



# ***RIMA*** International Headline News

March 2016

## ***President's Letter –***

Thank you to Mike Boulding, former RIMA President, for your leadership, vision and continued guidance. As Mike steps down and I take the reins from him as President, I have very big shoes to fill. During Mike's tenure as President he has made a difference and helped to move our organization and industry forward. He is an example to all of us. Again, thank you Mike, for your leadership during your most recent term as the President.

As I transition into this role, I am very enthused by the current momentum of RIMA. The activity and work underway is adding to our solid foundation as an organization to ensure our industry continues to grow. My goal is to support this momentum and hopefully add value along the way.

This year is our semi-annual international conference. It will be held on June 1-3 in beautiful Hollywood Beach, Florida. The International Conference Committee has put together what will prove to be a very successful event with speakers from around the globe who are experts in their field. This event will no doubt be very informative for all in attendance, and will also be a good opportunity to network with others in the industry at a beautiful location. Mary Edmondson, Executive Director of RIMA, always makes certain that our attendees are well taken care of and every detail is looked after. If you haven't registered, I would suggest you do so before April 1 to take advantage of our early bird discount.

Being new in this role I look forward to hearing your ideas on how we can make RIMA even more effective in the future. Remember that the RIMA elected officials, which include board members and officers, are here to serve the membership. We are interested in your participation as well as ideas, so please keep them coming.

I look forward to seeing you in San Antonio April 8<sup>th</sup> and 9<sup>th</sup>. This will not only be an informative meeting with good work being done, but it will also be a lot of fun. I hope to see you all then.




## ***NEW BOARD FOR 2016***


In the last quarter of 2015, elections were held and the following new board positions and board members were elected. Please welcome your 2016 Board:



**PRESIDENT**  
Jeff Thistle  
International  
Converter  
Kimberly, WI




**VICE PRESIDENT**  
Bobby Byrd  
RoyOMartin  
Alexandria, LA



**SECRETARY/  
TREASURER**  
Wes Hall  
Reflectix, Inc.  
Smyrna, GA



**DIRECTOR**  
Brian S. Germain  
LP Building Prods.  
Nashville, TN



**DIRECTOR**  
Peter Highfill  
Oracle Packaging  
Louisville, KY



**DIRECTOR**  
Ralph Dale  
Dunmore Corp.  
Terre Haute, IN



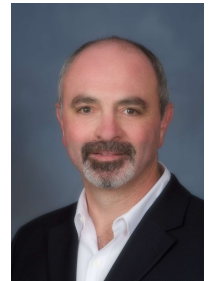
**DIRECTOR**  
John Kovacs  
STS Coatings  
Comfort, TX



**DIRECTOR**  
Sergio Luconi  
Prodex  
Costa Rica



**DIRECTOR**  
Doug Kinninger  
Fi-Foil Company  
Auburndale, FL



**PAST PRESIDENT**  
Mike Boulding  
TVM Building  
Prods  
Terrell, TX

We extend our many thanks to these individuals for their dedication and generous efforts to serve this association and industry. .

## UPCOMING MEETING DETAILS . . .



**Association  
to Meet In  
San Antonio,  
Texas**

Set along the renown Riverwalk in downtown San Antonio, The Hotel Contessa is the only four-diamond, all-suite hotel on the water. It is a gorgeous retreat for those visiting this most

What a spectacular setting for the next meeting of the Reflective Insulation Manufacturers Association International. The meetings will be held April 8-9. Attendance forms have been distributed and are due in to the RIMA-I office by **March 8**. Individuals can make room reservations by using the reservation link on the RIMA-I website (under News & Events - Meetings), which will take you directly to our room block to book your room at the group rate.

Committee meetings will run throughout the day on Friday to discuss ongoing issues, set goals and assign tasks. This is a working day for all committees. This all-day event will conclude with a sponsored cocktail reception (*hosted by LP Building Products*) followed by a private group dinner at Luke restaurant located near the hotel. (NOTE: If you are a new member or new to these meetings 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 Friday 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 Saturday. This is a reporting day for the association. Committees will report on their discussions outlined in the previous 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 Saturday. All attendees must register in advance to attend. No walk-ins will be received.** 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@rима.net](mailto:rima@rима.net).

(For more information on San Antonio, visit [www.visitsanantonio.com](http://www.visitsanantonio.com) )

We extend a big **THANK YOU** to our April meeting sponsors:



For Saturday's brunch



Cocktail Hour on Friday

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## ***Ron Blank Really Does Exist!***

After many years of hosting our AIA Course on their website at [www.ronblank.com](http://www.ronblank.com), we are going to have the opportunity to meet Ron face to face. Now some have seen Ron at various industry events and we certainly have had conversations via phone and e-mail, but we are very excited to welcome Ron to our meetings in San Antonio.



In case you're not familiar, Ron Blank & Associates, Inc and it's affiliate are leading providers of continuing education for building design professional through online courses, Lunch & Learns, webinars and CE Academies. RBA meets with architects, engineers, interior designers and other design professionals in over 50 different markets across the US every year through their architectural specification programs.

They are an AIA Cornerstone Partner and winner of the AIA's Continuing Education Award for Excellent in 2002 and 2008. Since 1985 they have helped bridge the gap between building product manufacturers and design professionals and we look forward to meeting Ron and learning more ways we can work together to educate on the reflective products industry.

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## ***Golfers vie for the Prestigious “Love the Links” trophy at The Quarry***

Let's first apologize to [Joe Reilly](#) who won the golf tournament in Tampa but never received the trophy to boast of his accomplishment. Perhaps we can make it up to him if he takes the game on Thursday, April 7<sup>th</sup> at The Quarry!

The Quarry Golf Club is home to an award-winning golf course designed by nationally-recognized golf course designer Keith Foster. It is recognized throughout the country for its unique setting and design. At The Quarry you will be challenged and rewarded in many ways. The front nine plays in a links-style format and features rolling hills, native grasses and immaculate greens. The back nine lays out in a 100-year-old quarry pit. With elevated tee boxes and shots that will fly over large expanses, you will definitely love your experience at San Antonio's premier golf course.



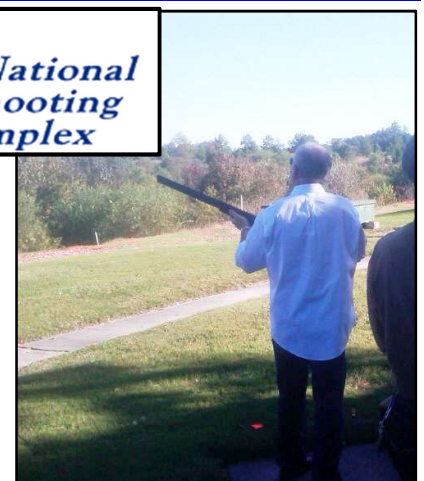
If you're interested in this fun and friendly competition, contact RIMA-I at [rima@rима.net](mailto:rima@rима.net) for details. May the best golfer win!

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## ***Not ‘Fore’ Golf? How ‘bout Skeet Shootin’?***

The National Shooting Complex is one of the premier shooting facilities in the world, spanning 671 acres of San Antonio countryside. As the headquarters for the National Skeet Shooting Association and National Sporting Clays Association, it hosts elite tournaments for both sports, including the World Skeet Championships and National Sporting Clays Championship. In addition, it is the venue for a wide range of shooting and non-shooting events for thousands of serious competitors, casual shooters, and outdoors enthusiasts each year.

Join your peers for a little friendly competition on the range and take your best shot at being named [RIMA-I's Straight Shooter](#) for Spring 2016.



## ***Invites Everyone for Cocktails on Friday***

RIMA-I member **LP Building Products** will be sponsoring a one-hour cocktail reception after our long day of committee meetings on Friday, April 8<sup>th</sup>. The cocktail hour begins at 6 p.m. at Lüke Restaurant near the hotel. The group dinner will follow at the same location. Come join the fun and get to know your fellow RIMA-I members at this special hosted event.



## Dinner to follow – More about Lüke

Chef John Besh welcomes you to Lüke San Antonio, on the city's famed Riverwalk. This is Besh's first restaurant outside of his home state of Louisiana, and it features a menu of authentic Old World cuisine, combining classic German and French cooking techniques with a New Orleans touch. Lüke is conveniently situated in San Antonio's popular downtown district.

Besh's talent and drive have earned him kudos throughout his career: Food & Wine named him one of the "Top 10 Best New Chefs in America." He won the coveted James Beard Foundation Award for Best Chef - Southeast in 2006 and was inducted into the Foundation's "Who's Who" in 2014. His twelve acclaimed restaurants (August, Besh Steak, Lüke, Lüke San Antonio, La Provence, Domenica, Pizza Domenica, Borgne, Johnny Sánchez New Orleans, Johnny Sánchez Baltimore, Shaya and Willa Jean) each celebrate the bounty and traditions of the region. His flagship restaurant, August, is a Gayot Top 40 Restaurant and a Wine Enthusiast Top 100 Restaurant, in addition to being nominated in 2012 and 2013 for the James Beard "Outstanding Restaurant" award and in 2014 for "Outstanding Service" award. In January 2016, the Besh Restaurant Group acquired a space in New Orleans to house a new private events venue, dubbed Pigeon & Prince.



Our group will be enjoying their Kitchen view room for cocktails and dinner, and we look forward to this exquisite dining experience.

## IN THE NEWS . . .



### Register NOW for I-RIM Conference 2016!

The 2016 event will take place **June 1-3** at the beautiful **Crowne Plaza Hollywood Beach Resort** in Hollywood Beach, Florida. The conference program is set and speakers confirmed so we are on our way to an amazing conference.

Promotions have been going out weekly on what's happening and what's available as far as information and registration resources. There will be a special 50% off membership opportunity for non-members to join the association for the remainder of 2016 and be able to register for the member rate. There is also a new pre-show demo being offered by Joshua New of Oak Ridge National Laboratory on the Roof Savings Calculator. Bring your laptop and join in!

Both exhibitor and attendee registration brochure are available and these along with session description, speaker bios, hotel and travel information and much more can all be found on the RIMA-I website at [www.rimainternational.org](http://www.rimainternational.org) under I-RIM Conference 2016.

**Advance registration discounts are available until April 1** and space will be limited, so be sure and take advantage of the discount rate and secure your place at this special industry event. You simply cannot afford to miss it!

## Code Update

The RIMA-I Code Committee and our



Code Consultants, David Yarbrough (R&D Services) and Amanda

Hickman (ICI), have been very busy these past few weeks. Six proposals were submitted to the International Code Council (ICC) for inclusion in the International Energy Conservation Code (IECC). Of the six submissions, two specified reflective insulation, two for radiant barrier and two targeted IRCCs. The proposals will post on March 2<sup>nd</sup> and the Committee Action Hearings take place April 17<sup>th</sup> through the 27<sup>th</sup>. In addition to ICC action, there has been a lot of activity in the American Society for Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE). There is a new task group in the Envelope Subcommittee for ASHRAE 90.1. Both Amanda and David will be participating, the focus of this group will be to review and update ASHRAE 90.1 Appendix A9. Additionally, there has been attention to the activities of the TC 4.04, Handbook Subcommittee. Wes Hall has submitted for membership for any subcommittees or task groups related to updates/discussions concerning Chapter 26, Table 3 of the "2013 ASHRAE Handbook Fundamentals". This chapter and table includes emittance/air space/ R-value data that is important to our industry. It has been an eventful winter that will certainly carry into the remainder of the year. I'd like to thank the membership for their ongoing support, it is very much appreciated. One other item to note, one member has continually gone above and beyond the "call of duty" – I would like to thank Monty Millspaugh for his ongoing, high level participation.



## *New Membership Categories Coming*

There have been suggestions made, with regard to the current Platinum membership category, that this level should represent members who have done more than just pay a higher amount of dues to the association. It was suggested to create some qualifiers to this category to establish it with more esteem for those members that are labeled Platinum. Once the qualifications were outlined, it seemed like a big jump from Active member to Platinum.

Therefore, the board has voted to create a new category called the **Silver Level**. Criteria for this new category have been identified and will be shared with the membership very soon. Bylaws changes are required, so those will be coming as well. We hope these changes will better represent all our members and provide opportunity for additional benefits while working to protect this industry in the codes and advance it in the marketplace. Win – win!

## *Promote Your Verified Product Through RIMA International's You Tube Channel*

For the **first time EVER**, RIMA International is creating **a forum to promote member's products through our You Tube Channel!** Subscriptions are for **one full year** with the following rates available:

### **Annual Member Subscription Rates:**

1st video - \$500/year  
2nd video - \$300/year  
3 videos - \$1,000/year for all three  
Additional videos after 3 are \$100 each/year

### **Platinum member rates even better!:**

**\*\*Platinum members will receive priority placement\*\***  
1 video - FREE  
2 videos - \$300  
3 videos - \$500/year  
Additional videos after 3 are \$100 each/year

For more information or to subscribe to the service, contact the RIMA-I office. Videos are posted on a first-come, first in line basis (with Platinum first) so don't delay!!



## *RIMA-I Committees Are Hard at Work*

Since RIMA-I only meets face to face twice a year, the committees meet via conference call quarterly to keep all the association efforts continually moving forward. Here are a few brief updates on some of the recent committee tasks:

**International Committee** – The program is set, the presenters are confirmed, the brochures are complete – now it's marketing the event, watching the room block and finalizing catering and preparing for the on site materials.

**Verification Committee** – The committee is working to enhance the Verification Program to include UV exposure of non-metallic materials and thermal performance as part of the program.

**Technical Committee** – Several projects are in committee at this time including a review of the FAQ sheet for the RIMA-I website, technical bulletins on air films and air spaces, updates with the Corrosion Testing Task Group, ASTM C16 activity, Energy Star, ASHRAE, High Performance Building Council and more.

**Code & Legislative Committee** – See code report above.

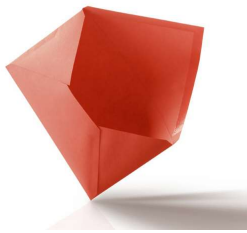
**Strategic Alliance Committee** – This committee continues to work to bring uniformity in the software energy rating programs utilized to better and more accurately incorporate radiant barriers into a building. The committee continues to work with Joshua New to discuss Roofcalc and the work being done at ORNL.

**PR/Marketing/Membership** – The committee is outlining the parameters of a new award/recognition program called the Alexander Schwartz Award. They are also working with the Code Chair Wes Hall to develop more user-friendly updates on how the code issues being addressed can impact a member's business. Ongoing efforts include responding to Ask the Expert questions received, developing press releases on timely issues and sharing them not only in e-mail blasts but also on Facebook and LinkedIn. Opportunities to submit education articles are also on the radar as well as opportunities and ways to better serve our current membership as well as entice new members.

This is just a small sampling of the work each committee is doing. The Board of Directors and Past Presidents Advisory Council (PPAC) will also meet when we gather in San Antonio. Our newest task group – the **Advanced Building Code Coalition** – will also meeting to discuss the upcoming launch of this new code effort. ***If you would like to get involved in the work any of the committees are doing, please contact the RIMA-I office.***

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## *Be Our Guest –*



If the committee updates have enticed you, perhaps you would like to come as a guest to learn more. RIMA-I holds membership meetings twice a year at various cities around the country, and guests are welcome to participate in the full membership meeting where they can hear full updates on all committee efforts and learn in more detail about the work RIMA-I is doing on behalf of the industry. 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). Seating must be confirmed two weeks in advance, so reserve your seat and we will look forward to seeing you there!

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## *Membership Sponsorship Incentive Program*

To encourage members to help grow and strengthen RIMA International (RIMA-I) through our membership, a sponsorship program is 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 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.*

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

R&D Services, Inc. has been providing testing and consulting services to insulation manufacturers since 1994. They are an accredited third part test laboratory (ISO 17025) and inspection agency (ISO 17020) by the International Accreditation Service (IAS). This accreditation qualifies R&D Services, Inc. to provide classification testing to satisfy ASTM specification, and provide qualified inspection and follow-on testing required by organizations such as ICC-ES, CCMC, and IAPMO. These qualifications and services can be viewed at [www.rdservices.com](http://www.rdservices.com).

R&D Services, Inc, is accredited for over 75 tests, including ASTM and CAN/ULC material specifications for reflective insulation, radiant barrier, IRCC, and many other insulation types. They also offer several non-accredited tests, and have capabilities to set up unique testing applications based on client requests.

- Reflective Insulations
- Radiant Barriers
- IRCC Products
- HVAC Application
- Product Approvals
- R-Value Calculations
- Energy Star Approvals
- UV Exposure Testing
- Water Vapor Transmission
- Emissivity
- Hot Surface Testing
- Air Barrier Testing

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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**

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 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!

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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).*

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Reflective Insulation Manufacturers Association International

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