



## Rules & Guidelines for Engaging with NADCA Regular Members

One of the greatest benefits of your NADCA Associate Membership is the opportunity to connect with NADCA Regular Members—companies actively performing air duct cleaning services and committed to industry excellence. To this end, we provide our Assoc Members with a quarterly membership list, which includes email addresses.

Please be aware that compliance with the **CAN-SPAM Act** is mandatory when sending any commercial or promotional emails. The CAN-SPAM Act is a federal law that governs the rules of commercial email communication, and one of its core requirements is that all recipients must be provided with a clear and conspicuous way to opt out of receiving future emails.

This means that every email you send must include a functional and visible unsubscribe link or mechanism that allows recipients to easily remove themselves from your mailing list. Failure to comply can result in serious legal penalties.

### Strengthening Your Outreach to NADCA Members

To help you make the most of those connections, we've developed a few suggested talking points for your outreach. These are designed to align with the shared values of professionalism, reliability, and high standards that NADCA members are known for.

#### Suggested Talking Points for Outreach to Regular Members

##### Reinforce Shared Industry Standards

"As a NADCA Associate Member, our goal is to support companies like yours that are committed to maintaining high industry standards. We understand the importance of ASCS certification and delivering results that align with NADCA's best practices."

##### Focus on Solutions That Support Field Success

"We provide [product/service] designed to make your air duct cleaning services more efficient, effective, and professional—helping your team save time, reduce costs, and deliver better outcomes for your clients."

##### Emphasize Innovation and Reliability

"Our solutions are trusted by NADCA professionals across the industry and are developed with performance and reliability in mind. Whether you're looking to upgrade equipment or streamline your process, we're here to help."

##### Offer Support and Education

"We're not just here to sell—we're here to support your business with product training, technical guidance, and customer service that matches the professionalism your clients expect from you."

##### Highlight the NADCA Connection

"As a fellow NADCA member, we value the credibility and trust that come with this network. Our involvement means we're committed to staying informed, aligned, and accountable to the same high standards that guide your work."

## NADCA Code of Ethics (Associate Members)

1. We will serve our customers with integrity and competence.
2. We will be honest and forthright in our advertising and marketing.
3. We agree that the use of the NADCA logo as an Associate Member indicates that our company manufactures or distributes products or services for the ventilation cleaning industry and does not certify or endorse our company as a ventilation system cleaner.
4. We will provide only necessary and desired products/services to our clients and will not use NADCA's name as a means of selling unnecessary or unwanted products or services.
5. We will stay abreast of new developments in technology, tools of the trade, building codes, the Uniform Mechanical Code and any other codes or information that directly affects our products/services and the use thereof.
6. We will support and promote all published NADCA standards.

7. We understand that being an Associate Member of NADCA does not indicate an endorsement by the Association of our products or services.
8. We understand that the NADCA Ethics Committee shall hear and investigate charges of unethical conduct by members and will make recommendations to the Board of Directors concerning the resolution of those charges.

### **Policies for the Use of the NADCA Logo by Associate Members**

The following NADCA policies apply to all companies that have been accepted into NADCA Associate Membership.

1. As an Associate Member in good standing, you have the right to use the NADCA logo in your company's marketing materials. The logo may be applied to letterhead, business cards, advertisements, and flyers.

The logo cannot be used to suggest endorsement by NADCA.

You may wish to include a line of text beneath the logo to explain its meaning. Acceptable notations about certification and your company are: "NADCA Associate Member in Good Standing" and "NADCA Associate Member." Examples of unacceptable notations about certification and your company include: "NADCA Certified Equipment" and "NADCA Approved."

2. Use of the logo to create NADCA letterhead or suggest official NADCA correspondence is strictly prohibited.

3. In any particular advertisement or promotion, the logo may not be larger than 15 percent of the total size of a company's advertisement.

4. Use of the NADCA logo by nonmember companies is strictly prohibited.

5. If a company's membership is terminated or not renewed, the company must immediately cease using any and all materials containing the NADCA logo.

6. NADCA's logo is available electronically for NADCA members only.

7. The logo may not be used in any manner that, in the sole discretion of NADCA, discredits or tarnishes NADCA's reputation and goodwill, including without limitation by associating the logo with actual or simulated acts of violence, discrimination or harassment; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between NADCA and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by NADCA of the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.