



# ***RIMA*** International Headline News

September 2016

## *President's Letter –*



I can't believe our fall meeting is right around the corner. It seems like it was just yesterday that we were working hard to plan and execute our 2016 International Reflective Insulation Manufacturers Conference

This year's I-RIM Conference was held in Hollywood Beach, FL. We were pleased to have representatives from the US, Canada, UK, France, Malaysia, Costa Rica, Russia, and Argentina. I can assure you that if you did not make it to the event; you missed a great opportunity to network with industry experts from around the globe, learn about new developments and code activity and promote your company and products. A huge **THANK YOU** goes out to Sergio Luconi, and his International Conference Committee, along with Mary Edmondson, Executive Director for putting together a world class event. I hope to see you all at our 2018 I-RIM Conference.

This is a very busy time of year for many of us with school starting, in many cases the budgeting season has begun and trying to squeeze in a final summer holiday. If you live in southern Louisiana, you may have experienced a much more challenging August than the rest of us. With devastating flooding caused by an unusual amount of rain, our friends in southern Louisiana have had a very tough time. With an estimated 40,000 homes damaged and 86,000 people applying for Federal Aid, it has been an incredibly tough time to live in this region. In a recent conversation with Bobby Byrd, of RoyOMartin Lumber Company, he mentioned that he was taking a load of supplies "south" that weekend to help those in need. This conversation reminded me of what a great group of companies and people that I have the pleasure of working with in the Reflective Insulation Manufacturer's Association. If you are interested in assisting in the recovery efforts in LA, I encourage you to visit the RoyOMartin Facebook page to learn how you can help. Thank you to member company RoyOMartin and Bobby Byrd for being a great inspiration to all of us and making a difference, no matter how busy we are.

Our fall meeting is coming up in Orlando in October. As you know, RIMA-I is a trade association made up of volunteers. We need you to be actively involved in supporting the organization and industry that we all participate in. Please ask me or a board member how you can help. I look forward to seeing you in Orlando at the Omni ChampionsGate Hotel on October 22<sup>nd</sup> and 23<sup>rd</sup>.

## ***MANY THANKS TO OUR RETIRING BOARD MEMBERS***

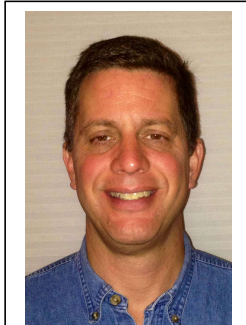
At the end of 2016, some of our dedicated RIMA-I board members will have completed their elected terms of office on the Board of Directors. Those whose terms expire include:



**DIRECTOR**  
John Kovacs  
STS Coatings



**DIRECTOR**  
Sergio Luconi  
Prodex



**DIRECTOR**  
Doug Kinninger  
Fi-Foil Company



**DIRECTOR**  
Peter Highfill  
Oracle (LL Flex)

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 Orlando, Florida

Surrounded by 36 holes of championship Orlando golf, the Leadbetter Golf Academy World Headquarters and 15 acres of recreation, this Four Diamond resort is one of the nation's premier golf, meeting and leisure retreats. The resort offers secluded luxury, yet easy access to area attractions like Walt Disney World, Universal Studios and SeaWorld. Complimentary scheduled shuttle transportation is provided to the Walt Disney World® Theme Parks. (24-hour advance reservations are required – please see the concierge.) The resort is located just 25 minutes from the Orlando International Airport and 20 minutes from Universal Studios and SeaWorld.

What a wonderful venue for the next meeting of the Reflective Insulation Manufacturers Association International! The meetings will be held October 22-23. Attendance forms have been distributed and are due in to the RIMA-I office by **October 7th**. 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 Saturday-Sunday this time. 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 Saturday 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 Innovative Insulation*) followed by a private group dinner at Landry's Seafood located a short cab ride from the resort.

*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 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 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 Sunday. 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](mailto:rima@rima.net).

*(For more information on Orlando, check out [www.visitorlando.com](http://www.visitorlando.com) )*

### Michael Joyce of R&D Services Educates on WUFI

RIMA-I is pleased to have Michael Joyce of R&D Services, Inc. speaker on Sunday, October 23<sup>rd</sup> at 11 a.m. He will be educating the group on the WUFI® program. WUFI® Pro is the standard program for evaluating moisture conditions in building envelopes. Of all the programs in the WUFI Software Family, it is the easiest to use. WUFI® Pro performs one-dimensional hygrothermal calculations on building component cross-sections, taking into account (where appropriate) built-in moisture, driving rain, solar radiation, long-wave radiation, capillary transport, and summer condensation. Other programs and traditional methods, like the Glaser-Method, do not consider these effects and are thus limited to only evaluating winter condensation effects. WUFI® Pro determines the hygrothermal performance of building components under real climate conditions.



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## *Golfers Compete to for Bragging Rights and the “Love the Links” Trophy on Friday*

Omni Orlando Resort at ChampionsGate offers the ideal destination for our RIMA-I “Love the Links” golf competition. The resort features two championship 18-hole golf courses designed by accomplished architect and golfer Greg Norman and a lighted nine-hole, par 3 golf course, and is the world headquarters for the David Leadbetter Golf Academy. Golfers also enjoy the convenience of walk-out golf with a continuous golf cart shuttle to and from the golf course and academy. The 36 holes of world-class golf at ChampionsGate were designed to offer golfers a blend of traditional and modern elements, creating a truly unique golf course in Orlando.



Tee times are set for Friday morning, October 21<sup>st</sup>. More details will be available shortly. If you are chomping at the bit to take the trophy from current winner Monty Millsbaugh, contact the RIMA-I office to join in the fun. May the best golfer win!

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## *Join us for Cocktails Saturday Night Compliments of -----*

RIMA-I member Innovative Insulation will be sponsoring a one-hour cocktail reception following the committee meetings on Saturday beginning at 6 p.m. The event will take place at Landry’s Seafood located a short Uber/taxi ride away from the resort. The group dinner will follow at the same location. Please plan to join in this complimentary cocktail event and enjoy some time getting to know your fellow industry professionals.



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## *Dinner to follow –*

When you visit Florida and think of food, you think fresh seafood right? Sure! So we chose Landry’s Seafood for our group dinner event. Conveniently located in the heart of all the fun Central Florida has to offer, Landry’s serves the freshest seafood and succulent steaks – all in a fun atmosphere fitting of Orlando.

This evening is an opportunity to get out and about a little bit and spend some time getting to know your fellow RIMA-I members. It’s a great social gathering that is a hit each and every time. Great food and great friends equals great fun and we look forward to sharing this evening with you on Saturday, October 22<sup>nd</sup>.



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## ***IN THE NEWS . . .***



### ***2016 I-RIM Conference Presentations Available***

We are pleased to share that the 2016 International Reflective Insulation Manufacturers Conference (I-RIM Conference) was a great success. The event took place **June 1-3** at the beautiful **Crowne Plaza Hollywood Beach Resort** in Hollywood Beach, Florida, with a fantastic lineup of industry speakers with excellent topics and presentations. A summary of the event and a list of speakers and topics can be found on the RIMA-I website at [www.rimainternational.org](http://www.rimainternational.org) under the I-RIM Conference menu – 2016 event. If you were unable to attend the event, you can still acquire the presentations. Individual PDFs can be purchased for \$25 each, or you can order the full set of 24 at the incredible price of only \$200. We want to make these affordable so everyone has an opportunity to learn from some of the industry most knowledgeable experts. If you are interested in securing your set, just write or call the RIMA-I office for details.

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## *New Platinum and Silver Membership Categories*

Following the spring meeting in San Antonio, the board approved the addition of a new Silver Level membership category. With the creation of this new category, new criteria and benefits were created for the Platinum category as well; however, since the members had already renewed for 2016, the Platinum requirements were put on hold until renewals for 2017. Several members were already paying Active level dues and also contributing to code work so this new Silver category actually gives those companies special recognition for that additional contribution. Code work continues to be vital for the industry and we appreciate the additional contributions to this work. Here are the details for these two categories for the 2017 dues renewal process.

**Silver Level** – Dues for this category are \$3,500 and include a contribution specifically to code work for \$2,500. Additional benefits for this category include:

- **Automatic membership in the Advanced Building Code Coalition (ABCC)**
- Silver members verified products are listed in a separate table **between Platinum and Active**.
- Special **Silver member name tags** will designate you at RIMA-I meetings.
- **Priority listing** (between Platinum and Active) on the RIMA-I website
- Use of the new Silver Member logo
- National press release announcement on becoming a Silver RIMA-I Member
- Press released provided for distribution to your local publications of interest to you



**Platinum Level** – In order to become a Platinum member, a company must apply in writing to the RIMA-I Board. Basic dues are \$6,000 and qualifications for this category include:

Contributes \$2,500 or more (over and above dues) for code work

- The company must have held (or currently hold) an elected position within RIMA International
- The company must have made some type of significant accomplishment that has moved the association **or the industry** forward.
- The company must apply for Platinum membership indicating how their company meets the criteria outlined here and qualifies for Platinum Level Membership. The RIMA-I board will review and vote approve all applications. Platinum membership approval would carry with majority vote of the board.



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Additional Benefits would include:

- **Automatic membership in the Advanced Building Code Coalition (ABCC)** (only for Platinum)
- **Free** annual Verification per product application/renewal fee (does not include participation fee)
- Platinum members verified products are listed in a separate table **before Active and Silver**
- **Free** initial video on the RIMA-I You Tube Channel with discounts for multiple videos
- Special **Platinum member name tags** will designate you at RIMA-I meetings.
- **Priority listing** on the RIMA-I website (**including 100 words of promotional text**)
- Use of the Platinum Member logo
- National press release announcement on becoming a Platinum RIMA-I Member
- Press release provided for distribution to your local publications of interest to you
- Platinum members receive **full access**/participation in all committee meetings
- Platinum members are introduced at RIMA-I meetings as well as designated in the minutes

We did have some Silver members this year and you can see these new member designations on the RIMA-I website in the member listings as well as on the Verification pages. These new categories have been added to the 'Join' page as well. We will begin 2017 renewals in November, and we look forward to serving all our members throughout the year ahead.

**RIMA International extends a BIG THANK YOU to ALL our members for their involvement, dedication and support. We know each member contributes and is vital to this association and plays an important role in advancing this industry. We would not exist without you, and you are greatly appreciated!**

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## ***Submit Your Nominees for Fall Board Elections***

With several of our Board members retiring at the end of 2016, there will be an election held by electronic ballot following the October 2016 meetings in Orlando. The Nominations Committee has identified candidates for the open positions, but members are welcome to submit their nominees for this election as well.

There are four retiring Directors so there are four positions to fill. Some of our retired board members have opted to be nominated again. At this time, here are the four candidates that have agreed to be nominated:

Doug Kinninger, Fi-Foil Company  
Peter Highfill – Oracle (LL Flex)  
Sergio Luconi – Prodex  
Lynn Walters – STS Coatings

Nominations for additional candidates will be taken from the floor at the Membership Meeting in Orlando. If you have a nominee you would like added to the ballot, submit your candidate on or before October 23, 2016.

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## ***Committee 2017 Budgets Due - September 15***

The RIMA-I Board of Directors is already planning goals for the year ahead as are each of the association committees. The 2017 Budget is coming together little by little and committee chairmen should already be working with their team to determine their goals for 2017 also.

Chairs are to submit their budget and outline to the RIMA-I office by September 15<sup>th</sup>. Once all the committee requests are in, they will be added to the working 2017 budget and be given to the board for review, discussion and vote. We look forward to accomplishing many great things on behalf of the industry in the year ahead!



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## ***Bylaws Updated in 2016***

With the adoption of our new Silver membership category and new criteria for Platinum, changes were needed to the association Bylaws. The changes were proposed and approved first by the RIMA-I Board and then by the membership. The proposed changes were incorporated and the finalized update was distributed to the membership. You can also access this updated version any time through the Member Portal on the RIMA-I website. All members are given a username and password to access the portal upon joining the association; however, if you cannot locate your Username/Password or you want to add others to the portal, please contact the RIMA-I office.

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## ***Thank you for Your Support in 2016 -***

As we head into fall and the end of the year, the association is already working on projects and goals for 2017. 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 2016 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 Millspaugh 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. (See below for a more detailed update on code efforts.)



We look forward to working together with you and serving your professional needs helping to make you the best you can be in 2017. Thank you for your dedication and contribution to the industry.

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## ***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 2016 event was a success and we will be meeting in Orlando to discuss things we'd like to do differently for the 2018 event. Destinations and dates will also be discussed.

**Verification Committee** – The committee continues to review and improve the program. With the new Silver membership category, we've added a new table to the RIMA-I website.

**Technical Committee** – Several projects are in committee at this time including a new project with Innopro in South Africa, questions to give to the Census Bureau for the collection of industry statistics, ongoing review of questions for the FAQ sheet on the RIMA-I website, corrosion testing, ASTM C16 activity, Energy Star, ASHRAE, High Performance Building Council and more.

**Code & Legislative Committee** – Activities in code development/maintenance for RIMA-I have been very successful this year. Six RIMA-I proposals were submitted for the IECC, three of the six were approved by committee at the Committee Action Hearings in April (one each, for the industries' three product categories: radiant barrier, reflective insulation and IRCC). Public comments for each proposal (all six) were submitted and will be defended this October at the Public Comment Hearings. It is highly likely that the three proposals that were approved by committee will pass the Public Comment phase and be published into the IECC. One potential road block to the approval of our three committee approved proposals would be the newly initiated ICC Voting Procedures. Code Officials all over the country will have two weeks subsequent to the hearings to vote on the Public Comments presented at the hearings. This is a remote voting procedure where the officials vote on their computers from their offices and during that two week window can change their vote if they so choose. This will be the first time the IECC has been handled in this manner, it will be an interesting November for the ICC activities. The ongoing work by ICI and R&D related to ASHRAE 90.1 and TC 4.4 has been on target. ASHRAE 90.1 is in the process of generating an addendum that includes reflective insulation values that are fair in their treatment of the industry. TC 4.4 was in the process of generating new text for the upcoming soon to be republished "Handbook of Fundamentals". There was concern that a potentially negative shift in current language might be incorporated into the Handbook, the text of interest (by the Chapter 26 subcommittee) has been put on the back burner until after the publication of the next Handbook version. Participation in the ICC and ASHRAE code processes is imperative to the future of our industry. If our industry competitors are aware of our "watchdog stance" and our full ongoing participation in the code processes, they are less apt to spend time and resources on proposals/language that could be detrimental to our industries growth. And, if they decide to take adversarial action, our industry is involved in the process at an early stage and can effectively block or dissipate a developing threat. Money spent on code action is the same as insurance on your house. It is long term thinking/ongoing protection and security for your future business. If you are not in the game (and codes require full involvement) you can be written out of the game.

**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.

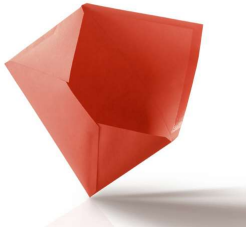
**PR/Marketing/Membership** – This committee is about to launch the new Alexander Schwartz Award. It is in final review/approval with the board now and should launch at the beginning of 2017. If the 2017 budget is approved, the committee will start work on preparing

educational webcasts through Ron Blank & Associates. Other items dependent on budget approval would include articles for industry publications. New RIMA-I logo golf shirts or other items are also being discussed. Making RIMA-I a valuable asset to the members is always at the forefront of everything this committee does.

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 Orlando as well as our newest task group – the **Advanced Building Code Coalition**. 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

## 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** <sup>TM</sup>

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!

*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).*



***RIMA*** *International*  
Reflective Insulation Manufacturers Association International

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