



It's About Saving Energy

March 2008

President's Letter -

On behalf of RIMA, our sincere thanks go out to Mike Boulding for his selfless and dedicated service as president of RIMA for the past four years. Theodore Roosevelt once said, "Far and away the best prize that life offers is the chance to work hard at work worth doing."

Challenges lie ahead. In contrast to the technical challenges of the past, our present challenges are more economical in nature. Most of RIMA's membership is tied directly to the depressed housing market. As such, RIMA is making every effort to support its members during the difficult times through our hard-working committees and task forces. These groups are designed to give RIMA members every advantage to compete in this depressed market.

We have some exciting new programs that will be beneficial to the growth of RIMA and its members. All of our task forces and committees are doing good work and are working together to reach common goals. In April the Board and committees will spend time on the question: "What do we want to be?" While the question seems simple, the answers are difficult and challenging to implement.

Upon identifying our strengths, weakness, opportunities, and threats, we can then structure a business model, utilizing some of our core disciplines listed below, to further become a world-class association.

The **technical** committee is the rock on which RIMA is built. This committee has a plethora of talented volunteers who donate their time, energy, and knowledge for the success and betterment of the industry.

The **software** task group, comprised of knowledgeable industry leaders, has taken on the task of implementing user-friendly programs to assist RIMA members and their customers in determining the value and return on investment for utilizing radiant-barrier products.

The **verification** task group is made up of professionals from various industries that put together voluntary standards and third-party testing exclusive to RIMA members.

I RIMA is a group of international members forming the future of a global effort.

Together we have the expertise to connect all of the talents and disciplines that will protect and benefit RIMA's members, as well as the tools to compete in any market for a long time to come.

Our goals are clear; our future is bright. I certainly look forward to seeing you in April and leading RIMA into the next chapter of our history book. Thank you for your support and confidence.



CONSTRUCT 2008
THE ART AND SCIENCE OF BUILDING

EDUCATION: June 3-6, 2008
EXHIBITS: June 4-6, 2008

RIMA is pleased to present a workshop at the Construct 2008 show being held June 3-6, in Las Vegas, Nevada. The workshop will be held on Monday, June 3rd from 2 – 3 p.m. in the Las Vegas Convention Center.

The seminar is entitled "**Benefits of Reflective Insulation & Radiant Barriers**" and will begin by establishing the credibility for the technology including terminology and definitions, ASTM Standards, code references, Energy Star and green qualities. The various products included in this industry will be reviewed including insulation basics, air and gas based insulations, and low-emittance properties. The building science will be covered by Dr. David Yarbrough of R&D Services, Inc., followed by a discussion of Hybrid insulation systems and how combining technologies for greater energy savings results in improved comfort.

To register to attend this luncheon workshop and for more information on the entire Construction 2008 event, you can visit www.CONSTRUCT2008.COM or call 972/536-6400. Seating will be limited, so be sure to register early.



Association to Meet Next Month In Anaheim -

The next meeting of the Reflective Insulation Manufacturers Association will be held April 5-6, at the Anaheim Marriott in Anaheim, California. Attendance forms have been distributed and are due in to the RIMA office by **March 3rd**. Individuals can make room reservations by calling 714/750-8000. Be sure to tell them you're with the ASTM group to get the discount rate (\$149 single/double).

All committees will be meeting on Saturday, April 5th, throughout the day to discuss ongoing issues and to set goals for the year ahead. This is a working day for all committees within the

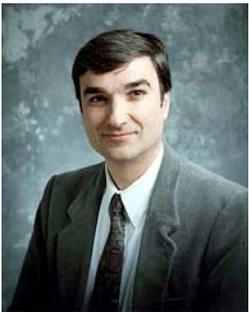
organization and is for members who have signed up to participate on a RIMA committee. Committees meeting that day include, RIMA's Technical Committee, Radiant Barrier Software Tax Credit Task Group, Verification Task Group, Code Review Task Group, I-RIMA, Public Relations/Marketing Committee, and Membership Committee. This all-day event will conclude with a group dinner at the Dinner Detective interactive murder mystery dinner theater in Irvine, California (*more details below*).

(If you are a new member and would like to get involved on a committee, please contact the RIMA office. If you aren't sure which committee(s) you would like to participate in, you are welcome to sit in as a guest on Saturday to see where your expertise can best contribute to the association and industry's goals.)



The full membership meeting will be held on Sunday. This is a reporting day for the association. Committees will report on their discussions outlined in the previously day's meetings; and old and new business will be addressed. Guests interested in learning more about the Association are welcome to attend. Invitations to many non-member companies were sent out in February. If you would like to be added to the invite list to be a guest at the next RIMA meeting, please contact the RIMA office at 800/279-4123.

Those attending Sunday's meetings are also in for a treat with a fabulous brunch scheduled at 10 a.m. complete with custom omelet station and several additional tantalizing selections. Plan to come hungry and take advantage of all the hot and cold breakfast delights. An omelet chef will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!



Bill Miller

RIMA is also pleased to welcome guest **keynote speaker Bill Miller** who will be speaking on the topic of "Heat Transfer in the Attic/Roof Region of Residences". Dr. Miller is a specialist with 25 years of experience in vapor compression refrigeration systems, absorption heat and mass transfer and building science technologies. He has a Ph.D. in Mechanical Engineering, and works for the Engineering Science and Technology Division of the Oak Ridge National Laboratory. He completed a PIER funded cool roof color study in collaboration with Lawrence Berkeley National Laboratory. He is investigating sub-tile venting for the Tile Roof Institute and the Metal Construction Association. He investigated the impacts of low-emittance roofs for the Cool Metal Roof Coalition. He has also conducted studies for SPRI Inc. and for a consortium of metal industries to quantify the energy savings for highly reflective roof products as compared to dark absorptive roof systems in different geographic regions of the U.S. He has expertise in finite difference heat conduction for application to forced convection, natural convection and mixed convection finite-difference simulations. Dr. Miller recently formulated and validated an above sheathing ventilation algorithm in the

ASTM standard (ASTM 2004) for estimating the heat transfer through ceilings under attics containing radiant barriers. The model can account for different insulation R-values and/or radiant barriers attached to the various attic surfaces. It also has an algorithm for predicting the effect of air-conditioning ducts placed in the attic as reported by Petrie et al. (2004) and described in ASTM C 1340 (2004).

(For more information on the city of Anaheim and all there is to do there, check out www.anaheimoc.org)

A special thank you to



for co-sponsoring Sunday's brunch!

New Board for 2008 - 2009

At RIMA's fall 2007 membership meeting in Tampa, Florida, elections were held for a two-year term for several Board of Director positions with the following Board Members being elected to serve beginning January 1, 2008:

Executive Officers:



*President
Bobby Byrd*



*Vice President
Bob Wadsworth*



*Secretary/Treas.
Monty Millspaugh*

Directors:



Bill Lippy



William Mitchell



Guy Delcroix



David Drew



Dan Russell



Tom Miller

Past President:



Mike Boulding

Code Hearings Update (February 18-26) -

by Monty Millspaugh, RIMA Technical Committee Chairman



There were four code proposals that were submitted on behalf of RIMA during this round of code hearings. There were two by Gene Basham that were heard in the Residential Energy Code. Both proposals were voted on and disapproved. There was one proposal in the Energy Conservation Code on floors that Monty Millspaugh submitted. It was also voted down. The final proposal was to be heard in the Fire Safety Code hearings. Jesse Beitel of Hughes and Associates, working on RIMA's behalf, had worked out a modification to the original proposal that gained support from many different parts of the industry. The modified proposal never got heard. The chairman found the modification to be out of order.

To hear more about the code proposals and what we can do next, be at the Technical Committee task group when the codes committee meets.



Dinner guests will help solve the mystery of "The Palmira Room Atrocities" – the most popular interactive murder mystery dinner show.

Murder mystery guests will experience an interrogation reception, tray passed hors d'oeuvres, fresh Italian bread, a mixed baby greens salad, your choice from four entrée's, your choice from three dessert's, free refills on all soda and iced tea, coffee after dinner, prizes for the one who solves the crime, and an original four act murder mystery performance. (There is also a full bar in the event guests would like to purchase cocktails.)

Customers are not required to perform in any way, but because the murder mystery performers are not dressed up in costumes, guests will not know if you are a part of the show or not. Performers will interact and possibly interrogate you on their own. The show runs about two and a half hours and the dress code is business casual, or if preferred, dressy casual (no T-shirts or baseball caps allowed).

Without a doubt, it will be a night to remember and fun for all so be sure to get your confirmations in and you could be the star of the show!



"It's About Saving Energy" Award -

The PR Committee has launched the new "It's About Saving Energy" Building Award Program 2008, so RIMA members need to start ear-marking their favorite projects and submit them for consideration for our first annual awards presentation. Entry categories include frame building, metal building, HVAC and residential. This contest is open to members only and award winners (both builder and member submitting company) will receive award plaques featuring photos of the winning project, world-wide promotion via press releases announcing their achievement, and each will be prominently featured on the RIMA website year-round for additional visibility and recognition of their achievement. Entry forms have been distributed and are available from the RIMA office and the **deadline for entry is June 30**, so get your entries in and you could be a winner!



Be Our Guest -

Twice a year RIMA holds membership meetings at various cities around the country in conjunction with the ASTM C16 committee meeting which members are actively involved in. Prior to each meeting, the Membership Committee sends out invitations to non-member companies inviting them to come be our guest and learn more about all the work RIMA is doing and get to know some of their fellow industry professionals. If you have not received an invitation in the past but would like to come as a guest, please let us know. We would welcome the opportunity to get to know you and treat you to brunch as well as our keynote speaker while you're there. To be added to the RIMA meeting guest list, please contact the RIMA office at 800/279-4123 or at rima@rima.net We'll hope to see you there!



50/50 Raffle!

As you know, RIMA has conducted a 50/50 raffle in conjunction with our bi-annual meetings to help contribute to meeting costs and to add a little fun to the process. The RIMA PR Committee recently met and decided it was time to vamp up the game!

Everyone (including spouses) that registers to attend the RIMA meeting and gets their meeting fees paid in full by meeting time, will automatically receive a **complimentary raffle ticket**.

Now EVERYONE can get in the game!

Additional tickets are available for purchase for \$5 each to increase your odds of winning, and you don't have to attend the meeting to play. You can purchase tickets for employees, family and friends without attending; and you can now **buy tickets in any increment** (up to 100) without the restrictions of purchasing a minimum quantity. We want this event to be fun for everyone; and with these new changes, more people have the opportunity to be our big winner.



C H O I C E H O T E L S I N T E R N A T I O N A L

TM

Our Choice Hotel program was changed this past year to offer some different program benefits. RIMA members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional benefits include:

- Upgraded rooms when available
- Free morning coffee and/or newspaper
- Complimentary continental breakfast at over 1,800 locations in the US
- Car rental discounts available
- Check cashing privileges with valid credit card companies
- Special corporate Toll Free reservation number (800) 258-2847 and online reservations at www.choicehotels.com

(Individual corporate travelers can also enroll in Choice Privileges, which has been voted the industry's best frequent stay program. Travelers can earn miles at participating airlines or points redeemable for free stays.)

RIMA members were sent updated Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!

➤ ***ICC Business Products Discount Program*** ◀

This program offers members up to 50% discount on manufacturer's suggested list price on such products as computer supplies, printer sales and supplies, standard office supplies, printed forms, furniture and promotional products. There's also a 2% rebate at the end of the year, which can be taken as a check or credit onto your account. For more information on this special member program, contact Jess Ray at 800/547-2233.