



Headline News

March 2013

President's Letter –

According to the U.S. Census bureau, as reported for December 2012, owner occupied residential repair and remodeling expenditures annualized rate was \$138 billion. That is up 17.9 % from January 2012. For all of 2012, expenditures totaled \$126.3 billion up 10.8% from 2011.

As far as new housing forecast goes, listed below is the 2013 and 2014 single family and multifamily forecast by ten forecasters, good luck choosing one! There is one congruent message from the forecasters, and that is the trend is up and forecasted to grow. The average equates to a 30% improvement



Bobby Byrd

<u>Forecasts (000)</u>	<u>2013</u>	<u>2014</u>
Moody's Analytics-Feb 11	1,200	1,900
Mesirow Financial-Feb 13	1,050	1,330
Conference Board-Feb 13	1,050	1,250
RISI-Dec 29	1,030	1,340
APA-Feb 15	995	1,200
Wells Fargo-Feb 6	990	1,180
Forest Economic Adv.-Feb 7	980	1,257
NAHB-Feb 4	979	1,183
Royal Bank of Canada-Feb 12	934	1,183
Mortgage Bankers-Jan 16	<u>926</u>	<u>1,030</u>
Average	1,013	1,285

The Consumer Financial Protection Bureau recently released rules that would, starting in January 2014, require all lenders to ensure that the borrower have an ability to repay their mortgage. The rules provide to banks enhanced legal protection if they make a "qualified mortgage" -- loans that meet strict limits on debt-to-income ratios and upfront fees and that are devoid of toxic loan features such as interest-only loans and negative amortization loans that were widely prevalent in the boom years. New mortgage rules aimed to create more responsible lending practices could eliminate more than half of the mortgage-origination market in the long run, according to an analysis by CoreLogic economist Sam Khater.

The focus is also on the International Code Council's committee action hearings in Dallas, TX. RIMA'S Code & Legislative Committee had some great successes at the Portland final action hearings and their focus has turned to Dallas for the next round of code proposals. These are building codes that will be adopted in the 2015 cycle. Most states take a year to adopt new codes, so these efforts will not begin to be realized until 2016/17. Thank you to the Code Committee Chairman and members for the great effort in this important endeavor.

RIMA-I's spring meeting in Atlanta, GA was a great success. The attendance was up and everyone was well engaged. The field trip to SouthFace was an adventure through Atlanta and the keynote speaker was well engaged with their audience.

Thank you for your valued participation in RIMA-I. If you would like to participate more in the functions of the association, please do not hesitate to ask.

See you in Indianapolis!

Sincerely,

Bobby Byrd

Welcome New Board Members for 2013

At the fall 2012 RIMA-I Membership Meeting in Atlanta, GA, four new board members were elected to serve a two-year term as Directors on the RIMA International Board of Directors. Two of the directors, Ron Rado and Sergio Luconi, are new to the RIMA-I Board. John Kovacs and Steven Yializis were re-elected for a second term. Mr. Luconi will be serving in the position of International Director. Thank you to all of them for their commitment to the reflective industry and their contribution to the RIMA-I Board. Welcome!



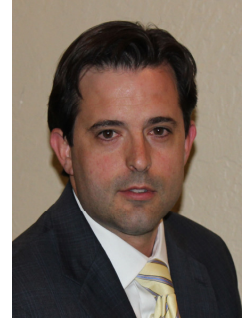
Ron Rado
Polyair
St. John, IN



Sergio Luconi
Prodex
Costa Rica



John Kovacs
STS Coatings
Comfort, TX



Steven Yializis
Sigma Technologies
Tucson, AZ



Association to Meet Next Month In Indianapolis, Indiana

The next meeting of the Reflective Insulation Manufacturers Association International will be held April 13-14, at the Omni Severin in downtown Indianapolis, Indiana. Attendance forms have been distributed and are due in to the RIMA-I office by **March 12th**. Individuals can make room reservations by calling (800) THE-OMNI or by using the link below. The hotel has set up a private website for our group to make reservations directly to our block. If you do not use this link, be sure to let them know you're with the RIMA International group to get the discount group rate.

<http://www.omnihotels.com/FindAHotel/IndianapolisSeverin/MeetingFacilities/RIMAInternationalSpringMeeting4.aspx>

All committees will be meeting on Saturday, April 13th, 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. Committees meeting that day include our new Reflective Fabrics Task Group, 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 Reflectix, Inc.*) followed by a private group dinner at Rock Bottom 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 committee meetings; and old and new business will be addressed. **Non-member guests interested in learning more about the Association are welcome to attend as a guest 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!

(For more information on Indianapolis visit www.visitindy.com)

Keynotes Enlighten on Reflective Fabrics

Reflective products have much broader potential than RIMA-I's longstanding focus on static applications in building construction and retrofitting designed to reduce heat-gain and heat-loss to save air conditioning and heating costs, increase comfort, and reduce environmental pollution. The most prominent and famous use of reflective insulation was not in walls, ceilings or around hot-water heaters and air ducts. It is the reflective barrier in the space suits of our NASA Astronauts. Many of us point to that application in our advertising and promotional literature. But it should also serve as a strong reminder that thermal protection in garments, sleeping bags, mittens and more form a far broader and more lucrative market place than the ones we devote most of our time to today.

This talk will focus on a much broader application of the technology our trade group was formed to preserve and protect. Whether you are in military special ops on Mt. McKinley or Mt. Rainer, a roofer working in the Toronto Winter, a police officer or EMT toughing it out on the streets in a Chicago or Minneapolis winter, a downhill skier on a high-speed run, a business person looking for an outerwear garment with a thin but effective insulation layer with less bulk, a woman seeking a similar solution with a sleek, slim look in a cold weather garment; or a deep country backpacker looking for every ounce of weight reduction he/she can find; reflective insulation holds promise for you as a customer and for all of us as a business; and the heating source is free. It's the electro-magnetic energy we call Infra-Red (IR) and all of us emit it.

This address will characterize the opportunities and address the barriers to entry, the lead-time to market and the need for credible test metrics, as well as something we are all familiar with, the challenges to credibility that we should expect from the more "conventional insulation" players.

About Our Presenters:

David Deigan is the founder, CEO and President of Advanced Flexible Materials, Incorporated in Petaluma, CA. His career combines more than 30 years of hands-on involvement, product development, and management in roll-based manufacturing processes including film extrusion, printing, vacuum metallizing, coating, laminating, and converting films and fabrics; with nearly a decade as a USAF officer where he was involved in the Titan II and Modernized Minuteman ICBM program and served in Southeast Asia and NATO.

His career path in web-fed materials, and, in particular, his direct experience in product planning, manufacturing and the sale of reflective insulation products including engineered films and laminates for aerospace insulation, RFI, EMI and ESD shielding, and window insulation products. He has focused his company on product solutions that redirect electro-magnetic energy (Infra-Red) to warm the human body, employing energy that typically is lost without reflective insulation.

At the age of 35, **John Murphy** singlehandedly, in 11 years, built a small \$4M textile converting company into a \$46M marketing and product innovation machine. The Arthur Kahn Company, Inc. was acknowledged throughout the outdoor Industry as the most innovative synthetic textile convertor in the U.S. Their high tech fabric sales went to the skiing, backpacking, outdoor, functional outerwear, police and commercial outerwear markets here and abroad.

John sold the Arthur Kahn Company to Brookwood Companies in 1992. He relocated to the West Coast, and became a Marketing and R & D consultant to many of his former customers. He has done consulting for Brookwood, Sportif, 3M, DuPont, Nova/Link, Packaging Systems, Sun Precautions, Dri-Fire/Sterling Partners, and Lorber Textiles (Hobbs Bonded Fibers). He has also done converting and sourcing for many clients as well as running the sales and marketing for Sympatex USA. During this time he also worked for Tweave and brought them into the world of military textiles. Tweave was acquired by Gehring Textiles in 2008 and hired John as Manager of all military/government strategic alliances, which he continues to do today. John also works with David Deigan and his company Advanced Flexible Materials, Inc.



David Deigan
Advanced Flexible
Materials



John Murphy
Advanced Flexible
Materials

Golfers Headin' to Purgatory!

The Purgatory Golf Club has received many honors, including being named the #1 course in Indiana by *Golf Week* magazine. Designed by Ron Kern, this par-72 course is the longest in Indiana - 7,700 yards



from the back tees. Purgatory spreads across 218 acres and is for the experienced golfer. There are six different tees to play off of for different skill levels. The course includes a state-of-the-art practice facility that is 300 hundred yards long, with up to 40 tee stations. The greens at the practice facility are constructed just like the greens on the course.

Travelgolf.com says "Despite the ominous name, Purgatory is a superb golfing experience."

If you would like to join in the fun, the outing will be held Friday, April 12th with tee times starting around 7:30 a.m. You must make arrangements in advance to be added to the event, so contact the RIMA-I office if you're up for some fun on this outstanding course. (www.purgatorygolf.com)



Join us for Cocktails Saturday Night at

Sponsored by **Reflectix**



RIMA-I member Reflectix, 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 Rock Bottom Brewery prior to the dinner at the same location. Please join us for this special event and mix and mingle with your fellow industry professionals.

Reflectix® is a technologically advanced insulation material ideal for use in commercial, industrial, metal building and post frame buildings. Reflectix® is ideal for new construction or retrofit.

Dinner to follow – More about Rock Bottom

Like most great ideas, Rock Bottom started out as a simple idea: create the best place for friends to share a beer and a bite. With that simple directive, Frank Day opened the first Rock Bottom in the heart of Downtown Denver. Fast-forward twenty years and you'll find Rock Bottom in 37 locations (and counting) with over 700 original brews and more than 125 of the industry's most esteemed medals and awards to the Rock Bottom name.

Despite the rapid growth and amazing success, Rock Bottom still abides by that first simple idea about sharing good times with good friends through good beer.



The group has reserved **The Billiards Room** for cocktails and dinner so we will not only have our own private bar and dinner venue, but a pool table for your enjoyment as well. With a delicious selection of tenderloin with garlic butter, stuffed chicken or halibut with lobster and crab, there's sure to be something tasty for everyone to enjoy – not to mention dessert! 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 Are Hard at Work

Since RIMA-I only meets face to face twice a year, the committees have a lot on their plates. To keep up with the work at hand, committees hold quarterly conference calls. Here are just some of the things, each committee is working on:

International Committee – The committee is looking at venues for the 2014 International Reflective Insulation Manufacturers Conference (I-RIM Conference) which is slated to be held immediately prior to the Ecobuild Conference (March 18-20) in London. The committee is currently researching venues in the outskirts of London and initiating the outline for the program itself. They also are considering other international venues and ways RIMA-I can develop a presence.

Verification Committee – The committee is reviewing feedback collected from the members on the current Verification Program. Some changes to the renewal process and other input are being taken into consideration and may result in some changes to the current program. The committee is also looking into trademarking the Verification logo as well as developing a handbook.

Technical Committee – There are two task groups working on developing testing for corrosion and UV degradation. 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 – RIMA-I will be participating in the 2013 ICC Code Development process. Eight total code proposals have been submitted, 2 for the International Residential Code and 6 for the International Energy Conservation Code. Association members will be in attendance for the ICC Code Development Hearings in Dallas, Texas April 21st through April 28th.

Strategic Alliance Committee – The group is conducting some research with Dr. Mario Medina that will be used to work with RESNET modifying their calculations to properly incorporate radiant barriers into a building. This project will extend to other energy rating software programs once completed. Additional research and alliance opportunities will be discussed.

PR/Marketing/Membership – This group is working on seeking out editorial opportunities, researching various conferences to approach for the opportunity to present educational sessions. They are also getting ready to launch a town hall meeting endeavor with Ron Blank & Associates providing training to architects around the country. Several other projects are also in discussion.

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

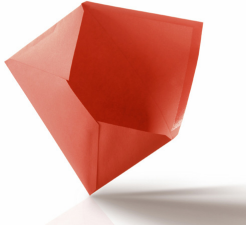
Does your company sell product(s) in the United States? Then here is the perfect way to make your company rise to the top of the pack.

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 things 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.



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!

Membership Sponsorship Incentive Program

To encourage members to help grow and strengthen RIMA International (RIMA-I) through our membership, a new program is now available to provide RIMA-I cash credits that can be used toward RIMA-I expenses your company may have, such as your annual membership dues, meeting fees, the purchase of premium items, brochures, etc. RIMA-I members who sponsor new, Board-approved members are eligible to receive the following cash credit benefits **for each sponsorship**:



Here's What You Can Earn -

- New Active Platinum Member - **\$1,000**/new and approved membership (based on a \$6,000 membership)
- New Active Member – **\$500**/new and approved membership (based on a \$3,000 membership)
- New Associate Member – **\$250**/new and approved membership (based on a \$2,000 membership)
- New Distributor Member – **\$25**/per new and approved membership (based on a \$250 membership)
- Contractor Member – **\$40**/per new and approved membership (based on a \$500 membership)

How It Works -

A line has been added to the Membership Application form where you or the applying company can indicate the member sponsor (i.e. your company name) directly on the application. As your sponsored new members are approved, **the cash credits you acquire will be added to your "RIMA-I bank account" in your company name. This is an accumulative account that will NEVER expire as long as you maintain your membership. So the more members you sponsor, the larger your "RIMA-I bank account" will grow.**

This is an exciting new program that benefits everyone so get inspired and start signing them up! Not only will your company benefit from the cash rewards but also by having a larger, stronger association with more resources available to assist in growing your business. Get started now!!

*NOTE: Cash credits are not redeemable for cash but can be used to cover **any** RIMA-I expenses your company may have. If a member chooses not to renew their membership in RIMA-I, any accumulated cash credits will be forfeited.*

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 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!

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
