



THE NATIONAL INSULATION ASSOCIATION

Insulation Advocate



November/December 2013 Insulation Advocate: Strength in Numbers

Committee Days 2013

As many were preparing for the holiday season, NIA was gearing up for one of its most important events of the year: the annual Committee Days meeting. This year's meeting was held from December 3-4 in Reston, Virginia, and welcomed more than 70 NIA members. Our membership uses this forum to have their respective committee meetings and discuss future objectives and goals for NIA. We were also happy to welcome Congressman Williams of Texas, who spoke during our luncheon presentation to give our members an update on the current political environment.

Congressman Williams is a small business owner, and spoke to members about the crucial role small businesses play in America's economic strength, and the primary role he believes they will play in the future. After his speech, Congressman Williams took the time to answer questions from our members and discuss their concerns about the country's future. One of the many benefits of attending the NIA Committee Days meeting is having the opportunity to hear directly from our legislators and a variety of other speakers that may impact our industry. We will continue to facilitate these types of events during this meeting.

Also during the Committee Days meeting, we held a training session sponsored by the Merit and Union Contractor Committees on Effective Customer Contract Negotiations with Cynthia Paul, Managing Director of the FMI Corporation. Attendees were very enthusiastic about this valuable training, finding it well worth their time. Due to the positive feedback we received from our contractor members, we will be publishing some additional materials on negotiating strategies in the January issue of our magazine, *Insulation Outlook*.

New Mechanical Insulation Awareness Presentation

NIA has developed a new educational tool that will soon be available to our members. We are finalizing an awareness PowerPoint presentation that will help members express the benefits of mechanical insulation to a variety of audiences, including both experts and those with less knowledge about insulation. The presentation will be provided to NIA members as a complimentary member benefit. It can easily be used alongside many of the educational materials we have developed for our membership. If members are looking to add even more value to their presentations, we have also developed a resource kit with a variety of materials including the presentation, NIA's Insulation Materials Specification Guide, industry flyers, the NIA Insulation Sampler, *Insulation Outlook* magazine issues with articles specifically tailored for your audience, and various other industry materials. For members who want a speaker, we

are also offering a package that will provide a NIA presenter to deliver the presentation. We will be releasing more details about these packages soon.

Our association is strongest when we have active participation by our members, and there is no substitution for hearing from those who have been operating businesses and working in the mechanical insulation industry for years. We are very grateful to all the members who made a point to not only attend Committee Days, but also actively share their ideas to grow our association and benefit the industry. We hope we will see all our members at NIA's 2014 Annual Convention in Indian Wells, California, and continue the process of growing and strengthening our industry.

Best Regards,
Michele M. Jones
NIA EVP/CEO