



It's About Saving Energy

March 2006

President's Letter -

2006 certainly roared in like a lion. There has been a tremendous amount going on, with new manufacturers joining our industry, new types of reflective insulation products being brought to market and certainly our competitors taking notice of the growth happening.

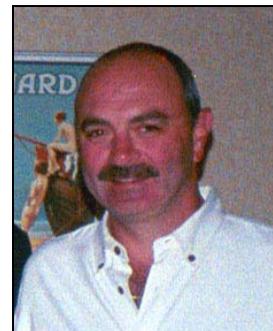
At the recent NAHB show held in Orlando in January, they conducted a survey on the most important issues facing builder and developers today, and the answer was "Energy Conservation". This growing requirement for better insulated buildings has driven up demand for all insulation products, as well as better ways to insulate, and more people are now turning to Reflective products to help solve their problems. RIMA continues to stand behind and consolidate the Industry.

The association is most actively involved in ensuring we are fairly represented at all Code Hearings as well as at all ASTM committees and work groups that may affect our members. We are committed to ensure that the products our members manufacture and promote will be accepted in the marketplace in the future and that these products are properly tested, according to ASTM Standards, meet all required building codes and are safe to use in all applications. In order to accomplish this, the association and all its members need to work together. The need to be up to date on all the changes in the industry, and how these requirements will affect each member is paramount and RIMA will act to consolidate this information and communicate it to the members.

With the great opportunities, challenges and need to understand the issues facing our industry I would truly encourage you all to attend the upcoming RIMA meeting being held in Toronto in April. We will break from tradition on this meeting and hold the Committee meetings on Friday afternoon, April 21st and the full session meeting will be on Saturday morning, April 22nd. Even if you do not normally attend the meetings I would truly encourage you to attend in Toronto, at least to the general session on Saturday. On Sunday, ASTM is holding a symposium, which you may also like to attend.

I would like to extend a special thanks to all the Board Members and RIMA Director Mary Edmonton who have all put in a tremendous effort over the past couple of months and will continue to direct the future of RIMA. It is with regret that during the last month we lost Chuck Hockensmith, who was a newly appointed Board Member, since he is no longer in the industry.

Toronto is a great city in the spring, with a tremendous amount to offer you, whatever your fancy. I look forward to seeing you all there.



Association to Meet Next Month In Toronto -

The next meeting of the Reflective Insulation Manufacturers Association will be held April 21-22, at the Sheraton Centre Toronto in Toronto, Canada. Attendance forms have been distributed and are due in to the RIMA office by **March 10**. Individuals can make room reservations by calling 416/361-1000. Be sure to tell them you're with the ASTM group to get the discount rate (\$194 single/double).

RIMA committees will meet on Friday afternoon. These meetings are for members who have signed up to participate in a RIMA committee. If you are new to RIMA or are not yet on a committee but would like to be, please contact the RIMA office. The full membership meeting will be held on Saturday. Guests interested in learning more about the Association are welcome to attend.

Those attending Saturday'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. An omelet chef will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day!





A group dinner will be held at **Bistro 333** on Saturday evening. Warmly lit and well-spaced, Bistro 333 could easily be described as 'casual chic' - a perfect place for dinner and drinks before a night at the theater. Their extensive wine list complements a diverse menu including several pasta dishes, sandwiches and wraps to peppercorn cognac rib-eye steaks, shrimp shish kebobs, lemon pepper Atlantic salmon, seafood risotto, and tasty chicken Dijonaise. For those with a passion for the night-life, stick around into the evening and head upstairs to Club Menage, one of downtown Toronto's hottest night clubs. (See below for more information about the city of Toronto)

Committee Updates -

Technical Committee: The committee's main focus of late has been on conducting additional testing using different support methods. Members who volunteered to financially support the testing were invoiced, and a report on the test results will be distributed upon receipt of payment. The IRCC survey has also been progressing. Product samples have been collected and an update on the status of this survey will be presented at the April meeting. Other items to be discussed at the upcoming meeting include product certification, the status of the required/recommended testing document, and code issues, to name a few.

Public Relations: One of the tasks underway with PR is the revamping of the RIMA website. A web design company has been selected and work is underway. It is hoped to have a new website design ready for final approval by the April meeting. An article was prepared and sent to RSI magazine for their April issue. The article is being reviewed and RIMA should be notified shortly if it will appear in their next issue. Discussions are ongoing with Metalcon with regard to conducting a workshop at their 2006 show in Tampa. Confirmation on that should also be available by the April meeting. A workshop submission is also in process for the 2007 International Builders Show. The deadline for submissions is March 17.

Membership: A mailing recently was distributed to all non-member prospects inviting them to attend the April meeting in Toronto. There has been a couple of people comment they are considering attending so we'll hope to see some special guests there. Due to schedule changes and plans to attend a group dinner followed by the theater Saturday night, there will not be a keynote speaker at this meeting.

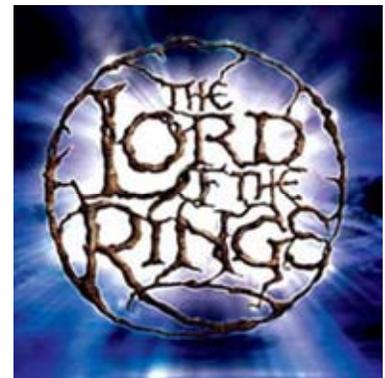
RIMA International: The first meeting of the newly formed RIMA International Committee will take place at the Toronto meeting on Friday, April 21. The committee is still seeking members, so if you are interested in participating on this committee, please notify the RIMA office (rima@rima.net) and/or committee chairman Rob Abramovich (RAbramovitch@polyair.com).

A Night to Remember -

Over the past few months, members have had the opportunity to order and purchase tickets to a special theatrical event taking place during their stay in Toronto. This event is the world premiere of the first major stage adaptation of J.R.R. Tolkien's classic "The Lord of the Rings" book trilogy. With a thrilling score, a spectacular design, and an ensemble of over 65 actors, singers and musicians, The Lord of the Rings is the biggest, most ambitious theatrical production ever staged.

Director Matthew Warchus describes the show as "a hybrid of text, physical theater, music and spectacle never previously seen on this scale. To read the novel is to experience the events of Middle-earth as though through a giant window. Only in the theater are we actually plunged into the events as they happen."

It's a spectacular way to experience fine arts in Toronto, and for those members planning to attend, it will certainly be a night to remember.



Conversion Factors -

By Dr. David Yarbrough, R&D Services, Inc.

The RIMA membership list includes companies outside North America and many domestic companies are becoming international in scope. This has resulted in questions about relationships between thermal quantities in the Inch-Pound system (IP) commonly used in the U.S. and the Metric System (SI) used in the rest of the world. A few useful conversion factors are listed below.



Thermal Resistance (R-Value)

	<u>IP</u>	<u>SI</u>
Units	ft ² ·h·°F/Btu	m ² ·K/W
Conversion	R = 1	RSI = 0.1761

To obtain thermal resistance in the metric system multiply the R value in IP units by 0.1761 . R=10.0 becomes RSI = 1.761

Overall Heat Transfer Coefficient (U-Value)

	<u>IP</u>	<u>SI</u>
Units	Btu/ft ² ·h·°F	W/m ² ·K
Conversion	U = 1	USI= 5.678

To obtain U in the metric system multiply U in the IP system by 5.678

Apparent Thermal Conductivity (k_a-value or λ_a-value)

	<u>IP (k_a)</u>	<u>SI (λ_a)</u>
Units	Btu·in./ft ² ·h·°F	W/m·K (W/m·°C)
Conversion	k _a = 0.25	λ _a = 0.036

Divide k_a (IP) by 6.933 to obtain λ_a (SI units).

The "K" in the above discussion is absolute temperature on the Kelvin scale.

K = °C+273.15 Temperature differences in K are numerically the same as temperature differences in °C. ΔT = 10°C is the same as ΔT = 10 K. The degree symbol is not used with K.

Some Additional Factors

1.0 cubic foot	=	28.316 liters
1.0 U.S. Gallon	=	3.785 liters
1.0 square foot	=	0.0929 square meters
1.0 square meter	=	10.764 square feet
1.0 pound	=	453.6 grams
1.0 kilogram	=	2.2 pounds
1.0 meter	=	39.37 inches
1.0 micron	=	25.4 mils (thousandths of an inch)



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

In case you've forgotten, RIMA members are part of the Choice Hotel S.O.S. benefits program offering a 20% discounts to members when they make their reservations at any of the Choice Hotel properties. Here is some news and information on the Choice Hotels Program that you should know and take advantage of:

New Brands Added -

There are now even more choices for RIMA members at Choice Hotel International®! With the addition of our two NEW brands, we now have 10 Great Brands -Cambria Suites™, Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge®, and Rodeway Inn® brand hotels. Our new Suburban Extended Stay Hotel® brand is focused on providing the best value for the extended stay guest with comfortable amenities and affordable rates. Our new Cambria Suites™ brand is still in the development stages, but promises to offer guest a more personalized and upgraded lodging experience.

Special Discounts for Spring -

This spring stay 2 times and earn a free night at more than 1,000 Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, or MainStay Suites® in the U.S., Canada, Mexico or Caribbean by taking advantage of our Choice Privileges®, "Stay 2 Times. Earn A Free Night," spring promotion! That's right! This promotion was such a success, we decided to run it yet another time! This offer starts February 1st and ends April 15th. Share the news with your members!

The news gets even better! You can take advantage of both this great opportunity to earn unlimited room nights and your association discount! How? It is simple. Sign up to be a Choice Privileges® member by going to www.choiceprivileges.com or calling 800-770-6800. Membership is FREE! When making reservations be sure to reference both your association's special rate identification number and your personal Choice Privileges® identification number.

Directories Available -

Choice Hotels International® 2006 directories are now available! Our e-directory will answer most Comfort Inn®, Comfort Suites®, Quality®, Sleep Inn®, Clarion®, MainStay Suites®, Suburban Extended Stay Hotel®, Econo Lodge® and/or Rodeway Inn® accommodation questions. Also included in our e-directory is helpful information such as maps, points of interest and driving directions. Finally, you can update your personal e-directory as need with the click of a button!

It's 50/50 Raffle Time-

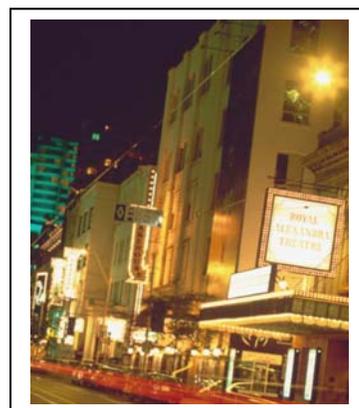


This fun event is open to all members whether you are able to attend the meeting or not, and the winning ticket will be drawn at the April meeting with the winner taking 50% of all revenues generated! Maybe you'd like to buy a ticket for each of your employees. Maybe you'd like to buy a ticket for each of your family members. Maybe you just want to keep all the tickets to yourself – but no matter who the tickets are for it's all for a good cause with the other 50% of revenues going to help defray meeting costs as well as adding to RIMA's general revenue fund. RIMA operates on a very tight budget so adding fun little events like this helps to create a little cushion for many various activities throughout the year.

Tickets can be purchased in advance by contacting the RIMA office or you can simply forward your check to RIMA, 4519 E. Lone Cactus Drive, Phoenix, AZ 85050. Ticket prices are as follows:

- \$500.00 = 100 tickets
- \$350.00 = 70 tickets
- \$125.00 = 25 tickets
- \$50.00 = 10 tickets

Good Luck!



Toronto Fact Sheet

All you need to know about the Big Smoke

Set on the north shore of Lake Ontario, Toronto was created on March 6, 1834, when the settlement of York was renamed Toronto, the Mohawk word for "meeting place." The British settlement of York was founded as the capital of the new province of Upper Canada by Lieutenant Governor John Graves Simcoe in the 1790s and had grown to 10,000 people by the 1830s. Toronto is still the capital of the province, now called Ontario, and is the largest city in Canada, with a population of 2.4 million, 4.7 million in the Greater Toronto Area.

(Photos Courtesy Tourism Toronto)

One of the most multicultural cities in the world, Toronto is home to more than 80 ethnic groups and more than 100 languages, and is marked by the diversity of distinct neighbourhoods, cultures and communities.

Yonge Street, known as the longest street in the world, is the main north-south road and divides the city into east and west. Major intersections include: Bloor/Yonge, King/Bay, Yonge/Dundas, Yonge/Eglinton, Yonge/Sheppard, Queen/Spadina, Broadview/Danforth. Main east-west avenues include Eglinton Avenue, Lawrence Avenue, Steeles Avenue, Wilson Road, and Bloor Street-Danforth Avenue.

Distinct neighbourhoods include Little Italy (west of College/Bathurst), Queen Street West (a soho-style strip east of Spadina Avenue), the Entertainment district (bounded by Front and King Streets, University and Spadina Avenues), the fashion district (Spadina and King), Greektown on Danforth Avenue, Little India (Gerrard Street East), and three Chinatowns.

For more info on Toronto, visit the City of Toronto official website at www.toronto.ca and click on Our City.

Language

English is the predominant language of Toronto, although both English and French are official languages; most government services are available in either language. But there are also large ethnic populations -- 350,000 Chinese, 400,000 Italians, 127,000 Greeks and many others -- so those languages are prominent in many neighbourhoods. Dual-language street signs can be found in areas such as Chinatown, Little Italy, Little Portugal, and other communities

Money

Currency

Commonly used small coins are the 1-cent ("penny"), 5-cent ("nickel"), 10-cent ("dime") and 25-cent ("quarter") pieces. The two main coins are the \$1 gold-coloured coin, commonly called a "loonie" (the loon is the bird engraved on one side), and the \$2 silver- and gold-toned coin (the "toonie"). Paper bills come in \$5, \$10, \$20, \$50, \$100, and \$1,000 denominations. The Canadian dollar is not equal in value to the U.S. dollar -- it has fluctuated in recent years between 65 and 75 cents to the U.S. dollar.

Taxes

On most purchases, both the provincial sales tax of 8 per cent and the 7 per cent federal goods and services tax (GST) apply. There is no GST on most grocery items, but restaurant meals are taxed both GST and PST. PST is not charged on reading materials. If you are a visitor to Ontario, you may be eligible for tax rebates; rebate forms are available at the airport. For more info, call (613) 991-3346 (for GST); or (800) 668-5810 (for PST).

Service

Restaurant tipping is left to customer discretion, but the customary (and expected) amount is 15 per cent (the debate rages about whether this is calculated before or after tax). Many restaurants automatically add a gratuity (tip) to the bill for large groups (six to eight or more). It is also customary to tip bellhops, luggage handlers and taxi drivers, at your discretion.

The minimum legal drinking age in Ontario is 19 years. Bars and restaurants must stop serving alcohol by 2 a.m.

No smoking

All bars, billiard and bingo halls, casinos and racetracks are now required to be smoke-free. This is the third and final phase of the City's No Smoking By-law. The first phase required all workplaces to be smoke-free. The second phase required restaurants, dinner theatres and bowling centres to be smoke-free, except in approved designated smoking rooms. For more information, or to report a violation of the No Smoking By-law, please call (416) 338-7600 or visit www.toronto.ca/health.

Passports and I.D.

Entering Canada, U.S. citizens, including children, need proof of U.S. citizenship: either a birth certificate together with photo identification or a passport. U.K. citizens and Australian citizens require a passport and proof of onward passage out of Canada. Visitors from other countries require a passport and may also require a visa. You may also be asked to provide proof of necessary funds for your visit. Illegal drugs and firearms are not allowed into Canada.

Getting Around

Public Transit

The Toronto Transit Commission (TTC) operates a world-class public transit system. The clean and easy-to-follow system includes subway, bus and streetcar routes. Single adult fare is \$2.25. Tickets and tokens may be bought in packets of five or more at a discount. Monthly/day passes are also available and can save frequent travelers money.

Note: Exact change or token/ticket is needed for boarding buses and streetcars and some subway stations. Transfers between vehicles (subways included) and lines are available for continuous trips. Ask your driver or the station attendant if unsure. Make sure to obtain a transfer when you pay your fare.

Safety: At night, bus and streetcar drivers will let women disembark at requested en-route locations between stops. Stay behind the yellow line on subway platforms. All subway platforms have Designated Waiting Areas, which are monitored by video-cameras and have alarm buttons and a voice-link to the attendant. Look for the DWA sign.

Taxis

Meters start at \$2.75, and increase at \$0.25 increments. A typical trip in downtown Toronto will cost \$7 to \$10, depending on traffic, and up to \$20 for longer trips in the city. Make sure that the meter rate is set at 1 (one) unless the driver has explained why it isn't, such as a large number of parcels or many passengers. Official rate and fee schedules (including baggage) should be displayed in the cab, along with a taxi driver's license bearing a photo of the driver.

Rush Hour

As in most heavily populated urban cities, rush hour (6:30 a.m. to 8:30 a.m. and 4:30 p.m. to 7 p.m.) traffic can be heavy in the downtown core and on the highways. The subway and transit systems will also be more crowded, but the TTC operates more vehicles during these peak hours. During rush hour, expect bumper-to-bumper traffic on highways such as the 401 and the Queen Elizabeth Way (QEW).

Time and dates

Business Hours

Most office hours are 9 a.m. to 5 p.m., Monday to Friday. Most shops are open 10 a.m. to 5:30 or 6 p.m., Monday to Saturday. Many store hours are extended to 8 or 9 p.m. on Thursdays and Fridays, and most stores are open Sundays 12 noon to 5 p.m.

Time Zone

Eastern Time (ET) is five hours behind Greenwich Mean Time (GMT). During Daylight Savings Time (DST), March to October, clocks are turned ahead one hour.

Weather

Toronto has nine months of winter and three months of poor skating -- at least that's what it feels like. Although we do experience the four seasons, Toronto has a long winter (about five months, mid-November-mid-April), short spring (mid-April-May) and fall (October-mid-November) and a four-month summer (June-September).

Telephone

The emergency number for all health, safety and crime emergencies is 911.

Dial 411 for an operator to aid with locating a number. Dialing 0 will also get you an operator for general assistance.

Pay phones cost 25 cents (a quarter, or a combination of dimes and nickels) per call. Phones do not give change, but will return coin(s) if call is not completed. Phone credit cards for multiple calls are also available in many convenience stores.

Toronto has two area codes: 416 and, beginning Jan. 8, 2001, the 647 area code. Local calls require 10-digit dialing: the area code followed by the seven-digit phone number. Some calls to the 905 area are local calls, but require dialing 905 and then the seven-digit number. Beginning June 9, 2001, the 905 area code shares the zone with the 289 area code and also requires 10-digit dialing. When dialing long-distance numbers, start with a 1 or 0 (for operator-assisted calls), then area code followed by seven-digit number.