



RIMA *International*

Headline News

September 2015

President's Letter –

This is the last newsletter I will be writing here for a while as my tenure as President comes to an end. It is that time to have the Association take on a new leader, with their vision, enthusiasm and personality. It is wonderful for me to see how the association has developed, and how the hard work of the Chairman and their committees continues to be the backbone that moves the Industry forward.

In each challenge the folks and Companies that have the Industry at heart come together, to overcome and prosper. I have learned a tremendous amount, working with the greatest minds in the insulation world, listening to their true passion about the technology, people who consistently put the industry in front of their own benefit to grow the Association and the Reflective business.

It is all work that is far from over, but I believe that under the direction of a very competent Board of Directors, and a new President, RIMA-I will continue to grow the technology. Over the last few years we have focused on having the reflective technology included in the building codes that will allow us to truly be accepted and an equal competitor in the market. We have funneled the majority of our resources in this direction, and now understand that this will be a long and tenuous road, and I believe we have to have the tenacity to stick with it, and continue to push for reflectives to be included in every building.

In addition I believe we need to continue to look for new uses for our products, continue to develop better Hybrid Insulations that will meet the new codes, and revitalize the areas that we believe we have become stuck. This will take some out of the box thinking, some collaboration, and possibly some new ideas from outside, but we have to make the marketplace bigger. Our true opportunities will not come from taking current market share and redistributing it, but rather from growing our portion of the enormous insulation pie. I believe that the roadblocks that have been put in our way both internally and externally can be overcome, by using the best people the industry has to offer, the experience of the past and the new ideas of tomorrow working together.

I hope I have been able to make a small difference and in the words of a great friend and mentor, I hope I have helped move the rock forward. I have made many tremendous friends, and I am excited to continue our work together, to really fulfill our goals and make this industry the very best it can be. I would like to end by saying my heartfelt thanks, to our Director, Mary Edmondson, for her never ending patience with me, and her true dedication to this Association, I could not have done this without her. I would like to thank the tremendous Board of Directors for their leadership, foresight, hard work and support, and to all of the chairmen and folks that have worked so hard to get the real core business done. I am truly proud to be associated with so many great people.



MANY THANKS TO OUR RETIRING BOARD MEMBERS

At the end of 2015, some of our dedicated RIMA-I board members will have completed their elected terms of office on the Board of Directors. Those whose terms expire include:

PRESIDENT Mike Boulding TVM Building Products Terrell, TX	VICE PRESIDENT Jeff Thistle International Converter Kimberly, WI	SECRETARY/ TREASURER Wes Hall Reflectix, Inc. Smyrna, GA	DIRECTOR Patrick Gaudreault Resisto Quebec, Canada	DIRECTOR Ralph Dale Dunmore Corp. Terre Haute, IN	PAST PRESIDENT Bobby Byrd RoyOMartin Alexandria, LA

This organization would not exist if it weren't for dedicated individuals like all those serving on the RIMA-I Board. It takes teamwork and strong leadership; and RIMA-I is privileged to have many great people willing to take on these roles. We extend our many thanks to these individuals for their dedication and generous efforts that have been of benefit to the entire industry.

UPCOMING MEETING DETAILS . . .



Association to Meet In Tampa Bay, Florida

Set along a nature preserve on the Bay's upper shores, Grand Hyatt Tampa Bay invites you to unwind on 35 acres of unspoiled beauty in one of Florida's most picturesque locales. Enter a haven for wildlife where Egrets and Herons freely roam the hotel grounds and bask in redefined, contemporary comfort.

What a spectacular setting for the next meeting of the Reflective Insulation Manufacturers Association International. The meetings will be held October 23-24. Attendance forms have been distributed and are due in to the RIMA-I office by **October 9th**. 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 and book you with our group rate.

We are also holding the meetings on Friday-Saturday again as this schedule was so well received before. The Board will continue to review feedback and adjust the meeting schedule as they deem necessary for future events. For this meeting, committees will meet 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 Fi-Foil Company*) followed by a private group dinner at Oystercatchers located right at 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@rima.net.

(For more information on Tampa Bay, visit www.visittampabay.com)

Vicki Lovell of InterCode Shares the Latest on Codes

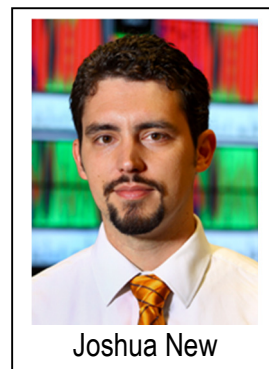
RIMA-I is pleased to have Vicki Lovell of InterCode, Inc., as our first guest speaker on Saturday, October 24th at 11 a.m. Vickie is the President of InterCode Inc., an independent consulting firm located in Delray Beach, Florida. InterCode provides representation and advocacy to companies and trade associations whose materials or products are affected by building codes and standards. InterCode develops customized code development campaigns to create new requirements, or defend existing requirements in the building, fire, energy, and mechanical codes. InterCode also provides technical writing services, strategic planning, product and market forecasting, and product commercialization. Ms. Lovell has been representing clients in the model building code development hearings for over 25 years and has been working with RIMA International for the past two years. Vicki and her team have been invaluable to the code work Wes Hall and his Code & Legislative Committee have been diligently pursuing, and we are very pleased to have Vicki here to discuss where things are and what we can expect ahead. We hope you will join us for this very important presentation.



Vicki Lovell
InterCode, Inc.

Joshua New from ORNL Talks Software

Dr. Joshua New is a computer scientist joining Oak Ridge National Laboratory (ORNL) in 2009. He received his Ph.D. in Computer Science at the University of Tennessee in 2009, his M.S. in Computer Systems and Software Design and his B.S. with a double major in Computer Science and Mathematics with a Physics minor from Jacksonville State University. Dr. New currently serves at ORNL's Building Technology Research Integration Center (BTRIC) as subprogram manager for software tools and models. He has over 70 peer-reviewed publications and has lead more than 40 competitively-awarded projects involving websites, web services, databases, simulation development, visual analytics, supercomputing using the world's #1 fastest supercomputer and artificial intelligence for big data mining. He is also an active member of IEEE and ASHRAE.



The Department of Energy's Roof Savings Calculator (RSC) was developed to function as an industry-consensus standard for energy savings from modern roof and attic technologies for residential and commercial buildings. It uses DOE-2.1E for fast, using whole-building energy simulations and integrates AtticSim, an ASTM standard, for advanced modeling of the roof assembly. RSC can simulate radiant barriers, cool/reflective roofing, multiple roof/attic configurations, and slopes, above sheathing ventilation, low-emittance surfaces, duct locations, leakage rates, roof substrate types, and insulation levels. An annual simulation of hour-by-hour performance is calculated based on building properties and weather for the selected location. Annual energy savings are reported based on heating and cooling load reduction. This talk will present the context, capabilities, and validation efforts involving comparison to other simulation tools, analysis of modeling capabilities to expected behavior, and empirical validation with measured data. We appreciate Joshua taking the time to join us and look forward to his presentation at the Membership Meeting on Saturday.

Golfers vie for the Prestigious "Love the Links" trophy at Saddlebrook

Saddlebrook Resort is home to two of Florida's most picturesque and playable golf courses, as well as the renowned Saddlebrook Golf Academy and the Saddlebrook Preparatory School for junior athletes. Designed by golf legend Arnold Palmer, both of their Tampa gold courses incorporate rolling fairways and well-maintained greens along with wilderness areas full of cypress, pine and palm trees. Add in their state-of-the-art training facility, Pro Shop and professional instruction, and it's easy to see why Saddlebrook is an unrivaled Florida golf resort.



Tee times are set for Thursday morning, October 22nd.beginning at 8:21 a.m. The green fees are \$105 per person including cart and range balls. The group will depart the hotel around 7 a.m. so if you are chomping at the bit to take the trophy from current winner Monty Millspaugh, contact the RIMA-I office to join in the fun. May the best golfer win!

Join us for Cocktails Friday Night at Oystercatchers

RIMA-I member Fi-Foil Company will be sponsoring a one-hour cocktail reception following the committee meetings on Friday beginning at 6 p.m. The event will take place at Oystercatchers located in the Grand Hyatt. The group dinner will follow at the same location. A private room overlooking the water has been reserved for this event. Please plan to join in this complimentary cocktail event and enjoy some time mixing and mingling with your fellow industry professionals. (<http://hyatt.com/gallery/oystercatchers/site/>)

Sponsored by



Dinner to follow – More about Oystercatchers

Hidden among a natural landscape, the new Oystercatchers draws those who seek tastes from the Gulf of Mexico. Stunning bay views and décor designed to complement the inherent beauty make this celebrated Tampa seafood restaurant a delight for the eyes as well as the palate. Indulge in the flavorful creations of Chef de Cuisine Michael Chong, who artfully blends the freshest catch with innovative touches, as only one born to the water can do.

For the naturalist, Oystercatchers' menu features the freshest wild and line-caught fish, prepared with a variety of sauces and relishes designed to enhance their natural flavors. Pair your meal with wine from their world-class cellar and end with a delectable treat for a Tampa Bay dining experience without equal.

This venue is sure to be a hit for RIMA-I's group dinner on Friday, October 23rd. It will be an evening of friends, fun and remarkable food. We look forward to seeing you there.

IN THE NEWS . . .



2016 I-RIM Conference Set for Florida

The dates are set and the hotel booked for the 2016 event taking place **June 1-3** at the beautiful **Crowne Plaza Hollywood Beach Resort** in Hollywood Beach, Florida.

The committee is diligently working to prepare a spectacular speaker lineup with the hottest topics of interest to you. Members and non-members alike have been invited to submit their suggestions for topics and/or speakers so if you have an issue of interest to you, let us know.

We are excited to announce Crystal Gauvin will be back as our Keynote for 2016. She was a huge hit in 2014 taking the #1 spot as favorite speaker so we are excited to be able to bring her back. Along with a list of expert presenters, we will again host exhibits during the social functions on Thursday and Friday. More details on the event will start coming together over the next few months so watch for more details to come.

In the meantime, block those dates and start making your plans to attend. We look forward to seeing you there.

Submit Your Nominees for Fall Board Elections

With several of our Board members retiring at the end of 2015, there will be an election held by electronic ballot following the October 2015 meetings in Tampa. The Nominations Committee has identified candidates for the open positions, but members are welcome to submit their nominees for this election. The Nominations Committee has confirmed and presents the following candidates:

Vice President - Bobby Byrd
Secretary/Treasurer - Wes Hall
Director - Ralph Dale
Director - Brian St. Germain

The position of President will automatically be filled by current Vice President Jeff Thistle. Nominations for additional candidates will be taken from the floor at the Membership Meeting in Tampa. If you have a nominee you would like added to the ballot, submit your candidate on or before October 23, 2015.

Bylaws Updated in 2015

With the adoption of our new Document Retention and Subpoena Response Policies, there was in turn a need to update our association bylaws to reference these new policies. Those changes have been made. They have been shared with the membership for review and vote and they have been finalized by the RIMA-I Board of Directors.

An updated version was distributed to the membership, but an updated version can always be accessed through the Member Portal. All members receive a username and password to access the portal upon joining the association; however, if you or others within your company would like access to the portal or have forgotten your log-in information, please contact the RIMA-I office.

Thinking Ahead to 2016

As we head into fall and the end of the year, the association is already working on projects and goals for 2016. One of the things on the to-do list is dues renewal invoicing. As you consider membership for next year, keep in mind all the tremendous work that's been done through the hard working and dedicated people of RIMA International. This work is not possible without your support; and what we can accomplish as a group far surpasses any meager effort any one of us could put forth on our own.



One of the major efforts of 2015 has been code work. We are very fortunate that Reflectix, Inc. has allowed Wes Hall to head up that effort and spend countless hours – along with Monty Millsbaugh and the entire Code & Legislative team, to represent the reflective products industries in the codes. This has - and will continue to be – a top priority for the ongoing survival and growth of our industry; and the funding you provide along with the time, input and presence at code meetings, hearings, etc., has a huge impact. It may be difficult to see the results from one day to the next, but without a presence in the codes, this industry would be lost.



We look forward to working together with you and serving your professional needs helping to make you the best you can be in 2016. More information on our accomplishments from the current year will be included in the renewal notice. Watch for those updates as well and thank you for your dedication and contribution to the industry.



Time to go Platinum?

Since we are already discussing membership renewal, what a great time to remind you of all the **new benefits** in place for Platinum members. In case you haven't heard, there have been some great changes to the Platinum membership category you won't want to miss.

One of the original benefits for Platinum members is **special designation on the membership page** as a Platinum member. Your company logo and additional "advertising" text space is available along with the special Platinum logo next to your listing. Platinum members also receive **free renewal of their Verified products** (this does not include the participation fee). We are now taking the Verified Products/Platinum combo to a new level by creating **a separate table for Platinum members** giving extra special designation on the RIMA-I website. You can check out that new page here: <http://www.rimainternational.org/index.php/verify/>.

Other new benefits include priority listing on the RIMA-I You Tube Channel. Let RIMA-I promote your verified products right from our website. **Platinum members not only get top placement, but they also receive a discount for the annual advertising fee - and the first video is FREE! But wait . . . there's more!**

Platinum member also have **access to all RIMA-I committee meetings** - not as an observer but as an active participant on any and all committees of interest. **New Platinum name tags** have also be created so you will be easily recognized at the face-to-face meetings. All Platinum members will be introduced at each membership meeting as well. **Not convinced yet? Let's keep going . . .**

National and local press releases on your Platinum status are sent out the 2nd quarter of each year. And of course Platinum members can **use the Platinum logo** on any and all of their company literature, website and business materials.

We are excited to make all these benefits available to our Platinum members; and we will continually review and add more benefits as opportunities arise. If you have suggestions of a Platinum member benefit you would like to be considered, please let us know. We welcome the opportunity to enhance this program more.

Thank you for considering of this special membership category. We look forward to designating you as a Platinum member soon!

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!!

OTHER THINGS YOU SHOULD KNOW . . .

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 hotel has been contracted for the 2016 event and speakers and topics are being identified for the program. Crystal Gauvin of RISI has been confirmed as our keynote with several in the works. If you have a topic or speaker suggestion you'd like to see at this event, contact the RIMA-I office now!

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.

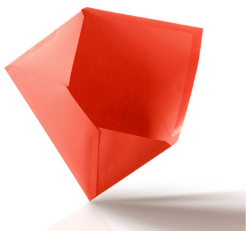
Code & Legislative Committee – Chairman Wes Hall has and continues to work diligently to address current code issues and prepare for the 2016 code effort. Working with the committee, InterCode and others, there are several code issues on the table.

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 is bringing in guest speaker Joshua New to discuss one such program and the work being done at ORNL.

PR/Marketing/Membership – The committee is discussing the idea of a new award/recognition program. 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 Tampa. 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.

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:rима@rima.net). Seating must be confirmed two weeks in advance, so reserve your seat and we will look forward to seeing you there!

RIMA-I's Mailing Address Has Changed

Just in case you haven't seen the press releases or announcements via Facebook and LinkedIn, RIMA-I's mailing address has changed to: PO Box 14174, Lenexa, KS 66285. Please update your records or notify the proper person in your company of this change.

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.*

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!!

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



R&D Services, Inc. has been accredited as a Type A (Third Party) Body by the International Accreditation Services in accordance with ISO 17020. The IAS accreditation (Inspection Agency AA-712) was issued in November of 2007 after a lengthy examination and application procedure. Details of the accreditation can be viewed at www.isaonline.org. This accreditation qualifies R&D Services, Inc. to provide follow-on quality assurance services that satisfy code body requirements.

R&D Services, Inc. has maintained NVLAP (U.S. Department of Commerce) accreditation as a thermal test laboratory for many years with Lab Code 200265-0. This accreditation is issued in accordance with ISO/IEC 17025:2005. The scope of R&D's NVLAP accreditation posted at www.rdservices.com includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.

ICC Business Products – Discounts for Member's Only

This program offers members up to **50% discount** on manufacturer's suggested list price on such products as computer supplies, printer sales and supplies, standard office supplies, printed forms, furniture and promotional products. There's also a **2% rebate** at the end of the year, which can be taken as a check or credit onto your account. For more information on this special members-only program, contact Jess Ray at 800/547-2233.



C H O I C E H O T E L S I N T E R N A T I O N A L

TM

RIMA International members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional benefits include:

- Upgraded rooms when available
- Free morning coffee and/or newspaper
- Complimentary continental breakfast at over 1,800 locations in the US
- Car rental discounts available
- Check cashing privileges with valid credit card companies
- Special corporate Toll Free reservation number (800) 258-2847 and online reservations at www.choicehotels.com

(Individual corporate travelers can also enroll in Choice Privileges, which as been voted the industry's best frequent stay program. Travelers can earn miles at participating airlines or points redeemable for free stays.)

RIMA-I members were sent Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!

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

RIMA *International*
Reflective Insulation Manufacturers Association International
