

Insulation Advocate

NIA's Insulation Advocate: Update on January and February's Activities **NIA Advocates for Insulation and Helps Member Prepare for Congressional Visit**

Member Partners with NIA to Educate Congressional Leader

Our members are committed to promoting the value of insulation and in January, NIA's Foundation had the opportunity to assist a member in this vital mission. On January 22, NIA contractor member Cruz Acosta, President of Texoma Industrial Insulation, Inc., had a visit from his Congressman, Representative John Ratcliffe (R-TX). During the visit, Mr. Acosta shared information about his company and explained the role insulation plays in energy savings. Mr. Acosta contacted NIA to help prepare for this visit, and NIA's EVP/CEO Michele Jones explained NIA's legislative current activities and the procedures during a typical Congressional visit. She also gathered information and resources and provided him with various materials, including:

- A talking-points document that contained information on the benefits of insulation and information on current legislation activity to educate Congressman Ratcliffe.
- NIA's *Power of Insulation* brochure—which highlights the benefits of mechanical insulation and answers the question, “Why insulate?”
- NIA's Mechanical Insulation Industry Flyers, which promote commercial and industrial insulation data, the simple calculators, and the Mechanical Insulation Education & Awareness E-Learning Series.
- NIA's Most Wanted poster, which contains impactful photographs outlining the consequences of poorly insulated systems and the savings that could result from proper insulation and maintenance.
- Copies of *Insulation Outlook* magazine.

NIA and its Foundation are committed to serving NIA members and to educate all audiences on the importance of insulation and its many benefits. We were thrilled when this opportunity presented the chance to do both. If your company is planning an educational event or has a similar request, please contact NIA at 703-464-6422 so we can assist you in spreading the message about insulation.

Insulation Legislation

Turning attention back to Capitol Hill, the environment remains tumultuous. After many, many months of back and forth it finally appeared as if the Senate would be moving forward with their broad based energy reform bill, S. 2012, the Energy Policy Modernization Act. Amendments were filed, the bill was brought to the Senate floor, and those amendments were voted on. Momentum

was behind the bill and then, unfortunately, it ground to a halt as the issue of water contamination in Flint, Michigan, arose. Senators were unable to agree on a solution to this problem and Democrats would not allow any legislation, such as S. 2012, to move any further before resolving the water crisis. Talks are continuing to happen behind closed doors on the Flint issue, in hopes that a bipartisan agreement will be found and legislation will begin moving forward again. However, once this issue is resolved it will likely remain difficult to move our bill through Congress due to the contentious primary season that is underway.

DOE Insulation Study

In the meantime, we are continuing to work with Senator Lisa Murkowski (R-AK) and Senator Maria Cantwell (D-WA) on following up with the Department of Energy (DOE) on their letter requesting that the DOE conduct a study on the effect that thermal insulation can have within federal buildings in terms of water and energy conservation.

Stay tuned for more news from NIA's Foundation in the next issue of *Insulation Advocate*.

Best Regards,

Michele M. Jones

NIA EVP/CEO

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NIA is a not-for-profit trade association representing both merit (open shop) and union contractors, distributors, laminators, fabricators, and manufacturers that provide thermal insulation, insulation accessories, and components to the commercial, mechanical, and industrial markets throughout the nation. Since 1953, the northern Virginia-based association has been the voice of the insulation industry and is dedicated to keeping the commercial and industrial insulation industry up to date on the latest industry trends and technologies. For more information, visit www.Insulation.org.

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