

# Insulation Advocate

## March/April 2014 Insulation Advocate: **New Insulation Efforts Bolstered by Allies**

It has been a busy time for NIA as we geared up for our 59<sup>th</sup> Annual Convention, and worked to collaborate with different parties to promote the benefits of mechanical insulation.

### **NIA's 59<sup>th</sup> Annual Convention**

To everyone who attended our Convention: thank you! It was a huge success and we were able to share our progress on Capitol Hill with attendees during our Foundation update. During this update, we discussed our recent victory with the passage of the Farm Bill, and also introduced our Foundation Progression Chart. We hope our members continue to reference this resource to see just how far NIA has come in advocating for our industry.



**NIA Networking Event**

### **Farm Bill Implementation Continuing**

We are continuing our efforts to ensure we reap the benefits of all the work we put into the passage of the Farm Bill. NIA is currently communicating with members of the U.S. Department of Agriculture (USDA) to offer assistance with the execution of the language in the Farm Bill that called for reporting on energy assessments and the identification of potential opportunities for mechanical insulation within various USDA facilities. Though this is not an easy or fast process, we are very hopeful this will increase the use of mechanical insulation and provide us with more holistic and prescriptive information highlighting its benefits.

### **Working with Allied Organizations**

ASHRAE recently added their support to one of our causes by sending a letter to Representatives Dave Camp and Sander Levin, the Chairman and Ranking Member, respectively, of the House Ways and Means Committee. This letter strongly encouraged the Congressmen to support the Mechanical Insulation Installation Incentive Act, which would provide a tax incentive that would potentially cover up to 30% of the cost of using or maintaining mechanical insulation. This bill has the potential to lower carbon emissions, create jobs, and improve building energy efficiency. We are continuing to meet with parties on Capitol Hill and strategizing with allies to encourage the passage of this legislation.

Making alliances with organizations that have related interests is crucial to our success. To this end, NIA recently became a member of the Alliance for Water Efficiency, an organization that is dedicated to the efficient and sustainable use of water. As mentioned in prior issues of *Insulation Advocate*, the efficiency issues surrounding energy and water, commonly known as the energy-water nexus, intersect with our interests because of the potential savings resulting from the use of mechanical insulation for both of these resources. We look forward to working further with the Alliance for Water Efficiency to see where we can promote the increased use of mechanical insulation.

### **NIA to Speak at International Emerging Technology Symposium**

NIA will be a featured speaker at the upcoming International Emerging Technology Symposium, which is being held in Virginia from April 23-24, 2014. NIA Consultant Chris Crall will be giving a presentation entitled "Making the Business Case for Increased Use of Thermal Insulation on Domestic Hot Water Systems" on April 23 at 2:30 p.m. This event brings together experts from various fields in the water- and energy-efficiency industry, and is a perfect event to educate others on the significant savings mechanical insulation can generate for both energy and water interests.

### **High-Performance Building Week**

Next month, the High-Performance Building Congressional Caucus Coalition is celebrating High-Performance Building Week from May 19-23. This annual event celebrates high-performance buildings and is organized by the coalition of building industry stakeholders that support the High-Performance Building Congressional Caucus. We are one of the key sponsors of this important event, and hope to be able to leverage this week to continue to educate crucial parties on the benefits of mechanical insulation. It is through these alliances, collaborations, and concentrated efforts that we will be able to spread awareness about mechanical insulation. By focusing on education and making more people aware of our industry and the benefits of mechanical insulation, we increase our chances of growing the industry, winning more legislative victories, and garnering support across various sectors.

Best Regards,

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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](http://www.insulation.org).