



# Headline News

September 2013

## President's Letter –

Mid-year single-family United States housing starts were essentially unchanged and multi-family starts rebounded on a seasonally adjusted basis in May. On the whole, housing production is expected to continue to increase throughout 2013 and 2014. The average of top ten housing forecaster's calls for single family and multifamily combined starts for 2013 at 1 million and 2014 average is forecasted at 1.2 million. Trends for home sales, home inventory and foreclosures remain favorable.

The new-home market is tight with just 4.1 months of supply and only 127,000 new homes currently under construction and completed, near a 50-year low. Labor shortages, difficulties with construction financing and the lack of buildable lots could keep housing starts below expectations in 2013.

Repair and remodeling sales at building materials and supply dealers surged in April and were up 7.8% compared to April 2012. Remodeling expenditures, as reported by Census, fell in April and were down 7% from April 2012.

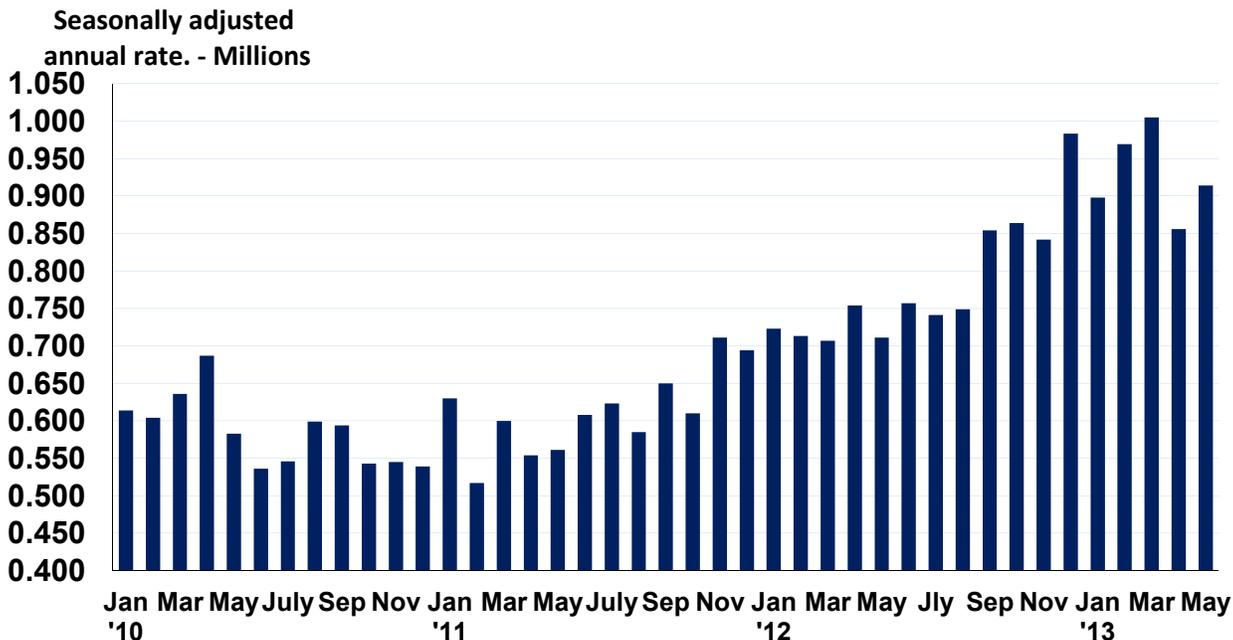
National Association of Realtors indicates that existing home sales remain below underlying demand because of limited inventory and tighter credit. All regions are reporting strong price gains from a year ago. Buyer traffic is 31% stronger than a year ago. The percentage of foreclosures and short sales is declining.

Mid-year non-residential construction remains weak. Construction starts have some bright spots, including retail, factories, office buildings and hotel/motel. Starts for schools and military remain very weak.



*Bobby Byrd*

### U.S. Housing Starts



RIMA'S Code & Legislative Committee is again the focus of current events as 2013 is the year to make improvements to the 2015 International Code Council (ICC) building codes. The committee had great success at the Dallas hearing, several new code proposals voted in by ICC's committee. Chairman Wes Hall was well prepared on RIMA-I's behalf. Thanks Wes for all your efforts. The Code and Legislative Committee is already working on the final action hearing coming up later this year in Atlantic City.

This is a dedicated and focused task group of people. There are a plethora of road blocks during the code process and this focused group of industry professional's maneuver very well around the obstacles thrown out by any opposition to our proposals. These great accomplishments will be enjoyed by our Industry for many years. Great works are not an overnight success. Hundreds of dedicated hours and decades of research are required for these accomplishments.

Thank you to our wonderful sponsors: Reflectix, Inc. for sponsoring our Saturday evening cocktail reception in Indianapolis, Ideal Tape Company for sponsoring the Sunday brunch and STS Coatings for sponsoring Sunday morning coffee.

RIMA International is in good health, the state of the association is well. We are growing in the industry by utilizing our core strengths. We also have some new leaders in place that will further strengthen our future and they are more than anxious to utilize the resources of the past. Adding new disciplines to leadership roles is viewed as vital to the growth and wellbeing of the association and the industry. I applaud the efforts of the patriarchs of RIMA-I. It is an admirable quality to unselfishly recognize the importance of succession for the future wellbeing of RIMA.

Thank you for all your support; and we will see you in Florida.

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## ***Many Thanks for our Retiring Board Members***

At the end of 2013, several RIMA-I board members will have completed their elected terms of office on the Board of Directors. Retiring officers include President Bobby Byrd, RoyOMartin; Vice President Mike Boulding, TVM Building Products; Secretary/Treasurer Patrick Gaudreault, Resisto; Director Wes Hall, Reflectix Inc.; and Associate Director Jeff Thistle, International Converter.



**PRESIDENT**  
Bobby Byrd  
RoyOMartin  
Alexandria, LA



**VICE PRESIDENT**  
Mike Boulding  
TVM Building Products  
Johnstown, PA



**SECRETARY/TREAS.**  
Patrick Gaudreault  
Resisto  
Quebec, Canada



**DIRECTOR**  
Wes Hall  
Reflectix, Inc.  
Smyrna, GA



**DIRECTOR**  
Jeff Thistle  
International Converter  
Kimberly, WI

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 of benefit to all industry professionals.

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## Association to Meet Next Month In Atlantic Beach, Florida

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 19-20, at the One Ocean Resort in Atlantic Beach, Florida. Attendance forms have been distributed and are due in to the RIMA-I office by **September 17th**. Individuals can make room reservations by calling (904/249-7402. Be sure to let them know you're with the RIMA International group to get the discount group rate.

All committees will be meeting on Saturday, October 19<sup>th</sup>. Throughout the day, the committees will discuss ongoing issues, set goals and

assign tasks. This is a working day for all committees. Committees meeting that day include our new Reflective Fabrics Task Group, Technical Committee, Code & Legislative Committee, Strategic Alliance Committee, Verification Committee, International Committee and Public Relations/Marketing/Membership Committee. This all-day event will conclude with a sponsored cocktail reception (*hosted by Innovative Insulation*) followed by a private group dinner at Ragtime Tavern Seafood and Grill.

*NOTE: If you are a new member or new to these meetings and would like to get involved on a committee, please contact the RIMA-I office. If you aren't sure which committee(s) you would like to participate in, you are welcome to sit in **as an observer** on Saturday to see where your expertise can best contribute to the association and industry's goals. Just indicate your interest on your attendance form.*

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 committee meetings; and old and new business will be addressed. **Non-member guests interested in learning more about the Association are welcome to attend as a guest on Sunday. All attendees must register in advance to attend.** Invitations are sent out two months prior to the event. If you would like to be added to the invite list to be a guest at the next RIMA-I meeting, please contact the RIMA-I office at 800/279-4123 or e-mail us at [rima@rima.net](mailto:rima@rima.net).

Thank you to STS Coatings who is providing the coffee service to begin our day on Sunday. Those attending Sunday's meetings are also in for a treat with a delicious brunch scheduled at 10 a.m. complete with custom omelet station. Plan to come hungry and take advantage of all the hot and cold breakfast delights. What better way to start your day!



(For more information on the beautiful beachside venue, visit [www.oneoceanresort.com](http://www.oneoceanresort.com))

## Guest Keynote Share the Latest on Codes

RIMA-I is pleased to have Ms. Amanda Hickman of InterCode International as our guest speaker on Sunday, October 20<sup>th</sup> at 11 a.m. For those that are not familiar, InterCode Incorporated is retained by individual companies and trade associations in the United States (including RIMA International), serving in an advisory capacity in code-related commercial markets and has been representing clients in the model and state building code development process for over 30 years. InterCode has participated in numerous code and standard writing and development committees and task groups charged with developing and maintaining building codes and standards.

Ms. Hickman will be addressing two main topics:

1. Changes to the International Code Council's (ICC) code development process (implementation to start next year), and how our company plans to adjust the way we do business in order to meet the challenges of these changes.
2. Recent code and standard activity
  - a. Results from the ICC Final Action Hearings in Atlantic City
  - b. ASHRAE 90.1 Addendum AC (air spaces/reflective insulation) language

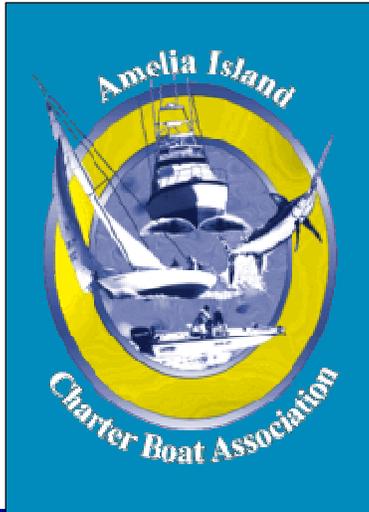


Amanda Hickman  
InterCode  
International

### About Our Presenter:

**Amanda Hickman** has held the position of Manager of Regulatory Affairs with InterCode Incorporated in Delray Beach, Florida since 2006. Ms. Hickman oversees and administers InterCode's client programs and maintains relationships with the related regulatory agencies and associations that influence client objectives, such as the International Code Council (ICC), United States Department of Energy (DOE), National Association of Home Builders (NAHB), American Society of Heating, Refrigerating and Air-Conditioning

Engineers (ASHRAE). She specializes in energy conservation and sustainability related issues. Ms. Hickman is a Certified Residential Energy Inspector and Plans Examiner, a Certified Green Professional and a Class 2 Energy Gauge Rater.



## ***Grab Your Sunscreen For An Afternoon of Fishing Fun!***

New to this meeting is an adventure on the open seas with a group fishing charter with Captain Benny of Amelia Angler Fishing Charters.

The charter leaves dock at about 1 p.m. Friday, October 18<sup>th</sup> and returns around 4. The group will be doing jetty and bay fishing in the waters of Cumberland Sound. The Cumberland Sound has jetty rocks that protect the sound from silting in from the big ships and submarines that navigate there. In October some of the best fishing is in the sound and around the jetty rocks for red drum, cobia, flounder, whiting, blues and a wide variety of pelagic sharks. Guests will fish in protected waters where they will also see dolphin, wild horses on Cumberland Island, shrimp boats and more!

A maximum of 20 spaces are available with only a few seats left so if you want to join in the fun you need to act quickly. The cost is \$100 per person which includes all the gear, beverages and snacks. Even if you're not big into fishing it will be a fun day on the water so sign up today!

## ***Golf at Sawgrass on Thursday***

If all goes according to plan, tee times will be scheduled at the world-renown TPC Sawgrass Golf Resort in Ponte Vedra Beach, Florida. Since reservations can't be set more than 30 days in



advance, we are waiting for the opportunity to secure tee times for this course; but one way or the other, golfing WILL take place on Thursday (October 18<sup>th</sup>) afternoon.

Home of THE PLAYERS Championship, birthplace of the TPC (Tournament Players Club) Network, and backdrop to the PGA TOUR headquarters, the TPC Sawgrass golf course is perhaps the world's most famous golf course. The golf course, now with 27 holes, was designed by noted Arnold Palmer Course Design architect, Ed Seay. Through the years, Sawgrass has been consistently recognized as one of the finest courses in the country and has been included in Golf Magazine's Top 100 Courses in the U.S., Golf Digest's Best Courses in Florida, and Golf Week Magazine's Top 100 Courses in America.

You must make arrangements in advance to be added to the event, so contact the RIMA-I office if you're up for some fun on this outstanding course. ([www.tpc.com/tpc-sawgrass](http://www.tpc.com/tpc-sawgrass))

## ***Join us for Cocktails Saturday Night at***

Sponsored by



RIMA-I member Innovative Insulation, Inc., will be sponsoring a cocktail reception following the committee meetings on Saturday beginning at 6 p.m. and concluding at 7 p.m. The event will take place at Ragtime Tavern immediately prior to the group dinner at the same location. Please join us for this special event and mix and mingle with your fellow industry professionals. ([www.ragtimetavern.com](http://www.ragtimetavern.com))

**Founded in 1987 by Dan Russell, Innovative Insulation, Inc. is highly dedicated to providing the best quality product, most advanced technology and legendary customer service. They are fair, honest, responsive, courteous**

and professional and sensitive to the individual needs of their customers. They are committed to leading the industry in reflective insulation research and development with integrity, client satisfaction, and financial strength as a model of excellence in product, approach and results attained.

### ***Dinner to follow – More about Ragtime Tavern***

An Atlantic Beach favorite for over 25 years, Ragtime Tavern has earned numerous accolades for their creative cuisine, expertly handcrafted beers, outstanding service and lively atmosphere. Beginning in 1983 as a small neighborhood meeting place with only 12 tables and a single bar, Ragtime has since grown into a hot spot that the locals can't stop raving about.

Ragtime serves a variety of cuisines, including Cajun, fresh seafood, chicken and pasta, and uses only the freshest ingredients. Located in the heart of Atlantic Beach, Ragtime Tavern has been the spot to socialize with friends, meet new acquaintances, and enjoy a relaxing meal – it is THE place to meet! Handcrafted and brewed to perfection, Ragtime goes to great lengths in serving each guest the freshest beer possible. This commitment has led to numerous awards. Find out more at [www.ragtimetavern.com](http://www.ragtimetavern.com).



A special thank you to Ideal Tape Company for sponsoring Sunday's brunch

### ***RIMA-I Committees Are Hard at Work***

Since RIMA-I only meets face to face twice a year, the committees have a lot on their plates. To keep up with the work at hand, committees hold quarterly conference calls. Here are just some of the things, each committee is working on:

**International Committee** – The committee is working diligently to put together the 2014 I-RIM Conference to be held next March in London. Many speakers are confirmed and details are coming together. The last few speaker slots are being nailed down and costs are next to lock be locked in with major promotions immediately to follow. Watch for more details on our website at [www.rimainternational.org](http://www.rimainternational.org).

**Verification Committee** – The committee has prepared a proposal to present to the RIMA-I Board with regard to changes to the current Verification program. Committee Chairman Steven Yializis will make this presentation at the upcoming meeting in Florida. Depending on board feedback, changes to the program should be forthcoming – possibly launching January 2014.

**Technical Committee** – There are two task groups working on developing testing for corrosion and UV degradation. New technical bulletins are in the works. Discussions on developing a qualification program for installers is ongoing. Involvement with ASHRAE, High Performance Building Council, RESNET, Energy Star and others continues as well. An AIA course upgrade is also near completion.

**Code & Legislative Committee** – RIMA-I has been quite active working with InterCode International in the 2013 ICC code development process. Code hearings will take place shortly before our Florida meetings so there will be new information available when we see each other in October.

**Strategic Alliance Committee** –The group is working with the Fraunhofer Institute to support their work in updating the AtticSIM software program. Dr. Jan Kosny will be in Florida on Saturday to give an update on the project. Additional research and alliance opportunities will be discussed.

**PR/Marketing/Membership** – This group is working on a Powerpoint presentation that will potentially be used to conduct webinars through Ron Blank and Associates 2-4 times a year. The committee is reviewing the presentation now and will be voting on how to proceed at the meeting in Florida. They are also working on a tri-fold brochure promoting the association and the Verification Program.

They also recently put the new member kit online in the members-only section of the website to streamline that process and make more things accessible to the membership. They are also continually reviewing opportunities for article development/submission, conference participation and any other opportunities that would be of benefit to the association and membership.

This is just a small sampling of the work each committee is involved in. The Board of Directors and Past Presidents Advisory Council (PPAC) will also meet when we gather in Florida. If you would like to get involved in the work any of the committees are doing, please contact the RIMA-I office.

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## ***You Want to Compete? You Gotta Get Verified!***

Does your company sell product(s) in the United States? Then here is the perfect way to make your company rise to the top of the pack.

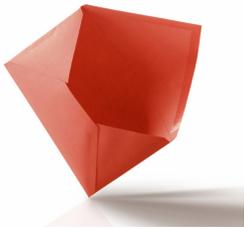
The Verification Program provides members an opportunity to set themselves apart from all the rest. We get phone calls almost daily inquiring as to how to know which product to choose. The Verified product list is the first area inquiries are directed to. This is where we educate callers on what to look for when selecting a product. This is also where they are told, RIMA International has already done these thing for this list of products. Verified products reassure the buyer they are getting a quality product that meets or exceeds the standards for the industry. Do you want to be part of this exclusive group?

Application forms and program information is distributed periodically, but all forms can be found on the Members Portal section of the RIMA-I website. Just use your username and password to enter. The verification process does take a little time, so the sooner you get your application in, the sooner you will be added to this elite list.. If you are an international member, hang in there as we are in the process of finalizing the testing requirements now and will make this program available to you shortly as well.

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## ***Be Our Guest –***



RIMA-I holds membership meetings twice a year at various cities around the country in conjunction with the ASTM C16 committee meetings. Prior to each RIMA-I 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 the association is doing and get to know some of our 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 and our keynote speaker while you're there. To be added to the RIMA-I meeting guest list, please contact the RIMA-I office at 800/279-4123 or at [rima@rima.net](mailto:rima@rima.net). We will hope to see you there!

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## ***Membership Sponsorship Incentive Program***

To encourage members to help grow and strengthen RIMA International (RIMA-I) through our membership, a new program is now available to provide RIMA-I cash credits that can be used toward RIMA-I expenses your company may have, such as your annual membership dues, meeting fees, the purchase of premium items, brochures, etc. RIMA-I members who sponsor new, Board-approved members are eligible to receive the following cash credit benefits **for each sponsorship**:



### **Here's What You Can Earn -**

- New Active Platinum Member - **\$1,000**/new and approved membership (based on a \$6,000 membership)
- New Active Member – **\$500**/new and approved membership (based on a \$3,000 membership)
- New Associate Member – **\$250**/new and approved membership (based on a \$2,000 membership)
- New Distributor Member – **\$25**/per new and approved membership (based on a \$250 membership)
- Contractor Member – **\$40**/per new and approved membership (based on a \$500 membership)

### **How It Works -**

A line has been added to the Membership Application form where you or the applying company can indicate the member sponsor (i.e. your company name) directly on the application. As your sponsored new members are approved, **the cash credits you acquire will be added to your "RIMA-I bank account" in your company name. This is an accumulative account that will NEVER expire as long as you maintain your membership. So the more members you sponsor, the larger your "RIMA-I bank account" will grow.**

This is an exciting new program that benefits everyone so get inspired and start signing them up! Not only will your company benefit from the cash rewards but also by having a larger, stronger association with more resources available to assist in growing your business. Get started now!!

*NOTE: Cash credits are not redeemable for cash but can be used to cover **any** RIMA-I expenses your company may have. If a member chooses not to renew their membership in RIMA-I, any accumulated cash credits will be forfeited.*

## 50/50 Raffle!



RIMA-I conducts 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. Everyone (including spouses) that registers to attend the RIMA-I meeting and gets their meeting fees paid in full by the deadline prominently noted on the attendance form (approximately 2 weeks prior to the meeting), will automatically receive a **complimentary raffle ticket**.

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 even being there; and you can **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 give more people the opportunity to be our big winner. Good Luck!!

## R&D Services, Inc. – Accredited as an Inspection Agency



R&D Services, Inc. has been accredited as a Type A (Third Party) Body by the International Accreditation Services in accordance with ISO 17020. The IAS accreditation (Inspection Agency AA-712) was issued in November of 2007 after a lengthy examination and application procedure. Details of the accreditation can be viewed at [www.isaonline.org](http://www.isaonline.org). This accreditation qualifies R&D Services, Inc. to provide follow-on quality assurance services that satisfy code body requirements.

R&D Services, Inc. has maintained NVLAP (U.S. Department of Commerce) accreditation as a thermal test laboratory for many years with Lab Code 200265-0. This accreditation is issued in accordance with ISO/IEC 17025:2005. The scope of R&D's NVLAP accreditation posted at [www.rdservices.com](http://www.rdservices.com) includes many of the laboratory evaluations required of reflective insulations, radiant barriers, and interior radiation control coatings.

## ICC Business Products – Discounts for Member's Only

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 members-only program, contact Jess Ray at 800/547-2233.



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 International 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-I members were sent 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!

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*For more information on RIMA International or any of the topics contained in this newsletter, visit our website at [www.rimainternational.org](http://www.rimainternational.org), call 800/279-4123 or e-mail at [rima@rима.net](mailto:rima@rима.net).*

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