Dear RIMA-I Members,

Congratulations for 40 years of promoting reflective technology within the building industry. As RIMA has persevered and prospered over the past 40 years I expect that we will continue to meet new challenges with same passion, collaboration, and success. Our success will continue by advancing reflective technology, promoting the industry and growing the association.

I would like to acknowledge Mary and Sergio’s efforts, as well as everyone that supported them, for the successful International Conference in Costa Rica this past May. Presenters were well received, and attendees commented on the value gained from the conference as well as the beautiful venue. I commend the PR Committee for honoring Dr. Yarbrough as the inaugural recipient of the Alexander Schwartz Award for significant contribution to the reflective industry.

RIMA-I is fortunate to have a wealth of expertise and skillsets available within our Board of Directors and committees to guide, research and implement several initiatives. As building materials and practices become more efficient, it is important for RIMA-I to continue participating in technical research to advance reflective technology. Our Technical Committee is instrumental in navigating through this research and continues to invite new committee members to participate.

Code acceptance is our members highest priority and will require the most resources from the association. Our Code Committee is tasked with promoting reflective technology within the building code arena and is continuously identifying initiative champions, within and outside of the reflective industry, to propose and defend language.

Organizational growth is a key element for sustainability. RIMA-I leadership invites successors, new committee members, and industry to support and grow the association. Conference venues in Costa Rica, Washington DC this coming October, and Denver next April are terrific opportunities to grow our network by inviting colleagues and industry to join and participate in promoting reflective technology. I look forward to building on the RIMA foundation to continue our success for another 40 years.

At the end of 2018, four Board of Director positions will expire, and elections to fill those positions will be held at or directly after the fall meetings in Washington, DC, depending on the number of nominations received. We would like to take this opportunity to thank each of these individuals for their contribution to the association and to the industry. Their voluntary act of service is greatly appreciated and is a key factor in the ongoing growth and development of the reflective products industry. Thank you!

**Retiring Board Members to be Recognized**

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**DIRECTOR**
Peter Highfill  
Oracle Packaging

**DIRECTOR**
Lynn Walters  
Kemper System America

**DIRECTOR**
Veronica Ataya  
Celplast Metallized Products

**DIRECTOR**
Mike Boulding  
Pro-Echo Marketing
Nominations Open for Board Positions

The Nominations Committee is working to identify and confirm nominees to fill the positions that will expire at the end of this year. The committee will identify one candidate for each position and present those at the fall meeting. If you would like to be a nominee to a Board Director position or would like more information on what is involved with serving on the Board, contact the RIMA-I office. Nominations will also be taken from the floor at our full Membership Meeting held Sunday, October 21st, in DC.

UPCOMING MEETING DETAILS . . .

The 2018 fall working meetings will be held October 20-21 at the Washington Hilton in Washington, DC. Attendance forms have been distributed and are due in to the RIMA-I office by September 19. Individuals can make room reservations by using the reservation link on the RIMA-I website (under News/Meeting/Misc.), which will take you directly to our room block with our group rate. **The hotel does not guarantee the group rate after September 19th so be sure to make your reservations before the deadline.**

The fall meeting format will be Saturday-Sunday with the committees meeting throughout the day on Saturday to discuss ongoing issues, set goals and assign tasks. This is a working day for all committees. This all-day event will conclude with a sponsored cocktail reception at Old Ebbitt Grill (hosted by LL Flex) followed by a private group dinner at the same location.

**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 interest and expertise can best contribute to the association and industry’s goals. We will have seating around the perimeter of the room for guests. 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 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 Sunday. All attendees must register in advance to attend. No walk-ins will be received.** Invitations are sent out six to eight weeks 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.

Home Innovation Research Labs to Speak on Sunday

Although the details of the presentation are still being worked out, we are coordinating Sunday’s presentation with the Home Innovation Research Lab (formerly the NAHB research center). To give you a little background, they were founded in 1964 as a wholly-owned, independent subsidiary of the National Association of Home Builders (NAHB). Originating as a small product testing laboratory, they have since grown to become a full-service market research, consulting, product testing, and accredited third-party certification agency dedicated to issues related to the home building industry. Over their nearly 50-year history, Home Innovation Research Labs has been
integral in solving many of the industry’s most difficult product and technology issues, and helped to introduce some of its most beneficial innovations. RIMA-I is pleased to have them join us in Washington and look forward to their presentation. *(for more information check out [https://www.homeinnovation.com/](https://www.homeinnovation.com/).)*

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**Join us for Cocktails Saturday Night**

**Compliments of**

To keep the theme of networking and socializing going, we are finishing our long day of committee meetings on Saturday at **Old Ebbitt Grill** where we have a semi-private area with a hosted bar sponsored by **LL Flex**. Cocktail hour will go from 6-7 followed by a fantastic dinner. It’s always a great time for everyone so plan to come, mix and mingle. Thank you LL Flex!

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Just steps from the White House, Washington’s oldest saloon was founded in 1856 when Innkeeper William E. Ebbitt bought a boarding house (original location is unknown). The guest list at the boarding house was a who’s who of American History with residents to include President McKinley, President Ulysses S. Grant, Andrew Johnson, Grover Cleveland, Theodore Roosevelt and Warrant Harding at which time it became known as Washington’s first known saloon.

The location was moved several times over the years and in 1970 it was sold to satisfy a federal tax claim to Clydes of Georgetown (a restaurant group). In 1983 it moved to its current location that was once the old B.F. Keith’s Theater. Over the years the Old Ebbitt amassed a priceless collection of antiques and memorabilia including beer steins, animal heads (reputedly bagged by Teddy Roosevelt) and wooden bears said to have been imported by Alexander Hamilton for his private bar. Many artifacts did not survive the moves, but the Old Ebbitt remains a historic landmark with 300 employees, 100 of which work in the kitchen directly under Executive Chef Salvatore Ferro.

*(For the full and fascinating history of the Old Ebbitt, visit their website at [http://www.ebbitt.com/about/history](http://www.ebbitt.com/about/history).)*

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

**I-RIM Conference Presentations Available**

The 2018 I-RIM Conference was a great success and had a fantastic lineup of speakers and sponsors. Feedback has been great and we are already thinking of ways to enhance the 2020 event. There were so many excellent presentations that we have made the PowerPoints into PDFs for easy distribution to those who are interested. The entire set of presentations includes 27 PDFs for just $200. You can also purchase individual presentations for $25 each. A list of available sessions is available upon request at rima@rima.net or you can reference I-RIM Conference-Costa Rica page on the RIMA-I website at [www.rimainternational.org](http://www.rimainternational.org).

Looking toward 2020, if you have a topic you would like to see at the next I-RIM Conference event, or if you would like to be a presenter or recommend one, we want to hear from you. The purpose of this event is to help you grow in the areas of interest, so we . . .
welcome your input and hope to hear from you. The International Conference committee will be meeting in Washington, DC next month to begin laying the plans for the next event. The time to throw in your ideas is now!

Send Us Your Videos
As the world becomes more and more reliant on social media and technology to find information, you have to have a presence to survive. One great way for RIMA International to have a social presence is to provide some educational information on You Tube. We already have a You Tube Channel that we had originally established for Platinum members but we are now wanting to open this up so we can truly help people learn about reflectives and how to use them properly. If you have a video(s) that meet that agenda, we want to hear from you. It’s a win-win for everyone so let’s work together to get a great collection of educational videos together and get reliable information on reflective out to the world!

New Healthcare Option for Associations
The president recently signed an executive order “to promote healthcare choice and competition”. It is said to expand access to “association health plans” – group plans written by trade associations, small businesses, and other groups. Such large group plans do not have to abide by all the requirements of individual plans under ‘Obamacare.’ The order also tasks administration officials to develop policies to increase competition in the health insurance industry. It could take up to six months for changes to take effect but the administration has been directed to get things moving to increase choices and lower costs.

As you know, current plans are issued by state, but this reform will eliminate those boundaries and create an opportunity for larger groups like RIMA International, to participate in a healthcare plan that offers better benefits at a lower price. This is really great news for many within our organization, and we want to take this opportunity to start compiling a list of members that would be interested in participating in this new healthcare option. If this is something you and/or your company would be interested in, please let us know and include how many people would be interested in coverage. Keep in mind the more participants we can get, the lower the rate for better coverage. We are excited about this new change and to potentially add this as another benefit of membership.

Verification Brochure Update in the Works
As you know, the Verification Program continues to evolve and expand and most recently added new qualifications that required existing verified members to add more testing to their verification. These new requirements have been added to the program and in the brochure, but to provide more details on exactly what criteria is required to meet those new standards, the Verification Committee will be adding more details to the program brochure. The goal is to keep the verification application process smooth and easy to comply with clear understanding of what should be submitted with every new application. These changes will also help us better market the program and provide more details to consumers and construction professionals alike on the benefits of using a verified product for their next project.

The #1 top priority within RIMA-I is code work, which is why the association has established the Advanced Building Code Coalition. The ABCC is a division of RIMA-I within the Code & Legislative Committee that allows people that may not qualify for membership but want to support our industry to contribute to the vast amount of work code involvement requires.

If you haven’t checked it out yet, the Advanced Building Code Coalition site is up and running. You can find a link to the ABCC page from RIMA-I’s opening page at www.rimainternational.org in the “Building Codes” column. You can also use the www.advancedbuildingcodecoalition.org address.

Included on the ABCC page is a new donation button. If you have associates that you would like to encourage to support our work, direct them here. Donations are made through Paypal so they may need to set up an account to donate. We sent out a new 2018
password for the Members Only section of the page last spring. This is a strictly confidential page that contains details on our code efforts so your cooperation in keeping it confidential is vital.

We look forward to providing you with better access to the issues that are critical to your business; and we welcome your input at any time. Take a look at this page and share your feedback, and we will continue to work to put your membership to work for you!

New Incentives Can Really Pay Off –

As previously mentioned, a new member incentive program has been established to give existing members a $1,000 credit for each new member that joins RIMA International. This can add up quickly and go a long way to defray some of the costs of annual RIMA-I membership.

We took a poll in Orlando and almost every member indicated they know one or more companies that qualified for RIMA-I membership, so this is a GREAT time to get your associates to join the organization. Not only will it give the new member a good year to learn about and get involved with RIMA-I and all the various projects underway, but it will also start earning you fees to either pay toward the next quarterly payment or stash away for renewal for next year.

If you need assistance talking with any prospective members, let us know as we are always happy to help. There is membership information on our website at www.rimainternational.org (see the ‘Join’ button in the upper right-hand corner) along with descriptions of the categories, testimonials and application forms. We all know we are much stronger the more we work together, so let’s make bringing in a new member one of your top goals for 2017!

Are You LinkedIn?

In case you are not aware, RIMA-I has two groups on LinkedIn we use for discussions, press releases and other announcements. One group is the RIMA International group, and the other is a broader discussion group for Radiant Barrier & Reflective Insulation.

We’ve made it easy for you to find both groups as there are links to these groups right on the RIMA-I website (upper right-hand corner www.rimainternational.org). Put your cursor over the icon (like the one shown on the above) and a drop down will appear providing you links to each group.

We encourage you to participate in these groups and let others know of them as well. RIMA-I has several industry-related groups we post announcements in; and we are always watching for new ones to join so send us your recommendations as well. The wider the reach the better!

Submit Your Nominee for Alexander Schwartz Award

Nominations are already coming in for our first ever Alexander Schwartz Award winner and there is still time to get your nominee in. The recipient of this award is someone (person or company) who has made a significant contribution to the reflective products industry either through technical achievement, leadership, product development, and/or new technology. Through example, the recipient will have motivated industry representatives and advanced the reflective products industry and/or RIMA International and, in turn, contributed to the overall acceptance of reflective products within the building codes and in the overall marketplace.

Nominees are anyone that meets the above criteria – either member or non-members. There is no set schedule for this award as it is presented only when a worthy candidate has been nominated. When a candidate has been selected, they will be presented with the award at the next international conference, which in this case will be Spring of 2018. Nominations forms are on the member portal or can be obtained by contacting the RIMA-I office. Help us recognize those that have given so much to this industry – send in your nominee today!
**Be Our Guest –**

If the committee updates have enticed you, perhaps you would like to come as a guest to learn more. RIMA-I holds membership meetings twice a year at various cities around the country, and guests are welcome to participate in the full membership meeting where they can hear full updates on all committee efforts and learn in more detail about the work RIMA-I is doing on behalf of the industry. 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. Seating must be confirmed **two weeks in advance**, so reserve your seat and we will look forward to seeing you there!

**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**. 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. –**

R&D Services, Inc. has been providing testing and consulting services to insulation manufacturers since 1994. They are an accredited third party test laboratory (ISO 17025) and inspection agency (ISO 17020) by the International Accreditation Service (IAS). This accreditation qualifies R&D Services, Inc. to provide classification testing to satisfy ASTM specification and provide qualified inspection and follow-on testing required by organizations such as ICC-ES, CCMC and IAPMO. These qualifications and services can be viewed at [www.rdservices.com](http://www.rdservices.com).

R&D Services, Inc., is accredited for over 75 tests, including ASTM and CAN/ULC material specifications for reflective insulation, radiant barrier, IRCC, and many other insulation types. They also offer several non-accredited tests and have capabilities to set up unique testing applications based on client requests.

- Reflective Insulations
- Radiant Barriers
- IRCC Products
- HVAC Application
- Product Approvals
- R-Value Calculations
- Energy Star Approvals
- UV Exposure Testing
- Water Vapor Transmission
- Emissivity
- Hot Surface Testing
- Air Barrier Testing

**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.
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

(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!

For more information on RIMA International or any of the topics contained in this newsletter, visit our website at www.rimainternational.org, call 800/279-4123 or e-mail at rima@rima.net.