President’s Letter –

Dear RIMA-I Members,

At the end of this year another two-year RIMA presidential term will expire and open the path for new leadership and member representation. Since being elected to the RIMA-I board four years ago I have gained a deeper appreciation for the challenges faced by small businesses and a niche trade association within an international industry with financial and political influence. I’m most proud of the RIMA-I culture, based on sound science, ethical practice, collaboration and accountability.

The board continues to recognize that membership value is derived from organizational growth and active involvement in building codes. To support growth the board approved a membership campaign in 2019. To support code involvement, the board approved funds for technical representation at both IECC and ASTM in addition to RIMA-I focused code consultants. I have observed our code consultants in the roles of lobbyist as well as bureaucratic navigator.

The Houston meeting may close out my tenure as RIMA-I President, however I am looking forward to the new post-ASTM schedule being introduced to allow more RIMA-I voting representation at ASTM without sacrificing RIMA-I meeting participation. The association has continued to move forward, and we’ll hear from our guest speaker Bill Miller Ph.D. how recent advances in software programming will influence the future. I look forward to seeing you in Houston October 23rd and 24th.

Doug Kinninger

Retiring Board Members to be Recognized

At the end of 2019, five Board of Director positions will expire, and elections to fill those positions will be held at, or directly after, the fall meetings in Houston, TX, 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!

**Congratulations Brian – You will be missed**

Recently Brian St. Germain announced to the Board he will be changing positions within LP Building Corporation. He is advancing into a new position that will take him beyond the reflective products segment, so a new company representative will be representing the company within RIMA-I. We want to thank Brian for all the work he’s put into the industry and the association. He will certainly be missed. At the same time, we look forward to meeting the new company rep and welcoming him in 2020.
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 Thursday, October 24th, in Houston.

New Meeting Format for Houston

For years we have held our RIMA-I meetings immediately prior to the ASTM C-16 meetings which has required us to meet over the weekend. Some members like this format and others, not so much so we are trying something new for fall 2019. We are moving the RIMA-I meetings to after ASTM C-16 which will start our committee meetings Wednesday afternoon. Here is a brief overview of the meeting schedule:

**Wednesday, October 23rd –**
- Committee meetings from 2 – 5 p.m.
- Hosted Cocktail Hour at 6 p.m.
- Group Dinner at 7 p.m.

**Thursday, October 24th –**
- Committee meetings from 8 a.m. until Noon
- Catered Lunch Provided
- Full Membership Meeting from 1 – 3 p.m.
  (Board meeting to follow from 3 – 6)

Guests Welcome

There is no better way to see all that RIMA International is doing than by being our guest. We encourage non-members to join us for our Membership Meeting where each of the committees report on activities, both recent and upcoming, providing a great overview of the extensive work this small dedicated group is doing.

We welcome the opportunity to help you learn more about your industry and the challenges RIMA-I is addressing on your behalf. If you would like to be our guest in Houston, please contact the RIMA-I office (rima@rima.net or 800/279-4123 or 785/424-7115) and let us know. We only ask that you please confirm by October 9 so we can make sure we are set up to accommodate everyone. We hope to see you there!
Are Your Products Protected in the Codes?

As you know, there are many competitors out there trying to eliminate their competition – and for the reflective industry, one very impactful way is through the building codes. Reflectives are a very small segment in a very large market, so teamwork is key. How can you run a business without knowing what’s happening within the building codes? How do you know when codes change that directly impact your products? What are you doing to protect your future and build credibility and interest in your products? If you aren’t involved with your industry association, then you are a lone ship at sea trying to navigate waters that are continually patrolled by some pretty big sharks that want to take you out. What can you do?

Introducing the Advanced Building Code Coalition

The Advanced Building Code Coalition (www.advancedbuildingcodecoalition.org) is the code group representing the reflective products industries and related manufacturers, within the building codes. This watchdog group works tirelessly to protect and advance building codes to properly include reflective insulation, radiant barriers and interior radiation control coatings (IRCCs). This dedicated group of people, along with code consultants Koffel Associates, are vital to the survival of the industry. They review, rewrite and author various codes and code proposals throughout the years and attend and go to battle at code hearings to define and defend such changes and recommendations.

Members of RIMA International are automatically members of the ABCC and have access to ongoing code activities throughout the year. They simply sign onto the members-only area of the website, which provides detailed actions and proposals, sample documents and more to keep them informed on changes that could directly impact their business.

Anyone interested in supporting the industry can also become an ABCC member through active support (via financial contribution) to the very costly efforts involved with code work. If you are interested in support this effort, any size donation is welcome. For more information, please contact the RIMA-I office for details.

Get Involved! – Here’s an Offer You Cannot Afford to Miss!

Because RIMA International knows how important the work we are doing is to every company in the industry, and because we know there are many businesses who could benefit if they could see for themselves all that membership has to offer, RIMA International is making a special one-time progressive membership available to those joining in 2019. We are so sure that when you get involved and take advantage of all membership has to offer, you will know your RIMA-I membership is a great investment in the future of your business. Think about it – if RIMA-I weren’t fighting for you in the codes, reflectives would quickly be written out and this industry would dissolve. That’s reason in itself to get involved and make a difference, although there are many other benefits of membership designed to help grow your business. (Visit https://www.rimainternational.org/members/join/rima-i-benefits/ for details)

Don’t hesitate to learn more - Join now for a special one-time $1,500 progressive membership. Application forms are available here - https://www.rimainternational.org/members/join/. We look forward to welcoming you as a new member of the RIMA-I family and working together to protect and grow the reflective products industry. Together we WILL make a difference!

Dr. William (Bill) Miller to Present on Thursday

RIMA International is pleased to include Dr. Miller on our program for Thursday, October 24th as our guest speaker. Dr. Miller has been working on the Capstone project that RIMA-I has contributed to. What is Capstone you may ask? Senior level Mechanical, Aerospace and Biomedical Engineering (MABE) students under the directive of Dr. William Miller formulated and compiled a database of computer simulations conducted with and without radiant barriers (RB) installed in conventionally ventilated attics. Purpose for the work is to generate a database usable for development of defensible claims to convince the Residential Energy Services Network (RESNET) and the Rem/Rate Development team to petition the IECC for offering energy credits for the inclusion of RBs in attics. A parametric analysis was conducted for attics with RBs to document the effects of the thermal emittance of the RB, attic footprint, level of ceiling insulation, duct air leakage, duct insulation with and without foil-facing, attic ventilation and roof slope. Presentation of the data will be made at the upcoming RIMA-I meeting held in Houston TX. (For more information on Dr. Miller and ORNL visit https://www.ornl.gov/staff-profile/william-miller)
Join us for Cocktails Wednesday Night Compliments of Covertech

What better way to end the first day of meetings than with some casual socializing/networking time with friends? We will meet in the lobby at 5:45 to head over to Sambuca for cocktails from 6-7 compliments of Covertech. Dinner will follow at the same location. It’s always a great time for everyone so plan to come, mix and mingle. Thank you Covertech!

Come for Dinner – Stay and Dance!

Sambuca’s philosophy is friends, family, food and fun are what life should be about. The restaurant features savory new American food and modern cocktails that will tempt any palate and nourish the soul. Their nightly live music will engage guests in the energetic vibe of the restaurant, reminding them to enjoy the simple pleasures of life. (For more information and a glimpse of the menu, visit their website at http://www.sambucahoustont.com)

To/From the Houston Airports: With all the experienced travelers we have in our group, you may already be familiar with these options, but just in case, here are a few details. The George Bush International Airport (IAH) is 20 miles from the Magnolia Hotel. William P Hobby Airport (HOU) is 10 miles from the hotel. Super Shuttle is available $22 one way with discounts for round trip but unless you have the time to stop at several hotels along the way, this isn’t your best option. Uber is usually less than a taxi, but even Uber to Downtown has been running between $33 from IAH and $21 from HOU. Lift runs about $29 from IAH and $20 from HOU. Taxi’s run about $65 from IAH and $50 from HOU one way. All these are sans tip. Of course, you can always book a private town car or limousine if preferred. However you get there, we look forward to seeing you!

About the Hotel and Area -

The Magnolia Hotel Houston, is a tribute portfolio hotel located in the heart of downtown Houston. This boutique hotel occupies a historic building and offers newly renovated, richly designed rooms and suites. Enjoy spacious work areas, complimentary Wi-Fi and marble bathrooms with oversized tubs. Join us for local fare at Magnolia Lounge, with a restaurant, bar, library and billiards room. Feel at home with our assorted evening cookie reception. Our rooftop Recreation Center boasts capturing views of downtown Houston, Texas, with a 24-hour fitness center, an outdoor pool and whirlpool. Walk to Minute Maid Park and the Toyota Center, or take our local area shuttle service to downtown Houston attractions. For more information on things to do while in Houston, check out https://www.visithoustontexas.com/.
Our Loss is Their Gain

When we lost our dear friend Bob Wadsworth last year, RIMA International made a contribution to Bob’s favorite charity – Super Camp. We recently received an update from Mary Wadsworth on two children who were able to participate in camp this year because of the donation. Meet Taylor and Ethan:

Their mom wrote: So, Ethan and Taylor are back home and I must say that having them attend SuperCamp was one of the best decisions I have ever made. I could see how the camp has changed their outlook on their self-confidence and taking accountability for their actions. I am truly grateful that they had this opportunity. Please give my thanks to the staff and those that donated to their scholarship. The concepts and theories that they learned will truly help them both with their academics and personally.

What a blessing it is to be a part of these young people’s lives and see how this camp has had such a powerful and positive impact. If you would like to learn more and possibly make a contribution to this camp, visit https://www.supercamp.com/ .

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!

Are You RIMA-I Verified?

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. We are also looking into modifying the logo to include the verified product name for clarification; and even more importantly, we’re preparing to contact the Department of Commerce so this program will become the standard for reflectives.

If you haven’t been verified yet, what are you waiting for? The additional changes made to the program last year with testing and program requirements along with the things on the table today, this program is about to take off in a big way. Surely you will want to be on that list. You can find application information on the Member Portal on the Documents page. If you need assistance in accessing this information or using the portal, please contact the RIMA-I office. We look forward to making this program an asset to the industry that not only builds the understanding and credibility, but helps set your company apart from the competition. We also welcome your input on this and all RIMA-I programs. Let’s talk soon!
Committees Meet To Prepare This Month

To keep projects moving forward between meetings, all committees have a minimum of one pre-set conference call each quarter to check in and address any issues so we can keep projects moving forward. This month committees will meet not only to discuss ongoing tasks and prepare for Houston, but to discuss their plans and budget needs for 2020. The deadline for budget submissions is September 15, so start thinking of what you want to accomplish in the year ahead and plan to participate on this month’s call. We are in the process of confirming those calls with the committee chairs and will be confirming or modifying those call dates/times with committee members shortly.

This organization is run by its members, and one of the major benefits of membership is having input on the work that we do. We encourage your active participation and invite all members to at least participate in one committee. There is no limit to how many you can join. We only ask that you are willing to assist with committee projects from time to time. Watch for those confirmations shortly; and thank you for helping us build and grow the reflective insulation, radiant barrier and IRCC industries! (If you are interested in participating on a call but have not yet joined a committee, contact the RIMA-I office.)

Getting New Members: 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!

RIMA International extends a BIG THANK YOU to ALL our members for their involvement, dedication and support. We know each member contributes and is vital to this association and plays an important role in advancing this industry. We would not exist without you, and you are greatly appreciated!
Submit Your Nominee for Alexander Schwartz Award

Nominations are already coming in for our next 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 and selected. Once selected, the winner will be presented with the award at the next international conference, which in this case will be in 2021. 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!

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 part 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.

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 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!

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.