

August 2012

President's Letter –

RIMA International is hard at work. The committees are working on their action items formed at the last meeting in Phoenix and will be reporting their good deeds at the Atlanta meeting. The codes committee has been especially active, as this is the year for ICC code development. Portland, Oregon, is the host city for the 2012 International Code Council (ICC) Annual Conference, to be held October 21-24, with (Group A) Final Action Hearings scheduled for October 24-28.

The direction of the U.S. economy is a mystery. GDP growth was only 1.54% in the second quarter (first estimate). Retail sales showed some life in July, possibly indicating consumer optimism. The unemployment rate has increased to 8.3%. The Federal Reserve said that economic growth has “decelerated” since its last meeting in June, and it is keeping its existing accommodative policies in place. The Fed also suggested that it is ready to act—potentially at its next meeting in September—with additional action if necessary.

The report on housing in July was generally good. While single-family starts declined, permits continue to trend up. New- and existing-home sales faltered in June, but the overall trend is up. Existing-home sales declined from a rate of 4.62 million in May to 4.37 million in June. The June rate was 4.5% better than one year ago. Existing-home prices continued to show gains, but sales fell in June, with tight supplies of affordable homes limiting first-time buyers, according to the National Association of Realtors. Mortgage rates remain low.

There are several leadership changes at RIMA-I. I would like to thank Mr. Dan Russell, Mr. John Kovacs and Mr. Steven Yailizis for their service on the RIMA-I Board. John and Steven have agreed to be nominated for another term; however, Dan will be retiring at the end of this year. He will still play an active role in RIMA-I and is firmly placed on the Past President's Advisory Council.

At our general membership meeting on Sunday in Atlanta, we will have a tour of Southface. Southface is a nonprofit origination that promotes energy, water, and resource-efficient workplaces, homes, and communities. Attendees will enjoy this interactive tour accompanied by guest speaker, Mike Barcik. More meeting details are below. See you in Atlanta!

Sincerely – Bobby Byrd



Association to Meet Next Month In Atlanta, Georgia

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 20-21, at the Hilton in downtown Atlanta, Georgia. Attendance forms have been distributed and are due in to the RIMA-I office by **September 18th**. Individuals can make room reservations by calling (800) HILTONS or by using the Hotel reservation link below. Be sure to let them know you're with the RIMA International group to get the discount rate.

All committees will be meeting on Saturday, October 20th, 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, Strategic Alliance Committee, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. This all-day event will conclude with a

sponsored cocktail reception (hosted by Innovative Insulation) followed by a group dinner at Max Lager's Wood-Fired Grill and Brewery.

*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. Just indicate your interest on your attendance form.*

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. All attendees must register in advance to attend.** Invitations are sent out two months prior to the event. 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 or e-mail us at rima@rima.net.

Those attending Sunday's meetings are also in for a treat with a delicious brunch scheduled at 10 a.m. complete with custom omelet station. Plan to come hungry and take advantage of all the hot and cold breakfast delights. What better way to start your day!



Southface Tour and Keynote

RIMA-I is also pleased to welcome guest **keynote speaker Mike Barcik from Southface**. For more than 30 years, Southface has promoted comfortable, energy-, water-, and resource-efficient homes, workplaces and communities throughout the Southeast.

Today, they continue this important mission through the example of their award-winning Eco Office, a building that uses 84 percent less water and 53 percent less energy than comparably sized conventional commercial facilities; through their Resource Center, which showcases more than 100 residential green building innovations; and through their



Mike Barcik
Director of
Technical Services

education programs, hands-on technical assistance, advocacy and research work.

Mike is a senior research engineer and the Director of Technical Services at Southface. His areas of expertise include design reviews, building diagnostics, and energy performance modeling. A graduate from Georgia Tech with a bachelors and master's degree in mechanical engineering, he has previously conducted research in high-efficiency mechanical systems.

With a passion for training, Mike has led thousands of workshops and charrettes on high-performance residential and commercial buildings. He is a RESNET-approved Home Energy Rating System (HERS) Trainer, member of the State of Georgia Energy Code Task Force, ASHRAE member, and a LEED Accredited Professional. He is the only person selected as both a USGBC LEED for Homes and a USGBC LEED - NC Faculty member. Mike lives in Decatur with his much smarter, architect wife Tiffany, two young daughters, and wiener dog in a 1920's bungalow that they are continuously working on to sustainably improve. As you can see, Mike has a great personality and will be a delightful speaker and tour host on Sunday, October 21st. Upon conclusion of the business meeting at the Hilton, attendees will walk the two blocks to Southface for the tour and speaker presentation.

(For more information on Southface visit www.southface.org)

For the Love of Golf



If you don't mind coming in a little early, a friendly little golf outing has been arranged at one of Wes Hall's favorite courses, The Frog. Designed by legendary golf course architect Tom Fazio, The Frog is recognized among the top courses in Georgia. The Frog is a masterpiece complete with bentgrass greens, expansive bunkering and has also attained status as an Audubon Cooperative Sanctuary. Tee times are set for early Friday, October 19th. If you are interested in joining in the fun, contact the RIMA-I office.

Retiring Board Members – We Thank You

Three RIMA-I Board members will be retiring at the end of 2012. Director Dan Russell of Innovative Insulation, Director John Kovacs of STS Coatings and Director Steven Yializis of Sigma Technologies will be recognized with retirement plaques at the full membership meeting on October 21st.



Dan Russell
Director
Innovative Insulation



John Kovacs
Director
STS Coatings



Steven Yializis
Director
Sigma Technologies

Join us Saturday Night at



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 Max Lager's Wood-Fired Grill and Brewery prior to the dinner on the second story patio. Please join us for this special event and mix and mingle with your fellow industry professionals.

INNOVATIVE INSULATION is based in Arlington, Texas, and offer a variety of reflective products and accessories. Their well-trained staff will help you find the best solutions to meet your needs.

Max Lager's is the oldest independent brewery restaurants in Atlanta and is known widely for its wood-fired cuisine and freshly-brewed beers. Located on Peachtree Street in the heart of Downtown Atlanta, Max Lager's Wood-fired Grill & Brewery is an oasis of authenticity in an environment of national chains. The beautifully renovated 10,000 square-foot historic building features an industrial loft-style ambiance that is warm and inviting.



As one of the first restaurants to bring the fresh and natural wood-fired menu concept to Atlanta, Max Lager's offers bold flavors simply not found with alternative cooking methods. The restaurant was OpenTable.com's Diner's Choice Winner for 2011 (check out their reviews at www.opentable.com) and has also been named "Best Place in Atlanta for the Beer Connoisseur" by Atlanta Magazine and "One of the Top 101 Places to Eat" by the Atlanta Business Chronicle.



Following cocktails on the restaurant's second story patio, guests will come inside for the group dinner beginning at 7 p.m. This fun social event is included in the meeting fees so there is no excuse not to join in the fun. Spouses/guests are also welcome and tickets can be purchased when paying meeting fees. Be sure and get your attendance form in and confirm your space at this fun evening event.



A special thank you to Ideal Tape Company for sponsoring Sunday's brunch

RIMA-I Committees Hard at Work

Since RIMA-I only meets face to face twice a year, the committees have a lot on their plates. They do hold quarterly conference calls to keep things progressing; but these face-to-face meetings are where a lot of the work is done. Here are just some of the things, each committee is working on:

International Committee – With the recent success of the I-RIM Conference in Florida, the committee will be reviewing the feedback and outcome of this event and begin planning for the 2014 conference.

Verification Committee – A new handbook is being developed for the Verification program. Committee members are being asked to take on a chapter to develop. A new logo contract to incorporate distributors is also in the works.

Technical Committee – There are two task groups working on developing testing for corrosion and UV degradation. Several new technical bulletins are in the works. Discussions on developing a qualification program for installers is ongoing. Involvement with ASHRAE, High Performance Building Council, RESNET, Energy Star and others continues as well. An AIA course upgrade is also near completion.

Code & Legislative Committee – The committee is hard at work on possible code changes to work on with Vicki at ICI. A meeting is tentatively set for mid-September with ICI to go over all the proposed changes for the 2013 cycle.

Strategic Alliance Committee – The group is exploring ways to help various energy rating software developers accurately incorporate radiant barriers into the programs. Additional research and alliance opportunities will be discussed.

PR/Marketing/Membership – This group is working on enhancing the website, establishing a Facebook page, developing a training video, developing workshop proposals for upcoming conference as well as article for upcoming publications.

This is just a small sampling of the work to be done in Atlanta. The Past Presidents Advisory Council will also meet as well as the Board of Directors. If you would like to get involved in the work any of the committees are doing, please contact the RIMA-I office.

You Want to Compete? You Gotta Get Verified!

Does your company sell product(s) in the United States? Then here is the perfect way to make your company rise to the top of the pack.

The Verification Program provides members an opportunity to set themselves apart from all the rest. We get phone calls almost daily inquiring as to how to know which product to choose. The Verified product list is the first area inquiries are directed to. This is where we educate callers on what to look for when selecting a product. This is also where they are told, RIMA International has already done these thing for this list of products. Verified products reassure the buyer they are getting a quality product that meets or exceeds the standards for the industry. Do you want to be part of this exclusive group?

Application forms and program information is distributed periodically, but all forms can be found on the Members Portal section of the RIMA-I website. Just use your username and password to enter. The verification process does take a little time, so the sooner you get your application in, the sooner you will be added to this elite list.. 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.



RIMA-I Member In the News



June 2012 - On flight to international space station, SOLEC LO/MIT-I Radiant Barrier Coating is trusted by SpaceX on its recently launched Dragon Capsule and approved by NASA for space applications. The product can also reduce solar heat gain in roofs and attics in homes and buildings. Available in water- and solvent-borne formulations, Energy Star®-rated, low-e coating can be used as spray-applied insulation in building, roofing, and manufacturing jobs as well as radiant barrier reflective roof coating.

About SOLEC-Solar Energy Corporation LO/MIT Radiant Barrier Coatings, along with the Solkote Solar Selective Coating, are produced and developed by SOLEC in its 100% solar heated manufacturing facility in Ewing, NJ, and exported to over 30 countries worldwide. For more information visit www.solec.org.

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. We will hope to see you there!

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!!

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. 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 includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.

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

(Individual corporate travelers can also enroll in Choice Privileges, which as 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!

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

RIMA International
Reflective Insulation Manufacturers Association International
