

February
2003



Thought For Today:
When you lose,
don't lose the
lesson.

President's Message

By Bill Lippy, Fi-Foil
Company



The Reflective Insulation Manufacturers Association (RIMA) will be celebrating their 25th

anniversary of service to the reflective insulation and radiant barrier industries this year. That's an incredible milestone and fortunately for our industry members, there appears to be a

brighter future even in this global climate of uncertainty. The industry has had significant growth over the years. The products in the marketplace continue to gain market acceptance and share and RIMA will

play a larger role as the market matures. Government organizations, Code Officials, Trade Associations and the general public will look to RIMA for information and guidance on issues. We will build off of the momentum of years past to keep our optimistic spirit through 2003 and beyond. With that there are many important goals for this anniversary year including the continued development of our technical bulletins and an expanded public relations program. To succeed we all

need to be involved. One of the main keys will be the agendas and actions of the committees which will play vital roles in advancing the issues. We welcome new members, a new officer and a new public relations chairman and look forward to your contributions in shaping the organization.

RIMA is the right forum. No supplier, manufacturer, or marketer, regardless of size, can accomplish what we as a group can accomplish together. I look forward to

It's Happenin' in Kansas

The next meeting for the Reflective Insulation Manufacturers Association will be held April 5-6, 2003, at The Hyatt Regency Crown Center Hotel in Kansas City, Missouri. This meeting is being held in conjunction with the ASTM C16 Committee meetings which will be held at the adjoining Westin Crown Center Hotel. RIMA maintains an active role within the C16 committee and task groups; therefore, having the association meetings at the same location is not only convenient and cost-effective but also makes it easier for new members to become active within ASTM.

The committee agenda has been modified for Saturday the 5th to accommodate a 'working' agenda for that day. Committee chairs will be outlining several items the committees will work on during these meetings. It is important that the committees use this time to advance committee tasks (rather than just update and comment), so those who have signed up to be active on these committees and accepting task assignments should plan to attend (see committee roster on page 4). If

you are not currently assigned to a committee but are interested in becoming active within a certain group, please contact the RIMA office for committee placement. Meeting guests are asked not to attend these working meetings but are welcomed and invited to join us for the full membership meeting on Sunday.

The Technical, PR and Membership Committees will meet simultaneously on Saturday afternoon from 1—5 p.m. giving substantial time to each group to work on committee tasks.

The full membership meeting on Sunday the 6th will begin at 8 a.m. and conclude approximately at noon. Guests are welcome to attend and should contact the RIMA office at 800/279-4123 for attendance information.

RIMA has secured a block of sleeping rooms that will be available for individual call-in reservations until March 7. A discount rate of \$129 single/double has been arranged. Since we are not using the ASTM room block for this meeting we encourage everyone to make their room reservations early. If you are planning to stay for the ASTM meetings

beginning on Sunday, you have the option of either extending your stay with the Hyatt Regency or making a separate reservation at the Hyatt Crown Center for those additional days.

You can make your reservation by calling the hotel direct at 816/421-1234. Be sure to tell them you are with the RIMA group to receive the discount rate.

Meeting attendance forms have already been distributed to all RIMA members. If you have not yet confirmed your participation in this meeting, you need to forward your completed form to the RIMA office by March 7th.

Since RIMA only meets twice a year it is of vital importance that all members participate in these meetings. Many important decisions are made regarding the direction of this association—decisions which affect your business. We have a very full agenda for this April event and look forward to seeing you there.

Industry News

The Technical Committee members are working on several projects that will result in information that can be included on the RIMA website. The following is a summary of the Technical Committee work on several projects:

Recently RIMA published a statement relating to a video that NAIMA is distributing which erroneously indicates that reflective insulation products do not meet the intent of the building code with respect to fire performance. RIMA considers the NAIMA testing to be suspect, since products are not tested in the orientation in which they are used (supported). Work continues on two new Technical Bulletins.

Work on two new Technical Bulletins continues with drafts to be presented at the April Technical Committee Meeting.

A draft White Paper relating to duct insulation will also be presented at the April Technical Meeting.

Technical Committee members continue to participate on ASTM C16 Task Groups to review existing standards and to develop new standards.

The committee has met several times via email and discussed various proposals for increasing membership. One suggestion was to offer a special first year dues concession of 50%. Although that has some merit, with dues just raised to \$2000 per year, the discount still represents the same cost as previous years. It is questionable prospects would consider that much of a break.

Contact to a list of 28 prospects in the Active and Associate member categories that have been identified as "prime", is being done on a consistent basis. Many of these companies are experiencing cutbacks in personnel and budget that prevent them from joining at this time – in spite of a real interest in doing so. The area that holds the greatest promise for expanded membership is the distributor category, however, it presents 2 problems:

1. Active members are reluctant to involve their best distributor customers, concerned that it exposes them to other member competitors.
2. Even though the dues requirement is rather low, RIMA needs to offer sufficient benefits to distributors to encourage them to join.

Most will not be able to attend meetings so they have to benefit by things we do outside of our meetings.

RIMA needs to expand membership to add credibility to our industry and to generate much needed revenue for technical and PR activities that are so integral to the promotion of reflectives. If any members have some ideas to suggest we'd like to hear them. Send an E-Mail to Bob Wadsworth at ie@insul.net.

The Nominations Committee is presently accepting nominations for the 2003 fall meeting elections where several positions will be filled. Elections for a new President, Vice President, Secretary/Treasurer as well as three Director positions will be filled. Board nominees are to be current 'Active' category members. Nominations can be forwarded prior to the meeting to my attention at monty.millsbaugh@reflectixinc.com. We will also take nominations from the floor at the time of the election. All of the terms for the people currently holding these positions expire at the end of the year, and newly elected candidates will assume their roles as of January 1, 2004.

Several things have been happening with the PR committee since the last meeting. Three press releases have been distributed on the topics of the new AIA test on the Ron Blank website (which was updated at the last RIMA meeting); on the inclusion of reflectives in the recent version of Manual J; and on RIMA's 25th anniversary. If you'd like copies of any of these documents, contact the RIMA office.

Significant work has been done to refine the contact list for our industry statistical survey. The challenge has been to create a quality list so as not to create duplication in the information received. The list is now ready to go and with the final approval of the two questions previously outlined, all materials will be forwarded to HR Solutions and the survey process can begin.

RIMA now has an expanded listing on globalearchitect.com's website. The RIMA logo is located on the opening page of their 'Associations' section; a picture of the RIMA handbook along with a description and link to the handbook on the RIMA site is in their 'Publications' section; and our logo/link to and description of our AIA test is located in the 'Continuing Education' section. Direct links to our e-mail and website are also included in our alphabetical listing on the site. They also do a weekly newsletter and RIMA submitted an article on our AIA test for their January 17th edition. Along that same line, RIMA recently joined the Construction Specifications Institute (CSI) and is developing an architect list from that affiliation. And we recently prepared an article for Ron Blank who has offered to broadcast e-mail it to his architects list.

The RIMA banner ad with 4Specs was renewed for 2003 along with a slightly expanded description section; and we have also recently been added to the constructionweblinks.com site. We have also confirmed our participation in Metalcon 2003 offering a workshop to attendees. Workshop details will need to be finalized shortly so information can be forwarded to them for advance show promotion.

This is just a glimpse of all the things happening with the PR area. If you have questions about a specific topic, contact the RIMA office.

Membership Committee

By Bob Wadsworth
Astro-Foil/Innovative Energy
RIMA Membership Committee Chair



Nominations Committee

By Monty Millsbaugh
Reflectix, Inc.
RIMA Nominations Committee Chair



Marketing/PR Committee

By Ron Raydo
Astro-Foil/Innovative Energy
RIMA PR Committee Chair



DOE Meeting Update

By Robert Wadsworth
Astro Foil/Innovative Energy



The Department of Energy, Office of Energy Efficiency and Renewal Energy, sponsored a meeting of various representatives of the Building Envelope Industry, which was held in Chicago on December 10 - 12, 2002. The purpose was to provide a forum for identifying projects and priorities on developing new technologies and strategies for reducing energy consumption through windows and building envelopes. I attended the meetings on building envelopes as the RIMA representative.

After an introduction of the issues by Marc LeFrance, Windows & Building Envelope R&D Manager, the group broke into five task groups: Floors and Foundations, Roof and Attics, Above Ground Walls, Moisture, and Interface Systems. Each group was assigned an objective and scope to discuss and report back to the entire assemblage.

I attended the Roofs and Attics group. The goal was to develop protocols and procedures and evaluate energy efficiency of roofing systems. My goal for RIMA was to suggest the following:

- Use large scale testing equipment for measurements on building envelopes using reflective materials, perhaps in conjunction with other insulating materials.

- Do studies on transient thermal behavior of building insulating systems.

- Study behavior of insulating materials under unusual environments, i.e., extreme temperatures in the Southern part of the USA.

- Evaluate the savings to consumers and the reduction of energy use in the country through the use of radiant barriers and/or reflective insulation materials in conjunction with mass insulation products.

- Evaluate radiant barrier benefit when ducts or HVAC equipment are located in the attic.

The key outcome of the task group was to develop an energy data comparison of system components such as and including radiant barriers, insulation, reflective pigments, reflective/emissive surfaces, ventilation, vapor retarders.

Key capabilities, participants or partners were identified as:

- ORNL (partners & test facility) & protocol development

- Trade Associations

- Material Suppliers / manufacturers

- Builders / Design professionals

The task group decided that a successful project would result in comparative data and ratings of systems and component combinations that would be incorporated into a calculator and handbook that would be a nationally recognized protocol.

The report was given to Marc LeFrance to take back to Washington for evaluation and possible inclusion in plans to open solicitation for research by independent companies, associations and/or testing agencies like R&D Services and ORNL to begin in the spring. These projects will be on a 20% Cost Share basis with the private sector contributing 20% in cash, labor, or material. There will be 10 to 20 projects totaling as much as \$16M and covering 5 areas of interest: Whole Building, Lighting, Space Conditioning, Building Envelope, Appliances.

This represents an opportunity for RIMA, in conjunction with R&D Services or ORNL, to identify an important area for research on reflectives and propose the project to DOE.

For more information on the DOE's plans for R&D on Building Envelopes, go to <http://www.govforums.org/E&W/>.

Code Update

By Roy Akers, CEO Advanced Foil Systems, Inc.
C16.21 Sub-Committee Chairman

The following standards will be discussed in Task Group at this meeting:

- C1224 (Spec. for Reflect. Insul.)- We are reopening this document with a discussion on testing, with the intent of reducing some of the current requirements because of their excessive cost. Group meets on Mon., 4-7, at 9:00 am.
- C16.21.01 TG (Reflect. Ducts) - This group, headed by Monty Millsbaugh, will meet to discuss the results of the recent ballot on this standard. Meeting time is Mon., 4-7, at 10:00 am.
- C1321 (Interior Radiation Control Coatings) - Roy Akers is reopening this TG because it will need a new date by next year. This TG meets on Mon., 4-7, at 1:00 pm.
- C1340 (Heat Gain/Loss by Computer Program) - Ken Wilkes will lead this group in discussing further improvement of this standard.
- C1483 (Exterior Solar Rad. Control Coatings) - This document was voted on, primarily for editorial content, it received a negative that must be handled before it can be accepted. No meeting is scheduled but this will be a topic of discussion and possible ballot to remove the negative as "non-persuasive" at sub-committee, on Tues., 4-8, at 2:00 pm unless the voter withdraws his negative, prior to then. Roy Akers is TG chairman. Ken's meeting starts at 2:00 pm, Mon., 4-7.

There are no other standards currently due for a new date, other than those scheduled. Anyone who feels the industry needs a new Standard Specification, or a new Standard Practice, should contact me prior to the meeting at: Roy Akers - C16.21 Sub-Committee Chairman @ www.roy@afs-foil.com or 1-800-421-5947.

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John Starr
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Bob Wadsworth
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Exhibiting Tip: Pre-Show

Pre-show mailers must be read to be effective. Here are six tips for creating must-read pre-show mailers, gleaned from direct-mail gurus:

- Build on a central theme. Don't try to tell every detail in one promotion. Build your mailer around one central idea. Everything else should just reinforce or embellish that idea, not compete with it.
- Make the truth fascinating. Avoid superlatives, generalities and platitudes. Be specific, factual, enthusiastic, friendly and memorable. Tell the truth, but make it fascinating.
- Justify the time. Show readers how an investment of their time (to visit your booth) will payoff immediately. Address any objections specifically. Acknowledge the importance of their time.
- Make it personal. Employ the singular "you" at every opportunity. Effective direct mail is written to be read by one person at a time, not a mob.
- Keep it relevant. The key technique for getting your mailer read is relevance -- that is, talking about the attendee's problems, fears, needs, wants and concerns. This is far more important than being creative.
- Be interesting quickly. People glance at -- more often than read -- what you present them. So your mailer must catch their attention instantly.

Very Punny!

A frog goes into a bank and approaches the teller. He can see from her nameplate that the teller's name is Patricia Whack. So he says, "Ms. Whack, I'd like to get a loan to buy a boat and go on a long vacation." Patti looks at the frog in disbelief and asks how much he wants to borrow. The frog says \$30,000. The teller asks his name and the frog says that his name is Kermit Jagger, his Dad was Mick Jagger, and that it's OK, he knows the bank manager. Patti explains that \$30,000 is a substantial amount of money and that he will need to secure some collateral against the loan. She asks if he has anything he can use as collateral. The frog says, "Sure. I have this," and produces a tiny pink porcelain elephant, about half an inch tall. Bright pink and perfectly formed. Very confused, Patti explains that she'll have to consult with the manager and disappears into a back office. She finds the manager and says: "There's a frog called Kermit Jagger out there who claims to know you and wants to borrow \$30,000, and he wants to use this as collateral." She holds up the tiny pink elephant. "I mean, what the heck is this?" (Are you ready???) The bank manager looks back at her and says...."It's a knick knock. Patti Whack. Give the frog a loan. His old man's a Rolling Stone."