

GANA Perspectives - June 2010

# GANA: Advocacy and the Future of the Glass Industry

By Bill Yanek, GANA Executive Vice President

Recently, I visited with a doctor (fortunately on an association matter, not my health!). His observations on association advocacy struck a chord. It seems that medical specialties are grappling with what the new healthcare landscape means for them. Beyond the expected challenges of plugging medical specialties into a one-size fits all health system, cardiologists are concerned that their voice at the state and federal levels is not being heard. Sound familiar?

Commercial architectural glazing's advocacy dilemma at the state, federal, and regulatory (codes and standards) levels mirror (pun intended) what the cardiologists are facing. How best do we make our voice heard in all relevant advocacy arenas? I often hear from GANA members that we need to stop "parachuting in" at the last minute and asking for the world from a standard setting body that has been at work on an effort for months, if not years.

## GANA: Advocacy must engage in three areas:

### 1. We must represent our industry in all forums.

A well-worn phrase in Washington DC warns: if you are not at the table, you will be on the menu. We need to ensure GANA remains at the table.

### Washington, DC

Advocating on behalf of commercial architectural glazing in Washington, DC need not necessarily reside in the Capitol. GANA member companies are located (or impact) all 50 States. That means all of our US Senators and Congressman have constituents in the commercial architectural glazing. A conservative estimate of the annual global economic impact of our industry equals over \$38 billion.

GANA: Advocacy is already making progress in Washington, DC. On May 10-12th, GANA member companies and staff visited key Congressional members and staff to discuss pending Building Star legislation and educate members of Congress on GANA clean energy efforts. GANA, AAMA, IGMA, AEC, and NGA jointly signed a White Paper on proposed changes to Building Star and that document was distributed during these visits to the Hill. Additionally, GANA sent a letter to US Senator Sherrod Brown and other key US Senators outlining GANA-supported clean energy principles and efforts.

Read the Building Star White Paper and the GANA Clean Energy letter at [www.glasswebsite.com/advocacy](http://www.glasswebsite.com/advocacy).

### GANA: Advocacy in the States

State level regulation and adoption of energy and building codes continue to impact commercial architectural glazing.

### California and AB 32 ([www.ab32ig.com](http://www.ab32ig.com)):

As the adoption of California's climate change/cap and trade framework moves into implementation, GANA: Advocacy will engage on this issue through the AB 32 Implementation Group. This coalition represents large and small businesses that are vital to California's economy and that provide hundreds of thousands of jobs. Its mission is to be a constructive voice in the process to implement AB 32 (the

Global Warming Solutions Act) and ensure that the greenhouse gas emission reductions required are achieved while maintaining the competitiveness of California businesses and protecting the interests of consumers and workers.

**California Title 24 ([www.energy.ca.gov/title24/](http://www.energy.ca.gov/title24/)):**

In California, work is under way by the California Energy Commission (CEC) in developing the state's building energy efficiency standard (Title 24). The intent is to achieve significant energy savings through the development of reasonable, responsible, and cost-effective code change proposals for the 2011 code update.

**Western Climate Initiative ([www.westernclimateinitiative.org/](http://www.westernclimateinitiative.org/)):**

Across several Western states and two Canadian provinces, the Western Climate Initiative is managing the collaboration of independent jurisdictions working together to identify, evaluate, and implement policies to tackle climate change at a regional level. This is a comprehensive effort to reduce greenhouse gas pollution, spur growth in new green technologies, help build a strong clean-energy economy, and reduce dependence on foreign oil.

**Regulation, Codes, Standards**

Historically, advocacy in front of regulatory bodies, code promulgating entities and standards setting organizations have dominated GANA: Advocacy efforts. They will remain a critical piece of the overall GANA: Advocacy effort. However, in addition to the International Code Council (ICC), ASHRAE, and ASTM, regulatory agencies such as the Environmental Protection Agency (EPA) (which is contemplating the regulation of greenhouse gas emissions), and DOE (which is at the forefront of energy policy), will need increasing GANA: Advocacy emphasis in the near future.

GANA: Advocacy circa 2010 will synchronize efforts in Washington, DC, at the state level and in front of regulatory, code, and standard setting bodies.

**2. GANA: Advocacy needs to continue to develop member advocacy tools and improve our current offerings.**

On our new website at [www.glasswebsite.com/advocacy](http://www.glasswebsite.com/advocacy), you will find increasing commercial architectural glazing industry advocacy information. This new portal combines traditional web article and links with video podcasts and social media tools to deliver to you the most up to date advocacy information. The portal will assist you in educating legislators, regulators and other commercial architectural glazing industry stakeholders on behalf of GANA.

**3. GANA: Advocacy must learn to navigate the new advocacy reality – coalitions, alliances, social media, and constant change.**

“This is not the old, conservative and long-lampooned 'I don't trust gummint' attitude of the 1950s, '60s and '70s. It's something new, or rather something so much more broadly and fully evolved that it constitutes something new. The right never trusted the government, but now the middle doesn't.” – Peggy Noonan, Wall St. Journal, “The Big Alienation: Uncontrolled Borders and Washington's Lack of Self-Control”, May 1, 2010.

Watch the news on any channel, at almost any time of the day and you will see that advocacy efforts that worked just a few years ago are being swept away by new alliances, new coalitions, and new communication channels. The HPBCCC is one such coalition. On Building Star, GANA worked with the Energy Future Coalition. The Energy Future Coalition is a broad-based, non-partisan alliance that seeks

to bridge the differences among business, labor, and environmental groups and identify energy policy options with broad political support. GANA: Advocacy will continue to seek out and forge relationships with such entities. But again, to be a viable partner with such coalitions, GANA will have to be at the table “early and often” and be able to provide member expertise to coalition efforts.

Visit [www.glasswebsite.com/advocacy](http://www.glasswebsite.com/advocacy) to see where your GANA: Advocacy is making a difference. Follow me on Twitter at [www.twitter.com/byanek](http://www.twitter.com/byanek) to get real-time GANA: Advocacy advice.

And, don't just take it from me – listen to the doctors.