

**March 2011**

## ***President's Letter –***

The pursuit of knowledge is an endless adventure. A cornerstone of RIMA-I is continuing higher education in our field, providing access to education; to this end there must be advocacy to make sure these opportunities are preserved. Our Association is un-selfish in providing current and relevant data, to move the Association and its members forward. RIMA-I's conferences, seminars, forums, briefings, and executive assembly are not only professional development offerings of the highest quality, but they also provide opportunities for our community to come together and share. Wherever RIMA-I members are gathered, there is optimism, creativity, innovation, responsiveness, and the passionate desire to do good works.

In our current economic times, it is a slight challenge to come up with bright spots, so enjoy this next portion. A new NAHB study by David Crowe, Robert Denk and Robert Dietz quantifies the level of pent-up demand. Since 1965 the number of households in the U.S. has been growing at about 1.5 percent per year. Between 2000 and 2007, the household growth rate was approximately 1.0 percent.

Applying the 1.0 percent rate against the 2007 Census measure of total households and comparing this trend level to the Census household counts for recent years yields an estimate of 2.1 million missing but expected households that have been delayed due to the Great Recession. Conceptually, these are younger workers who are still living at home with their parents and individuals who have doubled up with roommates due to an uncertain economy.

Welcome back Ron Rado, Ron has graciously accepted the Chairman's position of the PR/Marketing/Membership Committee. The 50/50 raffle pool is sure to go up now.

Many thanks to Dan Russell's Innovative Insulation of Arlington, TX for sponsoring our Anaheim, CA spring meeting cocktail reception. Thank you also to Reynolds Flexible Packaging and Ideal Tape Company for sponsoring the Sunday morning brunch.

I certainly hope the information in this letter is beneficial to you in your business planning. RIMA-I has a lot of work to do, and your participation is valued and needed. If you would like to participate more in the functions of RIMA-I, please do not hesitate to ask. See you in Anaheim.

Sincerely – Bobby Byrd



Bobby Byrd

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## ***RIMA-I is Building America***

RIMA-I is a member of the Building America Team headquartered at the Fraunhofer Institute in Boston. Building America is a U.S. Department of Energy program that seeks to improve the U.S. building stock. The Fraunhofer team is one of several "teams" working under NREL (The National Renewable Energy Laboratory).

Fraunhofer has submitted a proposal for DOE (Department of Energy) funding under the Building America Program that includes attic radiant barrier technology as a retrofit for under-insulated older homes. This proposed Texas project has previously been reported to the membership. The objective of the retrofit projects is the identification of cost effective strategies for reducing heating and cooling costs. We look forward to having Jan Kosny as a guest speaker at Sunday's meeting to give more insight into the Building America program.



A special thank you to Innovative Insulation, Inc.  
for sponsoring a cocktail reception on Saturday  
prior to the group dinner!



## ***Association to Meet Next Month In Anaheim, California***

The next meeting of the Reflective Insulation Manufacturers Association International will be held April 9-10, at the Anaheim Marriott in Anaheim, California. Attendance forms have been distributed and are due in to the RIMA-I office by **March 7<sup>th</sup>**. Individuals can make room reservations by calling (800) 266-9432. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, April 9<sup>th</sup>, beginning with a New Member Orientation and Kick-off Welcome. Throughout the day the committees will discuss ongoing issues and set goals. This is a working day for all committees within the organization and is

for members who have signed up to participate on a RIMA-I committee. Committees meeting that day include our Technical Committee, Code & Legislative Committee, Radiant Barrier Software Tax Credit Task Group, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. This all-day event will conclude with cocktails at the Anaheim White House Restaurant (*hosted by Innovative Insulation, Inc.*) followed by the group dinner. (*See below for more information about the cocktail reception and dinner.*)

*NOTE: If you are a new member and would like to get involved on a committee, please contact the RIMA-I office. If you aren't sure which committee(s) you would like to participate in, you are welcome to sit in as an observer 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. Non-member guests interested in learning more about the Association are welcome to attend on Sunday. Invitations to several non-member companies were sent out in early February. If you would like to be added to the invite list to be a guest at the next RIMA-I meeting, please contact the RIMA-I 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. Chefs will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!



Dr. Mario Medina

RIMA-I is also pleased to welcome guest **keynote speaker Dr. Mario Medina**. Dr. Medina has been involved in the experimentation and simulation of the performance of attic radiant barriers since the late 1980's. Dr. Medina is an associate professor in the Civil, Environmental, and Architectural Engineering Department at the University of Kansas and has an appointment in the Mechanical Engineering Department. He joined the faculty in 1998. Dr. Medina holds a Ph.D. in mechanical engineering with a specialization in thermal sciences. He has extensive experience in the modeling and experimentation of building components, including radiant barriers and building systems. He has published over 35 technical articles in the area of building energy efficiency and written over 100 reports detailing energy conservation procedures from assessments in industrial manufacturing plants. He received an "Outstanding Service Award" from the Office of Industrial Technologies of the US DOE for work related to promoting energy conservation.

Dr. Medina will be giving an extensive review of his report "Performance of Attic Radiant Barriers and Interior Radiation Control Coatings" which is a compilation of published research, both experimental and modeling. This project was initiated by RIMA-I's Radiant Barrier Software Task Group and is a compilation of published industry research data. This document will be of great benefit to the industry in many ways, and we look forward to having Dr. Medina's presentation.



A special thank you to Reynolds Flexible Packaging and Ideal Tape Company for sponsoring Sunday's brunch





## ***Cocktail Reception on Saturday***

RIMA-I member Innovative Insulation, Inc., will be sponsoring a cocktail reception following the committee meetings on Saturday beginning at 6 p.m. and concluding at 7 p.m. The event will take place at the Anaheim White House Restaurant on the balcony of the John F. Kennedy room. Please join us for this special event and mix and mingle with your fellow industry professionals.

*Innovative Insulation, Inc. is a Texas based company just outside Dallas/Fort Worth. Innovative Insulation offers a variety of reflective products and accessories. They are highly dedicated to providing the best quality product, most advanced technology and legendary customer service.*



## ***Anaheim White House Restaurant***

In the heart of Orange County, Anaheim White House Restaurant has become one of the premier dining restaurants. This 1909 historical national landmark jewel was once nestled quietly among an enormous orange grove in the early 20th century. When remodeling the restaurant, very few changes were made in the refurbishment project. The restoration was copied from original existing pieces, whenever possible. The interior of the home was restored with most rooms retaining their original size and shape. The brick fireplace (in the main dining room) and many of the windows are original. Every effort has been made to retain the appearance of the home as it was in 1909.

In 1987, Italian immigrant Bruno Serato moved to Orange County, Ca. and took over the ownership of the fine dining restaurant, which now features steak and seafood with a Northern Italian cuisine. His award-winning excellence and signature entrees befit the establishment, and has been hailed as bringing fine dining to Orange County. Anaheim White House Restaurant, and his philosophy is simple: to treat each and every one of his patrons as a distinguished guest in his home. Simple as it may be, Anaheim's once "hidden treasure" is now recognized worldwide, and is now a "home" to many. (For more information on the Anaheim White House Restaurant visit [www.anaheimwhitehouse.com](http://www.anaheimwhitehouse.com) )

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## ***RIMA-I's New Verification Program Is Taking Off!***

RIMA International launched the new Product Verification Program for U.S. companies just over a year ago; and we are pleased to see so many companies submitting applications. There are 24 products currently verified at this time. A team of RIMA-I's industry veterans have worked diligently through the intricate technical details to provide members with this much needed voluntary product verification program. This is a well thought-out plan that will clearly reflect RIMA-I members as responsible leaders of the industry.

This program provides members an opportunity to set themselves apart from the rest. The RIMA-I office gets phone calls almost daily inquiring as to how to know which product to choose. From this point forward, those on the Verification list are the first to be recommended followed then by all other association members from the member-manufacturer list. This program is a crucial and important next-level, value-added benefit for RIMA-I's membership, and all members are encourage to take advantage of this unique opportunity.

Application forms and program information is distributed periodically, but if you need an additional copy, just contact the RIMA-I office. The verification process does take a little time, so the sooner you get your application in, the sooner you will be listed on our new Verification section on the RIMA-I website. If you are an international member, hang in there as we are in the process of finalizing the testing requirements now and will make this program available to you shortly as well.





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## *Be Our Guest –*



RIMA-I holds membership meetings twice a year at various cities around the country in conjunction with the ASTM C16 committee meetings. Prior to each RIMA-I 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 the association is doing and get to know some of our 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 and our keynote speaker while you're there. To be added to the RIMA-I meeting guest list, please contact the RIMA-I office at 800/279-4123 or at [rima@rima.net](mailto:rima@rima.net). We will hope to see you there!

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## *R&D Services, Inc. – Accredited as an Inspection Agency*



R&D Services, Inc. has been accredited as a Type A (Third Party) Body by the International Accreditation Services in accordance with ISO 17020. The IAS accreditation (Inspection Agency AA-712) was issued in November of 2007 after a lengthy examination and application procedure. Details of the accreditation can be viewed at [www.isaonline.org](http://www.isaonline.org). This accreditation qualifies R&D Services, Inc. to provide follow-on quality assurance services that satisfy code body requirements.

R&D Services, Inc. has maintained NVLAP (U.S. Department of Commerce) accreditation as a thermal test laboratory for many years with Lab Code 200265-0. This accreditation is issued in accordance with ISO/IEC 17025:2005. The scope of R&D's NVLAP accreditation posted at [www.rdservices.com](http://www.rdservices.com) includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.

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## *50/50 Raffle!*

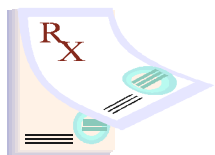


RIMA-I conducts a 50/50 raffle in conjunction with our bi-annual meetings to help contribute to meeting costs and to add a little fun to the process. Everyone (including spouses) that registers to attend the RIMA-I meeting and gets their meeting fees paid in full by the deadline prominently noted on the attendance form (approximately 2 weeks prior to the meeting), will automatically receive a **complimentary raffle ticket**.

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 even being there; and you can **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 give more people the opportunity to be our big winner. Good Luck!!

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## **A New Concept, a New Partnership: Discover These Exclusive Member Programs**



Did you know that your association membership allows you access to exclusive benefits and services? As a member of RIMA International, you have easy access to money-saving benefits such as **ID theft protection, 24/7 roadside assistance, discount dental and vision networks, and prescription drug discounts!!!**

Other benefits available include: legal services, online and telephonic physician counsel, new and used vehicle discounts, and even discounts on everyday items, such as groceries, clothing, electronics, hotels, car rentals, travel, packages and more.

This online platform is *not* available to the public; in fact, most of these programs are typically only available in an employer / employee relationship. These exclusive benefits are made available through a new concept called “**My Association Benefits**,” a program designed by Veritas Benefits in Oak Brook, IL.

RIMA International has established a partnership with **My Association Benefits**, which allows our members to access these money-saving programs. Not only are we adding value to your membership, but during current economic times, we think all of our members and their families deserve to save money!

Experience for yourself the advantage your RIMA-I membership can give you! Go to [www.myassociationbenefits.org/catalog.cfm?aname=Reflective Insulation Manufacturers Association](http://www.myassociationbenefits.org/catalog.cfm?aname=Reflective%20Insulation%20Manufacturers%20Association) to access this exciting new platform, **My Association Benefits**. When you're ready to order, just create your own personal login profile and you are ready to go. Please take a moment to check out these great new benefits available exclusively to you through RIMA International and start saving your company more money today!

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## ***ICC Business Products – Discounts for Member's Only***

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 members-only program, contact Jess Ray at 800/547-2233.



**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

RIMA International 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](http://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-I members were sent 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!

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*For more information on RIMA International or any of the topics contained in this newsletter, visit our website at [www.rimainternational.org](http://www.rimainternational.org), call 800/279-4123 or e-mail at [rima@rima.net](mailto:rima@rima.net).*

