March 2022

President’s Letter –

Dear Colleagues,

I hope everyone is healthy and ready to meet with us in Nashville, Tennessee on April 7-8, 2022. Since the beginning of Covid-19, this will be the first time that we will be meeting in person. It’s a perfect time to catch up and create and develop our friendship and business network. Also, it’s a great opportunity to participate in our committees and general membership meeting.

At this meeting, great activities will happen. A visit to our partner facility, R&D Services, where we can learn how the testing methods are developed for our industry. Also, we will have our group dinner on Thursday night, after our committee meetings, at the famous Wild Horse Saloon with a different concept and experience to share. The general meeting will be held on Friday morning with a brunch and a great keynote speaker to follow.

RIMA-I is by far the most important Association on reflective business in 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. For this and other values that Rima can give to your business and our industry, we need the support and participation from every member of this association. Your voice and opinion are very valuable.

Thank you for your attention, and we will see you in Nashville. Best regards -

Sergio Luconi

PEOPLE IN THE NEWS

Our 2022 Board of Directors

The Fall 2021 Membership meeting was held via Zoom due to another increase in Covid cases across the country. At that time, nominees were presented to fill the Board of Director positions whose terms expired at the end of the year. Conveniently enough, all retiring Board members agreed to be re-elected. Members were asked for additional nominees both through correspondence prior to the meeting and during the Fall Zoom meeting. There being no additional nominees presented, it was voted to re-elected the following Board members for another two-year term. Welcome back, gentlemen!
The Spring 2022 working meetings will be held April 7-8 at the Margaritaville Hotel in Nashville, Tennessee. Attendance forms have been distributed and are due in to the RIMA-I office by March 9th. 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 March 9th so make your reservations early. If you need to arrive early or stay late, you will need to book with our hotel contact directly.

Meeting Format for Nashville
Since we have decided not to meet with the ASTM C16 committee, the format for this meeting will be different than the norm. Here is a brief overview of the meeting schedule:

**Wednesday, April 6th**
- 2 pm – Depart Hotel for Tour of R&D Services
  (See details below)
- Should arrive at hotel around 6 pm

**Thursday, April 8th**
- 8 am – Noon: Committee meetings
  **Open Lunch**
- 1 – 5 pm: Committee meetings
- 5:45 – Gather in Lobby for Group Dinner
- 6 pm. – Wildhorse - Cocktails by Dunmore
- 7 pm. – and Group Dinner to Follow

**Friday, April 9th**
- 8 -10 am: Full Membership Meeting
- 10 am: Catered Brunch
- 11 – Noon: Guest Speaker
- Noon – Award Presentation
- Meetings Adjourned

Committee and Membership Meeting Agendas are in the works and should be distributed shortly.

R&D Services, Inc. was founded in 1994 by Ron Graves and Dr. David Yarbrough working from Ron’s basement in Lenoir City, Tennessee. with only a small room of equipment but decades of knowledge. In 1997, R&D officially became an accredited laboratory by NVLAP, which operates under the US Department of Commerce. This further boosted their growth, and in 2001 they moved to a larger building to house their expanding laboratory capabilities. In 2003, R&D moved again to their facility in Cookeville, Tennessee, where they stayed for the next 17 years; and in 2020, they relocated into a brand-new state of the art facility in Watertown, Tennessee.

Today R&D works closely with some of the largest insulation manufacturers in the world. They serve clients on six continents and test innovative and conventional insulation products from all industries. They continually expand their capabilities for testing, engineering and inspection services and work with code bodies and approval agencies in all parts of the world. They work closely with ASTM to improve current test methods and develop new test methods for evaluating ever-changing products. Join us for a tour of the fascinating facility on Wednesday, April 6th. The group will depart the hotel at 2 p.m. and return by 6. Registration in advance is required by contacting the RIMA-I office at rima@rima.net.
Their doors opened June 1, 1994, with a country superstar with a herd of live cattle stampeding through the streets of Nashville to their front doors. Since then, they’ve become a “must do” experience for visitors worldwide when they come to Music City. More than 1.5 million music lovers stampede through annually to catch the hottest in live entertainment, learn the newest dance steps and dine on award-winning Southern smokehouse cuisine. Their stage has hosted such stars as Darius Rucker, Lady Antebellum, Rascal Flatts, Etta James, Gladys Knight, Heart, Pat Benatar, Foreigner, 38 Special, Rick Springfield and many more. On Wednesday – Saturday complimentary line dance lessons are available – no reservation needed. There’s also billiards and other activities offering something for everyone. 

Here’s What’s On the Agenda . . .

The Evening Begins with Cocktails Compliments of

After a long day of meetings, what better way to kick off a great evening, than with complimentary cocktails.

Thank you Dunmore!

Buffet Dinner will Follow

Wildhorse is a proud winner of multiple awards from local, regional and national competitions. Chef Nic channels his passion for simple, Southern cuisine where traditions of the South are explored in every one of your taste buds as you enjoy the best smokehouse meats and sides using fresh local ingredients and high-quality artisanal products. Come hungry cause you won’t be leaving that way!

But Wait! There’s More to Explore and Enjoy. . .
There’s billiards and dancing and music –

Yee Haw!

And Thursday Nights are 90s Country Nights!

And Bring Some Guests

There is no better way for non-members to realize all that RIMA International is doing than by attending these meetings. The RIMA-I office sends out e-blast invites, but the majority of our guests typically come from members taking the time to invite them. We encourage each of our current members to invite at least one company to come as our guest. Guests are welcome to participate in all group meetings and activities FREE! We do need guests to register in advance (by March 9), so contact the RIMA-I office (rima@rima.net or 800/279-4123 or 785/424-7115) to register.

Guest Speaker Michael Joyce Presents:

“ASTM and Building Codes - How to Leverage the Two to Your Advantage”

Ever wonder how ASTM standards development works? Why is it important to test to ASTM standards? How do ASTM standards fit into the US building codes; and how can ASTM standards and the building codes be used to your advantage? Michael’s got the answers.

We are pleased to welcome Michael Joyce as our guest speaker on Friday. Michael is the President of R&D Engineering, LLC and the Engineering Services Manager at R&D Services, Inc. He is a licensed Mechanical Engineer in the State of Tennessee and a graduate of Tennessee Technological University. Prior to joining R&D Services, Michael designed mechanical and plumbing systems for commercial construction projects in Middle Tennessee. He was responsible for building load calculations, whole building energy modeling, and full coordination of designs. At R&D Services, Michael is active in business, project, and test method development, ASTM C16, D20, E05, E06, E11, CAN/ULC S700 committee, and ISO TC 61 committees, quality system implementation, and customer quality control inspections. Michael has been involved with the Cool Roof Rating Council since 2011 currently serving on the Technical Committee. Join us at 11 am Friday for Michael’s presentation.

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!
RIMA International members can save up to 10% off the lowest rack rate with the Business Essentials Program at any of their 6,400+ properties nationwide. It’s simple - https://www.choicehotels.com/?clientid=00900560

Use it for personal and business travel and get even greater benefits when you sign up for the Choice Privileges Rewards program.

Member Corporate ID #00900560

Happy Trails to You!

**IT’S TIME TO GET VERIFIED!**

The number of verified members continues to grow and our partnership with SEI and ASTM is going great! The team is working on some additional program benefits for our verified members, which we will be sharing at the upcoming meeting in Nashville. If you’re not yet familiar with the program, 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.

Above is a sample of the current Verification logo. Once verified, a unique logo with your assigned code will be created for your use.

You can find a list of all the current verified products 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?

This is a RIMA-I members-only program that provides you the unique opportunity to set yourself apart from the competition as well as associate yourself with the standard setting experts in your field – WIN-WIN!
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.

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.

It is 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.

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 IT Services 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.
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. RIMA-I has several industry-related groups we post announcements in; and we are always watching for new groups to join, so send us your recommendations as well. The wider the reach the better!

Getting New Members:
Incentives Can Really Pay Off –

Did you know, RIMA-I has a new member incentive program that pays you a $1,000 credit for each new member that joins RIMA International. This can add up quickly and can be used toward your annual membership dues and meeting fees.

With our new progressive membership, it’s even more incentive to reach out to those in the industry you know should be involved. Invite them to a meeting, share information on the progressive membership (see sample letter above) or simply introduce them to the RIMA-I staff and we’ll take it from there.

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 2022!

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 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.

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

Join us for the tour of R&D Services on Wednesday, April 6 – Departing from Margaritaville Hotel at 2 p.m.

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.
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.