

March 2020

President's Letter –

Dear Colleagues,

After 42 years of continuous efforts and hard work, we have the responsibility to keep fighting a different market scenario where the challenges and the need to be present on code developments and hearings is extremely strategic for our industry.

In 2020 code work will remain our main focus to keep reflective products represented in all building codes. Now that we will team up with other organizations through the Advanced Building Code Coalition (ABCC), we have the opportunity to have an event strong impact on code efforts; but this requires support, participation and a lot of commitment. That is why members' ongoing participation is so important to be successful on this effort. Every opinion and any type of contribution of knowledge and time is extremely valuable for our industry, which your company will benefit from long term.

Education is also a priority. RIMA International will continue to educate different levels of building developers and professionals, so we can ensure the proper use of our technology. RIMA-I is by far the most important Association for reflective businesses around the world. Networking and creating relationships with colleges and experts is one of our main topics; and we will keep working hard on this matter making efforts at our bi-annual meetings. At this upcoming meeting we will learn a lot from each other and open a channel of information and expertise that you will never find anywhere else. For these and many other benefits that RIMA-I provides to your business and our industry, we need support and participation from every member of this association. Your voice and opinion are very valuable, and any effort will be another step closer to a better future in our industry.

With that said, one of our goals for this year is to double membership over the next two years (national and international), to be stronger and generate the resources we need to keep all our efforts at the highest level and intensity. In advance, I want to thank everyone for your support, and I look forward to a great year. You have my commitment to work hard every day to make RIMA-I better. Best regards-

Sergio Luconi



PEOPLE IN THE NEWS

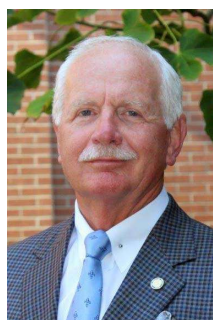
At the fall 2019 meeting, elections were held for several positions on the RIMA-I Board. Executive officers were elected as well as three new Directors. Previous Vice President, Sergio Luconi, moved into the President position as is procedure in our Bylaws. Existing Director Ralph Dale was elected Secretary/Treasurer, and the following new Board members were elected by majority vote via eballot last November to join existing Board members Peter Highfill, LL Flex and Veronica Ataya, Celplast.. 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!**



VICE PRESIDENT
Bill Lippy
Fi-Foil Company



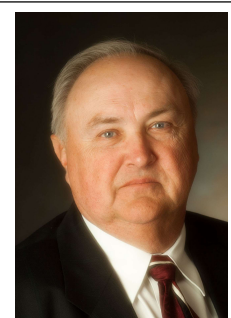
SEC/TREASURER
Ralph Dale
Dunmore Int'l Corp.



DIRECTOR
Bobby Byrd
RoyOMartin



DIRECTOR
Dan Russell
Innovative Insulation



DIRECTOR
Monty Millspaugh
Reflectix, Inc.

Recent Board Changes

Just recently, RIMA-I was notified that our Diurector Veronica Ataya will be leaving Celplast for a new position in a different industry. Veronica has been a tremendous asset to RIMA International not only as a member of the RIMA-I Board but also as Chair of the Verivication Committee. She has worked diligently in both of these roles and she will be greatly missed not only for her contribution to the organization but as an associate and friend. Best wishes to you Veronica in your new career!



The Nominations Committee was asked to identify a candidate to complete the term as Director left open with Veronica's resignation. The Committee identified and confirmed Mike Boulding of Soprema/Resisto to complete the Director term which expires December 31, 2020. The change was announced to the membership February 13, 2020. At that time nominations were welcomed from the membership. None were received as of February 20, so an online ballot was distributed. On February 27, 2020, Mike Boulding was confirmed as Director by majority vote of the membership. We are pleased to welcome Mike back to the RIMA-I Board. He has previously served in several positions on the RIMA-I Board including several terms as President. Thank you for your continued commitment and service!

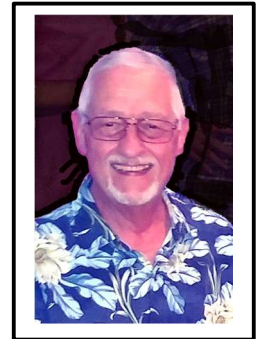
Congratulations Doug!

The American Society of Testing and Materials International (ASTM International) held elections last fall for the C16 Main Committee Officers. We want to congratulate one of our own, Past President Doug Kinninger of Fi-Foil Company, for being elected to this committee. RIMA International members are encouraged to participate in ASTM. Not everyone attends and is active at meetings; however, all members can join and participate in ballots where our members work and submit items for vote to benefit the reflective products industries. For more information on ASTM and the C16 committee visit their website at www.astm.org



Alexander Schwartz Award Presented to Robert Wadsworth

RIMA International selected Mr. Robert (Bob) Wadsworth of Innovative Energy in Lowell, Indiana, as our second Alexander Schwartz Award recipient. Mr. Wadsworth was engaged in the reflective insulation industry for over 35 years. He was an active member of RIMA International, was a past president and had served on the board of directors and held every executive office position as well as chaired various committees and task groups over the years. He also conducted several seminars at different building industry conferences; and most recently served as RIMA-I's "Ask The Expert" fielding questions and taking phone calls to assist in providing reliable information, resources and technical support.



Mr. Wadsworth passed away January 20, 2019. Jonathon Hagarbome *accepted this award on Bob's behalf October 23-24, 2019 at the Magnolia Hotel in Houston, Texas.* It is an honor to recognize Mr. Wadsworth for all he has given to this industry and organization and for the friend he was to us all. He will be greatly missed.

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!



Guests Welcome in Boston

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 and learn all of the work this organization is doing on behalf of the industry.

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 Boston, please contact the RIMA-I office (rma@rma.net or 800/279-4123 or 785/424-7115) and let us know. We only ask that you **please confirm by March 13** so we can make sure we are set up to accommodate everyone. We hope to see you there!

UPCOMING MEETING DETAILS . . .



The 2020 Spring working meetings will be held April 1-2 at the Sheraton Hotel in Boston, Massachusetts. Attendance forms have been distributed and are due in to the RIMA-I office by **March 16th**. If you have not yet registered you can use our online form by following this link: <https://form.jotform.com/91474659523163> .

Individuals can make room reservations by using the reservation link on the RIMA-I website (under News/Meeting/Misc.); OR, if you are ready to book your room now, you can simply follow this link to our reservation page: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1579811404909&key=GRP&app=resvlink> .

Please Note: The hotel does not guarantee the group rate after March 1st but will extend the group rate to all guests as long as standard rooms are available.

Meeting Format for Boston

Important Message

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 liked this format; and others, not so much. So, we changed the format at our last meeting in Houston and we're sticking with that new format for Boston as well. The RIMA-I meetings will be immediately **after** ASTM C-16 which means our committee meetings will start Wednesday afternoon. Here is a brief overview of the meeting schedule:

Wednesday, April 1st –

- Committee meetings from 2 – 5 p.m.
- Hosted Cocktail Hour at 6 p.m.
- Group Dinner at 7 p.m.

Thursday, April 2nd -

- Committee meetings from 9 a.m. until Noon
- Catered Lunch Provided
- Full Membership Meeting from 1 – 3 p.m.



Orientation

If this is your first time attending a RIMA-I meeting, we want to make this as seamless and productive as possible for you, so we're inviting you to join us at 1:45 on Wednesday in the Riverway Room (5th Floor) for an informal get together. We want to go over how the meetings work so you feel comfortable asking questions and participating in discussions. We also want to answer any questions you may have as well. To get your started, there is no official dress code for the meetings. You will see everything from jeans and a polo shirt to a few in a suit coat; but overall, the theme is business casual. The most important thing is meeting you, welcoming you and helping you take an active role and get the most out of your time there. We look forward to seeing you soon!



Thursday, April 2nd at 1 p.m. from



An Affiliate of
ASTM INTERNATIONAL

What is SEI, you ask? It's ASTM International's Safety Equipment Institute's certification program. Over 150 top companies from all over the world come to SEI for their product certification needs. Their voluntary programs are based on globally-recognized standards, including ASTM, ANSI, CSA, NFOPA, NIJ and NOCSAE.

RIMA-I has been looking for ways to take our Verification Program to the next level, and ASTM and their SEI program may be just the ticket. The RIMA-I Verification Program is the most thorough and comprehensive program for reflectives anywhere to date; but the

program needs more presence to carry the mission of elevating the quality of products and providing consumers assurance these products will perform as expected. We are pleased to have a representative from the SEI program joining us as our guest speaker on Thursday to talk about SEI and some of the different ways we could work together to elevate the reflective products available on the market through certification. Join us on Thursday for this special presentation.

More About Boston



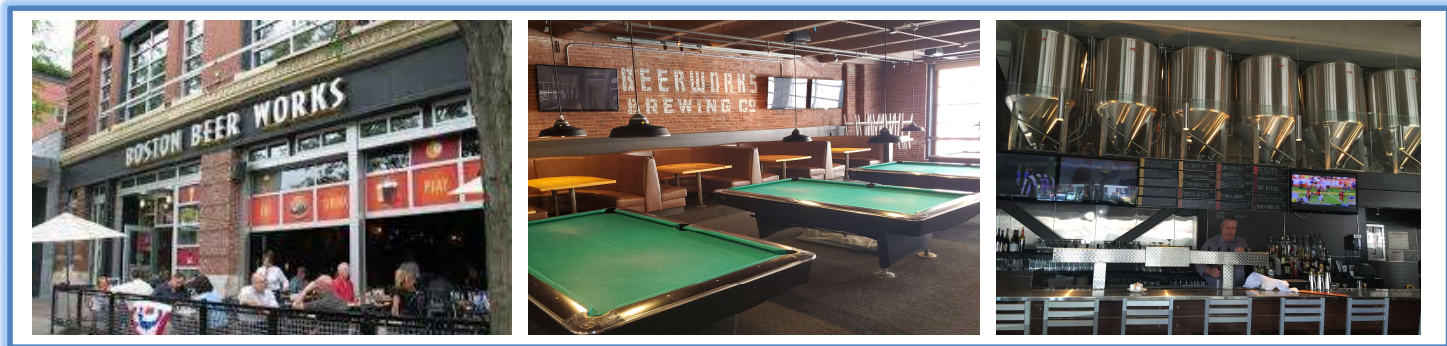
Join us for Billiards and Brews Wednesday Night Compliments of



What better way to end the first day of meetings than with some casual socializing with friends? We will meet in the Sheraton lobby at 5:40 to grab Ubers and head over to BeerWorks for cocktails and billiards from 6-7 compliments of Dunmore International Corporation. We have three pool tables reserved for our group, so if you're up for a little friendly competition, bring it on!

These gatherings are always a great time, but add billiards in to the mix and let the games begin! It will be a great time to relax and mix and mingle with friends. Thank you, Dunmore!

And The Fun Continues Through Dinner



We are truly mixing things up with this group outing. So people can continue to play as long as they'd like, we're setting up a buffet-style dinner so people can sit and eat or nibble and play. If you're a beer connoisseur or just like trying something new, you can also try out some of BeerWorks microbrews. We've reserved a semi-private area of the venue for our group so you can mix and mingle with other guests as well. This evening is all about great food, friends and fun so practice up and come join the fun Wednesday evening.

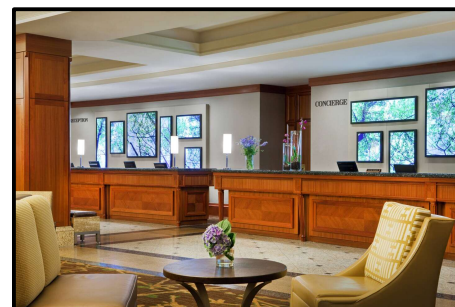


To/From the Boston Logan Airport: The Boston Logan International Airport (BOS) is only 4 miles east of the Sheraton. However, do keep traffic in mind as you make your travel plans. There is not a hotel shuttle to/from the airport; however, there are other transportation options you can arrange on your own. The estimated cost for a taxi (one way) is \$30. Bus transportation is \$5 (one way); and subway is \$2.75 (one way). Uber is starting at \$26.10 and Lyft at \$25.06. 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!

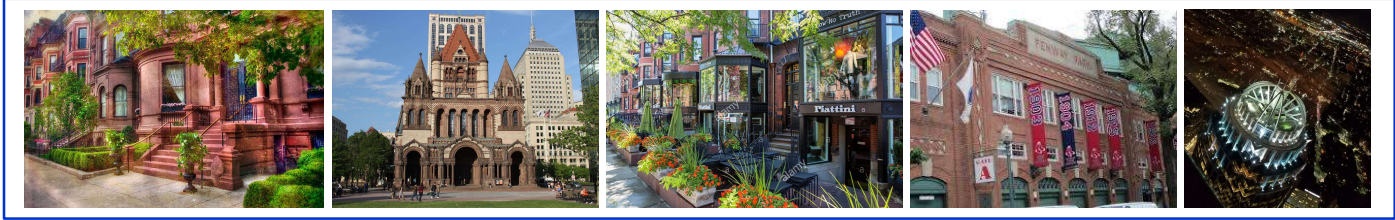
About the Hotel and Area -

Nestled in the historic Back Bay neighborhood and directly connected to the Prudential Center and the Hynes Convention Center, the Sheraton provides a modern backdrop for work and play. Experience iconic Boston attractions like Fenway Park or stroll along Newbury Street, home to premier shopping and dining. Wellness enthusiasts will love their 5,000-square-foot spa and 24-hour fitness center, including a heated indoor pool.

Affluent Back Bay is a shopping and dining destination. Along Newbury Street, well-heeled locals frequent designer boutiques, fashion chains, art galleries and patio cafes set in elegant brick townhouses. Expansive Copley Square is flanked by 1800s



landmarks Trinity Church and the Boston Public Library. Mansions dot the neighborhood's tree-lined streets, many on Paris-inspired Commonwealth Avenue. The Back Bay's unique mix of affluent residential streets and commercial attractions undoubtedly makes it one of Boston's most visitor-friendly neighborhoods. *For more information on things to do while in Boston, check out <https://www.bostonusa.com/>.*



OTHER THINGS YOU SHOULD KNOW . . .

It's Time to Ask Yourself - Why Not?

Believe it or not, you can have an impact on the reflective products industry by getting involved with your industry trade association (i.e. RIMA International). The government also recognizes the importance of these non-profit working groups and, in turn, allows companies to ***write off membership fees as a tax-deductible business expense***. ***RIMA International is also doing their part to encourage companies to get involved by offering a first-year membership of only \$1,500.*** We are sure once you see all the work being done and get a taste of having your voice heard, you will too will become a life-long member of this dedicated organization.

You can find details on membership benefits at www.rimainternational.org or you can pick up the phone and call with your questions or to sign up today - 800/279-4123 (North America) or 785/424-7115. The association will hold their spring meeting in two weeks in Boston; and you are invited to be our guest. Our next meeting will be October 28-29 in Orlando, so if you can't make Boston, mark Orlando on your calendar. There is strength in numbers; and together we can have a powerful impact on this industry. Next question - ***What are you waiting for?*** Join today! ***Together we WILL make a difference!***



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.

Are You RIMA-I Verified?

RIMA-I's Verification Program continues to evolve and the Verification is looking into new ways to take this program to the next level. We are working with other industry certification programs to potentially incorporate the program guidelines into other programs and elevate the availability and familiarity with this thorough and comprehensive industry program.

Verification sets the bar and helps consumers and building professionals like know that the products they are purchasing meet and even exceed the standard test criteria for these reflective products. If you want to set your product apart from the mass majority,

Verification is for you. 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're here for you!



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. Last month committees met to discuss ongoing tasks and prepare for Boston. 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. 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.)*



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!

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 YouTube. We already have a YouTube 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!

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 2020!**





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.



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

(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@rима.net.

RIMA *International*
Reflective Insulation Manufacturers Association International
