

SEPTEMBER 2011

## **MECHANICAL INSULATION ABCS: APP, BILLS, AND CALCULATORS**

Dear Member,

Autumn is off to a promising start at NIA, from progress on Capitol Hill to new tools. Here are some of the highlights:

### **Tax Incentive Legislation Introduced**

We are excited to announce that the Mechanical Insulation Installation Incentive Act was re-introduced in Congress on September 8. In the House of Representatives, the bill is known as H.R. 2866 and was introduced by Rep. Donald Manzullo (R-IL) and Rep. Tim Ryan (D-OH). In the Senate, it is called S. 1526 and was introduced by Sen. Kirsten Gillibrand (D-NY) and Sen. Mike Johanns (R-NE).

This bipartisan, bicameral legislation will cut energy costs, reduce carbon emissions, and put Americans back to work by creating up to a 30 percent tax deduction to encourage commercial and industrial entities to go beyond minimum mechanical insulation requirements in new construction and retrofit projects and increase their maintenance activities. For a detailed overview of the bills and some frequently asked questions, visit [www.insulation.org/mimi](http://www.insulation.org/mimi). Our legislation attracted 60 bipartisan cosponsors in the last Congress, and we're off to a good start in this one. Our strategy is to find energy-efficiency legislation to attach the bill to so that it can be voted on and hopefully made into law. Stay tuned!

### **Strategic Meetings on Capitol Hill**

Last week NIA, along with our Alliance Partners (International Association of Heat and Frost Insulators and Allied Workers), held two important strategic meetings to further our message on Capitol Hill. The first was with the office of Senate Majority Leader Harry Reid, without whose support our bill S. 2516 would have very little chance. Reid's Senior Advisor Darrel Thompson was impressed by our Alliance and the fact that both the House and Senate bills were bipartisan. We were given every indication that his office would support any movement forward.

Our next meeting was with Heather Zichal, Deputy Assistant to the President for Energy and Climate Change, in the Eisenhower Executive Office Building next to the White House. Heather was very interested in our bills, our message, and our desire to be recognized on a prescriptive basis versus a holistic one. We were able to provide examples of why our industry is in need of attention and how useful we can be to the President's jobs creation initiative, as well as saving energy and reducing emissions. She was very positive and assured us that our message would be passed along to the appropriate individuals.

We are encouraged by these meetings yet realistic that they alone will not pass our bills or grow our industry overnight. These types of meetings are necessary to further our efforts, and they require persistence and dedication to look at all the angles and opportunities the current political environment provides. Only with your continued support will we ensure our success.

### **Mechanical Insulation Industry Showcase on Capitol Hill**

Meanwhile, next month holds another first for NIA: a mechanical insulation industry showcase on Capitol Hill, cosponsored by House Manufacturing Caucus Co-chairs Rep. Manzullo and Rep. Ryan. Members of Congress, their staffs, and visitors to the Rayburn House Office Building will have the chance to learn about the mechanical insulation industry and its products and their many benefits on October 25.

### **Mechanical Insulation Smartphone App**

We're also proud to announce our first-ever mechanical insulation smartphone application: the Mechanical Insulation Financial Calculator. Based on the Financial Returns/Considerations Simple Calculator in the *Mechanical Insulation Design Guide* (MIDG), this app helps you quickly determine the financial returns related to investments in mechanical insulation. You can use it for an overall project or a small investment, such as insulating a valve or replacing a section of insulation. The app is available for Android phone users in the Android Market—just search for “mechanical insulation.”

### **New Simple Calculator**

In addition, we've updated and added to the suite of MIDG Simple Calculators. The new Personnel Protection Calculator for Horizontal Piping can help you figure out how long someone can come into contact with a surface above 140°F without suffering second- or third-degree burns. In addition, the Temperature Drop Calculator has now been split into two, one for air ducts and one for hydronic piping. You can find all the Simple Calculators at [www.wbdg.org/midg](http://www.wbdg.org/midg).

I hope you'll use these valuable new tools and support us as we work to get the Mechanical Insulation Installation Incentive Act passed. And please consider joining us at Committee Days, November 8-9, for all the latest news on these and other exciting initiatives! Visit [www.insulation.org/committeedays](http://www.insulation.org/committeedays) for more information.

Regards,  
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Executive Vice President/CEO