

September 2011

President's Letter –

The RIMA-I Board of Directors has commissioned a new committee. Expanding from the Software Task Force to a full-budgeted committee, the new Strategic Alliance Committee is chaired by Bill Lippy and co-chaired by Dr. Mario Medina. This group of industry leaders will be matching up field and academic laboratory data with other interested industry alliances to promote the benefits of radiant barrier, reflective insulation, and IRCCs. This is great and necessary work that will make RIMA-I's value of saving energy more recognized.

A group of volunteers headed up by Dr. David Yarbrough of R&D Services traveled to Atlanta, GA, to give an extensive presentation to ASHRAE. The presentations were:

- Basic science of radiant barrier, reflective insulation and IRCCs
- Actual field study data
- Hybrid systems
- History of the radiant barrier and IRCC products
- Sustainability and a live web tour of a manufacturing plant

This was a wonderful venue to convey the knowledge of the reflective/radiant barrier technology. Thank you, Larry Ray, for coordinating this event on the ASHRAE side.

Don't forget about Tampa! RIMA-I's 2011 fall meeting is in Tampa, FL. This meeting has a surprising new event, so bring something casual to wear! Bob Wadsworth and Innovative Energy is our Saturday evening cocktail reception sponsor. Thanks Bob!

While writing this, my last, President's Letter, I am more aware than ever of the contributions made by previous presidents to our organization. All of us have one common theme at the end of our terms: "how quickly time flies."

RIMA-I's importance is growing. Even through the worst global economic downturn in history, RIMA-I has seen a way to grow and advance for the betterment of its members and the industry. You have been very patient and supportive of the changes that we have implemented these past four years. Transformation is only valid if it is carried out. RIMA-I's transformations could not have succeeded without your support.

"Few will have the greatness to bend history itself; but each of us can work to change a small portion of events, and in the total of all those acts will be written the history of this generation." -Robert F. Kennedy

In 2012, more changes will be coming, as we have several board members whose terms are up this year with elections being held at the Tampa meeting. Serving as a board member does take time and dedication; however, it is very rewarding and meaningful work. 2012 will also begin a new RIMA-I president's legacy, and I am sure you will give the new president your support. As in each new president's term, committee chairs and co-chairs will be appointed by the new president. If you have an interest in one of these positions, you should contact the RIMA-I office.

Committee-chair work is essential to RIMA-I's success. Our chair people are dedicated to the work they do. Their reward is the adventure of the endless pursuit of knowledge. I would like to take this opportunity to sincerely thank each of the current committee chairs for their tireless and unselfish efforts for the betterment of RIMA-I. Without these dedicated professionals, RIMA-I could not succeed. Thank you to these talented and motivated individuals expressing Esprit De Corps: Monty Millsbaugh, David Drew, Mike Boulding, Steven Yializis, Bob Wadsworth, Ron Rado and Bill Lippy.

Of course, every successful organization has one person that binds it all together. Our glue, Mary Edmondson, literally binds all of this together. In 2007 Mike Boulding wrote in his final President's Letter:

"Despite all adversity, Mary manages to keep it all together - a person, who no matter how far we wander, is able to bring it all back together and keep it moving forward."

I couldn't improve on Mike's wisdom, and his statement still holds true today. Mary, thank you and I commend you for your exceptional contribution to RIMA-I and the Industry. Our industry could not ask for more of an exceptional advocate.

It has been a privilege and an honor to have served you as president. I am pleased about the accomplishments that have occurred over the last four years, although I certainly cannot take credit for them. This belongs to the hard-working, talented and dedicated members and associates of RIMA International.

Sincerely – Bobby Byrd



Bobby Byrd



Association to Meet Next Month In Tampa, Florida

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 29-30, at the Tampa Marriott Waterside in Tampa, Florida. Attendance forms have been distributed and are due in to the RIMA-I office by **September 29th**. Individuals can make room reservations by calling (813)221-4900. Be sure to tell them you're with the ASTM group to get the discount rate.

All committees will be meeting on Saturday, October 29th, 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 Planning Committee, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. This all-day event will conclude with cocktails on the patio outside the lobby bar (*hosted by Innovative Energy, Inc.*) complete with musical entertainment by "Billy Needs A Beard" followed by a group buffet dinner and more music and fun. ([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 August. 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 and several additional tantalizing selections. Plan to come hungry and take advantage of all the hot and cold breakfast delights. Chefs will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!



Shawn Lucas

RIMA-I is also pleased to welcome guest **keynote speaker Shawn Lucas**. Mr. Lucas is currently Development Manager for Ampacet Corporation. He has worked for Ampacet for 18 years as an analytical chemist, development engineer, and Manager of Analytical Services. He holds three degrees from Indiana State University in chemistry and business. In his current position, Shawn manages the development of novel additive packages to offer unique chemical and physical properties to extruded polymer systems. These additives include such chemistries as light stabilizers, antioxidants, antistats, slip and release agents, antiblocks and many others.

Ampacet has accumulated a wealth of knowledge in various applications over the last 20 years that include simple outdoor pallet-packaging; plasticulture, including mulch and greenhouse films; roofing materials; and construction fabrics.

Polyethylene (PE, including LDPE, LLDPE, HDPE) is not inherently light stable. When exposed to natural sunlight or artificial UV light sources, polymer degradation can occur in a surprisingly short span of time.

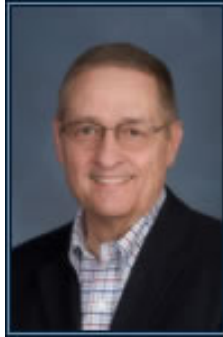
The result is a very limited lifetime to the consumer's use of a particular extruded piece. To enhance the expected lifetime of the polyethylene part, light stabilizers and antioxidants are added to prevent this degradation. There are a host of variables that must be considered when choosing the right system for the task. A partial list would include the type of PE; thickness; color; environment; and performance requirements. Ampacet has partnered with universities and suppliers to develop and test the proper types and combinations of these chemistries for enhanced performance. Mr. Lucas will be sharing some of their research in his presentation on Sunday.

Retiring Board Members – We Thank You

Six RIMA-I Board members will be retiring at the end of 2011 after serving a two-year term in their respective positions. President Bobby Byrd, Vice President Bob Wadsworth, Secretary/Treasurer Monty Millspaugh, Director Bill Lippy, Associate Director Dan Sullivan and International Director Guy Delcroix will be recognized with retirement plaques at the upcoming RIMA-I Membership Meeting taking place October 30th in Tampa



Bobby Byrd
President
RoyOMartin



Robert Wadsworth
Vice President
Innovative Energy



Monty Millspaugh
Secretary/Treasurer
Reflectix, Inc.



Bill Lippy
Director
Fi-Foil Company



Dan Sullivan
Associate Director
Dunmore Corporation



Guy Delcroix
International Director
Kdb Isolation SA

Their commitment and the work they have contributed as members, Board members and committee chairmen and participants has been vital to the advancement of the reflective insulation and radiant barrier industries. We extend our many thanks to them for their dedication and generous efforts that have been a benefit to all industry professionals.

RIMA-I Conducts Educational Programs -

Global Insulation – September 25-27, 2011

“Use of Reflective Technology to Conserve Energy” (9/26) www.propubs.com

Metalcon – October 11-13, 2011

“Fundamentals of Reflective Technology” (10/12) www.metalcon.com

ASHRAE Winter Conference – January 21-25, 2012

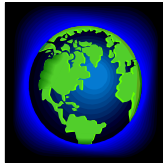
“A Comprehensive Review of Radiant Barrier Research Including Laboratory and Field Experiments”
<http://www.ashrae.org/events/2012-winter-conference>

RESNET Conference – February 27-29, 2012

“A Summary of Fifty Years of Radiant Barrier Research” <http://www.resnet.us/2012-conference>

Frame Building Expo – February 29-March 2, 2012

“Use of Reflective Technology in Post-Frame Structures” (3/1) www.nfba.org



I-RIM Conference

International Reflective Insulation Manufacturers Conference

The 2012 conference will be held **May 1-2 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. Both days also include a table top trade show. Day one's trade show will host a cocktail reception and day two will offer 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 considering attending the conference, more information will be available shortly as we finalize the conference program. If you want to be sure to receive an invitation to attend, please e-mail your interest to the RIMA-I office. **Mark your calendars and plan to attend this special global industry educational event!!**

RIMA-I and RESNET

The Reflective Insulation Manufacturers Association International (RIMA-I) has agreed to work with RESNET to promote the improvement of home energy performance in the U.S. RIMA-I will accomplish this goal through urging its members to promote RESNET as an organization and the Energy Smart Contractor Certification Program.



Through this new partnership RIMA-I will assist RESNET to develop guidelines for assessing the proper installation of reflective insulation, radiant barriers and internal radiation control coatings or IRCC's. In addition RIMA-I will provide updated information on the performance of attic radiant barriers and internal radiation control coatings for the inclusion into approved building modeling software. The objective is to assist RESNET certified home energy raters when evaluating and rating new and existing homes.

RESNET Executive Director Steve Baden commented, "Having the Reflective Insulation Manufacturers Association International as a strategic ally is very important. Teaming up with RIMA-I and its members will result in a major push of including energy upgrades as a part of increasing the energy performance of the nation's housing. This will result in new business opportunities for both home energy raters and contactors."

Check out the New www.rimainternational.org

It was recently announced that the RIMA-I website has taken on a whole new look and format. Not only will this new format make it easier for search engines to locate the site, but it also will allow for easier and quicker updates. One of the newest features is our Member's Only Portal which offers members access to private association membership documents and forms to access at their convenience as well as the RIMA-I Merchandise Store where you can purchase RIMA International Ping golf shirts, leather logo-debossed padfolios, pens, USB drives, brochures and more. We are continually working to improve the site, so check it out and share your ideas.



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 The Eagles Golf Club of Tampa Bay on Friday morning. It is Tampa Bay's premiere 36-hole facility featuring two 18-hole championship golf courses with entirely different personalities, The Eagles' golf courses are among the favorite courses to play in Tampa Bay. It's a nice way to start the weekend having some fun and rubbing elbows with peers.



For the Love of Fish

For others wanting a little R&R and not that into golf, a fishing charter has been arranged on Friday morning with Captain Will Shook of Tampa Fishing Charters. Captain Will has fished the waters of Tampa and St Petersburg ever since his parents moved the family to Tampa when he was six months old. Some of his earliest memories are of being out on the water with his father and older brothers. He is hard working and dedicated to making your fishing experience unforgettable. Learn more at <http://www.tampaffishingcharters.com/>

THE GROUP DINNER EVENT

Cocktail Reception on Saturday

RIMA-I member Innovative Energy, 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 on the patio outside the Tampa Marriott Waterside Lobby Bar overlooking the bay. Musical entertainment “Billy Needs A Beard” will be playing during the cocktail hour as well as after dinner so be sure to stick around for that. Please join us for this special event and mix and mingle with your fellow industry professionals.



INNOVATIVE ENERGY is an Indiana based company that offers a complete line of reflective insulations – from products for the building industry, automotive, agricultural and industrial applications and bags and boxes designed especially for shipping.



The Story of - Billy Needs a Beard

The cocktail hour and after dinner entertainment for our group event Saturday evening will feature “**Billy Needs a Beard**”. This special musical group features RIMA-I’s very own Bill Lippy, and we are excited to welcome Bill and his friends to our event. You might be curious how the band got together and came up with such a unique name so here’s a little background.

It began back in January 2002 when Steven Glick and Ben Graffam began playing guitar together at Steve’s house on Monday nights. Beatles’ tunes was the pleasure they sought. Arrangements of Julia, Revolution, Get Back, A Little Help From My Friends, and In My Life became a weekly challenge. After a couple of months, their friend Billy Lippy got wind of what they were doing and wanted to take part. There was, however, one problem: Billy didn’t have a beard. Steven and Ben were convinced that to be in a band one must have a beard. But Billy had this scruffy goatee, and well, that just didn’t cut it. If he wanted to be in the band, Steven told him, he would have to grow a real beard. Billy endeavored on the facial hair side of things, and for several weeks the three of them searched for a good name, but nothing really hit the mark. Friends who heard about their Monday night jam sessions asked, “How’s the band coming?” to which Steven would reply, “we’re not a band yet; Billy still needs to grow a beard.”

As the months passed Steve nurtured the others along through the process of approaching different genres of music. Along with the Beatles, they were learning songs by Bob Dylan, Hank Williams, The Rolling Stones, The Band, Johnny Cash, The Box Tops, and The Mamas and the Papas. In January of 2003 another good friend, Jimmy Bassham joined the band. (For the record, when Jim joined the

band he had a nicely shaped goatee of his own, so it was still Billy who needed the beard!) Jim doesn't sport a beard, but as far as we can tell, he doesn't need one. Just Billy.

With more members in the band, the song list expanded, the rehearsals became a bit more purposeful, and the harmonies and playing became more complex. Then one day in the fall of 2003 Steve received a call about the possibility of having the four of them play an Arts Festival in Lakeland. When he booked the foursome for the event he coined the name **BILLY Needs a Beard**. "It was just the first thing I thought of," he remembers now. And it stuck. Their first 'gig' was a big hit and the rest is history. They have quite a following now and have a new album that recently released. You can hear some sample tracks and download their latest album at www.billyneedsabeard.com.

RIMA International is pleased to host these talented musicians and welcome all members to join in the fun at the Saturday night group dinner event.

Dinner Theme - BBQ By the Bay

Don your favorite hat, denim jeans and get ready for some fun!

This event is a little different from venues past and takes on a more casual, laid-back, party flair. The eats might get messy so dress accordingly. The hotel will be catering the event with a buffet-style dinner to include everything from potato salad and baked beans to burgers, ribs and BBQ chicken with a whole lot more to boot. It's a backyard BBQ right on Tampa Bay!

Following dinner, "Billy Needs a Beard" will entertain us another hour or more so come hungry, dress comfy and let's have some fun!



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

RIMA-I's New Verification Program Is Growing!

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 25 products currently verified at this time.

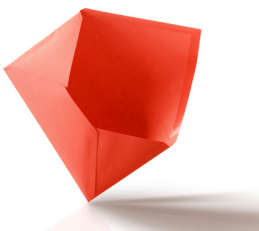
This program provides members an opportunity to set themselves apart from the rest. The RIMA-I office gets phone calls almost daily inquiring as to how to know which product to choose. From this point forward, those on the Verification list are the first to be recommended followed then by all other association 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 encouraged 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.



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.



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@rима.net.

RIMA *International*
Reflective Insulation Manufacturers Association International
