

SPRI
DORA™ Listing
Wyndham Grand
Clearwater, FL
January 17, 2025



Minutes

Call to Order

The DORA™ Listing Task Force meeting was called to order at 11:00 a.m. ET by Technical Director Chadwick Collins. The SPRI Antitrust Statement was read. *

Roll Call

Those present were:

Ed Buczek, Garland Company
Luis Cadena, NEMO Cert
Mike Darsch, Sika
Jamie Duvall, GAF
Heidi Ellsworth, RoofersCoffeeShop
Tony Fuller, National Gypsum
Amanda Hickman, The Hickman Group
Steve Hoffman, Tyelus Consulting
Lynsey Hull, Tyelus Consulting
Derrick Hutchinson, USG Securock
Al Janni, Duro-Last
Mark Keen, ICP construction
James Kirby, Siplast
Norbert Lash, HB Fuller
Todd Leitgeb, Clad-Rex Steel, LLC
Brandon Maag, Carlisle Construction
Materials
Christopher McGroarty, GAF
Walter McIntosh, Holcim Building Envelope
Chris Meyer, VaproShield
Michelle Miller, Creativate

Rick Montoya, Acme Cone Company
Steve Moskowitz, Atlas Roofing Corporation
Alpesh Patel, UL Solutions
Robert Patton, Carlisle Construction
Materials, LLC
Brian Randall, National Gypsum
Lance Reed, Cooley, Inc.
Tiffany Schmeisser, USG
Jordan Scott, Canadian general tower
Dwayne Sloan, UL Solutions
Michelle Sluga, UL Solutions
Diana Vitiritti, SITURA INC
Olivia Wharton, Seaman Corporation/
FiberTite Roof Systems
Daniel Wise, Intertek
Christopher Yanosko, SIKA Sarnafil
Theodore Young, GAF

Staff:

Chadwick Collins, TKS - SPRI
Carl Silverman, Legal Counsel

Reports & Updates

Technical Director Collins reminded the participants of the DORA Steering Committee's (DORA SC) objective (*To provide the premier listing service for international building code compliance and specification in a user-oriented interface to facilitate building owners, architects, and*

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specifiers. The scope of code compliance is limited to IBC code sections in Chapter 15 for Wind, Fire & Impact) and the DORA SC's goals:

1. *Conduct voice-of-customer market research to identify key information users would want to see in DORA;*
2. *Develop a Key Performance Indicator to measure progress;*
3. *Move forward on including Fire Classification listings, Edge Securement listings, and others; and*
4. *Increase awareness of DORA through education and marketing.*

Michelle Jones provided a summary marketing update, including the quarterly email newsletter, social media overview, Google analytics, and user breakdown. Ms. Jones also presented proposed actions for 2025, including paid media options, targeted trade shows, and press release strategy.

Dan Wise provided a summary update on the DORA database, its activity, recent education activities, and the KPI metrics. Mr. Wise also thanked members for their response to getting inspection reports on Intertek in a timely fashion.

Mr. Collins reviewed the DORA Steering Committee's activity at its November & December meetings:

- A review of traffic & marketing data
- Terms of "engaged session" & "event count" to be clarified
- Presentation of possible items of revised marketing goals for a revised DORA Strategic Plan.

Business Items

Mr. Collins reviewed items of unfinished business, such as developing language for wind uplift data and replacing the wind uplift calculator.

Mr. Collins then presented background information and a recommendation for members to consider for terminology for wind uplift data.

Mr. Collins then reviewed the current scope, what is left under its current goal, and what other items have been suggested, and how some of those currently fall outside of the scope.

Adjournment

There being no further business, the meeting adjourned at 11:15 a.m. ET.

Submitted: Chadwick Collins, SPRI Technical Director

These Minutes have been reviewed by SPRI's legal counsel.

