



*It's About Saving Energy*

**September 2007**

*President's Letter -*

As I write my final letter as President of RIMA it occurred to me how quickly time flies. It seems just like yesterday that I was elected, and yet so much has developed. Even with the current down turn in the US housing market the future seems brighter than ever (no pun intended)

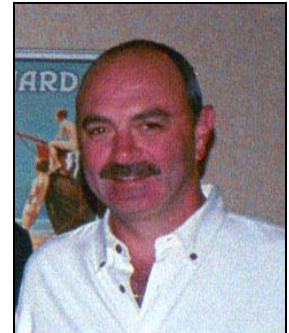
The Association has continued to grow, both in scope and in membership. The Reflective Insulation Industry continues to expand, on a worldwide basis, and RIMA has stepped up to this global challenge. After a very successful I-RIMA meeting in Paris, the conclusion was drawn to continue and possibly expand the role of the I-RIMA Committee rather than form an entirely new global organization. RIMA, with the help of Dr Yarborough and our new international members, has become involved with several European task groups on Reflective Insulation. We believe this co-operative venture will benefit all members. We have changed the bylaws to include an international presence on the Board of Directors, all of which shows the true global initiative on behalf of the Association.

In North America, the committees are busier than ever. They are taking pro-active roles at Code Hearings, continuing the development of technical papers, and several task groups within the committees are working on critical issues for the future advancement of this technology. I have commented in almost every newsletter about the need to get involved and be part of this association. I would like to take this opportunity to truly thank those of you who have participated. The committees have grown and taken on more responsibility. Although my sincere thanks goes out to each and every one, I would like to make special mention of the committee and task group chairs, who spend a tremendous amount of time and effort moving their projects forward. So to Monty Millspaugh, Ron Rado, Bob Wadsworth, Tom Miller, Bill Lippy, and Jim Kouns – Thanks for all your efforts and results.

The Association is guided by a Board of Directors, and we have been fortunate to have the best. I can assure you that through many animated discussions, the passion and heart of each member are truly in the Industry and the Association. Several of the Board members, me included, are at the end of our tenures. There will be elections held at the meetings in Tampa; so if you would like to get more involved, now is a great chance to do so. It takes a lot of work and time, but has significant benefits and an opportunity to help shape that Industry that is our livelihoods. Our Board has shown that through all of the developments of the past few years, these folks have stood the test of challenges. Thank you all for your support.

In every association or group there is always a steadfast solid voice - a someone who, despite all adversity, manages to keep it all together - a person who no matter how far we wander, is able to bring it all back together and keep it moving forward. I sincerely would like to express my personal gratitude to Mary Edmondson, who clearly is this person in RIMA. I have thoroughly enjoyed working with Mary, and my advice to the incoming President is the same as Bill Lippy passed onto me. 'Don't worry, stay close and Mary will hold it all together' – Thank you for your support, guidance and friendship.

The best way to predict the future is to create it. RIMA's scope continues to change and broaden. With more products becoming involved in the industry, I believe the future of RIMA must be more global, proactive and strategic while retaining its heritage and passion. Not an easy task. But, I also believe we have great people within the association who can accomplish this. It has been a pleasure and an honor to serve these years as RIMA's President. I look forward to the future and my continued involvement in a great organization.





RIMA is pleased to once again present a luncheon/workshop at the 2007 Metalcon show being held October 3-5, in Las Vegas, Nevada. The workshop will be held on Thursday, October 4<sup>th</sup> beginning with lunch at Noon in the Las Vegas Convention Center. The seminar is entitled "**Reflective Insulation, Radiant Barriers and IRCCs in Metal Buildings (R-Values & Thermal Performance).**" The following is an outline of what will be covered in the session:

Attendees will learn a variety of things including about R-Values and their test methods - how you get them, what they tell us, and how they compare to other insulation products. In addition to the R-Values, the session will cover how the thermal performance of different insulation products and insulation systems can have a greater impact on the energy efficiency of metal buildings. Energy conservation and efficiency are more important than ever, and the information covered in this program will prove invaluable to those interested in constructing more energy efficient buildings. The information covered spans from an introductory level to a technical level so no matter what your knowledge base, you will benefit from attending this workshop.

To register to attend this luncheon workshop and for more information on the entire Metalcon 2007 event, you can visit [www.metalcon.com](http://www.metalcon.com) or call 800/537-7765. Registration fees for this special luncheon program are \$60 with limited space available, so be sure to register early.



### *Association to Meet Next Month In Tampa -*

The next meeting of the Reflective Insulation Manufacturers Association will be held October 27-28, at the Tampa Waterside Marriott in Tampa, Florida. Attendance forms have been distributed and are due in to the RIMA office by **September 15**. Individuals can make room reservations by calling 813/221-4900. Be sure to tell them you're with the ASTM group to get the discount rate (\$149 single/double).

Following the April I-RIMA meeting in Paris, it was decided rather than to start a whole new association, that RIMA would remain the voice of the industry worldwide and that the I-RIMA Committee would be developed within the existing association to address industry needs around the globe. All committees, including I-RIMA, will be meeting on Saturday, October 27<sup>th</sup>, throughout the day to discuss ongoing issues and to set goals for the year ahead. This is a working day for all committees within the organization and is for members who have signed up to participate on a RIMA committee. Other committees meeting that day include, RIMA's Technical Committee, Radiant Barrier Software Tax Credit Task Group, Verification Task Group, Public Relations/Marketing Committee, and Membership Committee. This all-day event will conclude with a group dinner at Tampa Bay's hottest new concept in upscale-casual dining at **Grille 29** in the heart of downtown Tampa.

*(If you are a new member and would like to get involved on a committee, please contact the RIMA office. If you aren't sure which committee(s) you would like to participate in, you are welcome to sit in as a guest on Saturday to see where your expertise can best contribute to the association and industry's goals.)*

The full membership meeting will be held on Sunday. This is a reporting day for the association. Committees will report on their discussions outlined in the previously day's meetings; and old and new business, including the election of new board members, will be addressed. Guests interested in learning more about the Association are welcome to attend. Invitations to many non-member companies were sent out in August. If you would like to be added to the invite list to be a guest at the next RIMA meeting, please contact the RIMA office at 800/279-4123.





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!

RIMA is also pleased to welcome guest **keynote speaker R. Christopher Mathis** discussing the International Code Council (ICC) at Sunday's meeting. Mr. Mathis is president of MC Squared, a building science consulting firm headquartered in Asheville, North Carolina, that focuses on both building and product performance issues, including durability and energy efficiency. He has more than 28 years of industry experience, and is a member of ASTM International, the American Society of Heating, Refrigerating and Air-conditioning Engineers (ASHRAI), the National Fenestration Rating Council (NFRC), and the International Code Council (ICC). Mr. Mathis has served four terms of the International Energy Conservation Code's (IECC's) development committee, most recently as vice chair.

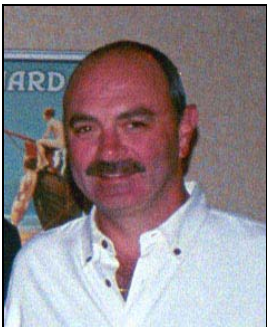
(For more information on the city of Tampa Bay and all there is to do there, check out [www.visittampabay.com](http://www.visittampabay.com).)



A special thank you to Ideal Tape Company and Valeron Strength Films for co-sponsoring Sunday's brunch!



## *Retiring Board Members- We Thank You*



*Mike*

Several RIMA Board members will be retiring at the end of 2007 after serving a two-year term in their respective positions. President **Mike Boulding**, of TVM Building Products, Inc. in Acton, Ontario, Canada, will now serve as Past President on the RIMA Board. Mike has served two consecutive terms (four years) as RIMA President. He has been a great leader and an inspiration to the membership. His dedication and hard work have contributed greatly to the growth of RIMA and the industry.

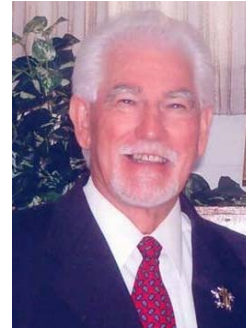
Other officers completing their terms include Vice President **Tom Miller**, of ESP/Low-E Inc., in New Oxford, Pennsylvania; and **Robert Wadsworth**, of Innovative Energy, in Lowell, Indiana.



*Tom*



*Bob*



*Gene*



*Dale*

Two Directors will also be retiring this year. **Gene Bassham**, of Fi-Foil Company in Auburndale, Florida; and our Associate member representative Dale Langa, of Ideal Tape company in Lowell, Massachusetts, will complete their terms.

All these gentlemen will be recognized at the October RIMA meeting and presented with retirement plaques. Their commitment and the work they have contributed as members, Board members and committee chairmen and participants has been vital to the advancement of the reflective insulation and radiant barrier industries. We extend our many thanks to them for their dedication and generous efforts that have been a benefit to all industry professionals.

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## ***Mounting Method Update –***

**by Monty Millsbaugh, RIMA Technical Committee Chairman**



The new mounting method for reflective insulation and radiant barriers tested to ASTM E 84 continues to move through the document development cycle. At the last ASTM E 5.22 meeting held in June, the results of a ballot of the proposed document were discussed. The ballot received several negative votes and comments. All of the negatives were either resolved with a change to the document or were found not persuasive by a vote of the task group. The negatives that were found not persuasive were upheld at the sub-committee meeting.

Marcelo Herschler will have the document with the revisions from the June meeting re-balloted concurrently, sub-committee and main, before the next E 5 meeting this December.

I believe that any negatives received will be resolved and the document will complete the voting cycle and will become a new ASTM Mounting Procedure. At that time I think the laboratories will start to use the mounting method for all future testing.

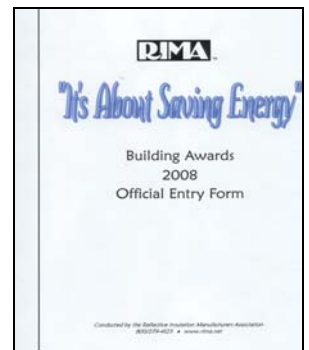
We can also expect Mr. Herschler to immediately write proposed code changes to have the new mounting method recognized by the International Code Council if he has not already done so.

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**NEW**

## ***"It's About Saving Energy" Award –***

The PR Committee has been working on and will launch for 2008 the new "It's About Saving Energy" Building Award Program at the fall RIMA meeting in Tampa. Entry categories include frame building, metal building, NVAC and residential. This contest is open to members only and award winners (both builder and member submitting company) will receive award plaques featuring photos of the winning project, world-wide promotion via press releases announcing their achievement, and each will be prominently featured on the RIMA website year-round for additional visibility and recognition of their achievement. Entry forms will be distributed at the Tampa meeting, start thinking about which project(s) you want to enter, get your forms and submit your entries. Submissions will be received beginning January 1, 2008. Good luck!!



## ***Be Our Guest –***

Twice a year RIMA holds membership meetings at various cities around the country in conjunction with the ASTM C16 committee meeting which members are actively involved in. Prior to each meeting, the Membership Committee sends out invitations to non-member companies inviting them to come be our guest and learn more about all the work RIMA is doing and get to know some of their fellow industry professionals. If you have not received an invitation in the past but would like to come as a guest, please let us know. We would welcome the opportunity to get to know you and treat you to brunch as well as our keynote speaker while you're there. To be added to the RIMA meeting guest list, please contact the RIMA office at 800/279-4123 or at [rima@rima.net](mailto:rima@rima.net) We'll hope to see you there!

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## ***Radiant Barrier Tax Credit Software –***

RIMA's RB Software Task Group continues to work on their ultimate goal of unifying the tax credit software programs being used in the US when radiant barriers are added to a building. A case-base house has been established and is being run through various software programs currently in use today to determine the variations between them. Louisiana Pacific is also conducting research at Oakridge with Dr. Bill Miller heading up the effort. This one-year study (running from April 2007 – April 2008) is being done on several outdoor roof models outfitted with various insulation and shingle combinations. They will share the data they collect once the study is complete. Dr. Mario Medina from the University of Kansas was also recently contacted and may be joining the committee at the upcoming October meeting in Tampa to share his extensive knowledge to the committee's efforts. The committee has taken on a very labor-intensive task, but one that will benefit the industry and everyone in it. For more information on how you can get involved in this effort, contact the RIMA office.





## ***50/50 Raffle!***

As you know, RIMA has conducted a 50/50 raffle in conjunction with our bi-annual meetings to help contribute to meeting costs and to add a little fun to the process. The RIMA PR Committee recently met and decided it was time to vamp up the game!

Everyone (including spouses) that registers to attend the RIMA meeting and gets their meeting fees paid in full by meeting time, will automatically receive a **complimentary raffle ticket**.

**Now EVERYONE can get in the game!**

Additional tickets are available for purchase for \$5 each to increase your odds of winning, and you don't have to attend the meeting to play. You can purchase tickets for employees, family and friends without attending; and you can now **buy tickets in any increment** (up to 100) without the restrictions of purchasing a minimum quantity. We want this event to be fun for everyone; and with these new changes, more people have the opportunity to be our big winner.



**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**

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Our Choice Hotel program was changed this past year to offer some different program benefits. RIMA members can save at least 5-10% off the lowest rack rate with additional savings for seniors 50+ up to 30%. Additional 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](http://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.)*

RIMA members were sent updated Choice Hotel ID cards which you should carry at all times. Additional cards are available for employees, friends and family. Be sure to take advantage of all this program has to offer, and happy trails to you!

### **➤ *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. For more information on this special member program, contact Jess Ray at 800/547-2233.