

JANUARY 2012

2012: THE YEAR OF MECHANICAL INSULATION?

Dear Member,

Despite the doom and gloom predictions some have made for this year, NIA has high hopes for mechanical insulation in 2012. The industry is more visible than ever on Capitol Hill, and we are reaching out to end users with new tools like our e-Learning Modules, coming soon to a computer near you. In January, NIA joined more than 150 construction companies and organizations in signing an ad paid for by the Pew Charitable Trusts urging Congress to put 1 million Americans back to work by “harnessing the heat” and increasing industrial energy efficiency. This ad ran in *Politico*, *Roll Call*, and *The Hill*, all publications read by Congressional representatives and their staff members.

Did you catch the President’s plug for us in his State of the Union speech last week? If you didn’t, here it is:

“Of course, the easiest way to save money is to waste less energy. So here’s another proposal: Help manufacturers eliminate energy waste in their factories and give businesses incentives to upgrade their buildings. Their energy bills will be \$100 billion lower over the next decade, and America will have less pollution, more manufacturing, and more jobs for construction workers who need them. Send me a bill that creates these jobs.”

He all but named the Mechanical Insulation Installation Incentive Act, so we will push hard to get our bill attached to any legislation that results from this call to action. This is an election year, so it’s doubtful Congress will be very productive. But if anything has a chance to get done, the bi-partisan cause of energy efficiency is a good candidate!

Now that Congress is back in session, we’re back on the Hill meeting with those we think will give our Mechanical Insulation Installation Incentive Act (MIA) its best shot at becoming law. This week we went to the office of Rep. Tim Ryan, an original cosponsor of the MIA, to meet with his new Congressional Fellow, Vineet Rajan, who is enthusiastic about our bill and will be pursuing mechanical insulation opportunities within the Department of Defense. With the defense budget being trimmed, saving money on facility operations will mean more money available for our troops!

As part of our alliance, the International Association of Heat and Frost Insulators and Allied Workers represented mechanical insulation to the Labor Policy Summit earlier this month. The white paper for the meeting included “having a mechanical insulation energy review of the mechanical rooms of government facilities” in the State Opportunities list in the “Vision for the Future” section, which gives governors ideas and opportunities to consider. Supporting the Mechanical Insulation Installation Incentive Act is also mentioned in the Federal Opportunities section.

Meanwhile, we continue working with other industry groups to make sure mechanical insulation is included in their energy-efficiency messages. After a year representing NIA as Vice Chair of the National Institute of Building Sciences Consultative Council, Ron King recently became Chairman of this important council. In addition, Ron serves as Chairman of the National Mechanical Insulation Committee and thus a member of the NIBS Coordinating Council.

All the hot air on Capitol Hill is keeping Washington warm and snow-free, making it easier to go full steam ahead promoting our message and the industry. I hope you are also having a productive winter, and thank you as always for your continued support of NIA.

Regards,
Michele M. Jones
Executive Vice President/CEO