

March 2012

President's Letter –

RIMA-I has formed two new working committees. One is actually more of a council, the group or council is named the Past Presidents Advisory Council (PPAC). The PPAC serves as an advisory council to the current RIMA-I Board of Directors. The focus of this council is to discuss and provide guidance to the RIMA-I Board of Director on the overall direction of the association. The PPAC is a closed committee comprised of past presidents of RIMA-I.

The second new committee is chaired by Mr. Bill Lippy. The Committee is named Strategic Alliance Committee (SAC). SAC was a software task group reporting to the Technical committee. With all of the successful work that this former task force has accomplished, its agenda grew to the point to warrant its own stand-alone committee.

Leadership changes at RIMA; I would like to thank our retiring board members; Mr. Monty Millspaugh, Mr. Robert Wadsworth, Mr. Bill Lippy and Mr. Dan Sullivan. These professional business leaders selflessly led our association through many difficult times. Once again these four professionals have made the selfless decision to step aside and allow new board members the opportunity to provide their own core disciplines to the association. Not to worry, each of them remain in vital roles to the association.

Welcome aboard new Board Members; Mr. Wes Hall, Mr. John Kovacs, Mr. Weijia Zhang and Mr. Steve Yializis.

2011 economic summary: U.S. residential housing starts sustained an annualized rate of 700,000 for the last quarter of 2011 and indicators are 2012 should eclipse 2011 by a small margin. Repair and remodeling did show a modest growth of 3%. Nonresidential (education, healthcare, office buildings and lodging) also showed steady growth. The U.S. economy grew 1.7% in 2011, expectations are 2012 will grow at close to the same rate.

Appreciation goes out to Innovative Insulation, for sponsoring the cocktail reception at our Phoenix meeting, thanks Dan!

At the February RESNET conference Billy Lippy and Dr. Mario Madina, made a profound presentation on radiant barrier and the reflective insulation technology. Bob Wadsworth and Dr. David Yarbrough made a wowing- presentation on the use of reflective technology in post-frame structures, at the 2012 Frame Building Expo. Thank you, gentlemen, for professionally representing our industry.

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 Phoenix.

Sincerely – Bobby Byrd



Bobby Byrd



Association to Meet Next Month In Phoenix, Arizona

The next meeting of the Reflective Insulation Manufacturers Association International will be held April 14-15, at the Pointe Hilton Tapatio Resort in Phoenix, Arizona. Attendance forms have been distributed and are due in to the RIMA-I office by **March 30th**. Individuals can make room reservations by calling (800) 876-4683. Be sure to tell them you're with the RIMA International group to get the discount rate.

All committees will be meeting on Saturday, April 14th, 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 Aunt Chiladas. (*See below for more information about the evening event.*)

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.** Invitations to several non-member companies were sent out in early March. 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. Plan to come hungry and take advantage of all the hot and cold breakfast delights. What better way to start your day!



RIMA-I is also pleased to welcome guest **keynote speaker Larry Bond, Atlas Material Testing Technology LLC – A Division of Ametek.**

Mr. Bond has over 43 years experience in outdoor weathering, laboratory weathering and performance testing and is currently Global Technical Sales/Product Specialist for Atlas Material Testing Technology, LLC. Larry assists in supporting the world's largest network of natural weathering facilities of 25 global outdoor sites as well as accelerated laboratory services. He is the author and co-author of numerous papers discussing various outdoor weathering applications and general weathering techniques. He is the past chairman (1992-1997) of ASTM Committee E44 (Solar, Geothermal & other Alternative Energy Resources) and was also the chairman of Subcommittee E44.13 (Photovoltaics) from 1990 to 1998.

Larry will be sharing information on "Practical UV Testing" or WMNGYIWYG ("What Mother Nature Gives You Is What You Get") on Sunday. His presentation is a brief 'how to' on weathering testing and how to accelerate this in a realistic manner. We look forward to meeting Larry and enjoying his presentation on Sunday.



Register NOW for I-RIM Conference

International Reflective Insulation Manufacturers Conference

Although it's only two weeks after our RIMA-I meetings in Phoenix, we hope everyone will take advantage of the opportunity to participate in this international educational event. This is **the most advanced program RIMA-I has prepared to date**, and we hope you will support the association's efforts and join us for this special event.

The 2012 conference will be held **April 30 - May 2 at the beautiful Hilton Fort Lauderdale in Fort Lauderdale, Florida.** The two-day conference will feature many industry speakers on a variety of topics relating to the latest technology, code issues, green building, energy conservation and more. New this year - a trade show! Exhibitors will have the option of a skyline or table top display. Day one's trade show will host a cocktail reception and day two will host lunch. This gives guests the opportunity to learn about products and services available as well as mix and mingle with peers. If you are interested in signing up as an exhibitor at this event, please contact the RIMA-I office at 800/279-4123 or at rima@rima.net. The earlier you confirm your participation, the sooner promotions for your company will begin. **If you are looking to attend the event, advance registration discounts are available until April 1st.** If you are even considering attending this event, make your room reservation now. **The room block will be dropped March 31st so make your reservation now to secure the group discount rate!**

If you are considering attending the conference, registration and conference program information along with hotel and travel details and more can be found on www.rimainternational.org under the "I-RIM Conference" menu option. **You don't want to miss this special global industry educational event!!**



For the Love of Golf

For those wanting a little R&R before all the hard work begins, a golf outing has been arranged with Lookout Mountain Golf Course at the Pointe Hilton Tapatio Cliffs Resort. This beautiful course weaves its way through rugged terrain that borders the Phoenix Mountain Preserve and offers spectacular views of both Lookout Mountain and Piestewa peak. The golf club has received the Golf Digest Four Star Award for nine consecutive years and has also been voted as one of the top 450 courses in the country by the same publication. Lookout Mountain has received recognition as one of Americas Top Courses from 2005 through 2009 by participants in the Zagat Survey as well as being voted one of the Top Ten Public/Resort Courses in Arizona by the readers of *Arizona Business Magazine* for 2008 and 2009. This championship 18-hole course combines spectacular scenery with challenging play for the ultimate golf experience.

THE GROUP DINNER EVENT

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 prior to dinner on a private patio at historical Aunt Chiladas. 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.

Dinner Venue – Aunt Chiladas



Nestled in the shadow of the Piestewa Peak (formerly called Squaw Peak Mountain), Aunt Chilada's is truly an historic landmark with a personality all its own. Constructed in the 1890's from desert stone and railroad ties, the original building served as a supply depot and general store for the mercury miners passing through the Dreamy Draw.

Return with us now to those thrilling days of yesteryear. Shortly after the reluctant surrender of Geronimo, Arizona was still an untamed territory, and Aunt Chilada's North Room was built on the foundation of the only general store serving the laborers working the Rico Mercury Mine. The mining smelters were in full operation throughout the nearby mountain range and in what is now The Pointe at Squaw Peak Residential Community. The largest of these ore smelters has been preserved and stands near The Hole in the Wall River Ranch. The mines, quite unintentionally, also gave the

area its name. After a long day deep in the mines, the men emerged appearing somewhat inebriated and dreamy-eyed from inhaling the mercury fumes. As they walked down the dusty road to the general store, people were heard to remark, "The men are back from The Dreamy Draw".



Following the repeal of prohibition, Dave and Jesse Noble, the land's owners at the time, were granted the first liquor license issued by the State of Arizona. The store was later reopened as The Peek Steak House, getting its name not from the landmark mountain towering over the restaurant, but from a uniquely placed and somewhat revealing window set in the ceiling of the bar (now the Tienda). Throughout the night, scantily clad women would climb into the attic and perform a hootchy-kootchy dance while patrons sneaked a peek through the window. This unusual entertainment proved to be very popular as guests from as far away as The Camelback Inn and The Biltmore Hotel would ride over on horseback, just to enjoy a cool libation while keeping their "heads up".

This infamous bar and restaurant again found notoriety as it began a new life as George's Ole! George Cocherham was not only a captain in the Phoenix Fire Department but an extremely ambitious restaurateur. Using over 3,000 Santa Fe railroad ties, native stone from the area and a little help from his off-duty firefighter friends, George expanded the building to its present size. George made one other important addition, he purchased Arizona's Original smoker from Gentleman Jim's Barbeque at the corner of 16th and Oak Streets, and moved it to the Garden Patio where he not only smoked traditional meats and fowl but would also smoke game animals brought in by his customers. In fact, George claims to have prepared everything from quail and venison to javelina and even elephant (where do you think they found the elephant – in the desert? Ha!). The same tradition exists today. Aunt Chilada's still slow roasts a variety of delicious meats, chicken and vegetables over aged mesquite wood every day for your enjoyment.

In the early 80's, Bob Gosnell bought the restaurant, renamed it Aunt Chilada's and made it a member of The Pointe's growing family of restaurants. "The Hideaway", as it affectionately became known, was a favorite with the locals. Ken Nagel, who worked at The Pointe since its inception bought the restaurant in 1995 and he along with his family now greet and serve guests visiting this remarkable piece of Arizona history, and continue the tradition of good food and good times served with warm Southwestern hospitality that has made Aunt Chilada's popular for over 100 years.



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 committee 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 will be working on:

International Committee – Of course final details for the upcoming I-RIM Conference will be discussed to ensure a tremendously successful event. Guy Delcroix will also provide an update on ongoing issues in Europe.

Verification Committee – A new handbook is being developed for the Verification program. Drafts of this handbook will be reviewed.

Technical Committee – Jan Kosny of the Fraunhofer Institute will join the group with an update on the Build America Program. Discussions will include metal building requirements, UV test methods, Corrosion testing, the development of a qualification program for installers, updates on the High Performance Building Council and much more.

Code & Legislative Committee – ICI rep Ken Sagan will join the group via conference call and give updates on the code actions he is working on for RIMA-I. The group will review all the codes and determine which sections to target. This committee has one of the largest agendas and will be working on several code-related projects.

Strategic Alliance Committee – This group recently finalized the ASHRAE paper that was presented at their conference in January and is now available on the ASHRAE and RIMA-I website. 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 will discuss marketing efforts, membership development and explore opportunities to participate by offering educational sessions at other industry events. Membership categories will also be reviewed.

This is just a small sampling of the work to be done in Phoenix. 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.

Time to Get Verified!

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 22 products currently verified at this time.



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 special program.

Application forms and program information is distributed periodically, but if you need an additional copy, you can find it on the Members Portal section of the RIMA-I website. Just use your blog 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 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.



Celplast Joins With Habitat for Humanity

November 4th, 2011 – To give back to their local community, Celplast Metallized Products Limited and Underwriter's Laboratories joined forces to support Habitat for Humanity Toronto (HFHT). HFHT's mission is to mobilize volunteers and community partners in building affordable housing and promoting homeownership as a means to breaking the cycle of poverty. On November 4th, 2011, 6 volunteers from Celplast and 7 from Underwriter's Laboratories spent the day getting their hands dirty, bringing the homes one step closer to move-in ready. The two companies' monetary donation will go towards the purchase of construction materials and help enable future build sites. Once completed, the site at 4572 Kingston Rd. in Toronto will provide residence for 29 families. Work on the site began in September

2010 and is expected to finish by year end 2011. Celplast volunteers pictured from right to left include Krish Tharmal, George Dong, Weijia Zhang, Veronica Ataya, Dante Ferrari and Sid Fernandes.

HFHT is part of a global organization which averages completion of a single-family house **every 10 minutes**. Since its founding in 1976, Habitat for Humanity has helped build or repair over 400,000 houses and served over 2 million people around the world. For more information please visit <http://www.habitat.org> or your local chapter website. For more information on Celplast Metallized Products, visit their website at <http://cmp.celplast.com>.

Recent RIMA-I Educational Events-

RIMA-I continues to seek out opportunities to educate on behalf of the industry. The association recently submitted a session for the 2013 International Builders Show and we wait with great anticipation to see if we will be accepted into the conference program. Here are some of the past events RIMA-I recently has participated in:

Frame Building Expo – February 29-March 2, 2012 - “Use of Reflective Technology in Post-Frame Structures” (3/1)

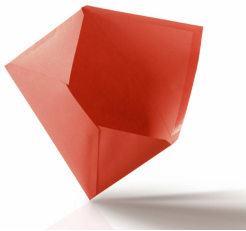
RESNET Conference – February 27-29, 2012 - “A Summary of Fifty Years of Radiant Barrier Research”

ASHRAE Winter Conference – January 21-25, 2012 - “A Comprehensive Review of Radiant Barrier Research Including Laboratory and Field Experiments”

Metalcon – October 11-13, 2011 - “Fundamentals of Reflective Technology” (10/12)

Global Insulation – September 25-27, 2011 - “Use of Reflective Technology to Conserve Energy” (9/26)

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!

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.

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!!

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.



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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.

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