

RIMA News

The Official Newsletter of the Reflective Insulation Manufacturers Association

March 2004



President's Letter

By Michael Boulding, TVM Building Products

ONE BILLION SQUARE FEET sold last year. WOW! That sure sounds like a great base to start from. Thanks to the many efforts of all those people out there who believed in our technology when everyone else said "no chance", our industry in North America has just reached a new milestone. And the truly exciting part is that we have only just begun.

I have been fortunate enough to have been elected to President of RIMA at a time when not unlike the industry, the group has organization, growth and tremendous prospects. My sincere thanks go to Bill Lippy, the departing board members and Mary for their dedication and ability to propel the association to where it is today. It is my goal to continue the momentum. It is important to determine how the strength of the group can be best utilized to expand the knowledge of our technology, educate the general public and defend our position as a legitimate player in the insulation industry.

Looking forward, over the next couple of years, the economy seems to be on the upswing and with interest rates remaining low the continued strength in the construction industry seems all but assured. In recent months the number of inquiries into commercial buildings has hit an all-time high while residential starts continue to be strong. More and more people are becoming familiar with and accepting of reflective insulation. With this in mind, how do we take advantage of these positive signs and move our industry to the next level.

I believe that with the limited resources that we have, we must determine a few major goals to work towards within the next couple of years. We should focus on the issues that will most effectively help the industry and its members. Over that last few years, the RIMA manual, Manual J and the development of an AIA accredited course have done wonders to move us ahead. I believe we have to continue to build on our technical strengths and then effectively promote these to the rest of the world. We must play a stronger role in driving the direction of code decisions, educating building officials about our products and teaching contractors the benefits of using our products and strongly defend our position against competitor attacks. We have been offered working alliances with similar organizations such as the Australian Reflective Insulation Manufacturers Association, the Metal Building Association and the Cellulose Insulation Manufacturers Association. We need to take advantage of the opportunities. The Reflective Manufacturers in Europe are looking to form a group and again are looking to work with us. I am hoping to finalize some of these goals at the April meeting. Your input is essential. *(Continued on page 3)*



Salt Lake to Host Spring Meeting Event

RIMA's Spring meeting will be held April 17-18, 2004, at the Grand America Hotel in Salt Lake City, UT. These meetings are being held in conjunction with the ASTM C16 meetings beginning that Sunday. When calling in to make room reservations (800/453-9450), be sure to indicate you are with ASTM to get the group rate. This reservation line is also used for their sister property the Little America Hotel. ASTM is using both properties for their event; however be aware when making your reservation that the RIMA meetings are booked in the Grand America if you wish to stay in the same facility. The pre-arranged group room rate for both properties is \$139 single/double.

Saturday's agenda will consist of concurrent committee meetings for Technical, Membership and PR from 8 a.m. until noon. If you have not yet signed up to participate on a committee and would like to attend any of these

meetings, be sure to contact the RIMA office in advance indicating which committee you wish to join. If you are not yet a member of RIMA or are not signed up for a committee, please join us for our general membership meeting on Sunday from 8 a.m.—Noon. This meeting is for all RIMA members and interested guests; and in addition to formalizing the associations business the meeting will also feature a keynote presentation by Dr. David Yarbrough on "The Science of Reflective Insulations." A group dinner is also scheduled for Saturday evening. See page 3 for more information on both the dinner and the keynote address.

Agendas for all meetings are being finalized at this time and will be forwarded to members shortly. Because the association only meets face-to-face twice a year it is vital that all members attend. This is where many important decisions and voting take place directing the future of this association – decisions which directly impact your business. Make your travel arrangements now and plan to attend.



Technical Committee Update

Alisa Hoffee
Pactiv Building Products, RIMA Technical Committee Chair

The committee continues to work on Technical Bulletin #104 "Reflective Insulations in Duct System Applications" with tasks assigned to various members of the committee. Members must submit their assigned information to Alisa by March 12 so it can be incorporated in the next draft, which will be reviewed by the committee during their March 15th conference call. The plan is to have the draft prepared and ready for final review by the April 17th committee meeting being held in Salt Lake.

The committee will also continue to review and discuss code issues as they arise. Dr. Ron Graves of R&D Services will continue as RIMA's code representative for 2004 and work closely with the RIMA Board of Directors and the Technical Committee on matters concerning the industry.



PR Committee Update

Ron Rado
Astro-Foil/Innovative Energy, RIMA PR Committee Chair

One of the top priorities for the PR committee at this time is contacting selected industry shows to discuss opportunities for RIMA to conduct workshops at their events in 2004-2005. RIMA recently had a booth at the World of Concrete Show (February 17-20) in Orlando where Technical Bulletin #101 "Reflective Materials Used Under Concrete Slabs" and copies of the RIMA website on CD were distributed. A special thanks to TVM Building Products for their assistance in setting up/tearing down the booth and getting that information out on our behalf. There are three additional shows the committee is focusing on for 2004 to include the REX/ISH-NA show (October 14-16), Metalcon 2004 (October 20-22) and the ICAA Show (October 14-16). Updates on those opportunities will be announced at the April meeting. Several other shows have been contacted for 2005 workshops. An update on those will be presented at the April meeting as well.

The committee also discussed opportunities to prepare and submit articles to selected industry publications for 2004. Three issues were identified with assignments made to get articles prepared. Work also continues to get links added to other industry websites which would direct people back to the RIMA site. The RIMA site will be continually reviewed and updated as new information becomes available. The site recently received a face lift to include several additions such as the new product search engine, the new FAQs sheet on condensation, links to

Adobe Acrobat for easy document downloading and more. Be sure to check out these changes and share your ideas on how we can keep improving on the information available.



Membership Committee Update

Robert Wadsworth
Astro-Foil/Innovative Energy, RIMA Membership Committee Chair

At the last RIMA meeting it was voted and approved to begin charging a \$100 per person meeting fee to cover the cost of holding a group dinner on Saturday evening as well as to defray costs for a speaker at the general membership meeting on Sunday. It was not discussed, however, what fee, if any, spouses would pay to attend. It was discussed and approved by the RIMA Board to extend a \$50 fee for spouses and guests to cover the cost of the group dinner; so watch for those fees on the attendance form for the upcoming meeting.

The committee asked Dr. David Yarbrough to be our speaker for our Spring meeting. He has agreed and will be speaking on "The Science of Reflective Insulations". The committee will be looking at someone from the EPA to speak at our fall event in Washington, DC.

Work continues on developing new member benefit discount programs. We are still looking into the freight program previously discussed as well as a possible discount program with Comfort Inn Hotels. Additional information on these will be shared at the April meeting. The committee will also be working on reviewing and updating the statistical survey mailing list for this year's survey.

A challenge was made at the last meeting for each member to bring in at least one new member this year and we need to continue to encourage that. We've added a few new members in the last quarter of '03 but we have many more to bring in to meet the goal. Active members should be talking with their suppliers and distributors inviting them to join as well. A sample introductory letter has been distributed to the membership and is still available to those who might want to do a mailing to member prospects. Call the RIMA office to obtain another copy of that letter.



Dr. David Yarbrough to Keynote at April Meeting

By David W. Yarbrough, PhD, PE
President, R & D Services, Inc.

RIMA is pleased to welcome Dr. David Yarbrough as our keynote speaker for our April 2004 meeting in Salt Lake City, Utah. Dr. Yarbrough has been active in the field of thermal insulation research and development for about 25 years as a researcher at the Oak Ridge National Laboratory, a Professor of Engineering, and most recently a partner in the testing and consulting firm R&D Services, Inc. He will be speaking on "The Science of Reflective Insulations." Here is a brief introduction to the upcoming presentation:

The performance of reflective insulations (reflective air spaces) is based on well-established heat transfer theory that includes thermal radiation. Reflective insulations have been used in building applications in the US for at least 80 years with technical evaluations dating back at least that far. Evaluation of reflective insulation performance is more difficult than for mass-type insulations because we must deal with a system rather than a material. This presentation will outline the heat transfer science associated with insulations in general, including reflective insulations. Reference will be made to milestones in the development of reflective products as we know them today, and issues related to the testing of reflective insulation systems will be discussed.



Hosts Saturday Night Affair

Was it Colonel Mustard in the Library with a candlestick? Well, not this time but someone's up to no good. Those attending the Saturday night group dinner will enjoy the mystery 'Castle of Counseling,' where couples come to put the 'Happily' back into their 'ever after.' Our host, Sophronia, has a bag full of tips on rekindling romance and slaying the dragons of co-dependency. The 'Castle of Counseling' has invited three celebrity couples -- icons of true love and romance -- to speak at her counseling retreat. They are Prince Charles the Charming and his Cinderella, Prince Phillip the Third and Briar Rose, and Alphonse the Frog Prince and Persephone. But, alas, things are not what they seem for our 'happily ever after' couple and their LSW. We may need the assistance of a doctor or nurse before the retreat is over -- and that's where YOU com in! Join in the fun and help solve the mystery. Actors mingle with guests throughout the evening while guests question them to solve the comedy murder mystery. The show includes dinner so don't miss out on this mysterious night of fun, food and a whole lot of laughs.

(The cost for this event is included in your meeting registration fee. Just complete the attendance form previously distributed or contact the RIMA office for a copy of the form.)



More On Salt Lake ...

Since the climate is somewhat unpredictable this time of year in Salt Lake, and since we have only a short amount of free time on Saturday afternoon to explore, no formal activities have been planned for that day. Some members have mentioned a ski trip for the three days following the RIMA meetings in nearby Snowbird so if interested in that contact Bob Aresty of Solec at 609/883-7700. There is a free light-rail system available to those interested in exploring different parts of the city. You can also visit the Salt Lake Visitors Bureau website at www.visitsaltlake.com for a wealth of information on things to do, how to get around, seasonal events and more.

President's Letter *continued* . . .

In looking at the format of our Association, work is done in two places. The first is in the RIMA office where Mary continues to hold down the fort and handle the day-to-day operations as well as a great deal of the marketing functions. The second place is in the committees. And although these committees are completely made up of volunteers, our goals can only be accomplished if everyone puts forth the effort. As you know, these committees meet on the Saturday of the RIMA meetings and try to complete the past business as well as plan for the future. These workdays are when it really happens and although the Chairs direct the meetings, they cannot accomplish the set tasks on their own. **PLEASE BE THERE.** In addition to these meetings, we have asked the Chairs to hold a minimum of two conference calls between meeting dates in order to keep the ball rolling and ensure that the tasks that were set at the actual meetings are progressing in a timely manner. I know that the work and pressures of our own worlds demand so much of us already, but if everyone were to contribute a little, we will be able to accomplish a great deal. I truly encourage you to be a part of a committee, be informed as to what is going on and be a part of the future. You will only gain more out of the Association with your participation.

In closing, I would like to thank you for the opportunity of helping to guide the future of our Association and our industry. I look forward to seeing everyone at the April meeting and hearing about your insights.

Board Of Directors

President

Michael Boulding
TVM Building Products

Vice-President

Tom Miller
ESP/Low-E

Treasurer

Jim Taylor
Energy Pillow, Inc.

Directors:

Jack Lubker
Pactiv Building Products

Robert Wadsworth
Astro-Foil/Innovative Energy

Dale Langa
Ideal Tape Company

Past President:

Bill Lippy
Fi-Foil Company

Committee Chairs:

Nominations

Tom Miller
ESP/Low-E

Technical

Alisa Hoffee
Pactiv Building Products

Membership

Robert Wadsworth
Astro-Foil/Innovative Energy

Public Relations

Ron Rado
Astro-Foil/Innovative Energy

2003 Board Members Recognized

At the fall meeting of the RIMA membership a special group dinner was held aboard the Starship Dinner Cruise in Tampa, Florida, where retiring RIMA board members were recognized for their contributions and a celebration recognizing RIMA's 25 years of service to the industry were held.

The evening began with cocktails and socializing in a private room on the yacht, which was then followed by a fantastic buffet dinner, a commemorative 25th anniversary cake and then the awards



presenta-
tion.

Board members retiring in 2003 included President Bill Lippy of Fi-Foil Company who has served two terms as RIMA's president; Monty Millsbaugh of Reflectix, Inc. serving as RIMA's Vice President; Bob Wadsworth of Astro-Foil/Innovative Energy, Inc., serving as Secretary/Treasurer; along with RIMA Directors Dan Russell of Innovative Insulation; Mi-

chael Boulding of TVM Building Products; Jack Lubker of Pactiv Building Products; and Tom Miller of ESP/Low-E, Inc. A special thanks is extended to each of these dedicated individuals for their service to the organization and to the industry. It's because of their efforts that RIMA



continues to grow and serve the reflective and radiant barrier industries.

New Board Elected for 2004

With the beginning of a new year also begins the terms of the new RIMA Board of Directors. Nominated for two-year terms beginning January 1, 2004, are the officers shown listed to the left. We welcome them to their new positions and look forward to making many more great strides with their guidance to the organization. For more information on each of these officers as well as all our RIMA members, visit the RIMA website with the following link http://www.rima.net/active_members.asp to find full contact information including e-mail and website links.

25 Years and Beyond!

As RIMA's 25th anniversary ends with the start of this new year, we look forward to another 25 years of service and beyond. If you are involved in the reflective insulation and/or radiant barrier industries and would like to get involved, contact RIMA and you too can contribute to and benefit from all the great work being done by this



Reflective Insulation Manufacturers Association

4519 E. Lone Cactus Drive • Phoenix, AZ 85050

Toll-Free: 800/279-4123 • Phone/Fax: 480/513-4749 • E-Mail: rima@rima.net • www.rima.net