

September 2012

A Season of Change

The crisp, cool air has returned, signifying that fall is upon us. Just as nature will be dealing with its inevitable transition to colder weather, the United States will brace itself for the transitions that loom within our federal and state governments. With less than 4 weeks before the 2012 presidential election, coinciding with the U.S. Senate elections, where one-third of the Senators face reelection, and the U.S. House of Representatives elections (which occur biennially) to elect members of the 113th Congress, all of Capitol Hill is preparing for the impact of this election. Of the many issues dividing the parties—such as jobs and economic growth, healthcare, and tax legislation—it seems that both parties believe there is a need for an energy strategy and a commitment to energy efficiency. NIA and its Alliance are working hard to ensure that mechanical insulation is considered and included in current and future legislation.

Tax Incentive

Over the last few weeks, even during the August recess, we continued to pursue support of our legislation, H.R. 2866 and S. 1526. The recess gave us numerous opportunities to meet with Hill staffers to educate them about our legislation and initiatives. As a result, we are pleased to report that we have added six new cosponsors of H.R. 2866 including Rep. John Conyers, Jr. (D-MI); Rep. John F. Tierney (D-MA); Rep. Gene Green (D-TX); Rep. Betty Sutton (D-OH); Rep. Bill Pascrell, Jr. (D-NJ); and Rep. David N. Cicilline (D-RI). To date, we have a total of 77 cosponsors: 54 Democrats and 23 Republicans.

The support shown for our legislation is significant; however, realistically, it is unlikely that anything will get passed before the lame duck session. We will continue to look for vehicles to attach our bills to.

Completion of the Mechanical Insulation Education and Awareness Campaign (MIC)

We are proud to announce that the Alliance completed the final component to the MIC. In September, three marketing flyers promoting the simple calculators, commercial and industrial data, and E-Learning modules (www.nerlearning.org) were professionally printed and will be distributed throughout various markets, including Capitol Hill and the Department of Energy. They also will be made available to NIA members and Foundation supporters for use in educating their customer base on mechanical insulation's benefits.

Meetings on the Hill

On September 10, 2012, the Alliance met with Jason S. Miller, Special Assistant to the President for Manufacturing Policy. Mr. Miller works within the National Economic Council in the White House, leading the efforts to coordinate policy and federal activities that support U.S. manufacturing. The Alliance discussed mechanical insulation's role in U.S. manufacturing.

Looking Ahead

In the coming weeks and months, NIA will be analyzing its strategy on Capitol Hill and taking a hard look at where best to direct our resources and funds to maximize our efforts to promote mechanical insulation as a key contributor to energy efficiency initiatives. On November 6, during NIA's 2012 Committee Days meeting in Reston, Virginia, Matt Keelen, founder and president of The Keelen Group, one of our lobbying partners, will share with NIA members his thoughts on the election and give insight into NIA's strategy as we move forward with mechanical insulation initiatives on Capitol Hill in the upcoming congressional session. Please mark your calendar and plan to join us at Committee Days. For more information please visit www.insulation.org/committeedays.

Thank you for your continued commitment and support of NIA and its Foundation.

Regards,
Michele M. Jones