



It's About Saving Energy

March 2007

President's Letter -

It never ceases to amaze me what can be accomplished when a group of people get together and all work towards a common goal. The changes, challenges and opportunities that have faced the Reflective Insulation business over the past year have been substantial, and yet through the combined efforts of the Association, these challenges have been met, and the industry continues to grow and prosper.

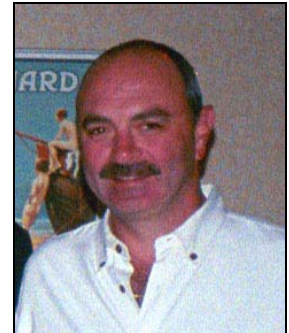
During the course of the last year the Association overcame what could have been very detrimental code changes. RIMA presented changes to the mounting methods for Reflective Insulation at the ASTM E5 committee that will ensure that future products on the market will have better performance and be safer than ever before. By being part of the association, members were able to stay up-to-date with these changes, and could react before they become effective. There is no question that all of this has forced the entire industry into a full fledged R & D mode, and the long-term effects of these developments will be outstanding.

The Reflective Insulation business is here to stay. As more people understand the technology, the industry and products within the industry will continue to be developed. These many variations in products, will present the Association with its own set of issues that will have to be overcome. I do believe that in the future, all superior insulation systems will have a reflective component in them. There will be many new members with new ideas and new products. It will be up to the Association to ensure that the education and development of the core technology is in the forefront of our vision and that all of the products that incorporate Reflective technology are understood and promoted.

With this in mind, the development of I-RIMA becomes even more important; and the turnout and interest from people all over the world at the upcoming I-RIMA meetings in Paris (April 19-20) shows how essential this is. At the time of writing this, there will be approximately 30 attendees, and the meeting will include discussions on products, standardized testing methods, alternative ways of dealing with code bodies, as well as presentations from Dr David Yarborough, on R-Values and Thermal Performance, and Mr. Abraham, head of the Department involved with Reflective Insulation at the CSTB in France. This kind of enthusiasm and interest in collaboration can only go to show where this industry is headed.

At the upcoming RIMA meeting to be held in Norfolk, VA (April 14-15), the significant efforts of the various committees will be continued with many exciting programs, technical papers, promotions and publications being worked on. Again, I encourage you to get involved. Like so many things, RIMA is about contribution; and the more people put in, definitely the more they get back out. The committees meet on Saturday afternoon, while the full reporting meeting is on Sunday. If you would like to get more involved, call Mary Edmondson, RIMA's Executive Director, and she will happily add you to a committee.

In closing, we are living in exciting times. The world has become a much smaller place, changes happen faster than ever before, and we are in a great industry. I am proud to be part of it and I hope you are too.



RIMA recently presented a workshop at the 2007 Frame Building Expo put on by the National Frame Builders Association and *Rural Builder/Frame Building News* magazines. The workshop entitled "**R-Values and Thermal Performance of Reflective Insulation, Radiant Barriers and IRCCs**" was held March 1st with standing room only attendance. RIMA is pleased to be part of industry events such as this, and will continue to seek out opportunities to educate through industry trade shows and conferences around the country. Watch for information on our special program/luncheon at Metalcon 2007 held in Las Vegas, Nevada, which will be available soon.



As Mike mentioned above, the next I-RIMA meeting will take place April 19-20, 2008, in Paris, France. The event will be held at the Sofitel Accor Hotel, 34, Cours Michelet, Paris La Defense Cedex www.sofitel-paris-ladefense-centre.com. This is the second gathering of I-RIMA on a global level and will be an important meeting with regard to the formation of the new association as well as in discussing codes/standards and uniform testing procedures. The best way to meet the needs of reflective companies in various regions of the world is to have them

involved in this important meeting. If you are interested in attending, contact the RIMA office for details. RIMA has been working with the US and European Department of Commerce and the American National Standards Institute (ANSI) to educate ourselves on foreign policies/procedures and determine ways we can work together with other countries and regional bodies to prepare for this meeting and ultimately grow the industry around the world.



Association to Meet Next Month In Virginia –

The next meeting of the Reflective Insulation Manufacturers Association will be held April 14-15, at the Marriott Norfolk Waterside, Norfolk, Virginia. Attendance forms have been distributed and were due in to the RIMA office by **March 1st**. Individuals can make room reservations by calling 757/627-4200. Be sure to tell them you're with the ASTM group to get the discount rate (\$134 single/double).

RIMA committees will meet throughout the day on Saturday. 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 Sunday. Guests interested in learning more about the Association are welcome to attend.



Sunday Brunch:

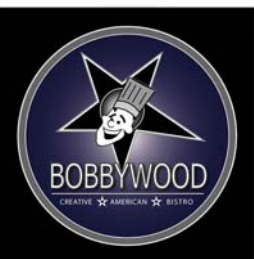
Those attending Sunday's meetings are also in for a treat with a fabulous brunch scheduled at 10 a.m. complete with custom omelet station and several additional tantalizing selections. Plan to come hungry and take advantage of all the hot and cold breakfast delights. An omelet chef will be on duty with a variety of items available to customize your perfect omelet. What better way to start your day and learn more about RIMA and all the Association's activities!

Keynote Speaker:

RIMA is also pleased to welcome guest **keynote speaker Tim Brooke**, who is a Director in the Technical Committee Operations division of ASTM (American Society of Testing & Materials) International. Tim received his Bachelor of Science degree from Denison University and his master's degree in organizational management from Drexel University. He has worked for ASTM for 12 years and is responsible for managing 5 technical committees and working with five managers who each manage 8 to 10 committees. One of those many committee's Tim works with is the C16 Thermal Insulation committee, which RIMA is actively involved in and which will be meeting following the RIMA meetings at the Marriott in Norfolk. Tim will be talking to the group about this committee's activities and ways in which RIMA can get more involved and take an active role in ASTM activities.



Group Dinner:



A group dinner of meeting attendees will be held at Bobbywood on Saturday evening following the committee discussions. Bobbywood is Norfolk's newest and hottest dining attraction featuring the delectable creations of Chef Bobby Huber. The menu and wine list have received rave reviews and numerous awards which are complimented by their unique ambiance and friendly staff. It will be a fun adventure and a great opportunity for attendees to rub elbows and learn more about each other.

(For more information on the city of Norfolk and all there is to do there, check out <http://norfolkcvb.com/>.)

October 2006 RIMA Meeting Photos – Atlanta, Georgia



RIMA Membership Meeting 10/06



First I-RIMA Meeting with guests from France, United Kingdom, Argentina, Israel, Malaysia, Belgium, Canada and USA.



Keynote Speaker Hampton Newsome from the FTC

Committee Updates -



The **Technical/Research Committee**, headed by Chairman Monty Millspaugh, has been hard at work this past year doing extensive testing and research with regard to mounting methods in the stynar tunnel. The committee is also working on new technical bulletins on the topics of oxidation and comfort as well as continues to participate in code hearings and activities that affect the reflective insulation and radiant barrier industries.



RIMA's **Radiant Barrier Software Committee**, headed by Chairman Bill Lippy, is currently testing various energy rating software programs with a base case building to determine the variations from one program to another when radiant barriers are installed in a building. Once all the research is collected, this committee will be approaching these software developers in an attempt to get all software being used for energy rating to reflect a more accurate result and to get all program to reflect comparable results with one another.



The **Certification Committee**, headed by Chairman Jim Kouns, continues to work on the outline for product verification. The intent is to set up a program where members can voluntarily have their products and test results verified by a third party agency for a specific application and in turn obtain labeling that would provide consumers an easy way to be assured they are purchasing a product that has been properly tested for the application it was purchased for.



The **Public Relations Committee**, headed by Chairman Ron Rado, has several things in the works. RIMA just conducted a workshop at Frame Building Expo (as reported above) and is now working on a presentation for Metalcon 2007 in Las Vegas. Workshop proposals have also been submitted for the International Builders Show, the Pacific Coast Builders Conference and the Southeast Builders Conference. The website continues to evolve with recent modifications to include a printer friendly version of the member listings available. The RIMA office recently submitted an article on radiant barriers for the March issue of **RSI Magazine** (Roofing, Siding & Insulation). An article on IRCCs will be appearing in the June issue of **Construction Specifier** and another article on the IRCC Study is slated for the June issue of **Metal Architecture**. The committee is also working to develop some online training programs which will make information more accessible to those interested in learning more about the industry.



The **Membership Committee**, headed by Chairman Bob Wadsworth, recently invited non-member prospects to attend the April meeting in Norfolk with a couple already responding and planning to attend. One of the larger tasks this committee is working on is the development of a possible Award/Scholarship Program. The award would recognize individuals who have contributed above and beyond to the reflective insulation and radiant barrier industries. This committee also selects the keynote speakers for the RIMA meetings, looks for new member benefit programs and continually reviews and makes recommendations on the categories of membership available and discusses ways to bring more companies into the association.



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 instituted a new version of the Choice Hotels Discount Program last month where members can save at least 5-10% off the lowest rack rate with additional savings for 'Mature Travelers' available (50+) up to 30%. In addition to the room discounts, other 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. The program is available to all member employees and can be used for both personal and professional travel. Member ID cards will be distributed shortly but if additional cards are needed for all staff and family, just contact the RIMA office.

➤ **ICC Business Products Discount Program** ◀

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.

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 October 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!