

JULY 9, 2009

## MEETING GOVERNORS, A LEGISLATIVE SUCCESS, AND MORE

Dear Member,

I am pleased to report continued progress as a result of our work on the Mechanical Insulation Marketing Initiative the past few months.

Thank you to all of you for responding to our legislative call to action. NIA members and members of the International Union have sent over 17,000 letters to date to Capitol Hill asking Congress to support our industry, and thousands more to governors and their state energy directors. The result was impressive and has certainly helped increase our profile with policymakers, which can help us grow the industry. We have come a long way in a relatively short period.

I am also pleased to tell you that as we forge ahead with our advocacy efforts, we will have the support of the International Association of Heat and Frost Insulators and Allied Workers (International Union). We recently signed a Memorandum of Understanding with the International Union in a joint effort to coordinate outreach to lawmakers and the Obama administration. Now our message and request are coming from one united front that urges Congress to fund a national education campaign managed by NIA and establish a tax credit for mechanical insulation installation. We are confident that having the Union join us in our efforts will strengthen our work in Washington and our chances for success on behalf of all NIA members.

Over the last two weeks we have met with top aides from the New Jersey governor's office and face-to-face with the Ohio and West Virginia governors and their top aides about the power of mechanical insulation. They were introductory meetings, but all offices understood the significant gains possible if they stepped up adoption of mechanical insulation in their states, and they want to work closely with us to see this happen.

On Thursday, June 25th, we began media outreach with a press release and a press conference call announcing the results of our analysis of the Energy Department's Save Energy Now (SEN) data and our work with Oak Ridge National Laboratory: that a moderate increase in the use of mechanical insulation could generate nearly \$4.8 billion in energy savings and 89,000 jobs per year. We also distributed the news to the dozens of congressional offices we have been in touch with this year. We are just now beginning to see some stories being picked up and will report on these in the next issue.

Friday, June 26<sup>th</sup>, we had our first legislative success of the year. The House of Representatives, as part of its first climate change bill, included our proposal that would create a 5-year, \$17.5 million "Industrial Energy Efficiency Education and Training Initiative" solely for building awareness of mechanical insulation nationwide. Considerable credit for this achievement goes to one of our strongest allies on Capitol Hill, Representative Deborah Halvorson (D-IL), who convinced the House's leadership to include our proposal in the bill. If the measure passes the Senate and becomes law, the Department of Energy would be empowered to provide funding (appropriated separately by Congress) to manage the program. This followed Halvorson's introduction in April of a non-binding resolution that outlined the benefits of mechanical insulation in energy efficiency and job creation.

We continue our legislative push, meeting with and providing information to several congressional offices, including Ed Pastor (D-AZ), Chet Edwards (D-TX), and Deborah Halvorson (D-IL), who has been a very strong proponent. In addition, we have set up appointments on the Senate side and will be meeting with the offices of the following Senators: Lisa Murkowski, Tim Johnson, Barbara Boxer, Susan Collins, and Robert Byrd.

Simultaneously we are aggressively pursuing meetings with the Department of Energy and the Department of Labor to communicate our message and request to those offices. We are also continuing to strengthen our alliances with organizations that we have strong relationships with, such as NAIMA, and are pursuing other

organizations, such as the National Association of State Energy Officials and the United States Green Building Council, to strengthen our presence.

Stay tuned for more information and visit [www.insulation.org/mimi](http://www.insulation.org/mimi) for regular updates. We look forward to any feedback you have.

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