

APRIL 24, 2009

(CLIMATE) CHANGE IS UPON US

Dear Member,

Since our last *Insulation Advocate*, billions of dollars in stimulus money began flowing to the states, momentum has grown on Capitol Hill for a new national energy bill focused on efficiency as lawmakers there get focused on climate change legislation. There have been major developments outside Washington, too, including New York City's aggressive plan to audit and retrofit thousands of older buildings every year to cut the energy they demand, for example.

We continue to press forward with our advocacy campaign with GolinHarris. We have briefed three more congressional offices, including two important chairmen: Senator Max Baucus (Mont.) of the tax-writing Finance Committee and Rep. Peter Visclosky (Ind.), who leads the House panel that controls energy spending. Meanwhile, Reps. Alan Mollohan (W. Va.), Tim Ryan (Ohio) and Deborah Halvorson (Ill.) have emerged as early NIA champions. In fact, Rep. Halvorson's office is considering submitting a resolution outlining the benefits of mechanical insulation in energy efficiency and job creation.

We have also begun a new grassroots campaign asking each member to write their congressmen and governors in an effort to convert Congress' interest in mechanical insulation into support for new policies that will grow our industry. We held our first Webinar to introduce members to this initiative April 17, and we were pleased that so many member companies participated—over 150 registered.

As discussed at the Annual Convention, now is our time. We need your help in this grassroots initiative now while Congress weighs our requests for tax incentives for mechanical insulation, an industry education campaign and energy policies. For information and everything you need to participate in this effort, go to www.insulation.org/mimi/. Thanks in advance for your support.

We will continue to update you on our efforts and look forward to any feedback you have.

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

Important Resources:

www.insulation.org/mimi Mechanical Insulation Marketing Initiative updates
www.house.gov (locate your Congressman)
http://www.senate.gov/general/contact_information/senators_cfm.cfm (find your Senators)
http://apps1.eere.energy.gov/state_energy_program/seo_contacts.cfm (find your State Energy Director)
www.gsa.gov/recovery (find stimulus projects for federal facilities)
FedBizOpps.gov—view specific projects and their bid status
www.energy.gov/recovery—search for projects by state
www.stimuluswatch.org—find shovel-ready projects by state