

Board Candidate Application	
Water Efficiency Representative Candidate:	Jacob Atalla KB Home jatalla@kbhome.com 714.588.3232
Submitted:	Friday, October 10, 2025 4:38:09 AM
Candidate Questions	
1. Please describe in light of the responsibilities of the RESNET Board why you are the right person to be a member of the RESNET Board of Directors	
I have a long career in the home building industry and firsthand knowledge of the challenges and opportunities builders face in constructing water-efficient homes. I have also witnessed the benefits that energy and water efficiency bring to homeowners, including lower utility bills, reduced environmental impact, and increased comfort. As a member of the RESNET® Board of Directors, I would advance the organization's mission and strategic vision. Additionally, I would continue to participate in the Board's oversight of the organization, in alignment with the by-laws of RESNET and with state and federal regulations, to maintain good governance while also enabling growth.	
2. Why is this the right time for you to serve on the RESNET Board?	
The time is right to grow the adoption of the HERS H2O ratings program, based on the extreme water stress many regions are experiencing. I would continue to promote it at the state and federal levels, and work to raise awareness about water efficiency among builders, homeowners, raters, and policymakers. While HERS H2O is a recent program, it is witnessing healthy growth (52% increase in 2024) that I would work to sustain in collaboration with the Board, the Executive Director and staff. As RESNET onboards a new Executive Director, I would seek to ensure a seamless continuation of the program.	
3. Please explain your knowledge and/or experience in terms of each of the primary responsibilities of the RESNET Board	
The RESNET Board of Directors is essential to the organization's success. As a Board member, I will utilize my professional experience to ensure that RESNET is well-run, and stays on track to achieve its goals. My experience as VP of Innovation & Sustainability at a national production builder -- where I run company-wide programs to enhance the efficiency of our homes, while also tracking and reporting on the outcomes in sustainability reports and to a national board of advisors – equips me to contribute to RESNET’s strategies in ways that are guided by good governance, and supported by healthy finances.	
4. Describe your experience in either leadership and/or serving on the board of a non-profit organization.	

I have served on the RESNET Board in the past, and chaired the committee that developed the ANSI / RESNET / ICC 850 standard for measuring water efficiency. Additionally, I served on the board of EEBA, and chaired the Urban Land Institute (ULI) Orange County Sustainability Council.

5. What would you contribute to the RESNET Board?

I would bring passion, connections, insights, and a balanced approach to governance. I would represent the interests of the water efficiency community on the RESNET Board of Directors and ensure that its voice is heard in all decision-making. This community includes the builders and raters, but also extends to policymakers, water utilities and water districts, and ultimately ends with residents of HERS H2O rated homes.



Setting the Standards for
Home Energy Efficiency

Potential Sources of Bias / Conflict of Interest
Statement of Affiliations and Interests for Candidates for the RESNET® Board of Directors

September 6, 2023

This form must be submitted with all applications to be a candidate for the RESNET® Board of Directors. It is intended to ensure that relevant information is submitted to the RESNET® Board Nominations Committee and the RESNET® membership.

The responsibility for determining the information to be reported rests with the individual completing this form. Failure to fully disclose relationships is grounds for removal from consideration for or removal from the RESNET® Board of Directors.

A statement of affiliations and interests does not prevent a person from being nominated as a candidate for the RESNET® Board, but is for the purpose of notifying the RESNET® Board Nominations Committee and RESNET® members of any bias or potential bias.

Potential Sources of Bias / Conflict of Interest Statement of Affiliations and Interests Form

RESNET® Board of Directors		
Name: Jacob Atalla	Title: VP, Sustainability	
Employer: KB Home	Telephone: 714-588-3232	
Address incl. City, State, Zip: 10990 Westwood Blvd. -- 7th Floor, Los Angeles, CA 90024		Email: jatalla@kbhome.com
RESNET® Membership Category: Energy Smart Builder		Today's Date: 10-11-2023
All sections of this form must be completed. The use of "None", N/A, or no response to answer these inquiries is not acceptable. Incomplete forms will be rejected and the terms for application for nomination to the RESNET® Board of Directors e will not have been met.		
1. ORGANIZATIONAL AFFILIATIONS. Enter information as requested below. A. Report any business relationships (such as an employee, owner, officer, director, consultant, etc.) in the fields of home energy ratings, building performance and/or other areas that RESNET® provides services within the last two years. None B. Report any memberships or volunteer non-business relationships that your company/organization has with such groups such as BPI, ACCA, NAHB, ASHRAE, USGBC, RESNET®, etc. within the last two years. LBA C. List all your organization's employees that serve on the board of directors, advisory groups or working committees with such groups such as BPI, ACCA, BPI, NAHB, ASHRAE, USGBC, RESNET®, etc. within the last two years. Mike Carver and I serves on the Quality Council of LBA D. Disclose any direct sources of funding for your time and/or expenses to participate on the RESNET® Board of Directors. If you currently pay for your own expenses, please enter 'self-funded'. Travel expense reimbursements by KB Home E. Disclose sources of funding, the amount of funding received and services provided that your organization has received from such federal agencies as Environmental Protection Agency, Department of Housing and Urban Development, Department of Energy, etc. and such groups such as BPI, ACCA, NAHB, ASHRAE, USGBC, RESNET®, etc. within the last two years. Micogrid research grant from DOE		

2. **PUBLIC STATEMENTS AND POSITIONS.** List articles, testimony, speeches, etc., by date, title and publication (if any) in which they appeared that you provided about RESNET® and home energy ratings. Attach additional sheets if necessary. Please mark the box below only if applicable.

X ☐ I have no relevant public statements or positions (double-click box to mark).


SIGNATURE

10-11-2023
DATE

The completed and signed form must be sent to RESNET® Executive Director as indicated in the instructions accompanying this form.

Residential Energy Services Network, RESNET®

Attachment

Guidelines and Definitions

Defining "Bias" and "Conflict of Interest"

Bias: The question of potential sources of "bias" ordinarily relates to views stated or positions taken that are largely intellectually motivated or that arise from the close identification or association of an individual with a particular point of view or the positions or perspectives of a particular group. Such potential sources of bias are not disqualifying for purposes of RESNET® Board service. It is necessary, in order to ensure that the board is fully competent, to elect members in such a way as to represent a balance of potentially biasing backgrounds or professional or organizational perspectives.

Conflict of Interest: It is essential that the work of the RESNET® Board of Directors not be compromised by any significant conflict of interest, or in some circumstances the significant appearance of conflict of interest, on the part of any member of the board. For this purpose, the term "conflict of interest" means any financial or other interest which conflicts with the service of an individual because it (1) could impair the individual's objectivity or (2) could create an unfair competitive advantage for any person or organization. The existence of a significant conflict of interest ordinarily disqualifies an individual from service.

How can conflicts of interest arise?

Conflicts of interest can occur when:

When a board member as a strong personal, financial, or professional interests in seeing that a project/policy produce a particular outcome; and

An agency, a sponsor, or a private organization or company attempts either to influence individual board member or to skew the body of information reviewed by the board.

What is done to avoid conflicts of interest?

Submittal and evaluation of the statement of affiliations and interests that lists professional connections and indicates any positions taken in relevant public statements at the time of nomination and disclosures during board meetings are fundamental to ensuring conflicts of interest and appearances of conflicts of interest are avoided.

Note: This form and the definitions, included here are derived from forms and considerations as presented by ASHRAE.