

94%

MEMBER
RETENTION

THE HVAC INSPECTION, CLEANING
AND RESTORATION ASSOCIATION

PUBLICATION
OF NADCA'S
**ENERGY
STUDY
RESULTS**



2024

13TH

YEAR WITH
RECORD-
SETTING
MEMBERSHIP
NUMBERS

**AMERICAN LUNG
ASSOCIATION**
STATE SPONSORSHIP
TEXAS AND
COLORADO

ANNUAL REPORT

MORE THAN
40,000

ARCHITECTS, ENGINEERS AND FACILITY
MANAGERS CONTACTED AND SENT THE
GENERAL SPECIFICATION DOCUMENT





Driving Efficiency and Sustainability:

NADCA's Impactful 2024 Year in Review

In 2024, the National Air Duct Cleaners Association (NADCA) marked a significant milestone with the completion and publication of its comprehensive energy study paper. This multi-year, multi-geographic study revealed substantial energy savings across various regions, underscoring the pivotal role of HVAC system maintenance and air duct cleaning in improving energy efficiency. The findings not only highlight the financial and environmental benefits of proper HVAC care but also align with ongoing efforts to address energy consumption in the industry. As the HVAC sector continues to evolve, recent legislation aimed at improving building energy codes and promoting sustainability has further emphasized the importance of such studies, reinforcing the need for innovations that enhance energy savings, improve occupant comfort and safety, and reduce environmental impact.

TREASURER'S REPORT

For the period January 1 to December 31, 2024

\$687,991
EXPENSE UNDER BUDGET

Overview

The Association ended the year with \$306,758 in net income. Operating revenues landed at 101% of budget, despite annual meeting revenue missing budget by 14%. Operating expenses were held to 83% of budget, helping the Association realize a net operating income of \$306,758. NADCA ended 2024 with revenue of **\$3,516,401**, expenses of **\$3,209,643**, and total net assets of **\$8,746,648**.

REVENUES

Membership dues account for **42%** of the Association's revenues, followed by Certification & Training (**26%**) and Annual Meeting (**19%**). NADCA's affinity partnership with Sunbelt Rentals is projected to contribute **7%** of the organization's revenues in 2024. Overall revenues for 2024 were **\$3,516,401** compared to 2023 audited, actual revenues of **\$3,596,302**.

EXPENSES

Administration is the largest expense category at **56%** of total expense and includes the following: management services, standards and specifications marketing manager, staffing, office space, committee expenses including approximately **\$287k** in marketing initiatives and campaigns, certification item writing projects, certification accreditation 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 design, maintenance and hosting, travel, energy study expenses for both the US and Italy sites, and new scientific initiatives. Annual Meeting follows at **24%** of total expense and then Certification & Training at **12%**. Overall expenses for 2024 were **\$3,209,643** compared to 2023 audited, actual expenses of **\$2,953,258**.

COMPARISON TO BUDGET

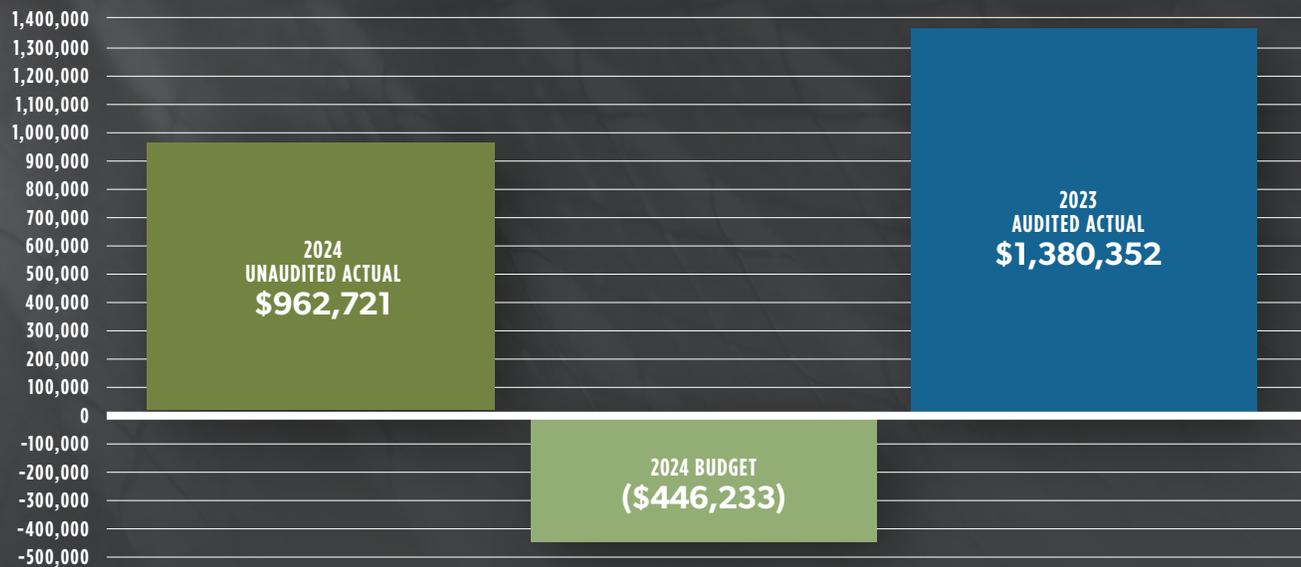
In 2024, the Association projected an unrestricted net loss of (\$381,233). However, revenues slightly exceeded expectations, totaling **\$3,516,401** compared to the budgeted **\$3,495,231**. True to historical trends, expenses remained below budget, with the Association spending just 83% of its expense budget. Actual expenses were **\$3,209,643**, significantly under the budgeted **\$3,876,464**. The year also marked significant achievements in advancing NADCA's mission, including the completion of Phase I of the energy study and the successful publication of its findings in *Energy and Buildings* journal. Additionally, the Association invested in consumer-focused marketing efforts to raise awareness of the industry and the importance of hiring NADCA members. These purposeful expenditures aligned with NADCA's strategic plan. Overall, the Association closed the year with an unrestricted net income of \$962,721, with **68% attributed to unrealized investment income**.

REVENUE COMPARISON	2024	2024	2023
OPERATING REVENUES	UNAUDITED ACTUAL	BUDGET	AUDITED ACTUAL
ADMINISTRATION	1,498,664	1,578,052	1,611,010
ANNUAL MEETING	674,809	783,721	589,128
CERTIFICATION & TRAINING	1,110,129	920,038	1,156,215
FALL TECHNICAL CONFERENCE	149,650	128,470	150,700
PUBLICATIONS	83,149	84,950	89,250
TOTAL OPERATING REVENUES	3,516,401	3,495,231	3,596,302
OPERATING EXPENSES			
ADMINISTRATION	1,790,368	2,344,070	1,533,586
ANNUAL MEETING	772,997	819,987	711,500
CERTIFICATION & TRAINING	387,273	418,886	440,479
FALL TECHNICAL CONFERENCE	111,441	164,426	152,160
PUBLICATIONS	147,564	129,096	115,534
TOTAL OPERATING EXPENSES	3,209,643	3,876,464	2,953,258

101%
OF BUDGETED
REVENUE

83%
OF BUDGETED
EXPENSE

UNRESTRICTED NET INCOME COMPARISON



INVESTMENTS

The Investment Policy aims to optimize interest and dividend returns on accumulated cash reserves while ensuring a responsible balance between safety, liquidity, yield, and growth. NADCA prioritizes limited portfolio volatility and a stable, secure level of current income. To achieve these objectives, the Association follows a conservative investment and surplus management strategy. In 2024, NADCA's portfolio yielded net income of **\$655,963**, compared to \$737,309 in 2023.

CLOSING

NADCA's net assets grew by 12% in 2024, following an 18% increase in 2023, reflecting the Association's continued financial stability. Key value drivers for members remain at the forefront, including certification, consumer marketing, standards and specifications promotion, and scientific validation. NADCA maintains robust reserves, capable of supporting operations for up to 34 months if necessary. Operationally, the Association continues to maintain strong cash flow, although increased non-traditional expenses in 2025 are expected to put stress on the cash position. This includes allocating additional resources to key projects and investing in partnerships and research that validate the critical role NADCA members play in enhancing indoor air quality.

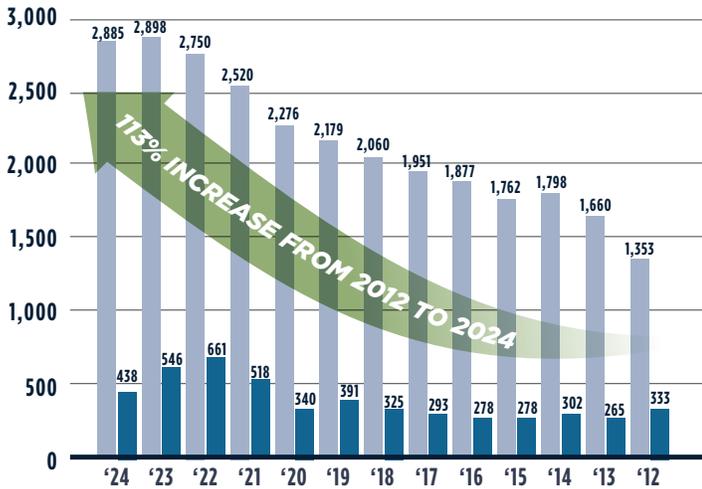


Annual Meeting Committee

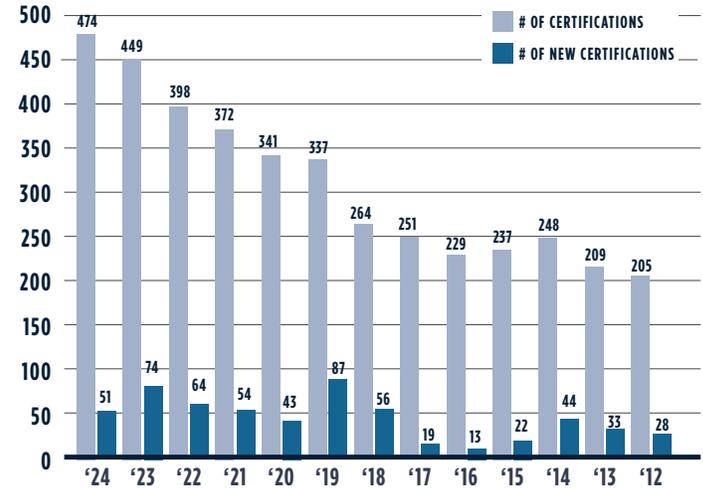
NADCA's 35th Annual Meeting brought business owners and technicians together at the Paris Las Vegas Hotel in Las Vegas, Nevada, for an unforgettable event filled with learning and networking opportunities. A total of 594 industry leaders and professionals, including 174 first-time attendees, gathered to explore the vibrant exhibit floor, featuring 36 companies across 46 booths. The NADCA Member Party, sponsored by Sunbelt Rentals, was a standout moment, lighting up the evening beneath the Eiffel Tower atop the Paris Hotel. The ASCS and CVI certification courses continued to be a major draw, with 90 attendees participating in the ASCS training and exam, while 35 individuals advanced their expertise by taking the CVI course and exam.



ASCS



CVI



Certification Committee

The Certification Committee is dedicated to developing and maintaining NADCA's industry-leading certification programs, ensuring members adhere to the highest standards of air duct cleaning as outlined in *ACR, The NADCA Standard*. A critical focus is maintaining the relevance and accuracy of the ASCS and CVI exams to reflect current industry practices. Third-party verification of certification testing plays a key role in adding objectivity and credibility, fostering trust among stakeholders, clients, and the public. This independent evaluation safeguards the integrity of certifications, ensuring they meet the required standards and enhancing transparency and accountability across the air duct cleaning industry. By employing these measures, NADCA ensures its certification process is legally defensible, relevant, and trusted.

In line with these efforts, NADCA has partnered with a third-party psychometrician and pursued accreditation for its Air Systems Cleaning Specialist (ASCS) and Certified Ventilation Inspector (CVI) certifications through the ANSI National Accreditation Board (ANAB). As the largest multi-disciplinary accreditation body in the western hemisphere, ANAB evaluates organizations like NADCA against recognized international, national, and technical standards. This accreditation solidifies the credibility of NADCA's certifications and ensures confidence in the skills of certified professionals. Moreover, as federal legislation increasingly identifies certification requirements to meet federal standards, ANAB accreditation positions NADCA's ASCS and CVI certifications as potential substitutes for licensing requirements, paving the way for increased opportunities for certified members.

The growth of NADCA's certification programs remains a top priority. Globally, 51 new CVIs were certified in 2024. The CVI certification demonstrates advanced knowledge of HVAC systems, their impact on indoor air quality, and proficiency in system inspection, giving

customers confidence in the expertise of certified individuals. To continue this momentum, NADCA remains committed to investing in marketing efforts to drive awareness and demand for the CVI program, both domestically and internationally.

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. They are charged to identify opportunities that will raise the educational level of the members; to develop educational programs in formats that will provide the members with the tools to educate themselves and their employees to industry best practices; to deliver an organization of members who attain "Quality through Knowledge;" and to develop educational programs that will provide initial training and development and continuing education credits (CECs) for members and non-members alike to maintain their certifications.

In 2024, NADCA hosted six custom training sessions, earning more than \$44k in revenue with an additional \$8k in recurring annual renewal revenue. This has become a sustained source of growth, both in terms of certification numbers, revenue, and resource allocation. Custom training sessions are held at the host's facility with a ten-person minimum requirement. NADCA provides the trainer and the course materials, and the host provides the meeting space and meals. This is a wonderful and cost-effective way for companies to certify a group of employees and raise their company profile.

Online education continues to also be a source of revenue for the Association. In 2024, there were more than 200 webinars purchased, resulting in over \$34k in revenue.



Scientific Committee

The Scientific Committee was established to assist the NADCA Board of Directors in ensuring that the research conducted and gathered by the association is optimized to support the strategic goals of NADCA, specifically to establish an evidence-based narrative for the value and benefits of air duct cleaning that is built on science and related studies. To accomplish this purpose, the Scientific Committee reviews, monitors, and initiates the science, processes and procedures, and infrastructure underlying NADCA's mission.

NADCA's Energy Study Task Force completed its work with Dr. Mark Hernandez on the multi-year, multi-geographic project and successfully published NADCA's very first scientific journal publication. A 'scientific journal publication' refers to the process of publishing original research findings in a periodical publication designed for the scientific community, where the work undergoes a rigorous peer-review process by other experts in the field before being considered for publication; essentially, it's the way scientists share their new discoveries with the broader scientific community through a credible and vetted channel.

The study emphasized that maintaining clean ductwork and HVAC systems directly improves ventilation and conditioned air supply. Poor airflow can lead to inadequate ventilation, while excessive airflow wastes energy. Routine cleaning helps achieve an essential balance between air quality, airflow, and energy use. Key points from the paper:

- Significant energy savings, with reductions in fan/blower energy consumption ranging from **41% to 60%**.
- Enhanced supply airflow, showing improvements between **10% and 46%** compared to uncleaned systems.
- First-of-its-kind comparison of full-scale HVAC cleaning as an energy-saving intervention.
- Reduced system pressure fluctuations, ensuring stable operations.
- Minimized reliance on backup equipment, contributing to long-term cost savings.
- Demonstrated benefits of HVAC cleaning in diverse climatic conditions.

At the conclusion of this study, the Scientific Committee turned its full attention to the study of particulate count and qualification in Denver Public School classrooms. Together with Dr. Mark Hernandez, NADCA seeks to prove the hypothesis that cleaning the HVAC system, including the air ducts, significantly and immediately reduces exposure in occupied space. Additionally, the group will identify and quantify particle profiles in specified classrooms.

In late 2024, NADCA collaborated with Dr. John McKeon of the iAir Institute on a novel project titled "*Landscape Analysis and Literature Review: Duct Cleaning as it Relates to Indoor Air Quality and Potential Impact on Health and Wellbeing Outcomes.*" Looking ahead to 2025, the NADCA Board of Directors will continue working with Dr. McKeon to explore the relationship between particle profile and particle count, and their effects on health outcomes, advancing the understanding of how air duct cleaning contributes to improved indoor air quality and overall well-being.



Ventilation Maintenance Technician (VMT) Training Program

The Ventilation Maintenance Technician (VMT) Online Training Program remains the ideal solution for cost-effective training of entry-level technicians. Since its launch in 2011, a total of 2,537 technicians have registered for the full course, gaining essential knowledge in areas such as basic safety, access openings, containment, tools and equipment, and cleaning HVAC systems in accordance with ACR, The NADCA Standard. The Education Committee, in collaboration with the Fall Technical Conference Committee, continues to enhance learning opportunities through hands-on training at the annual Fall Technical Conference. This event allows attendees to apply the skills taught in the VMT program in a practical, real-world setting. Training stations simulate in-the-field scenarios, providing participants with the chance to use tools and technology to master each task. The training area replicates HVAC systems and related components, enabling attendees to practice and refine the techniques learned in the VMT classroom or online sessions.

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. The 2024 audit firm is selected, and initial field work will begin in February 2025. This audit is slated for completion in June 2025.

International Affairs Committee

NADCA's international membership growth remains a key priority for the Board of Directors. By the end of 2024, the Association proudly had 388 members from 27 countries. To address the unique needs of its global members, NADCA's International Affairs Committee focuses on supporting members outside the United States. NADCA continues to foster a strong, mutually beneficial relationship with AIISA. In 2024, NADCA saw 114 members through this partnership, reflecting a slight increase from 2023. The year also saw the cultivation of new connections in Saudi Arabia and India. To further support its global outreach, the NADCA Board of Directors has made a substantial investment in international initiatives. This includes providing simultaneous translation services for the annual conference, translating newsletters and *The HVAC Hygiene Journal* (formerly *DucTales* magazine) into native languages, and conducting a feasibility study for hosting a technical conference internationally.

Industry Relations

The Industry Relations (IR) team is dedicated to strengthening and expanding relationships with exhibitors and sponsors, creating more opportunities for existing Associate Members, and discovering new products and services that benefit NADCA members. In addition, the IR team is focused on boosting sponsorship, advertising, and exhibit sales by enhancing brand awareness and delivering value to all stakeholders.

Total sales for 2024 amounted to \$289,853, reflecting a 7% decrease from the 2023 total of \$311,664. This decline is primarily attributed to a drop in Associate Memberships and reduced revenue from the Fall Technical Conference. On a positive note, the 2024 Annual Meeting in Las Vegas experienced a slight increase in sales, reaching \$189,830 compared to \$185,600 in 2023. However, revenue from the Fall Technical Conference fell short of the previous year. Associate Membership revenue also declined in 2024, with only three new companies joining. This will be a key focus area in 2025 as efforts are made to restore membership revenue to previous levels.

On the digital advertising front, NADCA saw a slight uptick in sales, marking an encouraging recovery from the larger decrease in the prior year. New advertising options, such as retargeting campaigns, may be driving this improvement. Publication advertising in *DucTales* rebounded to 2022 levels, with sales totaling \$33,000—a promising sign of recovery. However, the Buyers Guide continued its downward trajectory, generating just under \$6,000 in revenue, a 15% decrease from 2023. With a rebrand to *The HVAC Hygiene Journal* and a fresh design concept, there is optimism that sales will improve in 2025.

Industry & Public Relations Committee

The Industry & Public Relations Committee is dedicated to promoting NADCA, its member companies, and its standards and specifications to end-users across residential, public, and commercial markets. To achieve this, NADCA invests in comprehensive consumer and trade marketing efforts to raise awareness and educate end-users about the valuable services provided by Association members.



ANTI-FRAUD TASK FORCE

The Anti-Fraud Task Force was established in 2016 to provide consumer education and information to key stakeholders such as the Division of Consumer Affairs, the BBB, and State Attorneys General. The Task Force launched the *Breathing Clean* consumer marketing campaign in 2016, and since then, *BreathingClean.com* has become the primary resource for both consumers and members seeking information to support and promote NADCA certification and membership. While the Task Force has largely focused on building and maintaining positive relationships with the 50 State Attorneys General, it continues to manage reported violations, addressing common complaints such as “bait and switch” tactics and non-members falsely claiming NADCA certification.

NADCA staff also collaborates with the Ethics Committee and Anti-Fraud Task Force to address trademark infringement issues. The Association works diligently to ensure that any unauthorized use of its logos or false claims of membership or certification by non-member companies or individuals are swiftly and decisively addressed, protecting members’ investment in both NADCA and the industry. From 2014 to 2024, NADCA received 558 reported violations and successfully resolved 522 of them, yielding a 94% resolution rate. Resolved cases typically involve violators ceasing to use the logo or false claims or acknowledging their mistake and completing the membership process. Trademark infringement complaints have traditionally involved non-member websites, which, while challenging, are easier to address than infringements on social media—an area that has seen a growing number of complaints in recent years.

To further strengthen trademark protection, NADCA continues its partnership with Yoshki and utilizes their logo protection software, including the Yoshki Radar service that searches the internet for NADCA’s trademarks. The Radar tool works alongside the original software that allows members to display a Yoshki logo on their website, providing customers with instant verification of NADCA membership. If the company is not a member, the verification will fail, alerting the customer. This tool gives NADCA members a competitive advantage while supporting the Association’s ongoing efforts to enforce trademark protection. NADCA is committed to proactively identifying trademark violators, in addition to responding to member and consumer complaints.

MARKETING & COMMUNICATIONS

In 2024, NADCA leveraged innovative strategies focused on education, advocacy, and engagement to connect with members, industry partners, and consumers. NADCA strengthened its position as a leader in the HVAC hygiene industry while building a solid foundation for future growth.

Expanding Reach and Engagement

NADCA.com experienced remarkable growth in 2024, welcoming 246,000 users, a 25% year-over-year increase. This surge in traffic highlights the growing demand for trusted air duct cleaning information.

The POWER of Organic Content

With over **200 posts** on social media (an **87% increase**), NADCA delivered various forms of content that informed, inspired, and engaged audiences. Monthly blog posts, association news, event promotions, and member advocacy anchored this successful strategy.

Engagement increased by 7%, stemming from the success of the Breathing Clean influencer campaign and a focused member content strategy. These efforts increased brand awareness and showed the value of focusing on diversified content that resonates with target audiences.

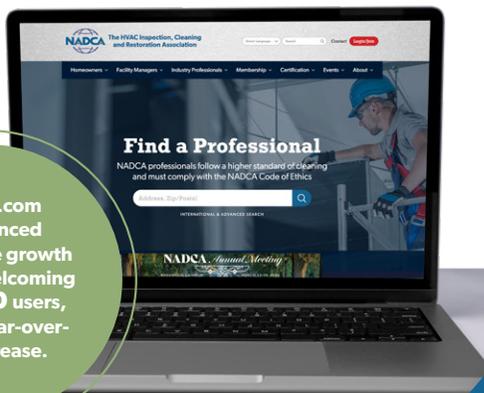
Key traffic sources showed impressive gains:

- Organic search traffic increased by 32%, driven by strategic SEO improvements.
- Direct traffic increased by 40%, underscoring stronger brand recognition.
- Referral traffic increased by 47%, fueled by partnerships, social media, press mentions, and affiliate collaborations.

The top visited pages aligned with NADCA's priorities:

1. Find a Pro Directory: 166,000 views
2. ASCS Certification: 86,000 views
3. Don't Be a Victim of Air Duct Cleaning Scams: 69,000 views
4. Cost and Time Estimates: 26,000 views

The website's performance underscores NADCA's role as a trusted authority, delivering valuable resources to consumers and industry professionals alike.



NADCA.com experienced remarkable growth in 2024, welcoming **246,000** users, a **25%** year-over-year increase.

In 2024, NADCA shifted focus from paid to organic content on social media platforms, achieving significant results year-over-year:



Facebook:

CONTENT INTERACTIONS GREW BY 65%

PAGE VISITS INCREASED BY 48%

FOLLOWERS GREW BY 18%



LinkedIn:

FOLLOWERS INCREASED BY 15.5%

IMPRESSIONS SOARED BY 71%

CLICKS SURGED BY 137.5%

ENGAGEMENT ROSE BY 50%

Consumer Engagement Through Influencers

NADCA launched its first social media influencer strategy in 2024 to raise awareness about indoor air quality. This campaign successfully connected with new audiences.

- Influencer-created videos were played 30,000 times and reached 18,000 unique users.
- Engagement rates soared by 80% month-over-month.
- Visits to NADCA's website rose by 16%, with social media-driven traffic increasing by 12%.

Breathing Clean blog posts remained among the top 10 most visited pages, reflecting a robust consumer-focused content strategy. These efforts positioned NADCA as a trusted source for IAQ solutions and HVAC maintenance education.

Amplifying Advocacy and Awareness

In 2024, NADCA was mentioned in 5,840 media outlets, spanning traditional news, social platforms, industry blogs, and broadcast media. Sentiment remained strong, underscoring NADCA's trusted reputation.

Key highlights included:

- Coverage by The Associated Press, MSN.com, Yahoo! Finance, and U.S. News and World Report on air duct cleaning scams and the importance of certification.
- Grassroots advocacy by NADCA members who invested in local news content, driving significant organic mentions.

A Look **AHEAD:**

By staying focused on engagement through authentic content and strategic partnerships, NADCA will continue leading the conversation on IAQ and the importance of professional standards and ongoing education in the field of HVAC system maintenance.

COMMERCIAL ACTIVITIES

In 2024, the Industry & Public Relations Committee carefully selected key industry events to maximize NADCA’s visibility, allocating funds to ensure active participation and exhibition at these events. These efforts enabled NADCA to connect with critical industry stakeholders, including mechanical engineers, specifiers, facility managers, air conditioning contractors, indoor air quality specialists, and other important sectors. While emphasizing the presentation of the General Specification in CSI 3-Part Format and ACR, The NADCA Standard, the Association also looks forward to sharing insights from its white papers and energy study results in the coming year.

Collaboration with industry affiliates continues to elevate NADCA’s brand recognition, positioning the Association as a leading authority in duct cleaning. These partnerships also help extend NADCA’s influence beyond the air duct cleaning niche, integrating the Association into the broader indoor air quality conversation. Ongoing collaboration ensures that NADCA has representation on industry standard-setting committees, providing a voice for the members it serves. In addition to supporting affiliate relationships, NADCA maintains its Memorandum of Understanding (MoU) with several industry partners. In 2024, NADCA further solidified its partnership with the American Institute of Architects (AIA), renewing its status as an accredited continuing education provider for AIA members. A significant new development in late 2024 was the growing collaboration with the American Lung Association (ALA), with the NADCA Board of Directors formalizing a partnership with the state of Colorado, alongside the existing relationship with the ALA in Texas. This consumer-facing initiative aims to engage hundreds of thousands of consumers in Texas, Colorado, and nationwide.

MEMBERSHIP COMMITTEE

The Membership Committee is tasked with enhancing member benefits and promoting those benefits to current and prospective members as a way to increase and retain membership. The Committee also oversees NADCA’s growth strategy and member surveys and makes recommendations to the Board of Directors regarding membership requirements and policy. In 2024, NADCA set its thirteenth straight membership record with **1,584** members.

NADCA continues to tout its existing repository 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 here in the United States and overseas. Analysis of NADCA’s data tells us that **40%** of the membership have been members for ten years or more and **58%** have been members for five years or more. There are **138** companies with membership of **25** years or more and **115** members with **20+** years (but less than 25). There remain five member companies who joined the association in 1989 and have maintained their membership every year since.

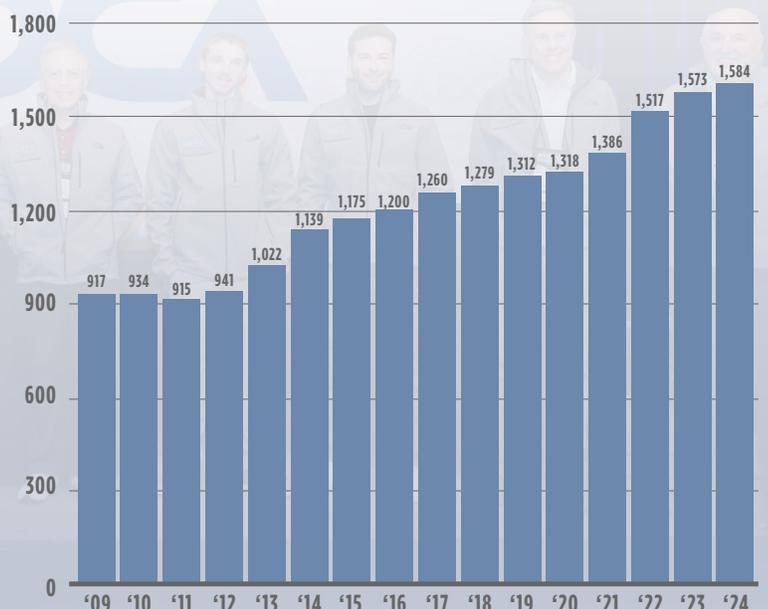
MEMBERSHIP HISTORY

- In 2024, **239** 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 **262** terminations in 2023, **264** terminations in 2022, **218** terminations in 2021, **121** terminations in 2020, **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.



- ASSOCIATE (38)
- SUPPLEMENTAL (153)
- AFFILIATE (17)
- REGULAR (1376)

MEMBERSHIP HISTORY





Fall Technical Conference

NADCA's Fall Technical Conference Committee supports members by organizing regional training conferences and providing direct technical assistance. The Fall Technical Conference is designed to help industry professionals enhance their skills through certification, training, and hands-on application for technicians at all levels. The 2024 conference was held at the Embassy Suites by Hilton Raleigh Durham Research Triangle in Cary, North Carolina, with a total of **239** attendees. Among them, **150 were first-time participants**. The event featured 11 exhibitors, who provided valuable insights into new products and services to a focused group of technicians and business owners during extended exhibitor hours. Additionally, 113 attendees participated in the full-day ASCS training course, while 12 individuals attended the CVI training.

As of December 31, 2024, there were 78 companies with pending membership status. A company's membership remains pending until it meets all the necessary requirements. During this time, the company is not considered a NADCA member, cannot claim NADCA membership, and is ineligible for any member benefits, including the use of the NADCA logo. Official NADCA membership is only granted once a Membership Certificate has been issued. Pending companies can remain in this status for up to six months, during which time they must provide proof of insurance and ensure at least one individual passes the ASCS examination. If a company does not meet these requirements by the end of the six-month period, its pending membership status will be terminated. Should the company wish to reapply for membership in the future, they must start the application process from scratch.

NADCA continues to set new retention records, achieving an impressive 94% renewal rate in 2024, marking the twelfth consecutive year of record-breaking performance across all industry benchmarks. The Board of Directors and Executive staff continually assess the sustainability of these renewal rates, reinforcing the Association's value proposition as membership grows. As duct cleaning becomes more prevalent in job specifications and consumer awareness of indoor air quality increases, NADCA membership and training remain vital to the continued success of the industry.

NADCA REGIONAL COORDINATORS

NADCA's Regional Coordinators play a crucial role in supporting and mentoring both new and existing members within their regions, ensuring they have access to a network of guidance and resources. This program is essential because NADCA members often face unique challenges related to factors such as climate, licensing, and local regulations. For members in non-English speaking countries, Regional Coordinators also offer assistance with translation and cultural differences. Having a mentor who understands and navigates these specific challenges is an invaluable aspect of the NADCA membership experience, providing personalized support tailored to the needs of each member.

LEADERSHIP DEVELOPMENT COMMITTEE

The Leadership Development Committee is responsible for identifying qualified candidates interested in serving on NADCA's Board of Directors. For the 2025–2027 term, the committee selected two highly qualified individuals to fill one Regular Director position and one Associate Member seat. To ensure efficiency and security, NADCA employed technology through third-party voting software, Big Pulse, to send ballots directly to each regular voting member's email address. Electronic ballots offer enhanced accuracy and protect the integrity of the election process.

Dan L'Herbier from Air Duct Maintenance, Inc. in Bakerstown, PA, was elected to his first three-year term on the Board of Directors, while incumbent Ken Rothmel from Sunbelt Rentals was re-elected to his third three-year term as the Associate Director.

NADCA members can be assured of exceptional support and participation from both the newly elected board member and the incumbent, who has dedicated six years of service. Their willingness to share their time and expertise underscores their commitment to both their roles as NADCA directors and the industry as a whole.

STANDARDS COMMITTEE

The Standards Committee is tasked with developing and maintaining NADCA's standards and specifications, including *ACR*, *The NADCA Standard for Assessment, Cleaning & Restoration of HVAC Systems*, *The Dryer Exhaust Duct Performance (DEDP) Standard*, and *NADCA's General Specification for the Cleaning of Commercial Heating, Ventilating, and Air Conditioning Systems*. These resources are available for free download at nadca.com.

To date, *ACR*, *The NADCA Standard* has been downloaded 30,589 times from over 100 countries, with over 36,000 hard copies distributed through sales and industry events. In 2024 alone, it was downloaded nearly 2,800 times across 68 countries. Outside the United States, the most downloads occurred in Canada, the UAE, Saudi Arabia, India, Qatar, Australia, Italy, and Panama.

The *General Specification* outlines proper HVAC system cleaning practices and emphasizes the value of using NADCA members and certified ASCS professionals for commercial projects. The specification now includes a CSI 3-Part Format: Part 1 (General), Part 2 (Products), and Part 3 (Execution). Over the past seven years, it has been downloaded more than 5,100 times in its updated format, receiving widespread recognition from targeted audiences.

NADCA's Standards and Specification Marketing Manager actively engages ancillary industries, expanding NADCA's influence among facility managers, architects, and engineers. Through an active LinkedIn presence, NADCA fosters connections with key stakeholders, sharing relevant content and conducting polls that consistently generate strong engagement. These efforts resulted in nearly 2,400 individual contacts in 2024, driving hundreds of downloads of both *ACR*, *The NADCA Standard* and *the General Specification*. Over the past eight years, NADCA has engaged more than 40,000 individuals in these industries, increasing the inclusion of NADCA certifications in project specifications—a key initiative to benefit Association members.

Members are encouraged to download the *General Specification* and share it with bid writers. Indoor air quality professionals consistently recommend hiring NADCA member companies with the most certified staff for duct cleaning services, reinforcing the value of investing in staff training and certification.

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 2024, the committee received six ethics complaint submissions* and continues to work toward resolution. 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.

**Numbers above represent number of complaints submitted for committee review. This does not necessarily represent number of submissions received. For example, if a submission is received and then resolved between the two parties before the Committee reviews it, then it is considered closed, and no action is needed by the committee.*

STRATEGIC PLANNING

NADCA's strategic plan serves as a roadmap for achieving the Association's vision for success, providing direction and priorities for committees, board members, and executive management. It drives both short and long-term initiatives, with NADCA staff dedicated to delivering measurable results aligned with the strategic mission established by the Board of Directors. From 2014 to 2021, the Board of Directors annually reviewed and updated strategic initiatives to align with evolving goals. In 2021, the Board introduced a refined strategic direction centered on three key pillars: Validation, Transformation, and Brand. By 2024, the Board and its Committees sharpened their focus on advancing science, working to develop and deliver science-backed data to support the efforts of members and the broader industry.

MANAGEMENT REVIEW

NADCA is proud to enter its thirteenth year of partnership with AH, a recognized leader in the Association Management community. AH was the first licensee of the American Society of Association Executives (ASAE) Certificate in Association Management Program, holds charter accreditation from the AMC Institute (meeting American National Standards {ANSI}), and employs more credentialed staff than any other association management company (AMC) worldwide. Additionally, AH is the only AMC to achieve Platinum Certification from the Customer Service Institute of America.

NADCA's scope of work guides the management agreement, with the Board of Directors reviewing it annually to ensure alignment with strategic objectives. The Board also conducts a comprehensive review of the management partner, including staff services, each year. Continuous communication among the Board, CEO, and AH's Partner and Chief Executive Relationship Officer fosters a strong alliance and open dialogue. Built on mutual respect, professionalism, transparency, accountability, and shared success, NADCA's partnership with AH continues to thrive. In 2024, the management contract with AH was renewed for another three-year term.



The HVAC Inspection, Cleaning and Restoration Association

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