

## 20 Years and Going Strong!

### RIMA Celebrates Two Decades of Success

For those of you who are not aware, the organization's humble beginnings started in a hotel restaurant when Don Roy (Roy & Son's), Pat Mascari (Infra) and Robert Dittmore (Superior) met with the intent of forming an industry trade association. At that time, Reflective Insulation Manufacturers Association (RIMA) was selected as the organization name.

In 1979, these original three members were invited to Washington DC to participate in the DOE/FTC hearings on insulation products. They were joined by Raymond Urias of A.I.M., who became a member. At the completion of the hearings the Federal Trade Commission published what

was to become known as the "R-Value Rule." As you know, this rule still governs the way all insulation products and radiant barriers are packaged, tested and sold.

Some of the other companies that joined the RIMA organization early on were Alfol and Foilpleat and in the 1980s were followed by Energy Savers Imports, Reflectix and many others. In the second half of the 1980s RIMA accomplished many of its goals and reflectives took their rightful place in the energy conservation marketplace. The process continues at an aggressive pace with efforts directed to gaining greater presence in the marketplace for all reflective products

## **EXTRA! EXTRA! READ ALL ABOUT IT**

There have been a lot of changes in RIMA since this publication was last released. Here's some highlights of the latest RIMA news:

- The RIMA Handbook is nearing completion with a final version of the book scheduled to be presented at the next RIMA membership meeting August 1-2 in Chicago.
- Knight Enterprises was contracted as the new management company for RIMA with Mary Edmondson appointed as our new Executive Director.

Along that same line, the RIMA headquarters office has been moved to Kansas where the management company resides. For your records the new association address is 4840 West 15<sup>th</sup> Street Suite 1000, Lawrence, KS

- Representatives from RIMA's Technical Committee attended the ASTM C-16 meeting in Atlanta last April and continues to represent industry interests.
- The RIMA Bylaws are in their final review with copies of the document including suggested wording changes on their way to members for review. Voting on these
- Each RIMA member has been assigned to one of three association committees: Membership, PR, or Technical. Members have been notified of their assignments, and future board meetings will

schedule committee discussion time prior to the full membership meeting whereby committee members will have the opportunity to work on key association issues, brainstorm and make recommendations on ways to achieve RIMA goals.

- Press releases on RIMA's 20<sup>th</sup> Anniversary and new Executive Director have been distributed to industry publications. Additional press releases are in the works and will be forwarded approximately every six weeks keeping RIMA and it's accomplishments in the public eye. If you have a press release you would like to have forwarded, send your information to the RIMA headquarter office.

review completed by R&D Services. Get your literature in and you too can take advantage of this new member benefit

- 20<sup>th</sup> Anniversary stickers have been ordered with 100 pieces being forwarded to each of RIMA's 23 members. A total of 5,000 stickers were ordered, and additional stickers may be obtained by contacting the headquarter office with your request.
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New RIMA logo sheets have been created providing a variety of sizes of the IMA logo in camera-ready form for members to use FREE OF CHARGE on company letterhead, literature, advertisements, etc. These logo sheets have already been forwarded to member companies who have had their corporate literature

- A mailing was prepared and forwarded to all U.S. Energy Offices providing them information on the industry, the association, the membership and more.
- You will soon see RIMA listed on Jim Dully's ("Sensible Home," "Cut Your Utility Bills," "Penny Pincher") web page at [www.dulley.com](http://www.dulley.com).
- This publication, RIMA News, is getting back on its feet again. The tentative schedule is to distribute this update quarterly to the membership. Members are encouraged to forward relevant news and information throughout the year for inclusion.

For additional details on these or other RIMA issues, call the headquarter office at 800/279-4123

*Dan Russell*  
*Innovative Insulation*

## **President's Message**

*Twenty short years ago we had no advocate for our industry. We were alone to fight issues and solve problems that affected not only us as individuals but as an industry. RIMA's founding fathers had a vision in mind with a purpose when they decided to form an association. The definition of association is: an organization of people with a common purpose and having a formal structure. Where will RIMA be in another 20 years?*

*Quite often we feel that our task is too large. The best way to eat an elephant is one bite at a time. These bites take place at the committee level in RIMA. Each individual effort is critical. Thanks to the membership we have accomplished goals (especially in the area of infrastructure) that only a short time ago seemed impossible. I challenge you, and pledge to you, to work harder at taking those critical bites. Thank you for the privilege of being a part of RIMA.*

## Public Comment Forum on the Scoping of the IBC

Revisions have been made to the International Code Council's (ICC) Scoping Coordination Committee report detailing recommendations for the scoping of the *International Building Code*<sup>™</sup>, *International Fire Code*<sup>™</sup> and other *International Codes*. The original report, submitted April 24, 1998, was accepted by the ICC Board of Directors, which requested the report be published for public review and comment.

The first series of public review, comment and revisions took place at the ICC Scoping Coordination Committee meeting May 29-30, 1998 in Atlanta. The revised report is now available for public review and comment. To receive a copy of the revised report, visit the ICC web site at [www.intlcode.org](http://www.intlcode.org). Any interested person is welcome to attend the Public Comment Forum on July 25-26 at the Wyndham Garden Hotel in Kansas City, MO. Comments may also be forwarded by mail and must be received by 4 p.m. July 14, 1998, in order to be included in the agenda. Send comments to Raymond Bizel, P.E., International Conference of Building Officials, 5360 Workman Mill Rd., Whittier, CA 90601-2298 Fax: 562/699-4522, e-mail: [bizel@icbo.org](mailto:bizel@icbo.org).



### MEANS BUSINESS

By Robert Wadsworth  
RIMA Director / Membership  
Chairman

Over the last four years, membership in RIMA has grown and now encompasses 24 companies. Ours is a very small industry, but the members are very active and produce results far beyond what would be expected by size alone.

Reflective insulation and radiant barrier products are gaining in popularity and market acceptance. Awareness of the benefits derived from using these kinds of products in a wide variety of applications has brought a number of new players onto the field. Manufacturers, foil laminators, insulation converters, and insulation marketers are finding a need to support an association that can help them reach new markets as well as help them with the myriad of code requirements for all those different applications. Members have the benefit of being in touch with all the major players in the industry, assuring them of first hand knowledge of important events and changes that effect their business.

RIMA is absolutely not a "do nothing" association. Members are expected to participate in the activities of the organization including regular attendance at the four meetings each year. Each member of RIMA is also a member of American Society of Testing and Materials, (included in the first year's dues), and is expected to vote on the standards issues that affect the industry. Some members are experts in public relations and promotions and offer their services in increasing public awareness. Others are more technically oriented and participate by attending ASTM committee meetings on reflectives. This is where the real grunt work of setting testing and installation standards is done. Every member has a talent that can benefit the association and all are encouraged to partice and Rural Builder Show) will be held in Atlanta, Georgia. Call NFBA's ShowFax Hotline at 800/708-6458 or check out their web site at [www.postframe.org](http://www.postframe.org) for additional show details.

## Coming Events

**August 1-2:** RIMA will hold their third quarter membership meeting in Chicago. Additional details on the meeting location will be forwarded shortly. Members are encouraged to attend and participate.

**August 11-14:** Trade Show Exhibitors Association will hold TS<sup>2</sup> '98 in San Francisco. For information, call 703/941-3725.

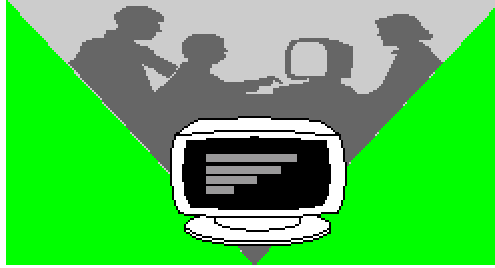
**October 22-24:** The Insulation Industry Annual Convention & Trade Show will be held at the Contemporary Resort in Walt Disney World, Orlando. Call ICAA at 703/739-0356 for more information.

**October 20-22:** Metalcon International '98, sponsored by the Metal Construction Association, will be held at the San Diego Convention center. For more information call PSMJ Resources at 617/965-0055.

**October 23-25:** The Remodelers' Show sponsored by the National Association of Home Builders will be held in Chicago. Call 800/368-5242 ext. 216 for information.

**October 25:** RIMA will hold their fourth quarter membership meeting at the Adam's Mark Hotel in St. Louis, Missouri. This meeting is being held in conjunction with ASTM C-16 meeting. Members are encouraged to attend and participate.

**March 3-5, 1999:** Frame Building Expo (formerly the National Frame Builders Conference and Rural Builder Show) will be held in Atlanta, Georgia. Call NFBA's ShowFax Hotline at 800/708-6458 or check out their web site at [www.postframe.org](http://www.postframe.org) for additional show details.



Here's some interesting sights you might find useful and fun. Check them out - then forward your favorite sites to RIMA to share with the rest of the group!

Everything you need for your next trip is at Rand McNally's new Internet travel store ([www.randmcnallystore.com](http://www.randmcnallystore.com)). Find everything from software and guidebooks to games, luggage and accessories. The plan is to offer 20,000 online products by year-end.

SalesWare OMS, the sales process-oriented opportunity management system, handles data synchronization through the Lotus Notes environment. Interliant ([www.interliant.com](http://www.interliant.com)) has worked closely with Bermac to seamlessly integrate SalesWare OMS with middleware, network infrastructure and carrier services for a cohesive bundle solution.

Link your homepage to your listing  
on the RIMA homepage at  
<http://www.rima.net>

Hoovers Online ([www.hoovers.com](http://www.hoovers.com)), "the ultimate source for company information" holds capsule reports on more than 11,000 public and private companies, primarily in the U.S. Browsers search by company name, ticker symbol, location or industry. The database is linked to the companies' Web sites, offering breaking news and rich detail that can help ensure a competitive edge.

Looking to slap your logo on a giveaway item? PromoMart ([www.promomart.com](http://www.promomart.com)) has links to vendors around the country that specialize in promotional products of all kinds. Searches can be narrowed down to item, price range and time it will take to complete the order