



It's About Saving Energy

September 2005

RIMA Meets in Dallas –

The next meeting of the Reflective Insulation Manufacturers Association will be held October 15-16, at the Hyatt Regency in Dallas, Texas. Attendance forms have been distributed and were due in to the RIMA office by **September 1st**. If you have not yet forwarded your form and do plan on attending, please submit your form promptly. Individuals can make room reservations by calling 214/651-1234. Be sure to tell them you're with the ASTM group to get the discount rate (\$145 single/double).



RIMA committees will meet on Saturday afternoon. These meetings are for members who have signed up to participate in a RIMA committee. If you are new to RIMA or are not yet on a committee but would like to be, please contact the RIMA office. The full membership meeting will be held on Sunday. Guests interested in learning more about the Association are welcome to attend.

A group dinner will be held on Saturday evening. Attendees will enjoy a unique Southern Brazilian experience at the Fogo de Chao restaurant. More information on this dining adventure appear below. Those attending Sunday's meetings are also in for a treat with a fabulous brunch scheduled at 10 a.m.

Committee Updates –



Monty Millspaugh
Tech. Comm.
Chair

Technical Committee: Since the last meeting in April, RIMA's code representative Ron Graves attended the June ASTM E05 meetings in Reno and the ICC-ES hearings. Code reports have been forwarded to the committee with a report to be presented to the membership at the upcoming meeting. The RIMA Technical Bulletin "Reflective Insulation in Duct System Applications" was completed with a press release distributed announcing it's availability. It has already begun appearing in industry publications and it is hoped it will continue to get press coverage. Work continues on the recommended/required testing document. It is hoped a final draft will be compiled at the October meeting. The document which lists both required and recommended testing for industry products and various applications will also be a topic of focus



Ron Rado
PR Comm. Chair

Public Relations: A significant portion of work has been dedicated to preparing for our upcoming workshop at Metalcon. Conference calls with the presenters are ongoing and all the room arrangements and luncheon details have been made. A press release was distributed to all publications as well as to all 2004 Metalcon prospective attendees. Press releases were also distributed on the growth of the industry as well as the new RIMA Technical Bulletin. Although basic updates have been done, work on the RIMA website has been laboring but we are in the process of establishing a new web technician who can hopefully help us get more significant changes in place. Same goes for the new RIMA CD. The Powerpoint portion has been completed and once a script is finalized we will have a new tool that can be used for educational purposes as discussed at the last RIMA meeting. An article by Dr. Yarbrough is slated to appear on the September issue of *Construction Specifier*. *Construction Specifier*

Canada is also printing excerpts from the new RIMA Technical Bulletin. *SNIPs* magazine also recently included information on the bulletin as well as our PR on industry growth. This was their buyers guide issues so it provides great visibility for the association. RIMA's green building article was also forwarded to two different publications for possible inclusion in their fall issues



Bob Wadsworth
Membership
Comm. Chair

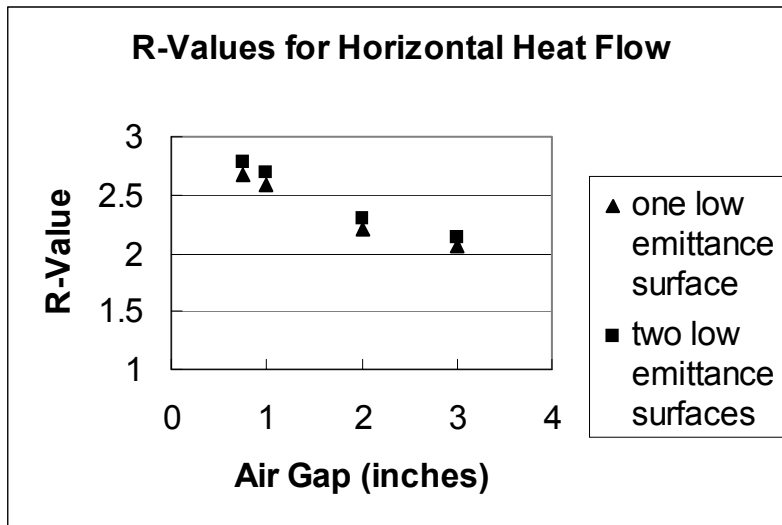
Membership: RIMA joined 3 new members since the last meeting: Insfoil (Assoc.), Insulationstop.com (Distr.) and Astro Reflective Insulation (Distr.). A mailing recently was distributed to all non-member prospects inviting them to attend the October meeting in Dallas. We have been unable to secure a speaker for the October meeting – partly due to it being a Sunday event. We had been contacted by a group in the UK wanting to discuss opening a RIMA branch office there and they have been invited to come and talk with us about their needs there; however, we have not secure them as a guest at this time. If you have any suggestions on a guest speaker, please contact the RIMA office.

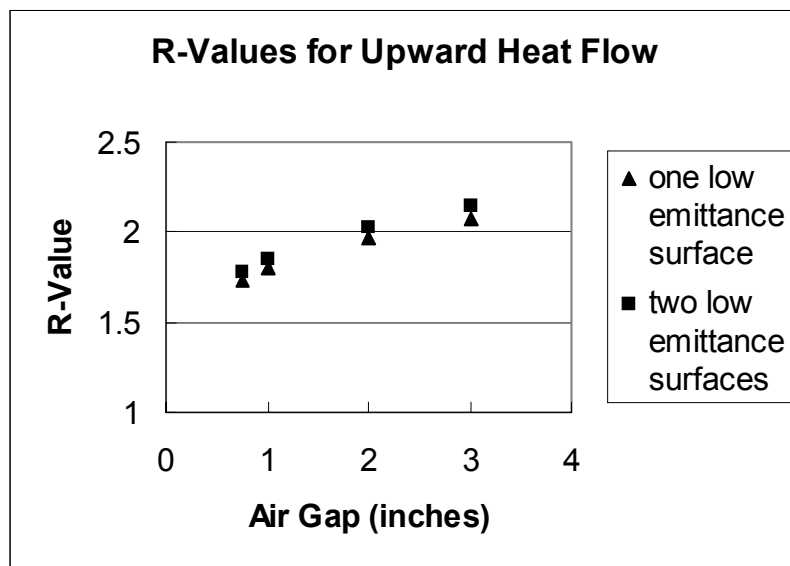
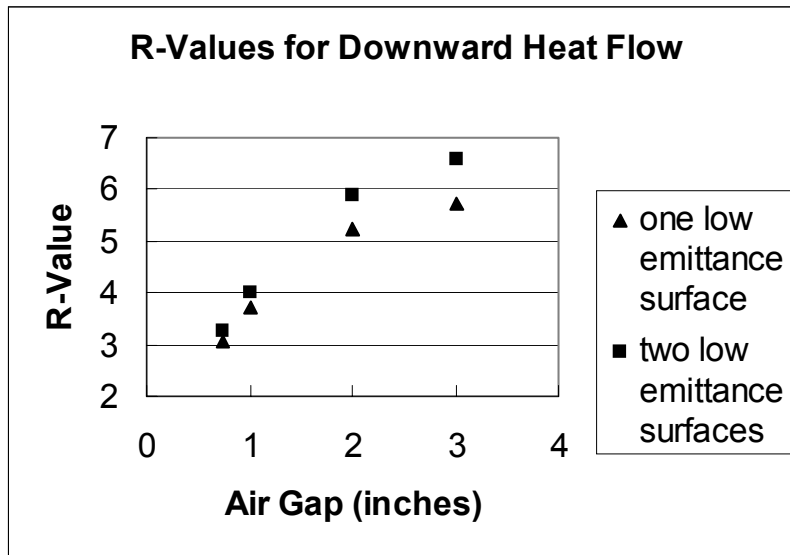


Dr. David Yarbrough

Two Reflective Surfaces–

Reflective insulation manufacturers determined many years ago that one low-emittance surface for an air space was sufficient to provide good performance. The extra cost to provide two reflective surfaces for an air space did not provide enough additional R-Value to justify the expense. The thermal benefits resulting from a second low-emittance are small but not zero. The subject of two reflective surfaces is briefly revisited in the following figures that show calculated R-Values for one and two foils (or low-emittance surfaces) bounding air spaces up to three inches across. The calculations were made for an average temperature of 75 °F and a temperature difference of 30 °F. The results show small increases in R-Value for horizontal heat flow and heat flow up due to the second low-emittance surface. The increases are more significant for downward heat flow since radiation is a major component of heat transfer in the downward direction. A change in the “effective” emittance, consequently, results in an increased R-Value for downward heat flow that could be useful in some situations. These calculations are for parallel surfaces inside 16-inch on-center framing. A correction for radiation absorbed by the framing has been included in the calculated R-Values.





It's 50/50 Raffle Time-

This fun event is open to all members whether you are able to attend the meeting or not, and the winning ticket will be drawn at the April meeting with the winner taking 50% of all revenues generated! Maybe you'd like to buy a ticket for each of your employees. Maybe you'd like to buy a ticket for each of your family members. Maybe you just want to keep all the tickets to yourself – but no matter who the tickets are for it's all for a good cause with the other 50% of revenues going to help defray meeting costs as well as adding to RIMA's general revenue fund. RIMA operates on a very tight budget so adding fun little events like this helps to create a little cushion for many various activities throughout the year.

Tickets can be purchased in advance by contacting the RIMA office or you can simply forward your check to RIMA, 4519 E. Lone Cactus Drive, Phoenix, AZ 85050. Ticket prices are as follows:

- \$500.00 = 100 tickets
- \$350.00 = 70 tickets
- \$125.00 = 25 tickets
- \$50.00 = 10 tickets

Good Luck!

Choice Hotels International–

In case you aren't aware, or just haven't checked it out yet, RIMA has joined the Choice Hotel S.O.S. benefits program offering a 20% discounts to members when they make their reservations at any of the Choice Hotel properties which include:

- Comfort Inn
- Comfort Suites
- Quality
- Sleep Inn
- Clarion
- MainStay Suites
- Econo Lodge
- Rodeway Inn

Recently, Choice Hotels initiated a new fall promotion called **“Stay 2 Times, Earn A Free Night, Repeat”** which promise to offer RIMA members even more savings opportunities. When you stay just two separate times at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion or MainStay Suites Hotel in the U.S., you'll earn enough points for a free night on a future stay at any of their almost 3,000 locations nationwide. And the more you stay between September 1st and November 30th, the more free nights you can earn. As you can see, the savings are better than ever when you take advantage of the RIMA Choice Hotel program. For more information on accessing these benefits or to request a member ID card, contact the RIMA office.

ICC Business Products –

RIMA also offers members discounts through ICC Business Products. Discounts of up to 50% off manufacturers suggested list pricing on computer supplies, printer sales & supplies, office supplies, printed forms, furniture and promotional products as well as a 2% end of year rebate are available. To set up your account and establish easy online ordering, contact Jess Ray at 800/547-2233.

Fogo de Chao–

The story of Fogo de Chão began in the mountainous countryside of Rio Grande do Sul in Southern Brazil, where its founders were born. Growing up, the brothers were immersed in the centuries-old *Gaúcho* culture, a rich blend of traditions from European immigrants and Brazilian natives.



An important element of this culture is *churrasco*, the *Gaúcho* way of roasting meats over pits of open fire for delicious barbecues, always present at every festive occasion, especially family gatherings.

The young boys would learn how to grill the meats the *Gaúcho* way from their fathers, becoming the caretakers of a culinary tradition passed down from generation to generation for over three centuries.

In 1975, the two *Gaúchos* left their homes in the heart of the hill country and went to Porto Alegre, Rio Grande do Sul's state capital, also known as the *Churrasco* capital. There they worked their way up starting first as waiters, then as assistant *churrasqueiros*, and finally as *churrasqueiro* chefs, all the while developing the Fogo de Chão concept.

In 1979 the first Fogo de Chão opened its doors in Porto Alegre, combining the best of the centuries-old culinary tradition of *churrasco* with a focus on exceptional customer service.

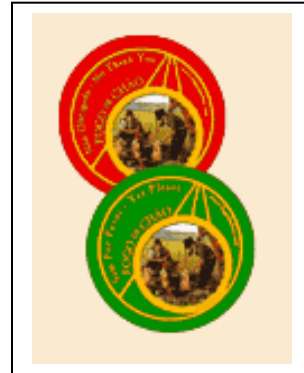
In 1985, encouraged by the success of their restaurant and frequent requests from out-of-state customers, the partners expanded their business to São Paulo, Brazil's largest city. By 1987 Fogo de Chão had established a respected reputation in the city's restaurant scene and opened its second location in São Paulo. In 1997, in response to the continuous requests

of their loyal American customers, the brothers exported their concept to North America, opening the doors of the first U.S. Fogo de Chão in Dallas, Texas.

After years of challenging work and dedication to excellence, the founders have opened locations in several major U.S. cities. However, the dream of the two *Gauchos* is not over yet. They still have their hearts set on expanding, and continuing to draw from their passion for sharing their culture and preserving the authentic, centuries-old *Gaucha* way of preparing meat.®

You Won't Go Away Hungry . . .

Operating under the unique service concept of *espeto corrido*, which translates from Portuguese as “continuous service,” Fogo de Chao satisfies palates and the desire for something original. Instead of ordering from a traditional menu, Fogo de Chao offers a *prix-fixe* system where guests can sample the entire menu, or just focus on their favorite items. The menu features unlimited servings of 15 different delectable cuts of fire-roasted meats, a sumptuous buffet of gourmet salads and fresh-cut vegetables and a variety of Brazilian side dishes.



Each guest uses a two-sided disk to control the pace of their meal. The green side signals to bring out more skewers of meat carved right at the table, while the red side indicates time to stop, take a break until you're ready to go back to green again!