

OCTOBER 2011

MECHANICAL INSULATION SHOWCASED ON CAPITOL HILL

Dear Member,

As we prepare to gather for NIA's annual Committee Days meeting in Washington, D.C., we are energized by the progress we're making on Capitol Hill educating legislators about mechanical insulation and the need to incentivize its use beyond the minimum levels required by building codes. On October 25, the first-ever Mechanical Insulation Industry Showcase was held in the Rayburn House Office Building across the street from the Capitol. NIA and the International Association of Heat and Frost Insulators and Allied Workers, through our alliance, brought display materials and insulation samples to illustrate the functions and benefits of mechanical insulation, and the Mechanical Insulation Design Guide (MIDG) Simple Calculators were demonstrated live to show how easily mechanical insulation's benefits can be quantified.

The Showcase was sponsored by House Manufacturing Caucus Co-Chairs Representatives Don Manzullo (R-IL) and Tim Ryan (D-OH), also original cosponsors of the Mechanical Insulation Installation Incentive Act (H.R. 2866/S. 1526). After his introduction by NIA President Alec Rexroat, Rep. Manzullo praised H.R. 2866 and the Montana Insulation Assessment Pilot Program in his welcoming remarks. He pointed out that the bill will "help the commercial and industrial sectors invest in mechanical insulation and create much-needed jobs in one of the hardest-hit industries" and added, "I am proud to have introduced legislation promoting this important energy- and cost-efficient initiative." To learn more about the House Manufacturing Caucus, get to know its members, and view video of Rep. Manzullo's speech, visit <http://manzullo.house.gov/HouseMfgCaucus/>.

The Showcase was held from 11 a.m. to 2 p.m. in the Foyer of the Rayburn House Office Building and attracted personal appearances by Representatives Altmire (D-PA), Carnahan (D-MO), Green (D-TX), Hahn (D-CA), and Visclosky (D-IN), as well as several Congressional staffers from both the House and Senate. Since these are all very busy people, we are pleased they took time out of their day to come learn about and show support for mechanical insulation. The event also drew supporters from other organizations, including the National Association of Manufacturers (NAM) and the Sheet Metal and Air Conditioning Contractors' National Association (SMACNA).

We are hopeful the Showcase will result in more cosponsors for H.R. 2866/S. 1526, which currently has 23 cosponsors from both parties. After the Showcase, we continued spreading the word about mechanical insulation in meetings with Sen. Durbin (D-IL), Sen. Moran (R-KS), Rep. Rush (D-IL), and Rep. Shimkus (R-IL). NIA President Alec Rexroat also attended these meetings, which were very positive.

In addition to our legislative initiative, we continue to strive to serve our members in immediate ways. On October 20, we held our first member-only webinar, "Summing Up the Financial Value," which educated members on how they can easily use the MIDG Simple Calculators to demonstrate what mechanical insulation can do for their customers and grow their business even in this challenging economy. The webinar attracted about 50 attendees, one of whom e-mailed afterward, "Terrific! That was the best hour I have had in a while." Part 2 of the series will be held December 6, 2011, at 2 p.m. Please contact webinar@insulation.org if you're interested in registering.

I hope you're joining us at Committee Days next week to hear about these exciting initiatives and all the other work we're doing to grow the industry. And we look forward to seeing you at the 57th Annual Convention in Scottsdale, Arizona, April 18-21, 2012. Check www.insulation.org/convention for details. This is our industry's moment—don't get left behind!

Regards,
Michele M. Jones
Executive Vice President/CEO