

NADCA 2020 Annual Report

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It's easier to analyze and evaluate situations when we're looking back upon them, and 2020 was no exception. As NADCA forged ahead with the Annual Meeting in Coronado, CA in March, the world was just learning of, and coming to terms with, the spread of a novel coronavirus, soon named COVID-19. The road ahead was uncertain for everyone around the world and as the year dragged on, it became clear that 2020 would be a year like no other. With unprecedented sickness, government shutdowns, the death of the small business, homeschooling and remote work environments becoming the norm, NADCA members persevered. They put their lives on the line to keep their businesses alive, to keep their employees working and to provide services to those in need. While NADCA members stayed the course, the headquarters team worked closely with the Board of Directors to ensure that NADCA had a voice for its members and advocated for them at every opportunity.

From contacting all 50 state governors to push for air duct cleaners to be deemed essential workers, to supporting a PPE drive for healthcare workers, to advocating for technicians to be included in Phase 1B of vaccine distribution to help ensure safety for those who wish to receive the vaccine, the Association stayed true to its mission.

Highlights

- 108% of budgeted revenue
- \$216,334 revenue over budget
- 94% Member Retention
- 496 Attendees in Coronado at 31st Annual Meeting
- First ever Virtual Fall Tech Conference
- 9th year with record-setting membership numbers
- 2nd Location—Energy Study Complete
- Worked to get "essential worker" classification for NADCA members
- Coalition letter to advocate for Phase 1B vaccine distribution for NADCA members
- ACR Downloaded in 61 countries
- Rewrite of ACR, The NADCA Standard
- NADCA PR coverage in *Food & Wine Magazine* and *Real Simple Magazine*
- 15.6M viewers to NADCA television ad
- Blog posts views increased 300%
- New Users to website increased 43%
- Find A Pro Directory views increased 15%
- 200M views from PR efforts



nadca.com

TREASURER'S REPORT

For the period January 1 to December 31, 2020

Overview

The Association's finances have seen a nine-year positive trend continue, although revenue did decline when compared to 2019. Operating revenues exceeded budget and operating expenses were held to **80%** of budget. NADCA closed out 2020 with revenue of **\$2,771,643** and expenses of **\$2,143,678**, and a projected net income of **\$627,965**, well ahead of the budgeted net income of **(\$136,494)**. The Association ended the year with total net assets of **\$5,929,653**.

Revenues

Membership dues account for **43%** of the Association's revenues, followed by Certification & Training (**31%**) and Annual Meeting (**15%**). NADCA's affinity partnership with Sunbelt Rentals accounted

\$216,334
revenue
over budget

\$548,125
expense
under budget

for **6%** of the organization's revenues in 2020. Overall revenues for 2020 were **\$2,771,643** compared to 2019 audited, actual revenues of **\$2,872,183**.

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 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 **27%** of total expense and then Certification & Training at **13%**.

Overall expenses for 2020 were **\$2,143,678** compared to 2019 audited, actual expenses of **\$2,434,463**

Comparison to Budget

This year, the Association budgeted an unrestricted net income (loss) of **(\$136,494)**. Revenues for 2020 exceeded more aggressive budget goals, with actual results of **\$2,771,643**, compared to a

FINANCIAL SUMMARY	2020		2019
OPERATING REVENUES	2020 UNAUDITED ACTUAL	2020 BUDGET	2019 AUDITED ACTUAL
Administration	1,382,183	1,243,605	1,314,712
Annual Meeting	407,972	466,065	516,322
Certification & Training	852,728	665,250	842,605
Other Events	40,400	73,289	88,736
Publications	88,361	107,100	109,808
TOTAL OPERATING REVENUES	\$ 2,771,643	\$2,555,309	\$2,872,183
OPERATING EXPENSES			
Administration	1,156,199	1,467,575	1,285,014
Annual Meeting	585,006	657,256	591,169
Certification & Training	267,139	307,725	306,959
Other Events	24,908	122,361	118,611
Publications	110,427	136,886	132,711
TOTAL OPERATING EXPENSES	\$2,143,678	\$2,691,803	\$2,434,463

budget of **\$2,555,309**. Expenses are always tightly managed alongside a calculated investment of resources to drive strategic initiatives and deliverables to support members' education. Expenses for 2020 were significantly lower than budget due to coronavirus restrictions, and were **\$2,143,678** compared to a budget of **\$2,691,803**. Overall, the Association realized an unrestricted net income of **\$1,282,693**, due largely in part to more than **\$650,000 (51%)** of investment income.

Investments

NADCA adheres to a conservative investment and surplus policy guideline and remains dedicated to diversification of its investment portfolio. In 2020, those funds yielded a total return on investment of **\$654,728**, compared to **\$601,643** in 2019 and significant losses of **(\$261,374)** in 2018.

Closing

NADCA increased its net assets by **28%** in 2020, remains financially strong and continues to recognize certification, Breathing Clean initiatives and the Standards and Specifications marketing efforts 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.

Annual Meeting Committee

NADCA's 31st Annual Meeting at the Loews Coronado Bay Resort in Coronado, California saw **496** total registrants, including for the first time, students enrolled in HVAC studies at Summit College, located near the event hotel. The **496** attendees came from **256** member companies, **4** of those companies being new members (**2%**). The exhibit hall offered **35** exhibitors in **57** booths, showcasing their equipment and services including two outdoor exhibits with vehicles and large-scale equipment.

NADCA's ASCS training course held **68** attendees, while **79** attendees opted to sit for the exam on-site, with a pass rate of **87%**. The CVI training course hosted **22** attendees and **17** opted to sit for the CVI exam on-site as well, with an **81%** pass rate.

NADCA's keynote address this year was presented by team building and leadership expert Dr. Rick Goodman. Dr. Goodman offered a motivational presentation intended to help NADCA members to transform, optimize and accelerate their personal and professional goals.

496
Attendees in
Coronado, CA
at 31st Annual
Meeting

Unrestricted Net Income Comparison



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.

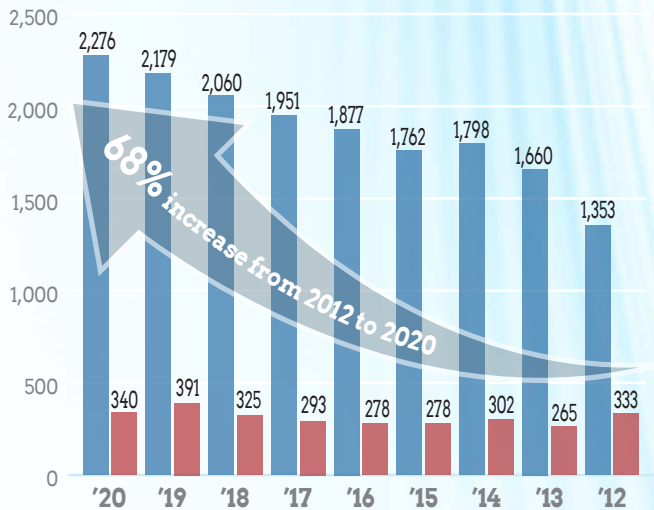
The Certified Ventilation Inspector (CVI) exam was administered for the first time in Italian in 2018, and to date, **69** Italian members have earned their CVI. It is a goal of the Association to continue efforts to build awareness of the CVI certification and the value it presents to both the certificant and the customer. 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. In addition to the Italian candidates, the association added another **31** new CVIs to the Association this year for a total of **43** new CVIs in 2020. NADCA's Board of Directors has approved additional marketing investment again in 2021 to support the CVI and the efforts of the committee. The Certification Committee also completed a rewrite of the CVI exam that will be rolled out in 2021.

Education and Safety Committee

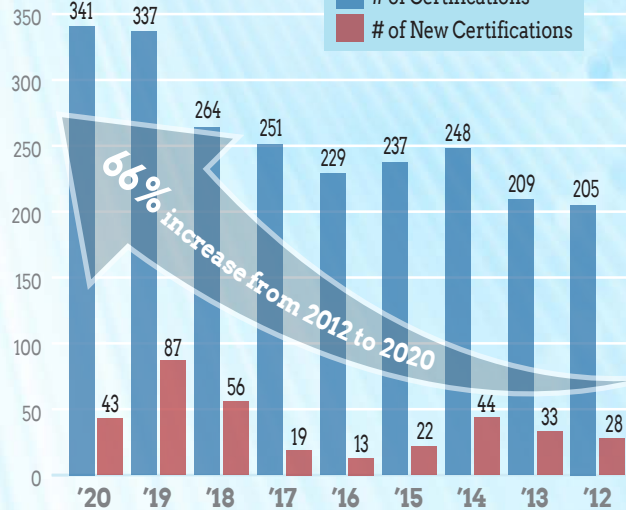
Along with certification, education remains the core of NADCA's mission, and the Education & Safety Committee strives to maintain, update and develop new training programs that will keep our technicians and industry experts on top of new advancements in technology, products and practice.

NADCA's Energy Study Task Force, led by Dan Stradford of Action Duct Cleaning in California, continued its work with Dr. Mark Hernandez, Professor and Registered Professional Engineer from the University of Colorado Boulder. In July of 2019, the task force began a formal study of an HVAC system in Johnson, Vermont, monitoring all aspects of the system studied, including temperature, humidity, CFM, particle counts and static pressure. The study monitored—in real time—energy and performance improvements in a commercial system as various components were cleaned according to ACR, The NADCA Standard. In 2020, the task force continued its work with another study, mirroring that of the one in Vermont. This study was conducted in Pearl, Mississippi, led by NADCA member, Tony Groover of Pure Air Consultants, with oversight by Dan Stradford. Dr. Hernandez and his team are analyzing the results to prepare for publication. Those results will be released at NADCA's Annual Meeting in March, 2021.

ASCS



CVI



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 **1,676** 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 VMT sessions. 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. To complement the VMT Training Program and the ASCS to the ACR Standard Training Course, NADCA continues to offer virtual reality training. While temporarily put on hold in 2020 due to social distancing requirements and COVID-19 restrictions, expect to see the virtual reality library continue to grow and offer new content as the pandemic restrictions are lifted.

Finance Committee

This standing 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 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 2020 audit firm will be selected as initial field work is underway. This audit is slated for completion in June, 2021.

International Affairs Committee

NADCA's international membership growth continues to hit new milestones. The Association has ended 2020 with **344** members from **29** countries. NADCA's International Affairs Committee is appointed to focus on the needs and interests of members from outside the United States. In support of its international efforts, NADCA participates in presentations and events across the globe. NADCA continues to enjoy a mutually beneficial relationship with AIISA. In 2020, **97** NADCA members came from our partnership with the organization.

The Board of Directors is dedicated to international growth and the development of guidelines and training 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. The committee has added several new international members to ensure the content of NADCA's standards, guidelines and training materials evolves to meet the needs of the international industry at large. As regulations increase around the globe due to COVID-19, NADCA is working to stay abreast of developments and changes that affect its members.

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

2020. 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 still 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. Conveying to these valued partners the value proposition to become Associate Members, to exhibit, sponsor and advertise requires development of relationships, often among the new verticals within our industry. These verticals are reflective of the changes within our industry and they help to grow our scope of partnerships. The value of the IR team is reflected in the growth of new Associate Members, exhibitors, sponsors and advertising sales. Specifically in 2020, the team had to pivot their focus and find new ways for sponsors, advertisers and exhibitors to find value in the options available due to the pandemic and the change from in-person to virtual meeting format for the Fall Technical Conference.

The results for 2020, reflected as a 3-year trend, are as follows:

- Total sales for NADCA in 2020 were **\$251,000**, which is a **2%** decrease. This decrease mainly reflects the effects of COVID-19 on the economy throughout 2020.
- Annual Meeting sales for 2020 were at **\$170,389**, a **20%** increase since 2017. NADCA has seen a steady **8-10%** rate of revenue growth each year.
- Fall Tech Conference in 2020 totaled **\$9,200** and worth noting is that this is an **\$8,100** decline from 2019. This can mainly be attributed to the highly-unusual year due to the COVID-19 pandemic that saw company travel bans and tightening of the belt for many

companies. The IR team was successful in recruiting ten (10) new and two (2) lapsed Associate Members to NADCA in 2020.

- Advertising revenue through the NADCA.com website, *Air Conveyance*, and *DucTales* (including *Buyers Guide*), has seen a **25%** overall increase since 2017. NADCA sold a total of **\$64,620** in advertising in 2020, however the *Buyers Guide* and *DucTales* advertising have been slowly declining in popularity. There has been a greater interest in digital advertising, so NADCA will begin offering new digital advertising opportunities in 2021 to help spur advertising growth over the next year.

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. 2020 has been an unusual year and IR will continue to innovate and provide guidance to our Associate Members as they pivot their marketing efforts.

Anti-Fraud Task Force

The Anti-Fraud Task Force remains active in continued response to consumer and member complaints about "bait and switch" and non-members claiming NADCA certification and membership. The task force continues the multi-faceted approach to tackling these fraudsters.

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. In addition to the Breathing Clean consumer marketing campaign that was launched in 2016, **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 continue to be the goal, driving consumer business to NADCA members.

NADCA staff works 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

First ever
Virtual
Fall Tech
Conference

or certification by non-member companies or non-certified individuals are addressed swiftly and aggressively.

From 2014–2020, NADCA received **410** reported violations and has successfully closed **400** of those to date, for a **98%** close rate. *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.

NADCA continues a partnership with Yoshki and their logo protection software, and the Yoshki Radar service that crawls the internet searching for NADCA's trademarks. Once the team receives information about a violator, either from the Radar report or from a complaint sent in by a consumer or a member, they take the appropriate steps to have the logo removed from the violator's website or printed materials. Yoshki Radar works 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 a competitive advantage for NADCA members and supports the Association's effort to enforce trademark infringement. NADCA is *proactively searching* for trademark violators in addition to *reacting* to complaints received. This is representative of the commitment to resources that NADCA's Board of Directors is willing to give to protect members and the industry.

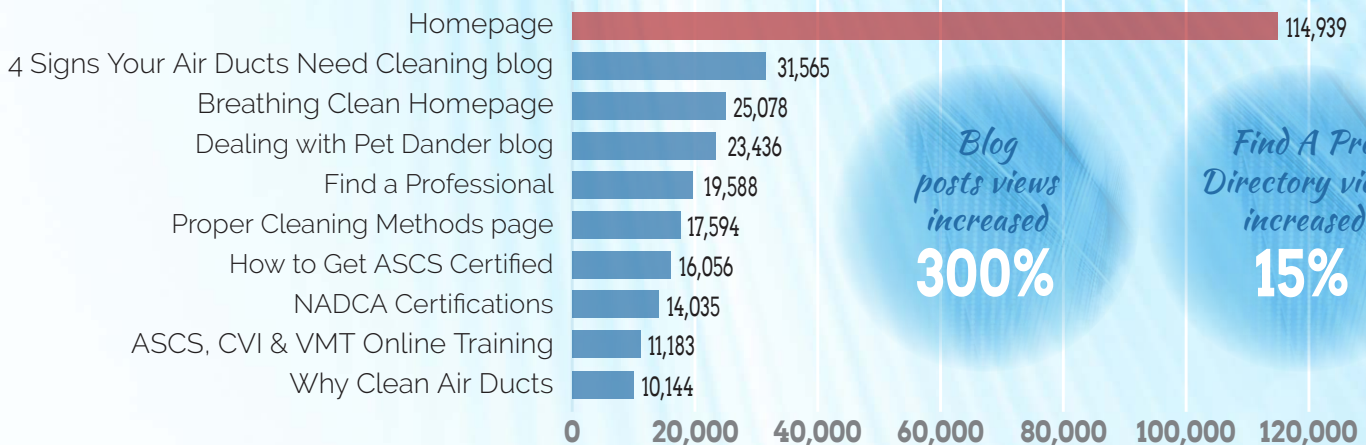
Website

When comparing 2020 metrics to 2019, nearly all data categories of the NADCA.com website analytics saw positive results:

- Sessions **increased 27%** from 209,944 to 266,410
- New Users **increased 43%** which shows that marketing efforts are growing brand awareness and reaching new audiences.
- Pageviews **increased 16%** from 599,402 in 2019 to 695,349 in 2020.
- **Users were up across the world**, including 42% in USA, 37% in Canada, 30% in India, 78% in UAE, 142% in UK, 72% in Australia, 110% in Italy, 32% in Philippines, 62% in Pakistan, 158% in China, and 50% in Saudi Arabia.
- **Blog views were up almost 300%** in 2020 vs. the same time period in 2019. This is likely due to a more focused effort on driving traffic to the blog posts, including links in Air Conveyance as well as on social media.
- **The Find a Professional Directory saw a 15% increase in traffic** compared to 2019.
- **Bounce Rate decreased 56%**.

New Users to website increased **43%**

The top 10 pages with the most pageviews for 2020 are as follows:



Blog posts views increased **300%**

Find A Pro Directory views increased **15%**

Organic Search (**63%**), Direct Traffic (**23%**), and Referrals (**9%**) were the top three channels driving traffic to the NADCA website in 2020.

Sessions driven by Social Media channels, while only accounting for **5%** of the site's overall traffic, increased **32%** when compared to 2019. Sessions to the website from Facebook increased by **11%**, LinkedIn by **472%**, Twitter by **3%**, and YouTube by **214%**.

Social Media

NADCA & Breathing Clean

NADCA continues to dedicate marketing efforts where it finds its members 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.

Facebook (NADCA & Breathing Clean accounts combined)

Activity Overview

- Fans: **5,024**
- Impressions (organic and paid combined): **1,699,805**
- Link Clicks: **9,145**
- Total Engagements: **56,598**
 - › **29,698** Reactions
 - › **1,831** Comments
 - › **5,673** Shares

LinkedIn

The following metrics are for NADCA's LinkedIn page and do not include the private LinkedIn group. This channel was a large focus of the social strategy for the first time in 2020. Early in the year, NADCA revamped its LinkedIn corporate page by adding a new banner image, updated the name for better searchability, and created a regular posting

cadence. NADCA also added a LinkedIn icon to the NADCA homepage to drive traffic to the page. The results were solid.

- › New followers: **439**
- › Impressions: **55,403**
- › Engagements: **3,791**
- › Post Clicks: **2,094**

Twitter (NADCA & Breathing Clean accounts combined)

Activity Overview

- Followers: 1,784
- Total Impressions: 39,344
- Link Clicks: 113
- Total Engagements: 449

The stats show that the most engagement from NADCA members and consumers occurs on the NADCA and Breathing Clean Facebook pages, followed by LinkedIn. Twitter users were not as active for NADCA in 2020.

NADCA Paid Social Media Ads

In 2020, nine (9) ads, each with different creative, were run on Facebook to promote the benefits of NADCA membership, certifications, and general brand awareness. Targeted audience size for the U.S. was 18,000,000. One of the ads was run for 30 days in Dubai to promote general awareness of ASCS and CVI certifications and the total audience size for Dubai was **1,200,000**.

Overall Metrics

- Ad Flight (Varies per Ad Creative): August 20, 2020 to December 19, 2020
 - › Total Budget: **\$2,500**
 - › Total Spend: **\$2,572.08**
 - › Total Reach: **256,153**
 - › Total Engagements/Clicks: **8,778**
 - › Cost/Click: **\$0.29**



Breathing Clean Paid Social Media Ads

In 2020, seven (7) ads were run on Breathing Clean's Facebook page to promote the awareness of air duct cleaning, and led viewers to click over to the NADCA website. Three separate audiences were selected and targeted during different months:

July-August 2020

- Homeowner Interests
(Potential Reach = **110,000,000** people in the U.S.)

August-September 2020

- Parent Interests
(Potential Reach = **45,000,000** people in the U.S.)

October-December 2020

- Health Interests
(Potential Reach = **110,000,000** people in the U.S.)

Overall Metrics:

- Ad Flight (Varies per Ad Creative): July 14, 2020 to December 22, 2020
 - › Total Budget: **\$3,000**
 - › Total Spend: **\$2,997.49**
 - › Total Reach: **314,980**
 - › Total Engagements: **25,011**
 - › Cost/Click: **\$0.68**
 - › CTR: **1.61%**

Articles and News Releases

In 2020 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) 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 **9.3 million** from just two article placements that were picked up ("picked up" indicates that the article was printed in a newspaper, magazine, etc.) more than **8,900** times through NAPS. The return on investment with NAPS continues to grow each

year as the Association finds new ways to maximize exposure through this partnership. NADCA invested **\$19,000** and received placements valued at more than **\$1M**. Included within that \$19,000 investment, NADCA released one television ad that was viewed in markets across the United States with a broadcast audience of **15,600,000** households. Two radio commercials reached an audience of **107,000,000** listeners as well. The print pieces are repurposed as blog content on the NADCA website, and the video release is hosted on the NADCA site and its YouTube page. This collective effort to aggregate results with print, radio, television and social media continues to be the driving force behind NADCA's worldwide recognition and growth.

Public Relations

There was a large focus on trade and consumer PR in 2020 for NADCA, resulting in over **200M impressions**. The marketing team developed and distributed six press releases throughout the year on various topics, including Fall Tech going virtual; air duct cleaning being considered an essential service, and more. Media lists for both trade and consumer targets continued to be developed and media inquiries increased in 2020, largely due to the pandemic and NADCA's role in the indoor air quality industry. NADCA also landed a spot in two consumer-facing publications—*Real Simple Magazine*, and *Food & Wine*, receiving over **4.8M impressions**. NADCA increased its advertising spend with targeted outreach in industry publications *SNIPS*, *ACHR*, and *Construction Specifier* this year.

200M
views from
PR
efforts

Worked to get
"essential
worker"
classification for
NADCA members

PR
coverage in
Food & Wine
Magazine and
Real Simple
Magazine

Commercial Activities

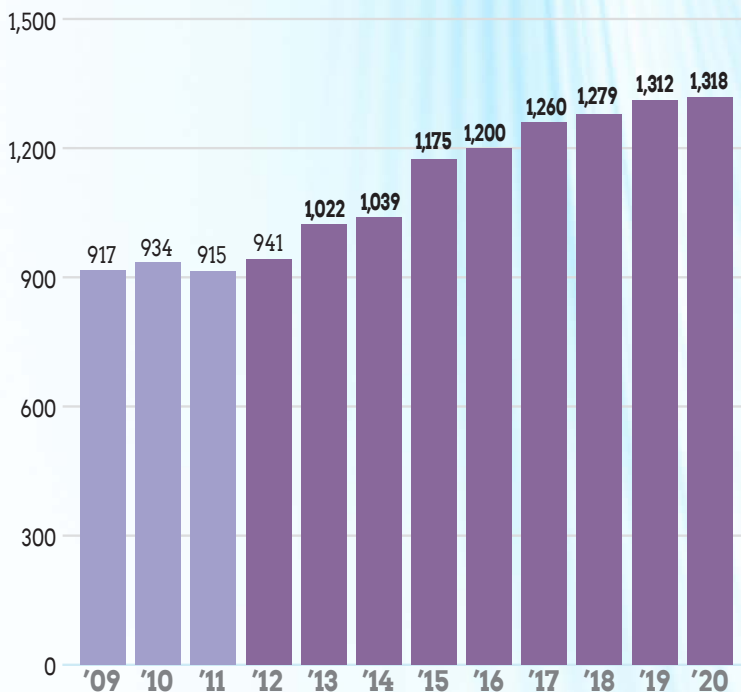
In 2020, NADCA allocated a portion of its Industry & Public Relations budget to participation and exhibition at several industry events. With the onset of the pandemic early in the year, the only event participation garnered for NADCA was a booth at the IAQA Annual Conference and the AHR Expo, both held in February before the shutdown. This resulted in a significant decrease to the expense budget.

Traditionally, NADCA has 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 remains focused on presentations of the newly updated General Specification in **CSI 3-Part Format**, and ACR, The NADCA Standard at industry events, but expect to see more information about chemical products in HVAC systems as conferences begin to hold meetings and look at post-COVID cleaning protocols.

Collaboration with industry affiliates helps to boost NADCA's brand recognition as the go-to experts in the field of duct cleaning. It continues to ensure that NADCA has volunteers seated on industry standard setting committees to provide a voice for the industry served by the members.

NADCA also works to support its affiliate partnerships and maintains its Memorandum of Understanding (MoU) with IAQA and AHR Expo, as well as the Allied Industry Partners with whom NADCA partnered early in the pandemic on a joint press release. Participants in the Allied Industry Partners include IAQA, ABRA, EIA, AIHA, ACGIH, NAFA, ASTM, and LEHA. The purpose of the MoU is to identify and recognize the current standards and credentials developed and administered by the Allied Industry Partner organizations. The Allied Industry Partners are like minded industry associations who recognize the need for a combined list of acceptable standards and credentials. NADCA's standards and certifications are collectively and individually recognized and promoted by the participating associations. This broadens NADCA's reach and builds bridges with ancillary industries, from biorecovery to healthcare to standard setting.

Membership History



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 2020, NADCA set its ninth straight membership record with **1,318** members.

NADCA carries on with building its bank of member benefits with updated and focused educational content that spans both U.S. and international markets to advance the industry and the Association, driving toward NADCA's strategic growth targets.

Analysis of NADCA's data tells us that **45%** of the membership have been members for ten years or more and **69%** have been members for five years or more. There are **107** companies with membership of **25** years or more and **94** members with **20+** years (*but less than 25*).

Membership History

- In 2020, **121** companies had their membership terminated for not meeting membership requirements (non-compliance with ASCS certified staff or lack of proof of insurance). It is a notable decrease when looking across the last five years and especially considering the economic conditions brought forth by repeated shutdowns and a hard-hit economy. This compares to **180** terminations in 2019, **174** terminations in 2018, **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, 2020, there were **72** 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. 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 break retention records across every trade association benchmark, with another outstanding renewal rate of **94%** in 2020. Each year we talk about the sustainability of that renewal rate, even as membership numbers and termination numbers increase and that just strengthens the message to the industry: NADCA members realize absolute value in their membership, despite working through the first pandemic of this century. They are the leaders whose businesses are thriving and evolving with the association as the industry continues gaining traction and legitimacy.

NADCA Regional Coordinators

NADCA's Regional Coordinators provide support and mentoring to new and existing members within their region 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. For members in non-English speaking countries, the Regional Coordinator also provides translation and cultural variance

9th year
*with record-setting
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numbers*

94%
*Member
Retention*

assistance. Finding mentorship from an individual who understands and navigates similar challenges is an invaluable part of the NADCA membership benefit blueprint and 2020 was an exceptional year for NADCA mentors and mentees. Understanding how to navigate shutdowns that were very much a regional experience across all corners of the globe where restrictions varied and "essential worker" definitions could be hard to find in some areas, the Regional Coordinator was a source of information for those struggling to understand the nuances of this industry.

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 Regular Director positions on the 2021–2023 Board of Directors. NADCA utilizes 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.

April Yungen from Air Management Industries was re-elected to her third consecutive term; **Jim Castellano** from Better Air Quality was re-elected to his second consecutive term; **Michael McDavid** from Part-LLC was elected to his first three-year term; and **Clint Orr** from Full Throttle Furnace and Duct Cleaning Inc. was elected to serve his first three-year term. All terms begin in March 2021.

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. 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. But...2020 threw a curve ball to the Fall Tech Conference Committee and their training methodology. With COVID-19 numbers climbing as the Fall season fell upon the world, the host hotel, the Hard Rock Hotel & Casino in Atlantic City, NJ was shut down and NADCA was forced to move the conference to a virtual format for the first time in the Association's 32 years. With lots of trepidation about the audience and their desire to participate in a full-day virtual conference, the committee forged ahead and pulled together an impressive slate of education and networking opportunities. Traditionally, this event sees an average of 200 registrants for its in-person, hands-on training, but the virtual format did not deter the attendees. Almost 200 registrants participated throughout the day as six presentations ranging from Microbial Threats in HVAC Systems to Containment in Healthcare Facilities ran through the online platform. The sessions were recorded



and made available for viewing on-demand at nadca.com for those who registered for the conference. Virtual attendees earned all of the continuing education credits needed to renew their ASCS certification and pre-conference programming offered full-day training courses for individuals looking to earn their ASCS or CVI for the first time.

NADCA has already re-booked with the Hard Rock Hotel and will return to Atlantic City in 2022.

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 nadca.com.

To date, there have been more than **15,306** downloads of *ACR, The NADCA Standard*, from more than **95** countries, and more than **11,000** hard copies of the booklet have been sold or given away at industry educational sessions.

In 2020 alone, it was downloaded more than **2,100** times in **61** countries. Following the United States, these countries had the most downloads: Canada; UAE; Italy; India; Australia; Saudi Arabia; United Kingdom; and Mexico.

The Standards Committee spent much of 2020 reviewing and updating *ACR, The NADCA Standard* and will release the updated version at the 32nd Annual Meeting & Exposition in March, 2021. A session presented by NADCA's Standards Committee Co-Chair, Bill Lundquist, will highlight the changes in the 2021 edition of the Standard.

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. In 2017, NADCA worked with the Construction Specification Institute 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. During the past three years, there were more than **2,950** 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 continues a heavy focus with significant resources to push this specification, 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. Members are encouraged to download *The General 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. Feedback received in response to these efforts indicates that indoor air quality professionals report that best practices include hiring the NADCA member company with the most certified individuals on staff to perform their duct cleaning services. This reinforces the notion that it pays to invest in your staff.

ACR,
The NADCA
Standard
2021 Edition
Completed

ACR
Downloaded in
61
countries

NADCA's best-performing LinkedIn post to support these efforts in 2020 was one about *Mold in the Seattle Children's Hospital*. The post was trending on #hospitals for several hours, received **3,038** views, **48** reactions/likes, and 18 shares.

To date, NADCA has reached more than **22,700 individuals** in those sectors noted above.

Bylaws Committee

The bylaws document specifies how the Association is to be governed. A copy can be found in the Members Only section at 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. In 2020, the number of complaints was again elevated and can be attributed to NADCA's ongoing investment in consumer awareness and education so the customer has informed expectations when hiring an air duct cleaning company. 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 also 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 the Association's 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. In 2019, the Board of Directors conducted a review of progress to date, set objectives for the next 12 months and assigned tasks to drive the strategy and tactics. In 2020, NADCA had to remain nimble and pivot to address those issues most relevant to the membership, most notably, COVID-19 and its impact on the industry. The Board of Directors has scheduled a strategic planning session for October 2021, when they hope to be able to meet safely and in-person for this important exercise.

Management Review

NADCA is entering its ninth 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

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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 Executive Officer and the Partner and

Chief Executive Relationship Officer at AH. This allows for immediate resolution to any real or perceived issues. The partnership with AH has been one of mutual respect, professionalism, transparency, accountability and success! NADCA's management contract with AH was renewed for a three-year term beginning in 2021.



**1120 Route 73, Suite 200
Mt. Laurel, NJ 08054
856-380-6810
info@nadca.com
nadca.com**