDITED FINANCIALS
Administration	1,034,107	1,113,203	909,437
Annual Meeting	486,316	549,056	407,267
Certification & Training	263,529	270,350	227,333
Other Events	85,655	94,780	79,806
Publications	121,093	105,850	113,561
TOTAL OPERATING EXPENSES	\$1,990,699	\$2,133,239	\$1,737,403

Management Fees

NADCA's management contract with AH includes fee and scope of work documentation for all contract years, currently signed through 2020. The NADCA Board of Directors works with the Chief Staff Executive to model an appropriate scope of work tied directly to committee and board strategy annually. The scope is finalized and a fee is established. The increase in management fees for 2017 can be attributed largely to the addition of the full time Standards and Specification Marketing Manager.

Comparison to Budget

Again this year, the Chief Staff Executive and the Finance Committee made a concerted effort to more accurately predict revenue when developing the 2017 budget. What NADCA couldn't predict, was the tremendous return on the investment revenue, a significant contributing factor to the gap in budget versus actual revenue. NADCA has, however, continued to focus on precisely planning all budget expenses and as the number indicates, the association has very closely hit the mark at **7%** under budget. This is the sixth year in a row that NADCA has been able to beat expense projections for the year.

This year, the Association budgeted an unrestricted net loss of (\$80,036). This compares to a deficit budget of (\$191,061) in 2016.

Revenues for 2017 exceeded the more aggressive budget goals, with actual results of **\$2,505,645**, compared to a budget of **\$2,053,203**. Expenses are always tightly monitored and reduced whenever possible, while still making deliberate investments in the Association around structure, staffing and sustainability. Overall expenses for 2017 were **\$1,990,699** compared to a budget of **\$2,133,239**. Overall the Association realized an unrestricted net income of **\$717,872**.

Closing

NADCA increased its net assets in 2017, remains financially strong and continues to trend upward, so much so, that the Board of Directors will be strategically focused on investing dollars behind several existing initiatives, as well as the development of new programs to support the members and the industry. The Association has the funds necessary to execute its operational and strategic initiatives, initiate additionally identified directives, and deliver a high level of support to our members.

NADCA continues to operate with a conservative investment and surplus policy guideline and has been dedicated to diversification of its investment portfolio. In 2017, those funds yielded substantial gains of more than \$200,000, compared to \$103,000 in 2016. NADCA holds 18 months operating reserves (which is in line with best practice for an organization of our size) and is a fiscally healthy association.

Unrestricted Net Income Comparison



122%
of budgeted
revenue

\$452,442
revenue
over budget

\$142,540
expense under
budget



500+
Annual
Meeting
Attendees

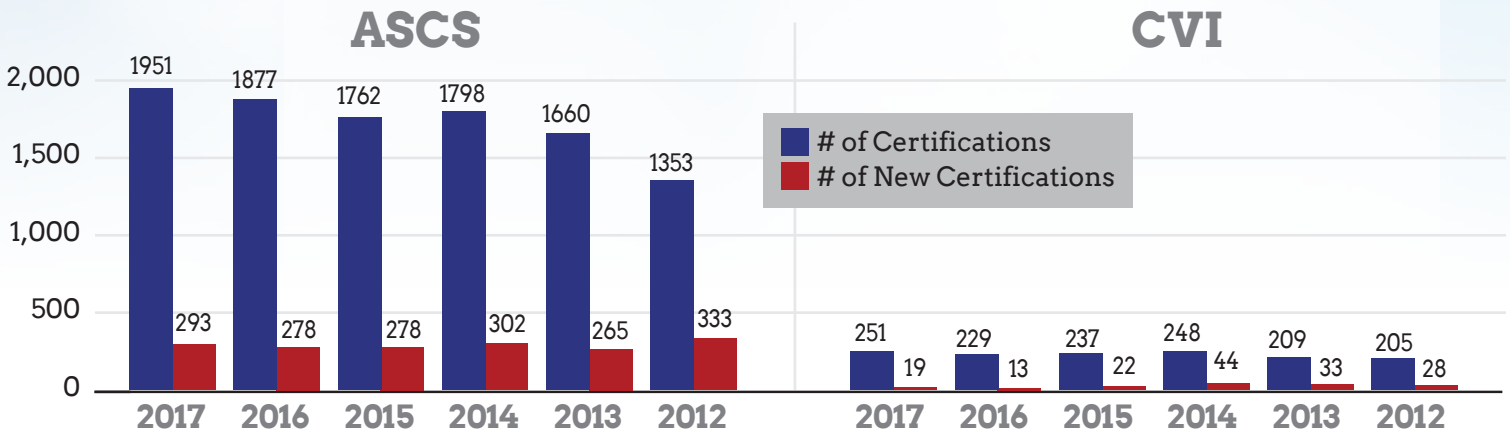
Annual Meeting Committee

More than **500** attendees were present at NADCA's 28th Annual Meeting held at The Contemporary Resort in Lake Buena Vista, FL, where industry professionals came out to take advantage of the opportunity to learn, connect and network among the industry's most successful and experienced professionals. The exhibit hall offered **39** exhibitors in more than **60** booths showcasing their equipment and services, including four outdoor exhibits flush with vehicles and large-scale equipment. The House of Blues in Disney Springs hosted the attendees celebrating the Member Party in honor of the Hall of Fame inductees with live music, fantastic food and plenty of opportunity to walk Disney Springs, shop, see a show or take a hot air balloon ride over the park after the party.

NADCA continued its recent tradition in favor of a keynote address, this year presented by the Disney Institute on *Disney's Approach to Quality Service*. Anecdotal stories about the "Walt Disney way" and how they build and foster their culture to give their customers an experience at the "happiest place on earth," were shared with NADCA members.

Certification Committee

The Certification Committee is tasked with developing and maintaining NADCA's industry-leading certification programs to ensure that members are performing air duct cleaning to the highest standards and in accordance with ACR, The NADCA Standard.



44%
increase in ASCS
since 2012

This year, the committee worked to have the Certified Ventilation Inspector (CVI) exam content translated in Italian so that it can, for the first time ever, be offered to members of AIISA. The CVI Marketing Task Force worked to increase awareness of the value of the CVI certification. This advanced certification demonstrates knowledge of HVAC systems & components and how they impact indoor air quality. It also demonstrates proficiency in HVAC system inspection and helps provide customers with a high level of confidence that a CVI certified individual has the knowledge necessary to support recommendations.

Education and Safety Committee

Along with certification, education remains the core of NADCA's mission, and the Education & Safety Committee strives to maintain, update and develop new training programs that will keep our technicians and industry experts on top of new advancements in technology, products and practice. In 2017, NADCA's on-demand webinar library with a variety of topics from Blueprint Reading & Estimating to Building Performance, Coil Cleaning and much more was utilized by **378** participants. This increased participation grew on-demand webinar revenue by **12%** over last year.

The White Paper Field Testing Task Force was established in 2016 to gather field testing data to support the findings of NADCA's most recent white paper, Restoring Energy Efficiency Through HVAC Air Distribution System Cleaning. The data collected affirmed that pronounced improvements in cooling capacity and airflow are a typical result of HVAC system cleaning.

In 2017, the task force engaged in developing a strategy for the next phase of this important project. The strategy developed is to directly measure electrical consumption with the use of kilowatt monitors on the HVAC systems. Kilowatt readings taken two weeks prior to cleaning and two weeks post-cleaning will be used to determine energy savings. NADCA has committed to fund a rebate program to incent members and their customers to share this information with NADCA for the purposes of the study. As the project continues to evolve, NADCA will keep members informed of progress in this important research. This and all NADCA white papers are available for free download at www.nadca.com.

Lastly, work has been completed on the updated *NADCA Safety Manual*. This will be rolled out at the 2018 annual conference in Palm Springs, CA, along with a session presentation on safety essentials.

Ventilation Maintenance Technician (VMT) Training Program

The Ventilation Maintenance Technician (VMT) Online Training program remains the optimum way to train entry-level technicians in a cost-effective manner. More than **1,000** technicians have registered for this course since it was launched in 2011, learning about basic safety, access openings, containment, tools and equipment, and how to clean HVAC systems in accordance with ACR, The NADCA Standard.

The Education Committee, in partnership with the Fall Technical Conference Committee, continues to provide hands-on training at the Fall Technical Conference each year, allowing attendees to apply those skills taught by the VMT Training Program as they work through the course instruction. Attendees are able to step into a training area that replicates the HVAC system and related components, touch and feel the tools and equipment needed to perform the work, and test out the techniques taught in the session. As the attendee completes each hands-on task, the instructor signs off on their validation form which can be taken back to the owner to show proficiency in the specified areas.



96%
Member
Retention



Finance Committee

This committee was formed in 2013 to provide financial oversight for the organization. The Finance Committee is chaired by the most recent outgoing Board Treasurer, and consists of the current Board President, current Board Treasurer, and three NADCA members at-large, in good standing.

In addition to reviewing and approving the annual budget presentation to the Board of Directors, the committee also reviews the pricing structure throughout the organization, making recommendations and changes in support of the budget and strategic goals of the Association. They approve the audit firm and subsequent audit documents, set long term financial goals and surplus spending guidelines, and review quarterly financial statements.

As a function of due diligence and fiscal responsibility, NADCA opted for a new audit firm in 2017 to provide the 2016 audited financial statement and prepare the tax returns. NADCA had worked with the same firm for three years prior and the Association wanted to ensure multiple layers of checks and balances. Simply put, it's just good management. The 2017 audit has begun and a new firm selected. This work is slated for completion by July 1, 2018.

International Affairs Committee

NADCA's international membership growth continues to hit new milestones. For the first time in NADCA history, the Association has exceeded 300 international members. NADCA ended 2017 with **309** members from **33** countries, up from **282** in **30** countries in **2016**. NADCA's International Affairs Committee is appointed to focus on the needs and interest of members from outside the United States. In support of our international efforts, NADCA participates in presentations and events across the globe. In 2017, ACR, The NADCA Standard and the General Specification were presented at ANAM, the annual conference of AIIISA in Italy. NADCA continues to enjoy a mutually beneficial relationship with AIIISA. In 2017, **78** NADCA members came from our partnership with the organization.

The Board of Directors has set a strategic goal of increasing international engagement in 2018 and beyond. Expect custom training and regional events across Europe and the Middle East in the coming year.

Industry and Public Relations Committee

The Industry and Public Relations Committee undertakes a wide array of initiatives each year for the purpose of generating business opportunities for NADCA members and growing the association. In 2017, NADCA continued its relationship with Red Chair Communications and engaged in campaigns targeting geographic hot spots in the United States that have been identified as a result of NADCA's market research. The committee has adopted a new marketing platform that allows for the build of email workflows with targeted messaging based upon the habits of the recipient. It's intuitive and advanced technology and as that technology changes and improves, NADCA will be at the forefront to capitalize and maximize marketing efforts.

All campaigns have defined metrics and results are measured at the conclusion in order to inform next steps and additional opportunities.

The Industry Relations (IR) team continues to solidify relationships, demonstrate value and recognize significant growth in sponsorship, exhibits, and new products and services. The results are as follows:

- 26%** increase in sales for the Fall Technical Conference and a 111% increase in exhibitor participation (2014 v 2017)
- 36%** increase in *DucTales* advertising (2014 v 2017)
- 39%** increase in overall sales (2014 v 2017)
- 54%** increase in digital advertising (2014 v 2017)

The IR team at AH works to nurture and build upon relationships with exhibitors and sponsors and continues to develop new revenue opportunities as the industry grows.

2017 saw the release of the third annual **NADCA Buyer's Guide** in the November/December issue of *DucTales*. This is a valuable resource for our Regular Members looking to purchase equipment and services and serves as a tremendous member benefit for our Associate Members. This issue generates additional advertising revenue (**45%** higher in 2017 v 2015) to help offset production and will continue to be a sales piece for all Associate Members through 2018, as it will be distributed at all NADCA events. This piece was also included in the magazine distribution at AHR Expo in Chicago, IL, an event attracting more than **60,000** individuals in the IAQ and related industries.

Anti-Fraud Task Force

In continued response to consumer and member complaints about "bait and switch" and non-members claiming NADCA certification and membership, the Anti-Fraud Task Force has been actively engaged in creating a diverse approach to combat the damage these companies cause to the reputation of the industry and its members.

The task force was formed in 2016 to provide consumer education and information tactics to key stakeholders such as the Division of Consumer Affairs, the BBB, and the State Attorneys General. The task force rolled out a robust consumer marketing campaign in 2017, Breathing Clean. BreathingClean.com is the go-to resource for consumers and members looking for information to support and promote their certification and membership to the customer. This is one more approach at building consumer confidence in the membership.

A video series was developed and one video was released as a public service announcement (PSA) on television this year. Additionally, radio PSAs were also created and released in 2017. This, along with more than \$2m in print releases has shown fantastic ROI and recognition for the industry.

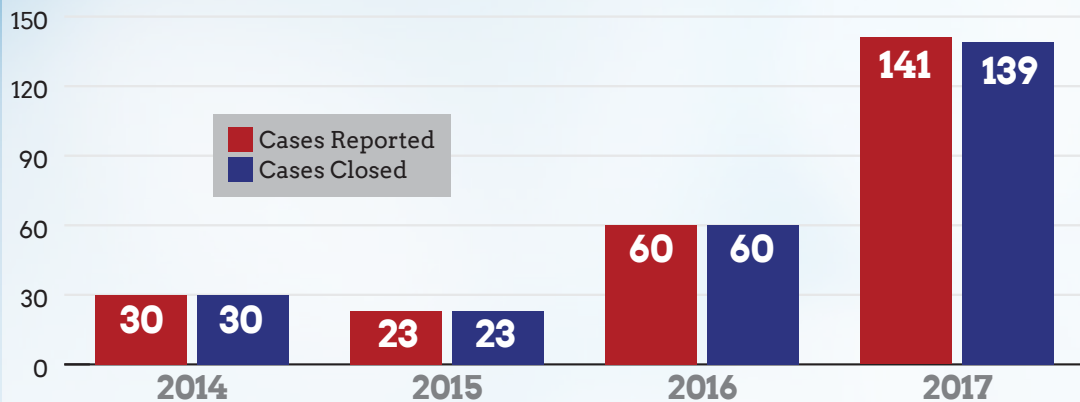
NADCA staff works hand-in-hand with the Ethics Committee and Anti-Fraud task force on trademark infringement issues. Members' investment in NADCA must be protected and the association goes to great lengths to ensure that all logo use or claims of membership or certification by non-member companies or non-certified individuals is addressed swiftly and aggressively. From 2014–2017, NADCA received **254** reported violations and has successfully closed **252** of those to date. *Closed* indicates that the violator has ceased use of the logo or false claim, or has acknowledged use under assumption of membership and has either renewed their membership or completed the join process.

99%
Close Rate on
Trademark
Infringement

PSA
Public Service
Announcement
Radio and Video
Series Kick Off



The breakdown of reports for the past three years is as follows



Both remaining cases should be closed at time of publication, as both are cooperating.

As a part of NADCA's multi-pronged approach to protect against use of the NADCA logo by non-member companies, NADCA continues their partnership with Yoshki and their logo protection software. This was rolled out to members in 2014 and 2017 saw another slight increased push toward compliance, but not enough! The members must adopt this tool and take advantage of yet another member benefit that sets them apart from the non-member competitor. When members use the Yoshki logo and a customer clicks that logo from the member's website in order to verify NADCA membership, the customer gets confirmation of NADCA membership. If the company is not a NADCA member, the verification will fail.

If a non-member company is using the logo, it will not be verifiable. Additionally, if past members who have not renewed membership continue to use the Yoshki logo, customers will see the failed verification notification when clicking the logo from the former member's website.

Social Media

NADCA continues to grow and focus marketing efforts where it finds its members and its customers—on social media. NADCA saw an increase in social media activity on Facebook, Twitter, YouTube and LinkedIn. NADCA's Twitter followers jumped **14%** in 2017 and Facebook saw an **18%** increase in followers this year.

NADCA also launched accounts on Facebook, Twitter and Instagram specifically for the Breathing Clean consumer campaign.

Since its official launch during the Spring of 2017, the Breathing Clean accounts have generated nearly **95,700 impressions**.

Here are a few statistics on the Breathing Clean social media investment:



17%
increase in
Twitter
followers



18%
increase in
Facebook
followers

Breathing Clean paid social media ads

1. "You get what you pay for" video ad:

- Total spend: **\$500**

Results:

- **33,722** total impressions
- **1,202** total link clicks to BreathingClean.com
- **1,134 unique link clicks to BreathingClean.com**
- Total reach of **31,925** individuals

This does not include the value of broadcast audience and ad placement when this video was repurposed through NADCA's partnership with NAPS (The North American Precip Syndicate).

2. "Create a safe place" carousel ad of rotating images:

- Total spend: **\$250**

Results:

- **23,110** total impressions
- **451** total link clicks to BreathingClean.com
- **431 unique link clicks to BreathingClean.com**
- Total reach of **22,016** individuals

3. "The Homeowner's Resource" ad:

- Total spend: **\$236**

Results:

- **7,765** total impressions
- Reaching **7,339** individual users on Facebook and Instagram

When examining NADCA's main, industry-facing social media accounts, activity resulted in the following metrics during the 2017 calendar year:

- **456,011** total impressions
- **75% increase in total impressions compared to 2016 calendar year, which includes a 135% increase in impressions on Facebook**
- **3,231** link clicks—driving traffic to the NADCA website, the Annual Meeting microsite, and relevant industry articles

Launched in Q2,
Breathing Clean's social
media accounts ended 2017
with more than
95,000
impressions



NADCA paid social media ads

1. "That's the NADCA Advantage":

- Total spend: **\$500**

Results:

- **74,744** total impressions
- **1,945** total link clicks to NADCA website
- **1,776 unique clicks to NADCA website**
- Total reach of **48,429** individuals

2. General Specification ad:

- Total spend: **\$500**

Results:

- **79,678** total impressions
- **910** link clicks to General Specification gated page (generalspec.nadca.com)
- **892 unique link clicks**
- **760 downloads of General Specification from generalspec.nadca.com**
- Total reach of **66,917** individuals

Articles and News Releases

In 2017, NADCA continued to utilize several public relations initiatives in order to promote the activities of the association and the advancement of the industry. Strategic partnerships with North American Precip Syndicate (NAPS) and Red Chair Communications have resulted in a range of releases, article topics, and radio and television PSAs. This included coverage in top industry and consumer-facing publications. NADCA reached consumer readership of almost **19 million** from just three article placements that were picked up ("picked up" indicates that the article was printed in a newspaper, magazine, etc.) more than **8,500** times through NAPS. The total ad value was tremendous in that NADCA spent **\$11,200** and received placements valued at more than \$650,000. Included within that **\$11,200** investment, NADCA's video "You Get What You Pay For," was placed **420** times in markets across the United States with a broadcast audience of **104,000,000** households. The print pieces are repurposed as blog content on the NADCA website, further adding value to the investment. Similarly, the video releases are hosted on the NADCA site and its YouTube page. This collective effort to aggregate results with print, radio, television and social media is a driving force behind NADCA's worldwide recognition and growth.

Commercial Activities

NADCA allocates a portion of their Industry & Public Relations budget to participation and exhibition at several industry events. With booths at events like ASHRAE's Air-conditioning, Heating & Refrigeration (AHR) Expo and IAQA, and presentations at likeminded events, NADCA harnesses opportunities to reach target individuals and companies across the industry, including mechanical engineers, specifiers, facility managers, air conditioning contractors, indoor air quality specialists and other key industry segments. NADCA presentations on the newly updated General Specification

Consumer readership
19 million

General Specification
Re-Release in CSI
3-Part
Format

in CSI 3-Part Format, ACR, The NADCA Standard, and the White Paper on Restoring Energy Efficiency Through HVAC Air Distribution System Cleaning continue to be delivered at these industry events and are well-received. This exposure has led to collaboration with affiliated industry associations that again extend NADCA's reach across the broad HVAC market.

NADCA also continues to support our affiliate partnerships and maintains its Memorandum of Understanding (MoU) with IAQA. Additionally, NADCA is an endorsing association partner with the AHR Expo. Through these agreements, our associations offer reciprocal support and benefit in the areas of education, marketing and promotion. The executive management teams remain in communication with regard to scheduling and direction of the associations in order to maximize all opportunities and work together to avoid scheduling conflicts.

Membership Committee

The Membership Committee is tasked with enhancing member benefits and promoting those benefits to current and prospective members in order to increase and retain membership. The Committee also oversees NADCA's growth strategy and member surveys. In 2013, NADCA was pleased to surpass **1,000** members for the first time in the organization's history, ending the year with **1,022** members. In 2017, NADCA set its sixth membership record with **1,260** members. This is a **34%** increase in membership over the past **6** years.

Development of enhanced member benefits, updated and focused educational content and an ongoing membership campaign that spans both US and international markets continues to propel the organization forward. With streamlined online renewal process, including CEC availability via the online webinar library that keep adding new content each year, NADCA continues to build upon its strong foundation for the targeted growth outlined in the organization's long term strategic goals.

Analysis of NADCA's data tells us that **37%** of the membership have been members for ten years or more and **62%** have been members for five years or more. There are **62** companies with membership of **25** years or more and **75** members with **20+** years (*but less than 25*).

Membership History

In 2017, **146** companies had their membership terminated for not meeting membership requirements (non-compliance with ASCS certified staff or lack of proof of insurance). This compares to **154** terminations in 2016, **138** terminations in 2015, **55** terminations in 2014, **44** terminations in 2013, **118** terminations in 2012, **41** terminations in 2011 and **27** companies terminated in 2010.

- Affiliate
- Supplemental
- Associate
- Regular Certified





As of December 31, 2017, there were **50** pending member companies. A company's membership status will be pending until all membership requirements are met. During pending membership status, a company is not a NADCA member, cannot claim NADCA membership and is not eligible for NADCA benefits, including use of

the NADCA logo. A company is not a NADCA member until it has been issued an official NADCA Membership Certificate. Pending companies can remain in pending status for a maximum of six months. During this time they are required to provide proof of insurance and have at least one individual pass the ASCS examination. At the conclusion of the six month period, all pending companies who have not complied with the qualifications of membership are terminated. Should they wish to pursue membership again in the future, they must initiate the application process from the beginning.

NADCA continues to maintain a very high level of membership retention. In 2017, the Association realized a **96%** renewal rate. That NADCA can continue to maintain an unusually high and stellar renewal rate year over year is a testament to the real and perceived value of membership in this organization.

NADCA Regional Coordinators

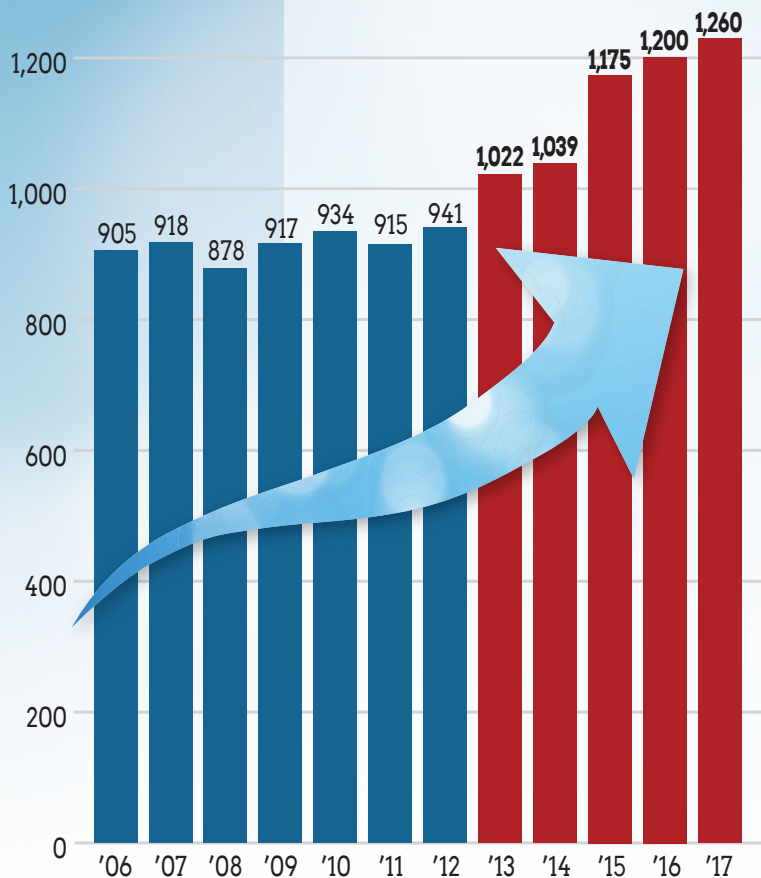
NADCA's Regional Coordinators work to provide support and mentoring to new and existing members within their region. Regional Coordinator volunteers work to support and

build the Member Mentor program in their areas and work to ensure that members receive access to a network of support. The Regional Coordinator program is important because NADCA members face various challenges in their day-to-day work that can be very specific to things like climate, licensing and local regulation. Finding mentorship from an individual who understands and navigates similar challenges is an invaluable part of the NADCA membership benefit blueprint. For our members in non-English speaking countries, the regional coordinator also provides translation and cultural variance assistance.

Leadership Development Committee

The Leadership Development Committee is charged with identifying qualified candidates who are interested in serving on NADCA's Board of Directors.

This committee identified a slate of five highly qualified candidates to fill four open positions on the 2018–2020 Board of Directors. The following Regular Director was elected to serve his first three-year term beginning in March 2018: **Jim Castellano** from Better Air Quality in Middle Island, NY.





Re-elected to a third term on the Board of Directors is **Richard Lantz** from Virginia Air Duct Cleaners, Inc. in Chesapeake, VA; and **Dan Stradford** of Action Duct Cleaning in Altadena, CA. Re-elected to her second term on the Board of Directors is **April Yungen** from Air Management Industries in Rancho Cucamonga, CA.

NADCA continues to utilize technology that brings efficiency and security to the process. Ballots were sent to each regular NADCA voting member's email address through third party ballot voting software company, Big Pulse. Electronic ballots maintain a higher level of accuracy and protect the integrity of the process.

NADCA members can be confident they will receive exemplary levels of support and participation from the newly elected board member, as well as those returning to continue their service. Their willingness to share their time and expertise with others serves to prove they are committed to their service as a NADCA director and the industry at large.

Fall Technical Conference

NADCA's Fall Technical Conference Committee supports NADCA members through regional training conferences and direct technical assistance.

In 2017, NADCA returned to the Renaissance St. Louis Airport Hotel in St. Louis, MO, with a strong attendance of more than 150 technicians and owners. This event continues to grow in attendance and exhibit participation, as well as in technical expertise and value.

Registration for this event has increased more than **90%** since 2012. This event has proven to provide quality training and hands-on instruction from speakers and the volunteer committee members. The Fall Technical Conference is designed to help industry members become the best they can be by offering certification, training and hands-on application to all levels of technicians.

Fall Technical Conference is prime training ground for new technicians to get their hands dirty and learn in both a classroom and technical, hands-on environment. In 2017, **48** technicians attended the full-day ASCS training course, with **47** of those taking the ASCS exam the following morning while the material was still fresh in their minds. NADCA reintroduced the CVI training class and exam in 2017 and five attendees took both the class and the exam. NADCA will continue to focus efforts on growing awareness about the benefits of the CVI certification.

2,105
General
Specification
Downloads

Standards Committee

The Standards Committee is tasked with developing NADCA's standards and specifications—primarily, *ACR, The NADCA Standard for Assessment, Cleaning & Restoration of HVAC Systems, DEDP, The Dryer Exhaust Duct Performance Standard, and NADCA's General Specification for the Cleaning of Commercial Heating, Ventilating and Air Conditioning Systems*. Both standards and the General Specification document are available for free at www.nadca.com.

To date, there have been more than **8,000** downloads of ACR from more than **95** countries, and more than **6,600** hard copies of the booklet have been sold or given away at industry educational sessions.

The NADCA General Specification document outlines what proper HVAC system cleaning entails and promotes the use of NADCA members and certified ASCS for commercial cleaning projects. Based upon feedback received from specifiers,





ACR
Downloads
2,162
from more than
95 countries

More than 4,300 mechanical engineers, architects, and specifiers contacted = 2,641 clicks to the newly formatted General Specification document

mechanical engineers, facility managers and architects, in 2017, NADCA hired a third party specification writer to reformat the existing NADCA General Specification into CSI 3-Part Format. The purpose of doing so is to ensure this document can be easily used and adopted by mechanical engineers, architects and specifiers when developing their specifications for commercial HVAC cleaning projects. The document is now a true specification and includes the 3-Part sections including Part 1: General; Part 2: Products; and Part 3: Execution. In 2017, there were more than **2,000** downloads of the General Specification, with almost 700 of those in the new CSI 3-part format.

Increasing the frequency with which the NADCA certification is cited in specifications is the key focus of this initiative. This ties directly to NADCA's overarching efforts to drive business to the members.

In 2016, NADCA hired a Standards and Specification Marketing Manager to lead this initiative and build momentum for the members working in the commercial sector. Below are two of the key metrics tracked and results of the outreach.

- The LinkedIn network continues to be the strongest point of initial contact for this outreach, with just one technical article garnering almost **2,000 views**.
- **4,357** individuals were contacted (mechanical engineers, architects, specifiers) resulting in **2,641** click to the newly formatted General Specification document.

Bylaws Committee

In 2017 the Bylaws Committee reviewed the bylaws but initiated no revisions. This document specifies how the Association is to be governed. A copy can be found in the Members Only section of www.nadca.com.

Ethics Committee

The Ethics Committee was originally appointed for the primary purpose of evaluating the Association's logo use policies, as well as other policies related to the use of NADCA's intellectual property. It has evolved as need would have it and the committee is also actively engaged in reviewing allegations of unethical conduct by NADCA members. 2017 saw just one ethics complaint reported and resolved. The committee activates when a complaint is received in order to review and take action according to the NADCA Policies and Procedures when deemed necessary.

The committee works with the Anti-Fraud Task Force and the NADCA attorney, if warranted, to police and protect NADCA's trademarks. These efforts continue on behalf of NADCA members in order to monitor and prevent misuse of the NADCA logo for competitive advantage.



Strategic Planning

NADCA's strategic plan sets the direction and establishes priorities for the Association. It defines our view of success and prioritizes the activities that will make this view a reality. The strategic plan helps to guide committees, board members and executive management toward fulfilling the initiatives outlined in the plan, thereby achieving the short and long term goals of the Association. NADCA staff maintains a focus on the directives of the plan and delivers measurable results that can be tied directly to the strategic mission of the organization.

In 2014, NADCA developed a strategic plan with five pillars of engagement. They were: Market Research; Membership Recruitment; International Recruitment; New Member Retention; and Membership Retention/Renewals. In 2017, the Board of Directors met to do a deep dive into those five pillars and re-set the focus of the organization for the next three years. This wasn't an exercise in creating a brand new plan, as the Board remains committed to the original pillars. The time was spent evaluating the tactics, execution and results over the past three years with an acknowledgement that the organization is trending in the right direction at a solid pace according to all metrics across the Association. With that evaluation complete, the staff and the Board worked to define next steps in delivery of measurable and achievable results in reinforcing NADCA's development and support of its membership through 2020 and beyond.

Management Review

NADCA is entering its sixth year of partnership with AH, a leader in the Association Management community. They were the first licensee of the American Society of Association Executives (ASAE) Certificate in Association Management Program, they are charter-accredited by the AMC Institute (to an American National Standards [ANSI] standard) and employ the highest number of credentialed staff members of any association management company (AMC) worldwide. AH is also the first and only AMC to be Platinum Certified by the Customer Service Institute of America.

NADCA's scope of work is the driving document behind the management agreement. The Board of Directors reviews the scope of work against the strategic objectives for the year and makes approvals based upon those established directives. The Board of Directors participates in an annual review of the management partner, including all direct and support staff services. In addition, there is an ongoing and open line of communication between the Board of Directors, the Chief Staff Executive and the Partner and Chief Relationship Officer at AH. This allows for immediate resolution to any real or perceived issue. The partnership with AH has been one of mutual respect, professionalism, transparency, accountability and success!



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