

**September 2022**

## ***President's Letter –***

Dear Colleagues,

I hope that everyone is fine and ready to meet again in New Orleans October 19<sup>th</sup> and 20<sup>th</sup>, 2022. Before we start talking about RIMA-I's business, and on Behalf of all RIMA-I members, I want to send to Mary Edmondson, Rima's Executive Director, our condolences for the loss of her father, Mr. Sherman E, Edmondson, on July 30, 2022. I'm sharing Mr. Edmondson obit, so everyone can be aware how extraordinary this human being was:

Sherman E. (Dick) Edmondson, age 94, passed quietly in the family home on Saturday, July 30, 2022. The son of Hollie and Florence Edmondson, Dick grew up in Southeastern Kansas with his siblings Chad, Ray, Bennie, Lavon, Sammie Jean and Wanda. He is survived by his loving wife Janice, his children Michael, Mary and Molly and grandchildren Anthony, Natalie, Aliza, Ruthie and Benjamin.



*Dick was an athlete with football as his focus. He played football at Coffeyville Junior College from 1946-49, married Janice in 1949, and continued playing football at Southwestern College from 1949-51. After playing football Dick went on to become the athletic director for the 10th Infantry Division at Fort Riley KS from 1951-53. In 1954, he was recruited to Lawrence by Legendary Coach Al Woolard and taught at Lawrence High School coaching the Little Lions. He then moved to Central Junior High for a year followed by West Junior High when it opened in 1956. During this time, he completed his Master's Degree at the University of Kansas. Dick taught physical education and coached at West from 1956 until 1974 and during that time, the legendary Gayle Sayers trained under him. He began building a house or two during the summer school break and founded Edmondson Construction Co., Inc. in 1974 when he officially became a home builder and real estate developer full time. As he honed his business skills, he proved to be quite the visionary and developer in both Lawrence and Kansas City.*

*Dick always loved his family first and cherished his friends. He was a man of principle and character and possessed an untiring work ethic. His true legacy will continue in these attributes which were passed along to the generations of students whose lives he touched and molded over his years of teaching and coaching. He was beloved by all who knew him, most especially his family.*

Mary, please extend our condolences to all your family and be sure that you are in our minds and soul on this hard time.

We are so excited that our next meeting is just around the corner. They will be held in New Orleans at The Sheraton Hotel. Click on this link to confirm your attendance, and don't miss the agenda that we have prepared for the contribution and progress of our industry. <https://form.jotform.com/200404433648146>.

Since the agenda is full of work and decisions to be made, your presence and talent will help us make the best decisions on each committee task group. October 19<sup>th</sup>, we have a day full of committee meetings, a great opportunity to catch up on the latest tasks that all groups are working and developing. Great job everyone. Every time we get together, we make extraordinary progress and your presence is more than necessary for the good of your company and our industry.

At 6pm, we will have a cocktail reception at Luke's sponsored by Polyplex. Thank you, Kevin McGovern and Dilip Dubey, for your trust and support. This is a great opportunity for social activity and networking that you can't miss. Right after the cocktail, we have our traditional group dinner, that is on us. It will be a great gastronomical experience and we are so excited to have you there.

The general meeting will be held on October 20<sup>th</sup> with a brunch mid-morning and a great keynote speaker after. 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 biannual meetings. For this and other values that RIMA-I can give to your business and our industry, we need the support and participation from every member of this association. Your voice an opinion is very valuable. Thank you for your attention, and we will see you in New Orleans.

Best regards -

*Sergio Luconi*

## PEOPLE IN THE NEWS

### Our 2022 Retiring Board of Directors

At the end of 2022, two Board of Director positions will expire, and elections to fill those positions will be held at, or directly after, the fall Membership Meeting in New Orleans. 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. 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 gentlemen!**



**DIRECTOR**  
Mark Lovan  
Echo Tape



**DIRECTOR**  
Mike Boulding  
Soprema



With retiring Board members comes elections, and this year both of our retiring board members have agreed to be re-nominated to run for an additional term. If you would like to nominate someone for one of these two Director positions, please forward your nominee to the RIMA-I office by September 30, 2022. Nominations will also be taken from the floor at the Membership Meeting on Thursday 10/20/22. If no additional candidates are nominated, the official vote on the two nominees will be held in New Orleans. If additional candidates are nominated, elections will be held by electronic ballot following the New Orleans' meetings.



## Association to Meet In NOLA

The Fall 2022 working meetings will be held October 19-20 at the Sheraton Hotel in New Orleans, Louisiana. Attendance forms have been distributed and are due in to the RIMA-I office by **September 30th**. 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 September 19<sup>th</sup> so make your reservations early.**

### Meeting Format for New Orleans

Since we are using the ASTM hotel for our meetings this time, there one meeting space available so we've stretched our committee meetings out throughout the day on Wednesday. Here is a brief overview of the meeting schedule:

**Wednesday, October 19<sup>th</sup> –**

8 a.m. – Noon – Committee Meetings:  
Sustainability, Verification & PR/Mktg/Mem  
Noon – Open Lunch  
1 – 5 p.m. – Committee Meetings  
Strategic Alliance, ABCC, Technical, Int'l Conf.  
6 p.m. – Cocktail at Luke sponsored by:  
7 p.m. – Group Dinner at Luke



**Thursday, April 8<sup>th</sup>-**

8 – 10 a.m. - Membership Meeting  
10 a.m. – Brunch Provided  
11 a.m.- Guest Speaker (TBA)  
Noon – Meeting Adjourned  
(Board meeting will run noon – 3 p.m. for Board only)

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



***And Bring Some Guests***

There is no better way for non-members to become aware of 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 October 14), so contact the RIMA-I office ([rima@rima.net](mailto:rima@rima.net) or 800/279-4123 or 785/424-7115) to register.

***But Wait There's More . . .***

Did you know, RIMA-I has offers members incentives that pay a **\$1,000** toward your annual dues **for each new member** that joins RIMA International. This can add up quickly and is a win-win for us all. There is membership information on the website at [www.rimainternational.org](http://www.rimainternational.org) (see the 'Join' button in the upper right-hand corner) along with descriptions of the categories, testimonials and application forms. **So, invite those companies that should be involved with RIMA-I to join us in New Orleans.**



**TOGETHER WE DO MAKE A DIFFERENCE!**

**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!**

***A Fantastic Ending to a Fantastic First Day***



Regular attendees always look forward to the group dinner outing. It's a great networking and socializing opportunity with a group of really great people. After a long day of meetings, what better way to end the day than a sponsored cocktail hour and an excellent meal? We've got you covered!

Both the cocktail hour and dinner will be held at Luke, a creole-inspired brasserie located in the heart of New Orleans' Central Business District on world-famous St. Charles Avenue, just steps from the French Quarter neighborhood and down the street from The Sheraton. Luke is known for its lively atmosphere surrounding their raw bar which offers the freshest seafood and oysters procured daily from the Gulf of Mexico. Chef Erick Loos is at the helm of the kitchen featuring dishes that highlight local purveyors and farmers' market ingredients.



A big THANK YOU to Polyplex for sponsoring the cocktail hour, which will take place in our own private dining room. A delicious dinner will immediately follow. Reserve your seat now and come join the fun!



## VERIFICATION BENEFITS GROW . . .

Ever since RIMA-I joined with ASTM and their certification team at SEI, the program continues to grow members as well as benefits. The most recent addition is providing all verified members a verification report on each of their verified products. These reports are a summary of the program, of their specific product and how it meets or exceeds testing requirements to ensure the product will perform as expected. These reports have proven to be invaluable for use with building code officials, contractors, architects, engineers, consumers and others. It just adds another level of professionalism and reliability to those products in the program

The committee is also working on a promotional video on the program that can be e-blasted out and shared to further get the word out and educate on the benefits of using a verified product.

### *So, what are you waiting for?*



To apply or find out more about 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](mailto:aseiple@seinet.org).

### *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

### *I-RIM Conference Heading to Rome!*

That's right, the 2023 International Reflective Insulation Manufacturers Conference is headed to Rome, Italy. The event will be held May 23-25 at the beautiful Le Meridien Visconti Hotel right near the Vatican. It's a perfect location to hold this conference and reunite with our friends across the pond. The details of registration and conference presenters and topics are being finalized and more details will be available shortly. This event hasn't been in Europe since 2014 so there's lots of things to share.

A limited number of rooms have been reserved for the event, so if you want to secure your room now, you can find the hotel reservation link, and follow all updates as they become available, on the I-RIM Conference – Rome, Italy page of the RIMA-I

website. Here's a link - <https://rimainternational.org/i-rim-conference/i-rim-conference-rome-italy/> There is also a new group on LinkedIn specifically for updates on the conference called 2023 I-RIM Conference. See you there!



## **Changes to WWW.RIMAINTERNATIONAL.ORG**

Recent additions to the website include the banner (above) to the opening page, which links back to the new I-RIM Conference – Rome, Italy page. You can also access that page from the I-RIM Conference menu option above the blue bar.

Also on the opening page is our Latest News column, which features all the latest updates and recent information on what's happening within RIMA-I. Be sure to check in and stay informed.

We are also working to enhance our testimonial page. 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](http://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](mailto:rima@rima.net).

The PR/Marketing/Membership Committee is in the process of reviewing and discussing some additional changes so watch for other changes coming soon.

## ***Did You Know – Insulation Air Sealing Tax Credit Has Been Expanded?***

The Inflation Reduction Act of 2022 reinstated the 25C tax credit for insulation and air sealing through 2022. Until 12/31/22, homeowners may be eligible for a federal tax credit up to \$500 or 10% of their purchase of insulation to their main home, whichever is lower. The legislation also increases the 25C tax credit and makes it valid from January 1, 2023 through December 31, 2032. Taxpaying homeowners can receive a federal tax credit up to 30% of their purchase, up to \$1200. A tax credit reduces tax owed, dollar for dollar. (You can find more information at [www.insulate.org](http://www.insulate.org))



### ***Are You LinkedIn?***

In case you are not aware, RIMA-I now has THREE groups on LinkedIn we use for discussions, press releases and other announcements. One group is the **RIMA International** group, the second is a broader discussion group for **Radiant Barrier & Reflective Insulation** and the third is our recent addition for the **2023 I-RIM Conference (Reflective Insulation Manufacturers Conference)**

We've made it easy for you to these both groups as there are links to these groups right on the RIMA-I website (upper right-hand corner [www.rimainternational.org](http://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!

## 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](http://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

**Joins 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.



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>



**Book online.** (Click link above)  
Use this dedicated link ([click here](#)) or visit ChoiceHotels.com and use Client ID Number 00900560 when booking.



**Give us a call.**  
Call 800.4CHOICE and we'll be glad to help you make your reservations.



**Book on the go.**  
Download the Choice Hotels® mobile app for fast, easy booking wherever you travel.

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!

---

*For more information on RIMA International or any of the topics contained in this newsletter, visit our website at [www.rimainternational.org](http://www.rimainternational.org), call 800/279-4123 or e-mail at [rma@rma.net](mailto:rma@rma.net).*

***RIMA*** *International*  
Reflective Insulation Manufacturers Association International

---