

# RIMA News

The Official Newsletter of the Reflective Insulation Manufacturers Association

August 2004



## President's Letter

By Michael Boulding, TVM Building Products

It has been quite a summer, and I hope that everyone has had at least some opportunity to enjoy this time of year.

The expression "if it was easy everyone would do it" comes to mind as we look at the overall business environment. With unprecedented oil prices, and the generally unstable market prices of raw materials, freight and insurance, the running of the business has become tougher than usual. However in this general turmoil, the reflective insulation industry stands to make great strides. The general shortage of fiberglass insulation, and the need for builders and contractors to look at alternatives has created an opportunity for our industry that most of our companies have been able to take advantage of.

It is now that we can truly appreciate the marketing efforts of RIMA, who has over the years continued to put reflective insulation in the news, put articles in magazines, promote the industry at trade shows and through the web, so that when these contractors look for the alternative, they know where to go. As the industry benefits from this new attention, the association will serve well as backbone and resource. There continues to be a tremendous amount going on, as you will see from the committee reports.

Further to these marketing efforts, RIMA has arranged to present a seminar at the upcoming Metalcon Show in Las Vegas. The presentation, which is on the effects of installing reflective insulation on condensation in Metal Buildings, is being presented by Dr David Yarbrough, myself and a panel of industry experts. If you are attending the show, we look forward to you joining us, and would suggest that you promote the seminar to your customers to attend.

We have also made some small changes to the meeting agenda, in an attempt to make it easier for people to attend both the committee meetings and the general session on Sunday. By moving the committee meetings to Saturday afternoon, attendees will have the ability to arrive on Saturday morning and hopefully stay through Monday to join the association at the ASTM meetings held then. The membership committee and PR guys have also done a tremendous job to add fun stuff to the meetings. (*Continued on Page 4...*)



## DC to Host Fall Meeting Event

RIMA's Fall meeting will be held October 2-3, 2004, at the Omni Shoreham Hotel in Washington, DC. These meetings are being held in conjunction with the ASTM C16 meetings beginning that Sunday. When calling in to make room reservations (202/234-0700), be sure to indicate you are with ASTM to get the group rate. If you are coming in on Friday, October 1, there are no rooms currently available at the Omni so please contact the RIMA office for some other hotel options. The pre-arranged group room rate is \$155 single and \$164 double.

Saturday's agenda will consist of concurrent committee meetings for Technical, Membership and PR from 1:30 p.m. until they are completed. The RIMA Board will be meeting at 4 p.m. that same day. 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.— 1 p.m. 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 Doug Anderson from the EPA on their Energy Star Program. A group dinner is also scheduled for Saturday evening. See page 3 for more information. Members are encouraged to stick around through Monday for some of the important ASTM meetings which include the following: 9:30—10 a.m.: C1158—Use and Installation of Radiant Barriers; 10—11 a.m.: Use and Installation of Reflectives on Duct; 11 a.m.—Noon: C1313 Standard Specification for Radiant Barriers; and 2—3 p.m.: Heat Gain and Loss of Radiant Barriers Installed in Attics.

Agendas for all meetings are being finalized 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.



## ***Join the Fun with the 50/50 Raffle!***

Come one, come all and have some fun with a chance to win the jackpot! At the April 2004 RIMA meeting we held the first 50/50 raffle; and it was such a great success we're doing it again!

A big congratulations to Mr. Parkhurst of Reflectix, Inc., who won \$590 in April - now it's your turn to be the big winner. The raffle is **open to all members whether you are able to attend the upcoming RIMA meeting or not.**

You can purchase as many tickets as you'd like . . . Maybe you'd like to give a ticket to each of your fellow employees . . . Maybe you'd like to get one for every member of your family . . . OR maybe you'd like to keep all the tickets to yourself. That's OK! The more tickets you have the better your chances to win with half of the proceeds going directly to you and the other half being used to help defray some of the various RIMA meeting expenses. It's fun and beneficial - Everyone's a winner!

The winning ticket will be drawn at the October meeting, and you can purchase your tickets in advance by contacting the RIMA office. Simply indicate whether you'd like your tickets sent to you or if you'd like to pick them up at the meeting (if selecting option 2, your ticket numbers will be forwarded in advance) and forward payment to the RIMA office. Ticket prices are as follows:

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

**Join in the fun and order your tickets today!**



## ***A Fantastic Adventure Is In Store for All***

Unlike the true mystery adventure experienced in Salt Lake last April, we have a great adventure in store for the group dinner Saturday night. An exciting dinner cruise aboard the Spirit of Washington II will be a dining experience you won't soon forget.

The Spirit of Washington is a unique place to have fun. Feel right at home as you cruise in climate-controlled comfort. You'll be seated at your table where attentive servers will take your drink orders and invite you up to the buffet. Enjoy a bountiful meal as you gaze at an endless stream of riverfront sights. Listen to talented entertainers dazzle you with song. Then stroll the decks or dance away your cares as the DJ spins an upbeat medley of hits. Unlike a restaurant or banquet hall, the Spirit brings an ever-changing view of the Washington DC skyline to you. You won't find such an array of attractions anywhere else.



The three-hour dinner cruise will tempt you with a bountiful buffet offering two carving stations, six delicious entrée options, and savory side dishes. You'll finish with your choice of dessert and freshly brewed coffee or tea. Throughout the cruise, cocktails and other beverages are available from your server or at one of our several cash bars.

The Spirit is alive with entertainment as well. Enjoy a "Solid Gold" show performed live by the Spirit's incredibly talented entertainers. Then get in the good vibrations as the DJ picks up the beat for non-stop dancing. While you relax and have fun, every window displays an endless stream of city sights. Whether you want to dance in the moonlight or gaze in wonder at Washington DC's historic waterfront, you'll find a different experience every minute.

Attendees will meet in the Omni Hotel lobby at 6 p.m. for transportation by cab to the pier. Boarding begins at 6:30 p.m. and the boat will depart promptly at 7. This fantastic experience is included in your \$100 meeting fee, which covers both the dinner as well as Sunday's keynote speaker. Family and friends joining you at the meeting are welcome to come along as well. An nominal \$50 per person fee is all it takes to share this unforgettable evening with others in your party.

If you'd like more information, you can visit <http://www.spiritcitycruises.com/WashDC/onboard/index.html> or call the RIMA office. Don't miss out on this wonderful opportunity to enjoy DC as you mix and mingle with your peers.



## ***More On DC . . .***

Since the committee meetings are in the afternoon on Saturday and some of you may not be coming into town until that morning, the only activity scheduled (other than the group dinner Saturday night) is golf.

At present, there are eight golfers and two tee times set at the nearby Langston Golf Course. Information on the course and arrangements has already been forwarded to the players and it will be up to each individual to arrange transportation to and from the course. If you are interested in golf but have not yet signed up, please contact the RIMA office immediately as tee times are limited.

Of course DC has many other activities available to you as well. If you are interested in taking a tour or would like more information on what's available, I would suggest talking with the Omni Concierge, Ebrima Jallow at 202/234-0700. He has been extremely helpful to me in making some of the meeting arrangements and I'm sure would be able to assist you.



## Technical Committee Update

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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. A draft of the bulletin is slated to be distributed in September so the committee can do a final review at the meeting. A draft letter to the FTC was distributed with comments being incorporated at this time. A copy of the draft will be circulated shortly for final approval before sending to the FTC. An article addressing the issue of the effects of pressure treated wood on reflective products will soon be circulated to the committee for discussion. A recommendation from R&D Services will also be obtained and shared with the committee at the October meeting to help determine if any/what action RIMA should be taking to address this issue. The new document being developed which lists the required and recommended testing for our industry products in various building applications has been assigned to committee members for contribution. A draft should be prepared and ready to distribute and review within the next two months.

Code representative, Dr. Ron Graves of R&D Services, also attended some code hearings in May and June with those reports already being distributed. A complete code update will be shared at the October meeting.



## PR Committee Update

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

The PR committee continues to work on getting RIMA involved in more industry events. We are confirmed as a presenter and exhibitor for Metalcon 2004 (Oct. 20-22) as well as for Frame Building Expo (Feb. 23-25) in 2005. Bill Lippy is representing RIMA at the ICAA Show (Oct. 14-16, 2004) and Warren Buchelt will be doing the workshop at the RPA Day event (Oct. 13, 2004). We received notice that RIMA was not selected as a presenter for the NAHB show in January 2005; but Ron Blank will continue to distribute RIMA materials at both the CSI and AIA shows in 2005 on our behalf. Other shows opportunities will be discussed at the October meeting.

Dr. David Yarbrough recently completed an article for the *RSI* publication. We are currently working on getting photos to accompany that piece and have been informed it should appear (if there is room) in their November issue. He is also preparing an article for *Construction Specifier*. We missed their November deadline but have been told they will use it in a future issue. An existing article on green building was also forwarded to *Frame Building News* magazine which should be appearing in their November/December issue.

The RIMA website recently underwent several changes including the addition of a new "Request a RIMA CD" option, making a generic PowerPoint presentation available for download, and the addition of several technical/editorial articles, to name but a few. A press release on these additions was recently distributed as well.



## Membership Committee Update

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

The Membership Committee recently held a conference call where they discussed several ongoing committee issues. One of the main goals of this committee is to grow the RIMA membership; and to date most of that effort has been in the hands of the committee chair making phone calls to various member prospects to talk with them about membership benefits and inviting them to meetings. The committee elected to change that process so that the RIMA office is making contact with prospects at least once a year inviting them to an upcoming RIMA Membership Meeting. A draft of an invitation letter was reviewed and finalized with a mailing to all member prospects (taken from the Industry Statistical Survey list) going out mid-August. A challenge was previously made for each member to bring in at least one new member this year and we need to continue to encourage that. Active members should be talking with their suppliers and distributors inviting them to join as well.

Another important responsibility of the committee is to continually review ways RIMA can serve its existing membership better. A new discount program with Choice Hotels was announced at the last meeting adding to the existing business supply program in place. If anyone has any suggestions on other benefits such as these, please forward them to the RIMA office and/or to Bob Wadsworth for committee review.

The statistical survey contact list was finalized for the 2004 mailing and has been distributed to 92 industry companies. At this time only 16 companies have responded so if you have not completed and returned your survey, please do so promptly.

Since the Sunday RIMA meetings have been running past Noon, the committee elected to have a brunch that day instead of a breakfast and lunch. Committee members are also working to obtain sponsors for this meal to help defray some of the meeting costs.

# RIMA

## 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

## President's Letter *(Continued from Page 1)*

There will be a optional golf game on Saturday morning for those who wish to join in, prior to the committee meetings. Onto the real work in the afternoon, and then Mary has arranged for the group to be able to relax with a tremendous dinner cruise. Blend this with the 50/50 draws now being held, the speaker we have lined up for Sunday's session and you can look forward to an enlightening and enjoyable time.

With all this forward momentum, it is with great regret that I also have to announce that this will be the last meeting at which both Jack Lubker and Alisa Hoffee will be attending. Jack has been long standing member of the association, a member of the board, whose insight and sound advice have been of great benefit to all of us. Alisa's work as chairman of the Technical Committee has been outstanding, her dedication and endless hours have clearly been evidenced in the work achieved by the committee. I know that both Jack and Alisa also have become good friends, and will be sorely missed. On behalf of the association I would like to wish you both the very best in the future and look forward to seeing you at all the trade shows and industry events.

I hope to see you all at the upcoming meetings in Washington, and really driving the opportunities that our industry is now experiencing.

## Other News . . .

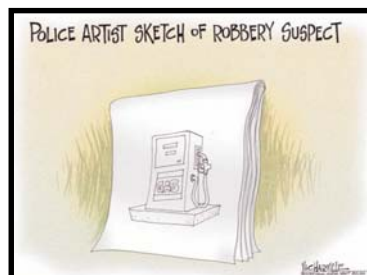
- The 2004 Industry Statistical Survey was mailed out at the beginning of August with reminder follow-ups sent out two weeks after. At this time only 16 industry surveys have been returned, so be sure and complete your survey and get it in to HR Solutions. This survey is collecting data on the total square footage of sales for the calendar year 2003. Your participation is vital to this process, so if you need another copy of the survey or any additional assistance, please contact the RIMA office.
- The RIMA Board of Directors recently received notification that RIMA Director Jack Lubker will be retiring from his position on the RIMA Board effective at the October meeting. This action is the result of Pactiv Building Products no longer having responsibility for their Reflective Foam Bubble Insulation (ASTRO-FOIL) business. These products were always manufactured by their sister company, Pactiv's North American Protective Packaging Group, and they now have assumed total responsibility for the ASTRO-FOIL business. Alisa Hoffee will also be leaving us and her position as RIMA's Technical Committee Chair. Both Jack and Alisa have made great contributions to the growth and success of the RIMA organization and they will be deeply missed. We wish them great happiness and success in all that they do. Thank you Jack and Alisa!

## Laugh It Off

A company, feeling it was time for a shakeup, hires a new CEO. This new boss is determined to rid the company of all slackers. On a tour of the facilities, the CEO (the axe man) notices a guy leaning on a wall. The room is full of workers and he wants to let them know he means business!

The CEO walks up to the guy and asks, "And how much

money do you make a week?" Undaunted, the young fellow looks at him and replies, "I make \$300.00 a week. Why?" The CEO then hands the guy \$300 in cash and screams, "Here's a week's pay, now GET OUT and don't come back!" Feeling pretty good about his first firing, the CEO looks around the room and asks "Does anyone want to tell me what that goof-off did here?" With a sheepish grin, one of the other workers mutters, "Pizza delivery guy from Domino's."



## Reflective Insulation Manufacturers Association

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