President’s Letter –

Dear Colleagues,

Hoping that everyone is safe and healthy. As you Know, RIMA International made a huge effort to perform our in-person meeting this fall in Atlanta; however, because of the ASTM meetings cancelations and the new Covid restrictions in the area, we were forced to step back and return to the virtual meeting.

That decision disappointed me a little because all our meetings and face-to-face relations during those two days of hard work, are always very positive and efficient; however, our safety is always our first priority and that is how the board voted to abort the in-person event.

The good news is that we will have our Membership Meeting in the same virtual format that we did in our Spring meeting back in April 2021. I remind you that this virtual meeting will be held on Thursday, October 7, 2021, at 1 p.m., Central Standard Time (CST). Our Executive Director, Mary Edmondson, will send out to everyone the Zoom Link a few days before the meeting so you can easily attend. You do need to sign and return the anti-trust form in order to receive that link, so please get that in.

It is so important to attend for several reasons:
1. Your support, your vote and your opinions are basic to a better performance of RIMA-I as an Association.
2. We will have a great speaker, Mike Barcik from Southface Institute, who will be speaking on “Ten Strategies for High Performance Residential Building Design”. You cannot miss this valuable information.
3. Get the latest updates from our committee reports.
4. Hear the Board of Directors report from the President.
5. Vote for the election of officers for a 2-year term.
6. Increase your network just by being part of our main activities, such as this meeting.

With all that been said, I encourage everyone to attend and become part of our working committees. We need your support and talent to make RIMA-I better every day. Thank you very much for you attention, and I will see you soon. Best Regards -

Sergio Luconi

Retiring Board Directors

At the end of 2021, six Board of Director positions will expire, and elections to fill those positions will be held at, or directly after, the fall Zoom Membership Meeting. We would like to take this opportunity to thank these individuals for their contribution to the association, membership and to the industry and to keeping the work of RIMA International moving forward in spite of the challenges the pandemic has imposed. Each retiring member has served for many years in various leadership roles within RIMA International; and their willingness to help steer the direction of the association for the benefit of each member is invaluable. 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!
**Nominations to the Board**

In spite of their many years of service, each of the six retiring Board members above have each agreed to be nominated to run for another term in their same positions. RIMA-I’s Past President’s Advisory Council (PPAC) has now taken on the role of the Nominations Committee, and the standard process is to identify candidates for each open position and then taking any additional nominations from the membership, either before or at the fall Membership Meeting.

If there are no additional nominees, it’s just a matter of holding a formal vote to approve the current nominees. However, if additional candidates are nominated where there are more nominees than open positions, there will be an online ballot distributed following the Membership Meeting so votes can be tallied anonymously. If you are interested in serving on the RIMA-I Board or would like to nominate someone for consideration on the ballot, please forward those nominees to the RIMA-I office now at rima@rima.net. Another opportunity to present nominees will be taking from the floor at the October 7th Membership Meeting.

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**Fall Membership Meeting October 7th**

It seemed like we were well on our way to having our first face-to-face meeting in TWO YEARS in Atlanta . . . until things began to crumble. Even after a portion of the ASTM C16 meetings were cancelled, we had a great turnout for our meetings immediately following ASTM. It was only after all the ASTM C16 meetings were canceled that things began to collapse for us as well. The full Membership Meeting is not only a reporting meeting so all members can hear about and learn about all the association is doing, and perhaps stir up interest for more people to get involved within the committees, but it’s also a business meeting where a quorum is required. Once ASTM cancelled, some corporations that participate in both ASTM and RIMA-I events, pulled out; and once that happened we ended up losing our quorum. We know some of you were disappointed and frustrated by this change, and we are sorry to have created additional issues with canceling travel plans; however, it was ultimately out of our hands. Thankfully airlines have been much more accommodating since the pandemic and hopefully everyone was able to at least get airline credits for those flights. Meeting fees have been refunded or credited as requested so we can start with a clean slate in 2022.

The Membership Meeting will run similar to our Spring virtual meeting. We will open with the keynote speaker, Mr. Mike Barcik with Southface Institute of Technology in Atlanta, who will present on **Strategies for High Performance Residential Building Design**. Following Mike’s presentation, we will proceed with the Membership Meeting, which will with introductions, approval of minutes followed by committee reports, ASTM updates, association business, elections and more. Agendas for the meeting have been distributed and will be shared again the day prior to the meeting along with the Zoom link. **All members are required to read and acknowledge by signiture the anti-trust regulations. This is a standard procedure at on-site meetings; but because this is a virtual meeting, we need you to help us collect your signed form via e-mail in advanced of the meeting.** Once your form is received, you will be on the confirmed list and receive the Zoom link. Several reminders are going out to help encourage everyone to get their forms in. If you are new and have questions in this regard, please message the RIMA-I office.

Guests are welcome to participate; however, they do need to register in advance. Members are encouraged to invite member prospects to join us so they can see all the association is doing on behalf of the industry. The stronger our membership the more we can accomplish – Together we WILL make a difference!
Please Welcome Guest Speaker Mike Barcik

RIMA International is pleased to welcome guest speaker Mike Barcik to our Membership meeting for 2021. Mike Barcik is a Technical Principal at Southface (www.southface.org) and has been with the organization since 1995. With B.S and M.S. degrees in mechanical engineering from Georgia Tech, Mike is the author of numerous technical resources and has developed and led thousands of trainings for RESNET, BPI, LEED, DOE, EPA and other programs. He’s active in energy code development and often leads workshops on the latest code changes.

Since 1999, Mike has trained over 1,500 individuals in RESNET’s Home Energy Rating System (HERS) program, and in 2010 he helped create the Duct and Envelope Tightness (DET) Verifier program to certify over a thousand individuals for blower door and duct leakage testing, as required by the 2009 and later energy codes. Mike served as LEED Faculty for BD+C, EB O&M and Homes, as well as helped develop and teach the EarthCraft family of sustainable programs.

Mike lives with his much-smarter architect wife and two daughters in a 1920 Craftsman bungalow that they are lovingly restoring and making more efficient. Thanks to efficiency improvements and a 4kW photovoltaic array, they’ve offset 95% of their electricity consumption and use only a third of the gas originally consumed.

The Presentation: Ten Strategies for High Performance Residential Building Design

In this session, Mike will review why building science is the foundation for good building decision making. Next, he’ll dive into ten design strategies and technologies that, when implemented, likely yield a successful and truly elevated level of comfort, efficiency, health and durability.

1. Pay Attention to the Sun
2. Ductwork
3. Thermal Package
4. Equipment
5. Bulk Moisture & Cladding
6. Humidity Control
7. Indoor Air Quality
8. Appropriate Ventilation
9. Lighting and Plug Loads
10. Production for Zero Energy

He will also briefly discuss beyond-code programs and other stretch targets; and finally, he’ll take a slightly deeper dive into the world of HERS Ratings and how you can benefit from having a HERS Rater involved. RIMA International is pleased to bring this special guest speaker to our Fall 2021 meetings on Thursday, October 7th.

SPRING 2022 MEETING DETAILS . . .

April 27-28 Seattle, Washington

Yes, we are not giving up on in-person meetings and are planning to truly ‘see’ everyone at our Spring 2022 meetings to be held in Seattle, Washington, April 27-28. Our meeting locations are set by ASTM C16 so we both participate and encourage all our members to participate in both events. We may not be meeting together face-to-face in some beautiful hotel in one of our amazing cities; but for now, Zoom is the next best thing to being there. The COVID19 pandemic has challenged us to come up with new ways to keep business moving forward and to allow safe yet personal-ish contact.

The meeting will run as our Atlanta meeting was scheduled to run with committee meetings starting on Wednesday afternoon immediately following the last C16 meeting, followed by our group dinner outing that evening. We will finish up remaining committee meetings Thursday morning, enjoy a nice group lunch followed by our full Membership Meeting and guest speaker.

Of course we realize that a lot can happen between now and then, but we encourage you to mark this on your calendar and plan to participate. We accomplish so much more on site than we do online; and with only two meetings a year, this not only is a great time to get work done, but it’s also a wonderful opportunity to network and build relationships. You won’t want to miss it!

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 playing an important role in advancing this industry. We would not exist without you, and you are greatly appreciated!
By now you have heard that the Reflective Insulation Manufacturers Association International (RIMA-I) has joined with ASTM International and their certification team and SEI (Safety Equipment Institute) to manage the RIMA-I voluntary product Verification Program. This is our first year with SEI at the helm and we’re working through the little bumps in the road along the way and, even more exciting, welcoming new members to the Verified family.

If you’re not yet familiar, there are five product categories: reflective insulation, radiant barrier, interior radiation control coatings (IRCCs) and radiant barrier sheathing. A third-party independent testing and inspection laboratory reviews product testing to determine whether a product’s physical properties comply with the appropriate standards. In order for a company to obtain approval on a category of products, all items within that category must be evaluated and deemed in compliance with current test standards. Technical data sheets, as well as websites containing test information, are cross-checked for accuracy. At this time, verification is only available for products sold/purchased in North America; however, this program is slated to expand to include other countries in the future. Membership in RIMA International is required; and there is a special progressive membership offer available for new members.

Above is the new logo that is created for each company verified. The code is unique to each company and product category and each verified product is listed on the RIMA-I website https://rimainternational.org/verify/.

To apply for Verification, forms can be found on the Member Portal (accessible through the RIMA-I website) or you can reach out to Anna Seiple with SEI at aseiple@seinet.org. What are you waiting for?

**Progressive Membership Campaign Continues**

The value of RIMA-I membership is revealed time and again through all the hard work our members invest year after year. Your dedication and hard work are what has given this small organization and industry a presence and voice in arenas where reflectives could easily be overlooked. RIMA-I is always looking for ways to bring more members into the organization to help contribute to the work and, in turn, allow us to expand into more areas of the industry, and one way you could help is by sharing the discount membership campaign with others.

It has been proven that members inviting industry associates to meetings and encouraging them to join RIMA International has been THE MOST effective way to grow the membership. You know who is out there. You know who should be helping to support your industry trade association’s efforts in protecting, growing and educating on behalf of your industry.

This discount progressive membership is a great opportunity to start up a conversation with other manufacturers, private labelers and suppliers alike to get on board and work together on the issues that directly impact their business.

**Sample Prospective Member Invite**

Dear Industry Professional – Did you know there is an industry association that is working on your behalf? Did you know, you could get help with issues affecting your business? Did you know, you have the opportunity to give input on the regulations affecting business?
You, yes you, can have an impact on the reflective products industry by getting involved with YOUR industry trade association (i.e., RIMA International). RIMA-I has made it easy for new companies to join at a low introductory rate so they can see for themselves first hand all that their association is doing as well as get access to programs, resources and industry experts nowhere else available. New members can join now for $1,500 annually, and there are quarterly payment options available to make it more accessible for everyone. We invite you to take a look and see for yourself all the benefits of working together to protect and grow the industry. Together we WILL make a difference! (For more details visit www.rimainternational.org or simply e-mail rima@rima.net or call 785/424-7115.)

WWW.RIMAINTERNATIONAL.ORG

RIMA-I is working with Interline Creative Group to improve the website and you can help! Continual updating is one of the things that keeps our website active within the search engines. Members can assist with this by:

Sending in Testimonials! There are two types of testimonials we are looking for. One is a testimonial on membership – Why are you a member of RIMA-I? Would you recommend membership? What are some of the reasons you continue to support the organization? The other type of testimonial is product related. Perhaps you have customers that have written you about their building project and how reflectives has impacted their job in a positive way. The association ran a Building of the Year contest in years past and there were several great projects shared at that time, so we’re hoping you can take a moment to share those with us again.

Linking The Logo! Another way to help is to link the RIMA-I logo from your website to the association website. Members should all have the RIMA International logo on their websites, so a quick link to www.rimainternational.org is an easy way to boost visibility. If you don’t already have one, a high resolution .jpg of the logo is just a quick e-mail away. Request one now at rima@rima.net.

Although we don’t promote any one product over another, there have been opportunities to share member news that is not product specific. If you have some news that we can share, we invite you to send it in. We recently shared about reflectives used in the Statue of Liberty, that was very well received. Be creative, and think of RIMA-I when you see somethings news-worthy we can share.

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 meets that criterion, 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 out to the world!

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!
**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!**

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**Have You Met 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

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**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.