

DECEMBER 15, 2009

## TIME FOR ACTION

Dear Member,

Thanks to you, we've made a lot of progress to advocate for an increased awareness and investment in mechanical insulation since February. Thanks to your support, we've met with nearly 100 House and Senate congressional offices and raised the profile of our unique contribution to energy savings and job creation.

But now we need your help again.

Congress is considering jobs and tax legislation that will encourage energy efficiency. In order to get a mechanical insulation tax incentive included in the legislation, members of Congress need to hear from their constituents—they need to hear from you!

**Now is the time for action.** We need to let our Senators and Representatives in Washington, DC, know that there is broad support across the country for tax incentives that will encourage businesses to install, retrofit, and maintain mechanical insulation.

Last week, many of you participated in our webinar about this. If you missed it, this campaign is just like the letter-writing campaign we did earlier in the year. Instructions are on our website, [www.insulation.org/mimi](http://www.insulation.org/mimi). There, you can find a draft letter to your congressmen that you can personalize. There are three key points to make:

1. Mechanical insulation installation will create jobs and save energy;
2. A tax incentive is necessary to spur increased use and maintenance of mechanical insulation; and
3. We support H.R. 4296, the Mechanical Insulation Installation Incentive Act, introduced December 11 by Representative Deborah Halvorson (D-IL).

Please use the draft letter we've prepared for you, put it on your letterhead, and send your letter and encourage others to do the same by **Friday, January 8, 2010**. Be sure to review the instructions document so we can collect all the letters and deliver them to Capitol Hill in time for Congress' return next year.

Let me also update you on our most recent activities. On December 1, we met with key staff from the Department of Energy. Along with representatives from the International Association of Heat and Frost Insulators and Allied Workers, we presented details on how we would implement a nationwide mechanical insulation education and awareness campaign. The meeting was a productive step forward in both elevating mechanical insulation within the Department and mapping out a plan for the education campaign funding we worked to secure for 2011.

This month we also met with key offices about Rep. Halvorson's proposed tax incentive legislation. We met with staff for Senators Olympia Snowe (R-ME) and Sherrod Brown (D-OH) and Representatives Marcy Kaptur (D-OH), Russ Carnahan (D-MO), and Joe Sestak (D-PA). And continuing to broaden support for our campaign, we also had good conversations with the American Council for an Energy Efficient Economy (ACEEE), American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE), National Association of State Energy Officials (NASEO), and one of the most influential environmental groups, the Natural Resources Defense Council (NRDC).

There is still much to do in the closing weeks of 2009, and we can't do it without you. **Please take action today** by writing to your members of Congress. With your help, we can pass legislation that will help create more jobs in our industry while increasing energy savings across the country.

Regards,  
Michele M. Jones, CMP  
Executive Vice President/CEO