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FOR IMMEDIATE RELEASE
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How Are You Preparing for What Lies Ahead?

With all the changes the world has undergone this past year, it's more important than ever to work together to accomplish our goals. We have all faced unpredictable changes that have forced us into thinking differently about our futures. What we have learned, is that we need one another more than ever before. In any business you need to be adaptable to changes at any given time, and that's evident now more than ever. So how are you preparing for what lies ahead?

For our industry, building codes are a top priority. With hearings and events going virtual, we still have to do the work behind the scenes and show up for these events. This requires a conscious effort and people willing to get involved, either by lending your expertise or by supporting this effort through association membership. This is the type of teamwork that brings success for the industry and your business. In addition to codes, there are many things the association is doing to benefit members and the industry including our new partnership with ASTM International and SEI who manage our Verification Program, the development of key strategic alliances within the construction industry, special educational seminars like our fall 2020 presentation with Dr. Hamed Saber and much more.

The Reflective Insulation Manufacturers Association International (RIMA-I) is making it easy for everyone to get involved through our special progressive membership. New members can **join for \$1,500 for all of 2021** and see firsthand all that the association is doing and can contribute to your business. Application forms are available here - <https://www.rimainternational.org/members/join/> or e-mail us at rima@rima.net or call at 800/279-4123 (outside the US - 785/424-7115). 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.