



RAINSCREEN ASSOCIATION  
IN NORTH AMERICA

# **RAiNA COMMITTEE UPDATES 2021 HIGHLIGHTS & 2022 GOALS**

Presented: May 9, 2022

# BUILDING CODES COMMITTEE

## 2030 Vision:

Have a leading voice in all major building code changes & standards referenced for rainscreen assemblies & components.

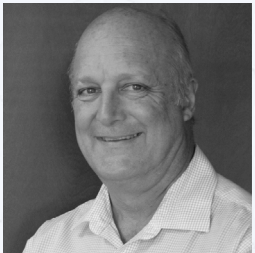
## 2021 Highlights

- Hired Code Consultant Theresa Weston
- Code Change Proposal Submittals ICC Cycle A.
  - Recognition of Rainscreen in the IBC
- Focus on involvement & information for those areas of interest to RAiNA members including:
  - NFPA 285 proposed modifications
  - New York City Building Code

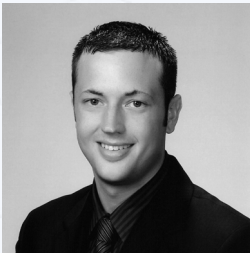
## 2022 Goals

- Continued activity of code consultant
- Code Change Proposal submittals ICC Cycle B
  - Recognition of Rainscreen in the IRC
  - Support/opposition to proposals that impact rainscreen
    - 5 of 6 proposals approved by ICC
    - Will watch for and respond to comments if any in June.
  - Proceed with public comment on disapproved RAiNA proposal (Veneer Structural Attachment)
- Energy code development
  - Thermal Bridging definition
- Involvement in those areas defined as important to RAiNA members including:
  - New York City Building Code
  - ICC, ASHRAE, and Energy Code requirements
  - Thermal Bridging Proposal – CEPI-33 40 45

## Committee Co-Chairs:



**Andy Williams**  
Metal Construction  
Association



**Brian Nelson**  
Knight Wall Systems

## OUR COMMITTEE

Looking at the makeup of the committee, we appear light on companies that are doing the work in the field.

- Manufacturers and Associations are well represented
- We have the ability, through the manufacturers and associations, to educate the design community. That will need to be an end goal for our efforts.
- Opportunities for the design community to join

Some things to consider are:

- Are we getting the message through to this business segment?

### Voting Members (24)

Air Barrier Association of America (ABAA)
Centria
Metal Construction Association
Knight Wall Systems, Inc.
International Masonry Institute
EJOT Fastening Systems L.P.
Metal Design Systems, Inc.
SFS Group USA
Mitsubishi Chemical Composites America
Hohmann & Barnard
Polyisocyanurate Insulation Manufacturers Association (PIMA)
VaproShield
Fischer Fixings LLC
Dörken Systems Inc.
Owens Corning
UNIVERSE Corporation
Sika Corporation
EQUITONE
Abet Laminati
PROSOCO, Inc.
FunderMax North America
SMARTci GreenGirt
IAPMO Uniform Evaluation Services
ROCKWOOL



# DEFINITIONS COMMITTEE

## 2030 Vision:

Be the industry-recognized glossary for all rainscreen assembly & rainscreen component terms.

## Committee Co-Chairs:



**Andrew Ashton**  
CENTRIA, Inc.



**Cortney Fried**  
Brick Industry Association.

## 2021 Highlights

- Defined 9 Rainscreen Terms
  - Cavity
  - Cladding
  - Drainage Cavity
  - Non-Load Bearing Wall Element
  - Rainscreen
  - Rainscreen Cavity
  - Rainscreen Cladding
  - Water Control Layer
- Developed Standard of Rainscreen Document (published on the website)

## 2022 Goal

- Continue establishing definitions for Rainscreen terms.
- Coordinate definitions development with other organizations.

# DEFINITIONS COMMITTEE

## VOTING MEMBERS (17)

**Thank you to Tonia Sorrell-  
Neal for her service as  
Definitions Co-Chair!**

Voting Members (17)	
CENTRIA, Inc.	Andrew Ashton
Metal Construction Association	Andy Williams
Knight Wall Systems, Inc.	Brian Nelson
International Masonry Institute	Brian Trimble
Brick Industry Association (BIA)	Cortney Fried
RWDI	David Altenhofen
VaproShield, LLC	Derek Moulton
Hohmann & Barnard	Jeremy Douglas
RDH Building Science	John Straube
Fischer Fixings LLC	Kristopher Lazaroff
Mitsubishi Chemical Composites America	Michael Bowie
ISA Architectural	Michael Moorhouse
Equitone	Mike LeRoy
PROSOCO, Inc.	Paul Grahovac
Dörken Systems Inc.	Peter Barrett
ROCKWOOL	Robert Blount
Pivoth Corp.	Steven Gaynor

## COMPLETED TERMS

- **cavity:** *space in a wall assembly*
- **cladding:** *non-load bearing wall element, inclusive of any coating and/or finish, serving as the outer layer, that is unprotected from exterior environmental conditions.*
- **drainage cavity:** *space in an enclosure wall assembly between the cladding and the water resistive barrier that provides a passive means of directing liquid water to the exterior*
- **exterior cavity:** *space in an enclosure wall assembly between the cladding and the backup wall*
- **non-load bearing wall element:** *material or system that transfers load to the structure, does not contribute to overall structural performance of the wall and resists its own weight as well as loads imposed by surfaced mounted accessories that are allowed by design.*

## COMPLETED TERMS

- **rainscreen:** *assembly applied to an exterior wall which consists of, at minimum, an outer layer, an inner layer, and a cavity between them sufficient for the passive removal of liquid water and water vapor*
- **rainscreen cavity:** *space in an enclosure wall assembly between the cladding and the water resistive barrier that provides a passive means of directing liquid water to the exterior and sufficient airflow to remove water vapor*
- **rainscreen cladding:** *cladding that is the water shedding outer layer of a rainscreen assembly.*
- **water control layer:** *the continuous layer comprised of one or more materials that resist the passage of liquid water*

# DEFINITIONS COMMITTEE

## *ACTIVE TERMS*

Drained and ventilated  
rainscreen

Drained and vented  
rainscreen

Pressure equalized  
rainscreen

Pressure moderated  
rainscreen



# DEFINITIONS COMMITTEE

## ***FUTURE ACTIVITIES***

- Continue with our consistent meeting schedule and process
- Coordinate with Rainscreen Performance on regular basis
  - Same with other committees
  - Mitigates challenges to date
- Incorporate recommendations from the Education Committee and Rainscreen Performance Ad-hocs into the master list of terms

Many different perspectives

Lots of animated discussion,  
yet light-hearted and fun

Hard-fought consensus

You know you want to  
participate...**Come Join Us!!**

# EDUCATION & TRAINING COMMITTEE

## 2030 Vision:

Be the provider of education & training on all aspects of Rainscreen assemblies and components for all industry stakeholders, including personnel certification programs complying with ISO 17024.

## Committee Co-Chairs:



**Chris Caricato**  
International Training  
Institute



**Robert Blount**  
ROCKWOOL

## 2021 Highlight

- Completed RAINA Speakers/Presenters Application
- Creation of RAINA Code of Ethics Policy
- Creation of “Fundamentals of Rainscreen” Presentation

## 2022 Goals

- Creation of nano presentations and resources for RAINA’s library
- Start development of Installation Training Program
- Committee will be looking for outside subject matter experts to develop RAINA Materials
- Finalize presentation and have it AIA accredited
- Individual component CEU development

## Voting Members (19)

Knight Wall Systems, Inc.
EJOT Fastening Systems L.P.
Metal Design Systems, Inc.
Allied Technical Sales (ATS)
SwissPearl
International Training Institute
Systea
Owens Corning
Mitsubishi Chemical Composites America
Bricklayers & Allied Craftworkers Local 1 NY
EQUITONE
International Masonry Institute
Dörken Systems Inc.
Atlas Roofing Corporation
Sika Corporation
PROSOCO, Inc.
ROCKWOOL
Fischer Fixings LLC
Abet Laminati

# INDUSTRY OUTREACH & MARKETING COMMITTEE

## 2030 Vision:

The industry recognized center of excellence for Rainscreen communication/promotion in North America.

## Committee Co-Chairs:



**Kellie Knuff Perkins**  
EQUITONE



**Chris Guelpa**  
Cascadia Windows & Doors

## 2021 Highlights

- Created RAiNA Booth for Events
- Presented at Metalcon 2021
- Created RAiNA Brand Suite/Guide

## 2022 Goals

- Continue to grow awareness within the AEC space around RAiNA's overall mission
- Launch Event Calendar on RAiNA's website
- Create Social Media Campaign on Member Spotlights
- Create Library on RAiNA website to feature member AIA presentations

## Voting Members (15)

SFS Group USA
Cosentino North America
Knight Wall Systems, Inc.
Cascadia Windows & Doors
Abet Laminati
EQUITONE
Fischer Fixings LLC
Atlas Roofing Corporation
VaproShield
Sika Corporation
Mitsubishi Chemical Composites America
Prosoco, Inc.
Dörken Systems Inc.
Pivoth Corp.
ROCKWOOL

# INDUSTRY OUTREACH & MARKETING COMMITTEE

## 2022 WORK ACCOMPLISHED

- Social Media campaigns
- Organizational Partners
  - MOU with ABAA
  - Facades+
  - Architects Newspaper
  - BEC
- Tradeshow participation
- Quarterly Newsletter



## 2022 WORK ITEMS IDENTIFIED

- RAINA/AIA Webinars
- Members Webinars Listings
- New member package
- Social Media campaigns
- Organizational Partners
- Tradeshow participation



# INDUSTRY OUTREACH & MARKETING COMMITTEE

## IN PROGRESS

- RAINA AIA Webinars – 1 per Quarter
- Member Webinar listings – 24 or more posted on website
- New Member Package – streamline promotion of membership.

**RAINA** RAINSCREEN ASSOCIATION  
IN NORTH AMERICA

### RAINA Launch - Promoting Member Companies Presentations

The Industry Outreach & Marketing Committee is pleased to announce the upcoming launch of a digital calendar on RAINA's website, which will **promote member company accredited CEU's** to the industry. As we move forward with planning for this project, we would appreciate your feedback. Please help RAINA out by taking a moment to complete this quick 1-minute survey.

\* Required

1. Are you interested in promoting your company's educational presentations (AIA, USGBC, BEC etc) on the RAINA event calendar? \*

☐ Yes

☐ No

☐ Maybe

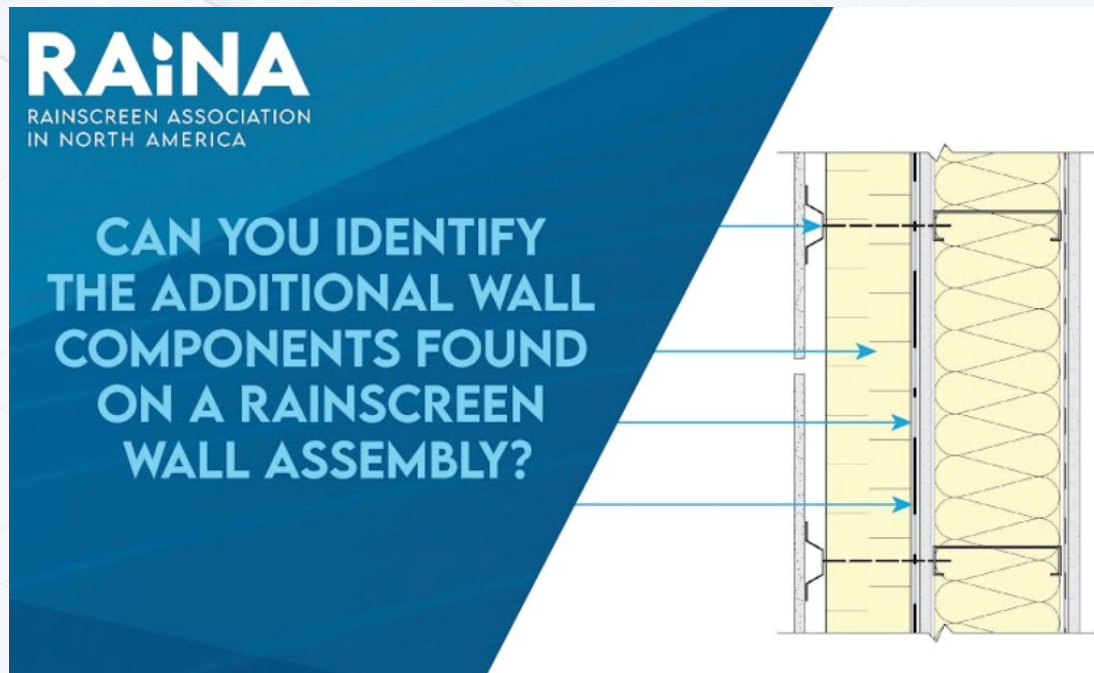
2. How many (AIA, USGBC, BEC etc) presentations does your firm currently offer? \*

Enter your answer

# INDUSTRY OUTREACH & MARKETING COMMITTEE


## SOCIAL MEDIA CAMPAIGNS

- Founding Member & New Member posts
- RAINA events
- Tradeshow promotions
- Committee Accomplishments



# INDUSTRY OUTREACH & MARKETING COMMITTEE

## NEWSLETTER




RAiNA REPORT  
RAINSCREEN ASSOCIATION  
IN NORTH AMERICA

### A Message from the Chairperson

Fellow Members,

With just two years under our belt, RAiNA has made a name for itself in the industry and is off to a busy start in 2022.

I'm sure we can all agree that it's exciting to see the industry and our communities open up again. With that in mind, on **Monday, May 9<sup>th</sup>**, we are thrilled to have our first in-person **Annual General Meeting in Reston, VA**. We can't wait to be together for this program which will include updates from each of our committees as well as a networking happy hour in the evening.



**Todd Kimmel**  
RAiNA Chairperson

Please connect with us if you haven't received the invitation or require more details. We hope to see you all there!

### Rainscreen: Often Confused Term

**RAiNA was founded on the premise that an unbiased organization needed to exist to offer clarity to the wall assembly industry, trades, and design professionals on the subject of rainscreen design - an often confused and misunderstood term.**

Sent RAiNA Newsletter - April 2022

Copy Share on Social

Details Reporting Heat Map

#### Email Performance

See how your emails are doing with your audience. Compare your results to the industry average.

Sent  
488

Open Rate  
32.2%

Click Rate  
7.1%

Opens	145	Clicks	32
Sent	488	Did Not Open	306
Bounces	37	Unsubscribed	1
Successful Deliveries	451	Spam Reports	0
Desktop Open Percentage	93.1%	Mobile Open Percentage	6.9%

#### Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

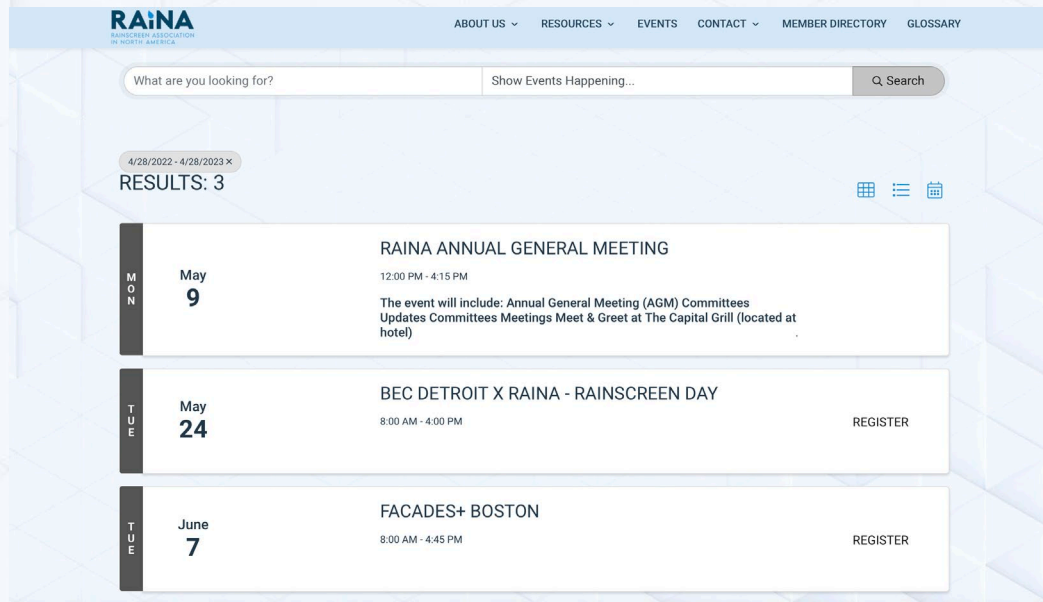
Link	Unique Clicks	Distribution
<a href="https://rainscreenassociation.org/articles-news/">https://rainscreenassociation.org/articles-news/</a>	15	33.3%
<a href="https://rainscreenassociation.org/glossary/">https://rainscreenassociation.org/glossary/</a>	7	15.6%
<a href="https://members.rainscreenassociation.org/eventcalendar/Details/raina-annual-general-meeting-543189?sourceTypeld=Website">https://members.rainscreenassociation.org/eventcalendar/Details/raina-annual-general-meeting-543189?sourceTypeld=Website</a>	5	11.1%
<a href="https://rainscreenassociation.org/approved-presentations/">https://rainscreenassociation.org/approved-presentations/</a>	5	11.1%
<a href="https://facadesplus.com/austin/">https://facadesplus.com/austin/</a>	3	6.7%
<a href="https://members.rainscreenassociation.org/directory/Details/northern-facades-ltd-2067050">https://members.rainscreenassociation.org/directory/Details/northern-facades-ltd-2067050</a>	3	6.7%



# INDUSTRY OUTREACH & MARKETING COMMITTEE

## TRADESHOW PARTICIPATION

- ABAA Building Enclosure Tradeshow
- MetalCon 2022
- BEC Detroit Rainscreen Day
- Facades + Boston
- Passive House Network



## COMMITTEE ISSUES NEEDING INPUT

- Participation/engagement of marketing contacts at the member company
- More involvement at ad-hoc level
- Notable achievement/updates from other committees to promote RAINA online
- Follow and Like RAINA posts on Social Media



# RAINSCREEN PERFORMANCE COMMITTEE

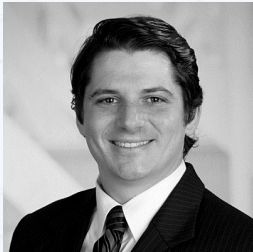
## 2030 Vision:

Center of excellence and authority on all rainscreen technical aspects including performance requirements, project specifications, details, installation practices, rainscreen test methods, and material specifications.

## Committee Co-Chairs:



**Graham Finch**  
RDH



**David Markman**  
Morrison Hershfield

## 2021 Highlights

- Rainscreen Technical Bulletin Development
- Developed an RFP on Literature Search

## 2022 Goals

- Publish results of RFP Literature Search
- Have ad-hoc groups (4) publish technical bulletins
- Present more technical information at conferences
- Publish comments on AAMA 508/509

## Voting Members (37)

VaproShield, LLC	IAPMO Uniform Evaluation Services
SYSTEA	Sobotec Ltd.
Air Barrier Association of America (ABAA)	ROCKWOOL
Curtain Wall Design and Consulting	Advanced Building Products Inc.
Metal Construction Association	ECS Limited, LLC
Knight Wall Systems, Inc.	Atlas Roofing Corporation
EJOT Fastening Systems L.P.	Hohman & Barnard
International Training Institute	Dörken Systems Inc.
Simpson Gumpertz & Heger	Polyisocyanurate Insulation Manufacturers Association (PIMA)
Brick Industry Association (BIA)	EQUITONE
Metal Design Systems, Inc.	ARMATHERM Thermal Bridging Solutions
Morrison Hershfield	PROSOCO, Inc.
ECO Cladding	Cascadia Windows & Doors
CENTRIA	SMARTci GreenGirt
SmithGroup	SFS Group USA
RDH	RRJ
Mitsubishi Chemical Composites America	Fischer Fixings LLC
Engineered Assemblies Inc.	Owens Corning
International Masonry Institute	

# RESIDENTIAL COMMITTEE

## 2030 Vision:

Center of excellence for all aspects of rainscreen for residential buildings.

## 2021 Highlight

- Completed an AIA accredited presentation to be used of all RAINA members that explains the use and benefits of residential rainscreen design for architect and contractors. It is available as a free download now from the RAINA website

## 2022 Goals

- Develop a set of common and standardized architectural details to guide proper installation methods and approaches
- Develop a white paper explaining the impact of fire code standard NFPA 285 on Type V (Residential) construction
- Reach out to other companies involved in residential rainscreens inform them of the work our committee & RAINA is doing

## Committee Co-Chairs:



**Keith Lolley**  
Advanced Building  
Products



**Peter Barrett**  
Dörken Systems Inc.

## WORK ITEMS

- **Installation Guide:**

- Work: Stage 1 developing a set of common and standardized architectural details to guide proper installation methods and standardize approaches

- **Codes:**

- Work: with Priest & Associates, development of a white paper explaining the impact of fire code standard NFPA 285 on Type V (Residential) construction
- Goal: White Paper by credible 3<sup>rd</sup> Party experts to aid in common understanding by members and the design/construction community of when and how important fire codes apply, when compliance may or may not be required, and how compliance may be achieved.

- **Recruitment:**

- Work: reach out to other companies involved in residential rainscreens, inform them of the work we are doing and how it might benefit them to participate
- Goal: broaden industry participation, ideally to include manufacturers not yet aware/involved and, importantly members from the contractor and design communities to broaden the experience and viewpoints of the Committee

# RESIDENTIAL COMMITTEE

- **Committee Issues:**

- More residential companies to join the committee

- **New Work Items Identified**

- Creation of a full residential rainscreen manual with details, building science primer and installation guide

Voting Members (10)
VaproShield
ROCKWOOL
EJOT Fastening Systems L.P.
Brick Industry Association (BIA)
Gibraltar Industries
Advanced Building Products Inc.
Dörken Systems Inc.
PROSOCO, Inc
SMARTci GreenGirt
Abet Laminati



# DIVERSITY, EQUITY & INCLUSION COMMITTEE

## 2030 Vision:

The RAINA Diversity, Equity & Inclusion (DE&I) Committee shall be responsible for developing and supporting the implementation of policies and strategies to ensure the association fosters a diverse, equitable and inclusive culture, both within the organization and across the larger Architecture, Engineering & Construction (AEC) space.

## Committee Co-Chairs:



**Linda Potter**  
Hohmann & Barnard

## 2021 Highlight

- Diversity, Equity & Inclusion Committee Established

## 2022 Goals

- Policies Updates & Development
  - Verify existing RAINA policies and practices align with the approved diversity statement
  - Identify additional policies to support DE&I statement and brand mission
  - Recommend to Executive Committee prioritized list of new policies for development

## 2022 Goals

- DE&I Member Resources
  - Publish 'case studies' about RAINA's DE&I journey, in accordance with the scope established in 2021
  - Develop an online DE&I resource library for membership and larger AEC industry
  - Create a publishing schedule for content and resource creation
  - Conduct an annual membership survey around DE&I topics to provide members with context and promote awareness
  - Co-sponsor a DE&I webinar, targeting AEC professionals
  - Publish one technical paper on the DE&I topic

# DIVERSITY, EQUITY & INCLUSION COMMITTEE

## OUR COMMITTEE

- Have another individual join as a co-chair
- Look at hiring a consultant to develop a DE&I strategy for the committee
- Opportunities for the Diversity, Equity, and Inclusion Professionals community to join

Voting Members (4)
Cascadia Windows & Doors
EQUITONE
Hohmann & Barnard
ROCKWOOL



# THANK YOU

**RAiNA**  
RAINSWEEP ASSOCIATION  
IN NORTH AMERICA

[rainscreenassociation.org](http://rainscreenassociation.org)