

JULY 2012

## STEPPING INTO THE “BIPARTISAN” SPOTLIGHT

While we have had a busy summer, Congress is now slowing down as it nears its August recess. Legislative activities have decreased considerably as representatives and senators get ready to return to their constituents for a month and to prepare for the elections in the fall. However, NIA isn't slowing down at all! Our efforts to reach out to decision makers about the benefits of mechanical insulation are stronger than ever. Our legislative activities continue to gain support and mechanical insulation and one of our key players has made a splash in the national news.

In July, we met with Sen. Jerry Moran (R-KS) to encourage his support of S. 1526. During the meeting he indicated that he had heard from local constituents about the bill and that he would be reaching out to Sen. Johanns, who introduced S.1526 in the 112<sup>th</sup> Congress, for more information. We are excited to announce that not only has Sen. Jerry Moran signed on to S. 1526, but so has Sen. Sherrod Brown (D-OH), whom we met with back in May! Constituents' support opens doors and helps us to promote the importance of mechanical insulation. We want to thank all of our members for reaching out to their representatives and senators to support our industry and our bills!

On the House side, we met with staff of Rep. Samuel Graves (R-MO), the Chairman of the House Small Business Committee; staff of Rep. Robert Dold (R-IL); and staff of Rep. Jan Schakowsky (D-IL). As a result of these meetings, Rep. Samuel Graves is now the newest cosponsor of H.R. 2866! We are encouraged by the positive feedback we received during these meetings and are hopeful that we will continue to gain support for H.R. 2866.

As a result of our outreach initiatives over the last few months we are pleased to gain six new cosponsors who signed on to H.R. 2866: Rep. Ileana Ros-Lehtinen (R-FL), Rep. Richard L. Hanna (R-NY), Rep. Donna F. Edwards (D-MD), Rep. Leonard Lance (R-NJ), Rep. Frank Pallone Jr. (D-NJ), and Rep. Samuel Graves (R-MO). This brings the total number of cosponsors to 72, with 49 Democrats and 23 Republicans, making H.R. 2866 a true bipartisan effort.

Meetings on Capitol Hill are an important component to promoting our legislation, but receiving national media coverage certainly helps to spread our message to an even larger audience. On July 30, H.R. 2866 and the benefits of mechanical insulation were featured in an op-ed piece written by Rep. Donald Manzullo (R-IL) and Rep. Tim Ryan (D-OH) and published in *Politico*. While not all of the details of this article match up with our current bill H.R. 2866 and S. 1526, we are delighted by the coverage. Our hope is that this attention will inspire congressional offices to contact us for more information about our bill and eventually lend their support.

In addition to mechanical insulation attracting media attention, one of our lobbyists, Matt Keelen of The Keelen Group, is a go-to political correspondent on *Fox News*, known for his savvy political commentary. Mr. Keelen is regarded as a Republican policy expert on a wide variety of issues, from

the 2012 presidential election, foreign affairs, and economic policy. He was also recognized by *The Hill*, a daily congressional newspaper, as a Top Lobbyist in 2009. To view Matt Keelen's clips on *Fox News*, go to [www.keelengroup.com](http://www.keelengroup.com). You will have your opportunity to hear Matt Keelen first-hand, as NIA has invited him to be our keynote speaker during our upcoming Committee Days meeting this fall in Reston, VA.

Working with experts such as The Keelen Group and with Mike Fulton, president of The Arnold Agency's Washington, D.C. office, allows the Alliance to navigate the challenges of Capitol Hill and prepare a strategy for our future legislative work. They are key to moving our legislation and developing opportunities to further our outreach. Your support has allowed us to attain some of the top political thinkers on the Hill and we are in a better position than ever to make mechanical insulation a vital element for energy efficiency policy. I want to thank you for your ongoing support and involvement; however, we need your continued participation and financial support to continue our progress.

Please consider making a contribution to the Foundation now to help maintain the focus on the mechanical insulation industry.

Regards,  
Michele M. Jones  
Executive Vice President/CEO