



98% Close Rate  
on *Trademark  
Infringement*

*First ever*  
CVI exam  
administered in  
**Italian**

**195%**  
*increase in*  
**NEW CVIs**

*Live*  
**ASCS**  
Training course  
presented in  
**French**

**65%**  
*increase*  
in organic traffic  
to the  
**Find a Professional**  
webpage

**114%**  
*of budgeted  
revenue*

*Two*  
**Conferences**  
Annual Conference  
&  
Fall Technical  
CONFERENCE

*Five Paid Social Media Ads = almost 1 Million impressions*

*More than*  
**2,000**  
downloads of the  
**General Specification**  
in CSI 3-Part  
Format

**95%**  
*of budgeted  
expense*

**96%** *Membership*  
**Retention**



# TREASURER'S REPORT

For the period January 1 to December 31, 2018

## Overview

The Association's finances have seen a seven-year positive trend continue, but with a slight hit to investment revenue this year. The stock market fluctuation in Q4 hit the Association as hard as anyone, putting a dent of about **\$260k** in the organization's net income. That being said, operating revenues exceeded budget and operating expenses were held to **95%** of budget. NADCA closed out 2018 with revenue of **\$2,610,552** and expenses of \$2,142,776, and a projected net income of **\$467,775**, well ahead of the budgeted net income of **\$40,714**. The Association ended the year with total net assets of **\$3,616,623**.

## Revenues

Membership dues account for **42%** of the Association's revenues, followed by Certification & Training (**29%**) and Annual Meeting (**15%**). NADCA's affinity partnership with Sunbelt Rentals accounted for **5%** of the organization's revenues in 2018. Overall revenues for 2018 were **\$2,610,552** compared to 2017 audited, actual revenues of **\$2,515,893**.

## Expenses

Administration is the largest expense category at **54%** of total expense and includes the following: management services, standards and specifications marketing manager, staffing, office space, committee expenses including approximately **\$200k** in marketing initiatives and campaigns, certification job analysis projects and exam development, ANSI fees, public relations, legal fees, trademark enforcement legal fees, sales

FINANCIAL SUMMARY	2018		2017
OPERATING REVENUES	2018 UNAUDITED ACTUAL	2018 BUDGET	2017 AUDITED ACTUAL
Administration	1,269,843	1,230,875	1,210,056
Annual Meeting	395,835	352,025	402,207
Certification & Training	756,567	565,245	749,490
Other Events	76,387	56,163	53,725
Publications	111,920	86,650	100,415
<b>TOTAL OPERATING REVENUES</b>	<b>\$2,610,552</b>	<b>\$2,290,958</b>	<b>\$2,515,893</b>

OPERATING EXPENSES	2018 UNAUDITED ACTUAL	2018 BUDGET	2017 AUDITED ACTUAL
Administration	1,151,089	1,251,018	1,034,107
Annual Meeting	527,675	530,426	486,316
Certification & Training	260,099	261,867	263,529
Other Events	81,842	86,912	85,655
Publications	122,072	120,021	121,093
<b>TOTAL OPERATING EXPENSES</b>	<b>\$2,142,776</b>	<b>\$2,250,244</b>	<b>\$1,990,699</b>

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 **25%** of total expense and then Certification & Training at **12%**.

Overall expenses for 2018 were **\$2,142,776** compared to 2017 audited, actual expenses of **\$1,990,699**.

## Comparison to Budget

This year, the Association budgeted an unrestricted net income of **\$32,214**. This compares to a deficit budget of (**\$80,036**) in 2017.

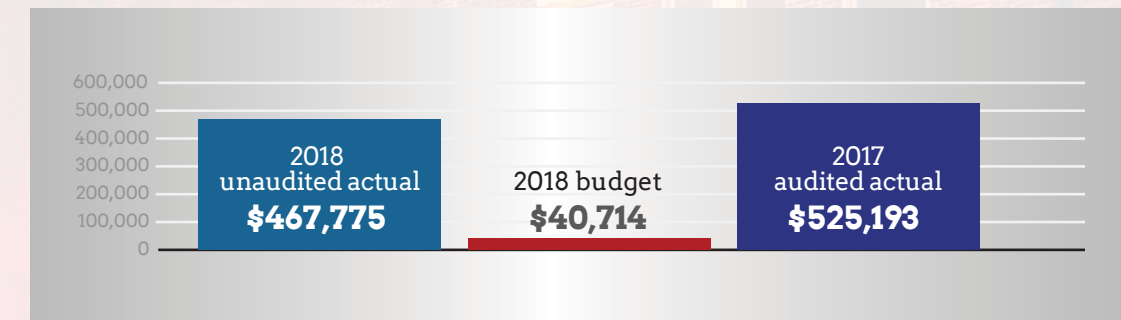
Revenues for 2018 exceeded the more aggressive budget goals, with actual results of **\$2,610,552**, compared to a budget of **\$2,290,958**. Expenses are always tightly managed alongside a calculated investment of resources to drive strategic initiatives and deliverables to support members' education. Expenses for 2018 were **\$2,142,776** compared to a budget of **\$2,250,244**. Overall, the Association realized an unrestricted net income of **\$206,401**.

## Investments

NADCA adheres to a conservative investment and surplus policy guideline and remains dedicated to diversification of its investment portfolio. In 2018, those funds yielded a total return on investment loss of (**\$231,880**), compared to significant gains of **\$214,786** in 2017.

NADCA had been yielding strong returns through much of 2018, however the market dropped almost **20%** from September through December. The Association ended 2018 down **8.02%** year-over-year and *all* of that loss was experienced in Q4. The majority of the loss came from the emerging and international market funds. The investment manager is optimistic that 2019 will see a strong market with positive yields for NADCA. Potential dark clouds to note are the China tariffs, Brexit and the volatility of the political climate in the United States.

## Unrestricted Net Income Comparison



**\$319,594**  
revenue over budget

**\$107,468**  
expense under budget





### Closing

NADCA increased its net assets by **6%** in 2018, remains financially strong and continues to recognize membership and certification as the key value drivers for stakeholders. 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 the members. NADCA holds 20 months operating reserves and is a fiscally healthy Association.

### Annual Meeting Committee

More than **451** attendees were present at NADCA's 29th Annual Meeting held at The Westin Mission Hills Golf Resort and Spa in Palm Springs, CA. Industry professionals came together in the desert to learn, connect and network among the industry's most successful and experienced professionals. The exhibit hall offered **43** exhibitors in more than **60** booths, showcasing their equipment and services including four outdoor exhibits flush with vehicles and large-scale equipment.

NADCA's keynote address this year was presented by *New York Times* Best Selling Author, Don Yaeger. Don spoke about *What Makes the Great Ones Great*, pulled from years of experience as a *Sports Illustrated* Associate Editor, and from interviewing the likes of John Wooden, Walter Payton and Michael Oher for his award-winning biographies.

### 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, using the latest technology, and in accordance with ACR, The NADCA Standard.

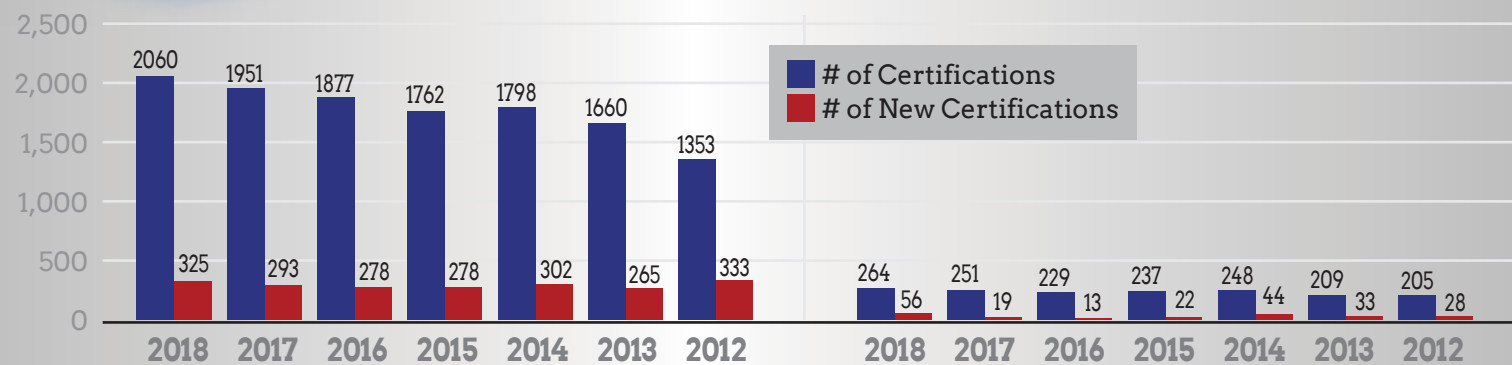
Live **ASCS** Training course presented in **French**

**52%** increase in **ASCS** since **2012**

**195%** increase in **NEW CVIs**

#### ASCS

#### CVI



The Certified Ventilation Inspector (CVI) exam was administered, for the first time in Italian, to members of AIIISA. As a result, **39** AIIISA members successfully obtained their CVI certification in 2018. The CVI Marketing Task Force continued its work 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. This investment in marketing has brought **56** new CVIs to the Association this year. NADCA will continue to invest resources to promote and educate around this advanced certification.



### 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 2018, NADCA's on-demand webinar library added the CVI Training course, a series of six new webinars with quizzes and study materials. The CVI webinars are a recommended resource for those preparing for CVI certification and are also valid for continuing education credits for ASCS renewal. A live ASCS Online Training course in French was also held. Webinar participation and interest remains strong with 289 participants in 2018.

In March 2016, NADCA released the white paper, "**Restoring Energy Efficiency Through HVAC Air Distribution System Cleaning**," which demonstrated how to measure improvements in HVAC energy performance after HVAC cleaning. A task force of NADCA members was then formed to take measurements in the field before and after HVAC cleaning jobs to determine the effect cleaning has on energy performance. The testing was done in regions across the United States and in Canada, testing many types of HVAC systems, commercial and residential. Tests were done before and after cleaning. These were done measuring temperature, and in many cases humidity, before and after the evaporator (cooling) coil. Airflow, measured as cubic feet per minute (CFM) moving through the system, was also tested. A summary of the field trial findings is posted on the NADCA website.

The task force is now working through the next phase of research which includes measuring Kilowatt readings taken from commercial systems two weeks prior to cleaning and two weeks post-cleaning to determine energy savings. NADCA is committed to the continued pursuit of recent and relevant scientific data to support the case for HVAC system cleaning and energy efficiency. As the project continues to evolve, NADCA will keep members informed of progress in this important research. All NADCA white papers are available for free download at [www.nadca.com](http://www.nadca.com).

### 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 **1,160** 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 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.

## Finance Committee

This standing committee was formed six years ago 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 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.

The 2018 audit firm has been selected and initial field work is underway. This audit is slated for completion in July, 2019.

## International Affairs Committee

NADCA's international membership growth continues to hit new milestones. The Association has ended 2018 with **329** members from **33** countries, up from **282** in **30** countries in **2016**. This represents an increase of **17%** over two years. 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 2018, ACR, The NADCA Standard and the General Specification were presented at ANAM, the annual conference of AIISA in Italy. NADCA continues to enjoy a mutually beneficial relationship with AIISA. In 2018, **86** NADCA members came from our partnership with the organization.

The Board of Directors is dedicated to international growth and the development of guidelines that more closely align with the HVAC components and ductwork found in different regions across the globe. This will help NADCA's international members not only clean to ACR, The NADCA Standard, but have access to additional and specific information that will help them achieve a visibly clean environment in the most efficient manner.

## 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, growing the Association, and building awareness and recognition for the air duct cleaning industry. NADCA dedicated **17%** of its expense budget to marketing efforts in 2018. This includes the full-time Standards and Specifications Marketing Manager;



social media graphics and outreach; video production; industry and consumer blogs; member engagement tools and educational sessions; webinar creation and delivery; media relations; Fall Technical Conference and Annual Meeting marketing, including graphic design; video production; and the very successful Breathing Clean marketing campaign.

All campaigns continue to 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 grow relationships within the industry on behalf of NADCA. The value of the IR team is reflected in the growth of new Associate Members, exhibitors, sponsors and advertising sales. The results for 2018, reflected as a 3-year trend, are as follows:

- Total sales in 2018 were **\$275,000**, a **40%** increase over the 3 years since 2015.
- Annual Meeting sales for 2018 were at **\$156,000**, a **67%** increase since 2015. Sales are now steadily trending toward an **8–10%** rate of revenue growth each year, after a large surge from 2015 to 2016.
- Fall Tech Conference sales for 2018 realized a **30%** increase over both 2015 and 2017.

Advertising revenue from NADCA.com, *Air Conveyance* and *DucTales* (including the **Buyer's Guide**), has seen a **19%** average increase since 2015. The IR team at AH works to nurture and build upon relationships with exhibitors and sponsors, to expand the opportunities for our existing Associate Members and to network and find new products and services of value to the NADCA member. IR is also responsible for developing new revenue opportunities as the industry grows.

## 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. This work continues, in addition to the Breathing Clean consumer marketing campaign that was launched two years ago. 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. Brand awareness and recognition are the goal and the campaign has gathered traction through the many avenues in which it is promoted.

In 2018, NADCA continued developing content to drive Search Engine Optimization (SEO) and put NADCA's members at the forefront of consumer searches for air duct cleaning. Last year, Google released an algorithm update that now uses the IP address of the person performing the search to provide them with localized results. While this is great for local businesses, it's bad for national organizations trying to rank for service-driven keywords like "air duct cleaning."



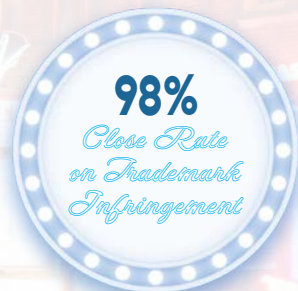
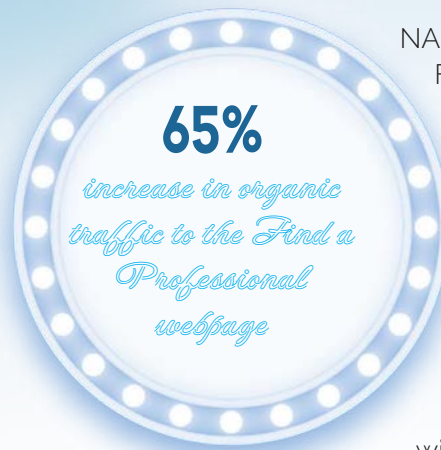
Google has been moving towards rewarding websites who create topic clusters. This means instead of Google looking at every individual post as its own SEO opportunity, it now looks at the scope of content being created by a given URL and sends more traffic to those websites who appear to be experts on a given topic. NADCA implemented a topic cluster model in 2018 to adjust to these algorithm changes. Below are some key results from this initiative:

- **84%** increase in organic traffic to the **Homeowners** section of the website
- **834%** increase in organic traffic to the **Avoid the Scams** webpage
- **65% increase in organic traffic to the Find a Professional webpage**
- Ranking for "air duct cleaning" from #11 to #5
- Ranking for "air duct cleaning scams" from #6 to #1
- Ranking for "reputable air duct cleaning companies" went from #11 to #1
- Ranking for "home air duct cleaning" went from 50+ to #23
- Ranking for "indoor air quality and air duct cleaning" went from 50+ to #14

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 2014–2018, NADCA received **288** reported violations and has successfully closed **282** 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.

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 but this year committed resources to tackle trademark infringement from a different angle. Traditionally, NADCA receives a complaint from a consumer or a member, verifies membership, and then takes the appropriate steps to have the logo removed from the violator's website or printed materials. Yoshki Radar is a new service selected by the Ethics Committee this year that will crawl the internet searching for NADCA's trademarks. This means that NADCA is proactively searching for trademark violators, rather than reacting to a complaint. NADCA is going after these cases in a way that wasn't possible prior to the development of this technology. It is representative of the commitment to resources that NADCA's Board of Directors is willing to give to this imperative function.

Yoshki Radar will work in parallel to the original software tool that allows members to place the Yoshki logo on their website indicating NADCA membership. A customer can then click that logo and receive instant confirmation of NADCA membership. If the company is not a member, the verification will fail and the customer will be alerted. It provides competitive advantage for NADCA members and supports the Association's effort to enforce trademark infringement.



## Social Media

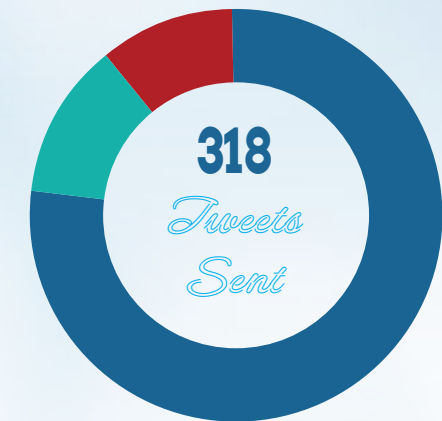
### NADCA & Breathing Clean

NADCA continues to dedicate marketing efforts where it finds its members, those in the air duct cleaning industry, and consumers/homeowners—on social media. The statistics below provide an overview of data and analytics for the NADCA and Breathing Clean Twitter and Facebook social media accounts.

Twitter (NADCA & Breathing Clean accounts combined)

#### Activity Overview

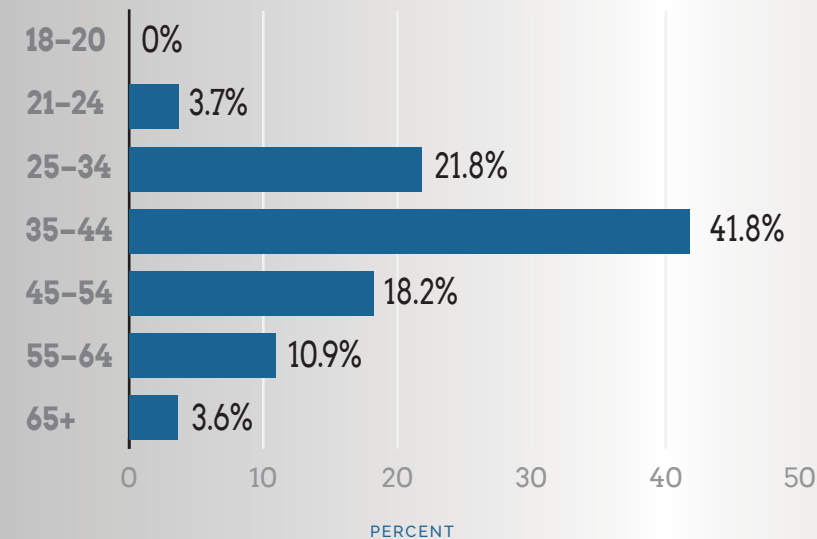
- Followers: 1,631 (**20% increase**)
- Total Impressions: 128,067 (**19% increase**)
- Link Clicks: **254**
- Total Engagements: 2,321 (**41% increase**)
  - **324** Likes
  - **244** Retweets
  - **73** Retweets with Comments
  - **11** Replies



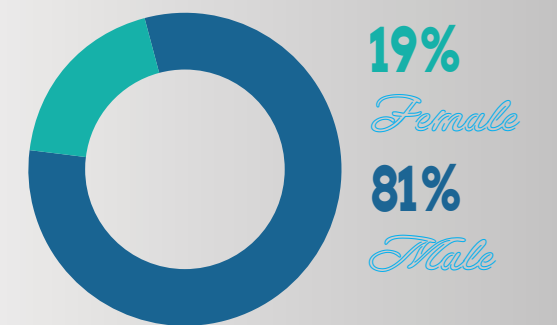
- 39** Plain Text
- 34** Page Links
- 245** Photo Links

#### Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER

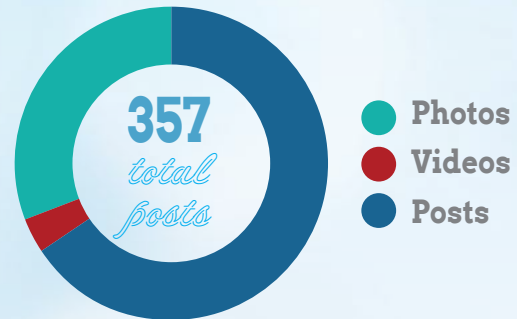




### Facebook (NADCA & Breathing Clean accounts combined)

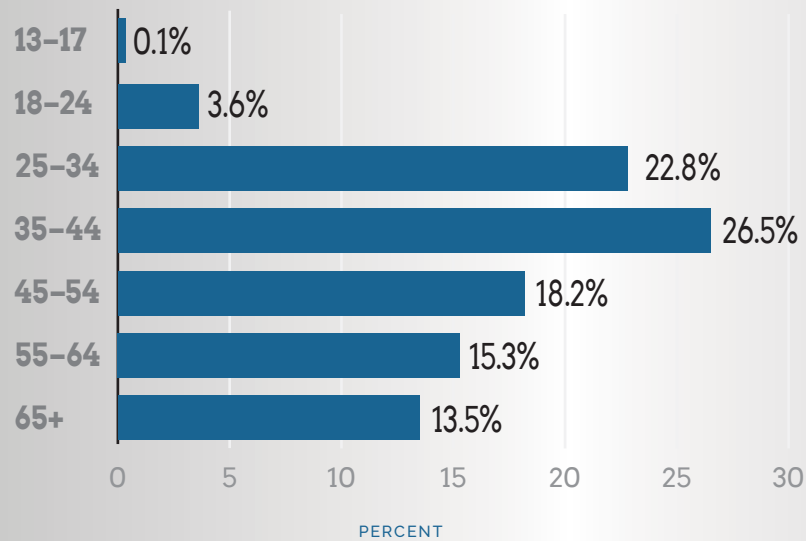
#### Activity Overview

- Fans: **2,135 (23% increase)**
- Impressions (organic and paid combined): **1,751,913 (295% increase)**
- Link Clicks: **5,006**
- Total Engagements: **10,378 (40% increase)**
  - **6,740** Reactions
  - **2,776** Shares
  - **862** Comments

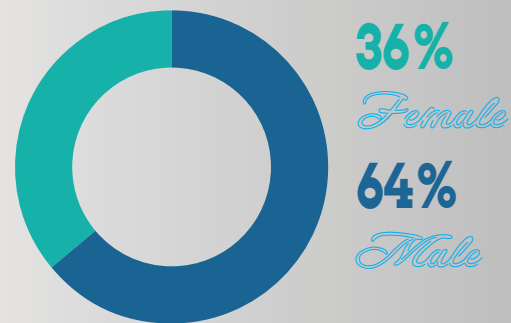


#### Page fans

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



#### NADCA Paid Social Media Ads

Throughout 2018, NADCA launched **8** paid ads on Facebook. Those ads included promotional messaging for the 2018 Annual Meeting, 2019 Annual Meeting, 2018 Fall Technical Conference, Buyer's Guide prospecting ad, and the NADCA Advantage prospecting ad. Below is a statistical snapshot for all ads combined.

#### Paid Ad Stats

- Impressions: **355,132**
- Reach: **145,785**
- Engagement:
  - Link Clicks: **4,650**
  - Reactions: **270**
  - Shares: **51**
  - Comments: **31**



### Breathing Clean – Paid Social Media Ads

The Breathing Clean initiative has been gaining ground ever since its launch in 2017. In 2018, Breathing Clean launched 5 paid ads on Facebook targeting homeowners and parents. Combined, these ads garnered **923,971 impressions** and a **reach of 822,794**. When compared to 2017, **impressions increased 1,190%** and **reach increased 1,109%**. However, it's important to note that the Breathing Clean ad spend in 2017 was **48%** lower than 2018, thus creating a low benchmark.



#### Breathing Clean Fan Growth

PLATFORM	JANUARY 2018	JANUARY 2019	PERCENTAGE INCREASE
Facebook	520	731	<b>41%</b>
Instagram	69	108	<b>57%</b>
Twitter	127	197	<b>55%</b>

#### Breathing Clean Website Traffic

When looking at website sessions generated from the Breathing Clean initiative as a whole (including organic posts, paid social media ads, influencer posts, blogs, and more), traffic to the Homeowners page **increased 51%**, traffic to the Find a Professional page **increased 50%**, and traffic to the Proper Cleaning Methods page **increased 154%**.

#### Articles and News Releases

In 2018, 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 includes coverage in top industry and consumer-facing publications. NADCA reached consumer readership of more than **40 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 **11,000** times through NAPS. NADCA increased the investment with NAPS this year and it paid off in both placements and value. The return on investment was strong. NADCA spent **\$23,000** and received placements valued at more than **\$1.1M**. Included within that \$23,000 investment, NADCA released three videos that were viewed in markets across the United States with a broadcast audience of **263,000,000** households. The print pieces continue to be 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 its 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 like-minded 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 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 support and collaboration with industry affiliates helps to boost NADCA's brand recognition as the go-to experts in the field of duct cleaning. It has garnered NADCA's volunteers seats on industry standard setting committees and provided a voice for the industry served by the members.



NADCA also continues to support its affiliate partnerships and maintains its Memorandum of Understanding with IAQA. Additionally, NADCA is an endorsing association partner with the AHR Expo. Through these agreements, the 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.

NADCA has also continued to participate in an industry-wide affiliate organization meeting that takes place each year at the IAQA conference. The Executives and Association Presidents and Directors all gather to strategize on topics that cross all industries, and work toward building mutually beneficial positions on topics of relevance. This group is developing a Memorandum of Understanding for presentation to their respective Board of Directors in 2019.

### 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. NADCA continues to set growth and retention records. In 2018, NADCA set its seventh straight membership record with **1,279** members.

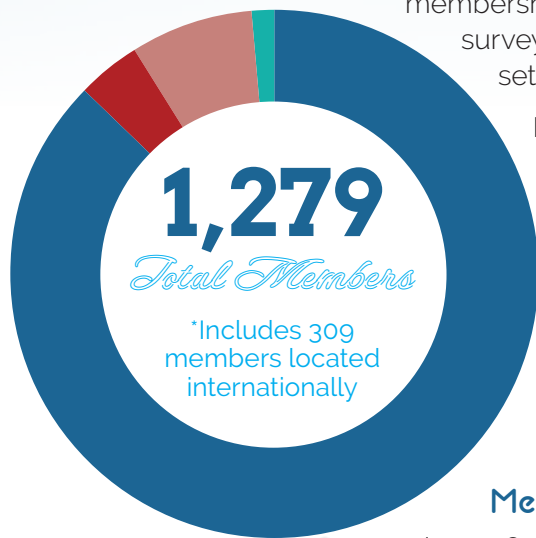
NADCA continues to build upon existing member benefits, updated and focused educational content and an ongoing membership campaign that spans both US and international markets to advance the industry and the Association and strive for the targeted growth outlined in the organization's long term strategic goals.

Analysis of NADCA's data tells us that **42%** of the membership have been members for ten years or more and **68%** have been members for five years or more. There are **88** companies with membership of **25** years or more and **62** members with **20+** years (*but less than 25*).

### Membership History

In 2018, **174** 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 **146** terminations in 2017, **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.

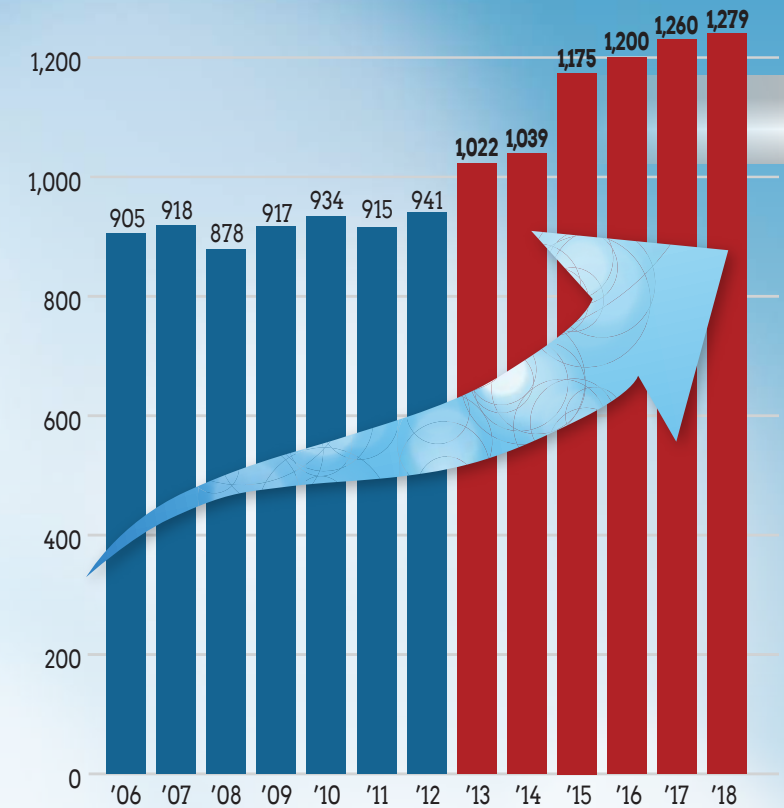
As of December 31, 2018, there were **59** pending member companies. A company's membership status will be pending until all membership requirements are met. During



- Affiliate
- Supplemental
- Associate
- Regular Certified



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. Within this six-month timeframe, 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 2018, the Association again realized a **96%** renewal rate. The sustainability of that renewal rate, even as membership numbers and termination numbers increase, delivers a strong message to the industry: NADCA members realize absolute value in their membership. They are the leaders, the educators and the innovators.

### 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 three highly qualified candidates to fill one open Regular position on the 2019–2021 Board of Directors. The following Regular Director was elected to serve his first three-year term beginning in March 2019: **Richard Spano** from Advanced Furnace and Air Duct Cleaning in Bayville, NJ. The committee also presented one candidate for the Associate Director position and **Ken Rothmel** of Sunbelt Rentals was elected by the Associate Members. Ken will also begin his first three-year term in March.





NADCA continues to utilize technology that brings efficiency and security to the election 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 members, 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 2018, NADCA held this conference at the DoubleTree by Hilton Hotel in Pittsburgh, PA, with another record attendance of more than **185** 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 **110%** since 2012. This conference continues to find new and innovative ways to deliver 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 2018, **68** technicians attended the full-day ASCS training course, with **all 68** of those taking the ASCS exam at the conference. NADCA reintroduced the CVI training class and exam. Fifteen attendees took the training class and fourteen sat for the exam. NADCA will continue to focus efforts on growing awareness about the benefits of the CVI certification as it is a strategic focus of the organization.

## 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](http://www.nadca.com).

To date, there have been more than **9,800** downloads of ACR, The NADCA Standard, from more than **95** countries, and more than **8,200** hard copies of the booklet have been sold or given away at industry educational sessions.

In 2018 alone, it was downloaded in **68** countries, following the United States, these countries had the most downloads:

- Canada: **221** • Arabia: **22**
- Australia: **44** • Italy: **22**
- UAE: **38** • Mexico: **16**
- India: **32**



The NADCA General Specification document outlines what proper HVAC system cleaning entails and promotes the use of NADCA members and certified ASCSs for commercial cleaning projects. Based upon feedback received from specifiers, 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 was 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 now includes the 3-Part sections including Part 1: General; Part 2: Products; and Part 3: Execution, and has been well-received by the target communities. In 2018, there were more than **2,000** downloads of the General Specification 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.

NADCA has invested significant resources to push this specification, playing the long game and saturating ancillary and relevant markets (architect, engineer, facility manager) in an effort to build that awareness and ultimately, a requirement in all specifications for a NADCA-certified ASCS to have oversight of the project. Again, recognizing this is a long road ahead because the market is so vast, the Board is committed to staying the course and measuring results along the way. Members are encouraged to download the new specification and share it with bid writers. NADCA's Standards and Specification Marketing Manager continues to lead this initiative and build momentum for the members working in the commercial sector. To date, NADCA has reached more than 11,200 professionals in those sectors noted above.

## Bylaws Committee

In 2018, the Bylaws Committee engaged in legal review of the NADCA bylaws. This review is done in context with the State of Oklahoma statute because NADCA is incorporated in Oklahoma. The committee discussed the legal review and made recommendations to the Board of Directors. The Board finalized a version for review and vote by the membership. In December, **87%** of members voting approved the update, one of which included a change to the bylaw revision process. The OK statute recognizes the Board of Directors as the *governing body* of the Association, thereby giving the board the authority to revise and approve bylaws revisions. The updated bylaws reflect this change.

This document specifies how the Association is to be governed. A copy can be found in the Members Only section at [www.nadca.com](http://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. The committee is also actively engaged in reviewing allegations of unethical conduct by NADCA members. 2018 saw an influx of ethics complaints, many tied to licensing issues. Members should note that any ethics complaints filed with NADCA should be preceded by a formal complaint to the licensing board in the respective state, and then a copy of said complaint should be included with the ethics complaint submission provided to NADCA. 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. In 2018, the NADCA team, both Board and staff, continued on this path and stayed the course, committing to achieving those pre-defined pillars. The team continues to evaluate tactics and pivot as needed to focus efforts on measurable outcomes.

## Management Review

NADCA is entering its seventh 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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