



***RIMA***International

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# Headline News

**September 2014**

## ***President's Letter –***

Value - the importance, worth, or usefulness of something. The question I have been asking myself this year is what "Value" does RIMA-I have to its members, and how do we increase this value.

There are many things that contribute to this value, and they may be different for each of us. For some it will be industry knowledge, others it will be technical expertise, or exposure to the market through the association, maybe networking, international updates, codes, or any of the other ever increasing programs that RIMA-I has to offer. It may just be a good dinner with friends and great wine. Whatever it is for you, one of the things we all look at is 'What is my ROI?'

According to a study published at the end of 2013 the US Insulation Industry in 2012 was worth in excess of \$7 Billion and expected to grow to over \$10 Billion by 2017. The reflective portion of this was \$210 Million and expected to grow at an annualized rate of 8% per year through 2017. Whether or not you agree with these numbers, one thing is certain, that we as an industry represent about 2% of total market share. If we could grow this share by 1% we could add 50% growth to our industry. If the old adage of 'A rising tide raises all ships' is correct then the ROI to all RIMA members would be incredible.

When the Board of Directors met in April in Toronto, it was decided that the best way to try and accomplish this type of growth would be through the formation a Coalition which may be able to attract other industries, associations and companies, with similar interests in areas such as code, software and energy conservation, to work together and help fund these efforts. In addition we would as an association continue our own code work, specific to our Industry to help get significantly more recognition for our products with all of the potential users and specifiers.

The Coalition has been formed, but has been very slow to gain any momentum. We will be spending some significant time and effort at the upcoming meeting to develop a strategy and plan of action to move this forward. Wes Hall and his committee have been extremely diligent in preparing for the upcoming code cycle on industry specific items and we recently sent out some information on this, together with a survey and a request for contributions towards this effort. The Board and I feel strongly that these actions will move us towards the goal of growing our market share; and I encourage you to look at these proposals and contribute as you can towards them.

We will be meeting in October in New Orleans, a city that was completely devastated in 2004 by Hurricane Katrina and who in 9 short years has rebuilt itself, come back stronger than it was before, and shown what happens when a community works together towards a common goal. If you have any ideas how we can work better, or differently or more effectively towards our goals, I would really welcome your input and I truly encourage each of you to get involved and help grow our industry. I look forward to seeing you all at the meetings in New Orleans, and enjoying a little creole food and great wine.



*Wes Hall*



# IN THE NEWS . . .

## Many Thanks for our Retiring Board Members

At the end of 2014, some of our dedicated RIMA-I board members will have completed their elected terms of office on the Board of Directors. Retiring officers include Director John Kovacs of STS Coatings, Sergio Luconi of Prodex, Joe Dewes of Innovative Energy and Doug Kinninger of Fi-Foil Company



**DIRECTOR**  
John Kovacs  
STS Coatings



**INT'L DIRECTOR**  
Sergio Luconi  
Prodex



**DIRECTOR**  
Joe Dewes  
Innovative Energy



**DIRECTOR**  
Doug Kinninger  
Fi-Foil Company

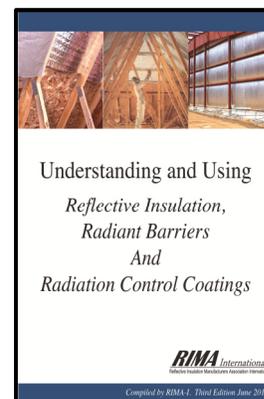
Their commitment and the work they have contributed as members, board members and committee chairmen and participants has been vital to the advancement of the reflective insulation, radiant barrier and IRCC industries. We extend our many thanks to them for their dedication and generous efforts that have been of benefit to all industry professionals.

## Updated to RIMA-I Handbook is Available

In our ongoing efforts to provide reliable and helpful information on the reflective insulation, radiant barrier and interior radiation control coatings (IRCCs) industries, the Reflective Insulation Manufacturers Association International recently released the 2014 update to our handbook "**Understanding and Using Reflective Insulation, Radiant Barrier and Interior Radiation Control Coatings**".

This is the third update to this publication. The original version of the handbook was introduced to the public in November of 1999. Its issuance was a major milestone for the reflective insulation and radiant barrier industries as this type of manual and the detailed information therein were previously nonexistent.

Since its initial issue, the manual has been widely distributed and well received, facilitating industry understanding and standardizing industry terms and definitions. New content has been added and the artwork has been enhanced to make it a more informative and useful guide for those seeking a thorough understanding of the industries RIMA-I represents. The handbook is designed to provide users with a working knowledge of the effective use of reflective insulation, radiant barrier systems and interior radiation control coatings. Readers will realize the concept of reflective insulation and understand a reflective insulation system; discover the physics of radiant barriers and interior radiation control coatings; learn about the different materials, applications and installation procedures and the differences between technologies and much more. The complete handbook can be downloaded from the association website at [www.rimainternational.org](http://www.rimainternational.org) under 'Technical Info'.



## New Benefits for Platinum Members

The Platinum membership category has been around for a few years offering several benefits to the manufacturer members that would like to go above and beyond the standard membership and provide additional association funds for the work being done to grow and develop the reflective industry. To show appreciation to our Platinum members the following benefits - including several new benefits - are available:

- Use of Platinum Member logo
- Designation as Platinum Member on Membership Page of the RIMA-I website
- Additional promotion space on Membership Page of the RIMA-I website
- Designation as Platinum Member on Verified Products Page
- Priority Listing on RIMA-I YouTube Channel
- Discounts for Video Marketing on YouTube Channel
- Free Verification Product Renewal (after participation fee)
- Unlimited access and input of all RIMA-I Committee Meetings
- Special recognition at on-site meetings

We would like to thank and recognize the following Platinum members for their support:



RoyOMartin – [www.royomartin.com](http://www.royomartin.com)



Innovative Insulation – [www.radiantbarrier.com](http://www.radiantbarrier.com)

**Reflectix**

Reflectix, Inc. – [www.reflectixinc.com](http://www.reflectixinc.com)



Innovative Energy – [www.insul.net](http://www.insul.net)



STS Coatings – [www.stscoatings.com](http://www.stscoatings.com)

If your company is interested in becoming a Platinum member, contact the RIMA-I office.

## ***Unique Opportunity! Promote Your Products Through RIMA International***

For the first time EVER, RIMA International is creating **a forum to promote member's products through our new You Tube Channel!** Subscriptions are for **one full year** with the following rates available:

### **Annual Member Subscription Rates:**

1st video - \$500/year  
 2nd video - \$300/year  
 3 videos - \$1,000/year for all three  
 Additional videos after 3 are \$100 each/year

### **Platinum member rates even better!:**

**\*\*Platinum members will receive priority placement \*\***  
 1 video - FREE  
 2 videos - \$300  
 3 videos - \$500/year  
 Additional videos after 3 are \$100 each/year

Never before have members had such an open platform by which to market their products as members of RIMA International. You can add the RIMA-I You Tube Channel link on your company website just as RIMA-I has done (see upper right-hand corner at [www.rimainternational.org](http://www.rimainternational.org)). As you are doing your own marketing, RIMA-I will be doing some as well. We will be notifying all contacts, whether it is press, professional organizations, peers, architects/engineers, contractors, etc., of our new channel and driving traffic straight to your business. Promotion will be ongoing and include e-mail blasts, Facebook posts, LinkedIn notices and more!

(If your video is updated or changed during the year, no problem. It can be swapped out at no charge any time during your subscription.)

For more information or to subscribe to the service, contact the RIMA-I office. Videos are posted on a first-come, first in line basis (with Platinum first) so don't delay!!

# UPCOMING MEETING DETAILS . . .



## Association to Meet Next Month In New Orleans, Louisiana

The next meeting of the Reflective Insulation Manufacturers Association International will be held October 3-4, at the Astor Crowne Plaza Hotel in New Orleans, Louisiana. Attendance forms have been distributed and are due in to the RIMA-I office by **September 1st**. Individuals can make room reservations by using the reservation link on the RIMA-I website (under Meetings/Events) or by calling (877) 408-9661. Be sure to let them know you're with the RIMA International group to get the discount group rate.

**NEW!** We have moved the meetings up a day for this

meeting so committees will be meeting on Friday, October 3<sup>rd</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 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 RoyOMartin*) followed by a private group dinner at \_\_\_\_\_.

*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 Friday 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 Saturday. This is a reporting day for the association. Committees will report on their discussions outlined in the previous 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 Saturday. 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).

*(For more information on New Orleans, visit [www.neworleanscvb.com](http://www.neworleanscvb.com))*

## Guest Keynote Share the Latest on Affordable Care Act

### "The Affordable Care Act – The Good, The Reality and the Road Forward"

RIMA-I is pleased to have Diane Davidson of RoyOMartin as our guest speaker on Saturday, October 4<sup>th</sup> at 11 a.m. Diane is the Employee Benefits Manager for RoyOMartin in Alexandria, Louisiana, joining the company in 1993. Her background as a programmer/analyst first for a medical software company and later for the manufacturing and administrative operations for RoyOMartin led to her current position as benefits manager. She set up the computer system for the self-insured insurance division and moved into the role of benefits manager in 2004. Diane is a graduate of Louisiana State University with a BS Degree in Quantitative Business Analysis and a minor in Computer Science. She is the vice president of the Louisiana Business Group on Health. She also served as Medical Home Payment Pilot sub-committee co-chairman for the Louisiana Quality Forum, working on the design and setup of benefit and payment structures for the medical home model. In addition, she was on the Health Data Panel which oversaw the launch of a statewide website in 2010 dedicated to improving consumerism in Louisiana.



Diane Davidson  
RoyOMartin

In her role as VP of the Louisiana Business Group on Health, Diane is involved in monitoring legislation pertaining to health care in Louisiana as well as the impact of the Affordable Care Act (ACA) on large and small employers. In her role with RoyOMartin, Diane sees the daily impact of the ACA on business and employees which makes her a perfect presenter on the topic. She will be discussing the ACA and the real impact it has had on business – in new "fees", communication obstacles, regulation nightmares, future expense concerns, etc. She will discuss the hurdles in adapting to the changes as well as the options employers have going forward. There have been some good changes, some ridiculous changes and some really dreadful changes. The discussion will also cover some of the concerns voiced by her peers in the benefits industry as well as comments and concerns from employees.

We look forward to having Diane with us and learning more about the ACA – the good, the reality and the road forward.

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## ***Prepare Yourself For A Memorable Afternoon on the Bayou!***



New to this meeting is an adventure to the swamps on a group tour from [www.viator.com](http://www.viator.com). Revel in the history and culture of the Cajun people while pursuing contact with the distinctive wildlife found in the swamps and bayous of Southern Louisiana. The region is replete with so much abundance in the way of the beautiful and the bizarre that little more than a guided tour is required to make for an exciting and memorable experience.

After crossing the Mississippi River, the group will take a boat ride through the swamps and bayous and be on the lookout for alligators, raccoons, snakes, turtles and native birds. The guide will share stories about local Cajun culture and the mysteries of the swamps and bayous. The tour leaves the French Quarter at 1 p.m. Thursday, October 2<sup>nd</sup> and returns around 5. The tour can sell out at any time so don't delay— reserve your spot today! The cost is \$49 for a full afternoon of fun. Notify the RIMA-I office if you would like to purchase tickets.

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## ***Golf at Stonebridge Golf Club on Saturday***

If all goes according to plan, tee times will be scheduled at the Stonebridge Golf Club October 4<sup>th</sup> following the membership meetings.

Stonebridge Golf Club is a must play facility for all golfers in the New Orleans area. Located just minutes from downtown via an easily navigable route, their unique layout features 27 holes with picturesque views of the city and lush fairways. The golf course winds through several canals and bayous, and they guarantee you won't have to look far to find one of many species of reptiles and waterfowl that make their home in this region.

A course for all levels, six sets of tees and the largest greens in Louisiana will allow you to play your game. If 18 holes isn't enough, you can take the Harvey 9 Challenge. Only then can you say, "I cleared the canal on #27!"

If you're interested in enjoying this unique golf experience, contact the RIMA-I office promptly. (<http://www.stonebridgegolf.com/-home>)



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

*Sponsored by*



RIMA-I member RoyOMartin will be sponsoring a cocktail reception following the committee meetings on Friday beginning at 6 p.m. and concluding at 7 p.m. The event will take place at BourBon House restaurant 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.bourbonhouse.com](http://www.bourbonhouse.com))

Beginning in 1923 with a six-foot "groundhog" band saw and a serious commitment to provide customers with service and quality, RoyOMartin was on its way to becoming what is now one of the largest independently owned lumber companies in the South. From the beginning, one of the key factors to the long-term success of the company has been the acquisition of tracts of timberland. Today, RoyOMartin has a land base of 570,000 acres of prime southern pine and fine hardwoods throughout Louisiana, made up of tracts from 20 acres to over 10,000 acres in size. This natural-resource base supports two state-of-the-art OSB- and plywood-manufacturing operations in Louisiana. Additionally, the company operates a small-log sawmill near Monroeville, Alabama. In all, RoyOMartin employs nearly 1,100 committed, competent, and contributing team members.

Today, just as it was in 1923 with their first sawmill, their commitment to customer satisfaction and a quality product is at the core of every RoyOMartin operation. RoyOMartin's "Eclipse" is an APA Certified structural panel with radiant barrier foil on one side. Eclipse's design purpose is for roof deck and side wall construction and is applied to OSB or Plywood.

## ***Dinner to follow – More about Bourbon House***

Dickie Brennan's Bourbon House is all about local seafood. If it's not in season, you won't find it on the menu. Bourbon House boasts a lively atmosphere with huge picture windows overlooking Bourbon Street. The dining rooms of this famous French Quarter restaurant are indicative of New Orleans' European heritage, with handcrafted wrought iron and custom millwork.

Dickie Brennan and his culinary team have created an incredible menu of classic New Orleans Creole dishes complemented by new favorites. And Bourbon House is also more than just a name—the restaurant offers New Orleans' most extensive and impressive selection of small batch and single barrel bourbons, a delicious Frozen Bourbon Milk Punch, and the one and only New Orleans Bourbon Society. Find out more at [www.bourbonhouse.com](http://www.bourbonhouse.com).



A special thank you to TVM Building Products and Innovative Energy  
for sponsoring Sunday's brunch

## ***OTHER THINGS YOU SHOULD KNOW . . .***

### ***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** – Following the recent I-RIM Conference in March in London, the committee will be researching the venue for the 2016 event as well as reviewing issues from the past conference and ways to improve for future events.

**Verification Committee** – With the new program changes all the documents required updating. Most of the updates are complete but with new test procedures in the works the list of required tests for both application and random testing are under constant review. There have been some issues with the random testing process that need to be streamlined. That will be a topic for discussion in New Orleans. The budget needs for 2015 will also be discussed.

**Technical Committee** – This committee recently completed and launched the update to the RIMA-I Handbook "Understanding and Using Reflective Insulation, Radiant Barriers and Interior Radiation Control Coatings". The update has been very well received. There are many topics on the table for the upcoming meeting including review of the FTC 460 Rule, review of the RIMA-I FAQ sheet, status of technical bulletins that are in the works, corrosion testing and more. Updates on our involvement with ASHRAE, High Performance Building Council, RESNET, Energy Star and others continues as well.

**Code & Legislative Committee** – RIMA-I has been quite active working with InterCode International in the ICC code development process. Committee representatives will be at ASHRAE in October to stay on top of RTAR, ASHRAE 90.1, TC4.4 and more. They are also working on proposals for the International Building Code as well as the International Mechanical Code. A new Code Coalition is also in the works.

**Strategic Alliance Committee** –The group continues with the energy rating software project with efforts to unify the way radiant barriers are calculated and savings received in the various programs in use. Dr. Medina is working on some additional simulations for selected climate zones. Additional research and alliance opportunities will be discussed.

**PR/Marketing/Membership** – This group will be developing the mission statement for the new code council. They are also working on a detailed FAQ sheet to be added to the RIMA-I website. This committee recently sent out a third round of letters to all the state senators regarding HR3309. Enhancements to the You Tube Channel are on the agenda in October as well as discussions on participation in the Global Insulation Conference in Istanbul. A technical article is in the works for *Construction Specifier* magazine's December issue. They also recently distributed a press release on the availability of the updated handbook "Understanding and Using Reflective Insulation, Radiant Barriers and Interior Radiation Control Coatings".

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 New Orleans. 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 things 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?

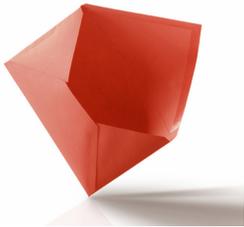
Application forms and program information is distributed periodically, but all forms can be found on the Members Portal section of the RIMA-I website. Just use your username and password to enter. The verification process does take a little time, so the sooner you get your application in, the sooner you will be added to this elite list..

**NEW** – Platinum members are now excused from the per product application/renewal fees so if you have multiple products to verify, this benefit makes it a non-brainer to go Platinum!



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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.





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## 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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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 has 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@rima.net](mailto:rima@rima.net).*

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