

NIA Foundation Progression History

In 1997, at NIA's Annual Convention in Maui, Hawaii, the Associates and Distributors Committees requested that NIA become more outwardly focused and grow the insulation industry. In 1998, the *Grow the Insulation Industry Program (GIIP)* was born. In 2002, GIIP grew into the current *Foundation for Education, Training and Industry Advancement*.



	1997–2000	2001–2004	2005–2008	2009–2014
Marketing Tools	<ul style="list-style-type: none"> In 1999, we began the development of outreach marketing tools — <i>The Power of Insulation</i> brochure & <i>Putting the Power of Insulation to Work</i> 	<ul style="list-style-type: none"> GIIP became “<i>Foundation for Education, Training and Industry Advancement</i>” Conducted website growth and redesign for <i>www.insulation.org</i> 	<ul style="list-style-type: none"> Established the Mechanical Insulation Marketing Initiative (MIMI) 	<ul style="list-style-type: none"> Updated and republished the <i>Power of Insulation</i> brochure Created 3 flyers promoting the benefits of mechanical insulation as part of the Alliance/DOE Mechanical Insulation Education & Awareness Campaign (MIC) Developed 4 color ads (in varying sized) each addressing a specific message on energy savings, MI resources, or industry data
Education/ Training	<ul style="list-style-type: none"> Began the development of the <i>Insulation Energy Appraisal Program (IEAP)</i> Interviewed/hired curriculum experts Researched/secured industry subject matter experts Wrote curriculum and created assessment video Identified and trained IEAP instructors Held several mock IEAP classes with various internal and external audience participants Launched the first IEAP class in October 2000 	<ul style="list-style-type: none"> Conducted 16 IEAP classes Developed the <i>National Insulation Training Program (NITP)</i> and conducted 13 NITP classes Developed a <i>3E Plus® Training Class</i> Created and printed IEAP marketing brochures and registration materials 	<ul style="list-style-type: none"> Conducted 8 IEAP classes Conducted 5 NITP classes Launched the <i>3E Plus® Training Class</i> Initial development of the Mechanical Insulation Design Guide (MIDG) with the National Institute of Building Sciences (NIBS) through the formation of the National Mechanical Insulation Committee (NMIC), chaired by Ron King Launched the Mechanical Insulation Design Guide (MIDG) on the NIBS's Whole Building Design Guide website Built and demonstrated the first online mechanical insulation energy calculator 	<ul style="list-style-type: none"> Conducted 54 IEAP classes resulting in the celebration of our 1,000th appraiser Conducted 1 NITP class IEAP receives college credits from Thomas Edison State College Created and launched 7 simple calculators on MIDG (energy, emission reduction, condensation control, financial, temperature drop, personnel protection and time to freeze) Created and launched the E-Learning Course which offers learning credits through AIA, USGBC, and NIA Conducted MI podcast for HVAC 360-Building X and Webinar for Southern California Gas
Industry Data Development	<ul style="list-style-type: none"> In 1998, developed and launched the first of a biennial Industry Measurement Survey 	<ul style="list-style-type: none"> Conducted 2 Industry Measurement Surveys 	<ul style="list-style-type: none"> Conducted 2 Industry Measurement Surveys Conducted below ambient insulation energy appraisal report—Florida Natural Growers 	<ul style="list-style-type: none"> Conducted 2 Industry Measurement Surveys Worked with Oak Ridge National Labs to estimate the energy savings and emission reductions nationally for U.S.-based industrial facilities with increased Mechanical Insulation Researched and compiled statistics on employees in the Mechanical Insulation industry Conducted an energy assessment on Mechanical Insulation opportunities within the State of Montana Capitol complex Conducted study of U.S. hospitals and schools to determine the potential commercial energy savings impact of Mechanical Insulation
Outreach		<ul style="list-style-type: none"> Developed and launched a Members' Speakers Bureau Developed Mechanical Insulation Outreach Presentations for Speakers Bureau Created the <i>Insulation Outlook</i> Growth Campaign 	<ul style="list-style-type: none"> Created the “City Wide Outreach” presentation concept and conducted first presentation Completed 76 outreach and internal industry presentations to 2,380 attendees 	<ul style="list-style-type: none"> Formed an alliance on legislative efforts with the International Association of Heat & Frost Insulators & Allied Workers Authored a 5 year <i>Power of Insulation</i> column in the Refrigerating Engineers & Technicians Association (RETA) publication <i>Reta Breeze</i> Conducted approximately 100 outreach Mechanical Insulation presentations to 3,500 attendees Developed and conducted a simple calculator webinar for NIA members
Strategic Partnership Development		<ul style="list-style-type: none"> Conducted outreach meetings with strategic organizations such as ASME, AEE, AIA, MCAA, CSI, and NASEO Began the development of alliances with allied organizations, ASME, RETA, AEE, etc. 	<ul style="list-style-type: none"> Conducted outreach meetings with strategic organizations such as ASME, AEE, AIA, and MCAA Insured DOE Steam Best Practices included 3E Plus® software in their SSAT software Served as Chair of Business Marketing Committee for DOE's Steam Best Practices group 	<ul style="list-style-type: none"> Served as Chair of the National Institute of Building Sciences Consultative Council Conducted various Mechanical Insulation webinars for NASEO, Army Corps of Engineers, and NASFA Launched meeting with NIST regarding the value of Energy/Water Nexus Endorsed the Energy Savings and Industrial Competitive Act and Tenant Star (Shaheen Portman bill) Joined Coalition for Fair Effective Tax Rates Conducted 4 various Foundation-related presentations during the 2012 WIACO meeting in Paris, France Assisted TIAC with development of their national outreach program
Federal/State Advocacy			<ul style="list-style-type: none"> Engaged a Public Relations firm to implement a Capitol Hill/Federal legislative advocacy agenda 	<ul style="list-style-type: none"> Engaged lobbying firms to assist in navigating and formulating strategies to develop an effective legislative Mechanical Insulation industry agenda Through Foundation efforts, Congress appropriates \$500,000 to DOE for a Mechanical Insulation Education & Awareness Campaign (MIC) Executed agreement with DOE to create and deliver a Mechanical Insulation Education & Awareness Campaign (MIC) Created, introduced, and supported the Mechanical Insulation Installation Incentive Act in 2009, 2010, 2011, 2012, and 2013 garnering bipartisan support Conducted over 300 meetings on Capitol Hill with legislators Conducted grassroots letter writing campaign to legislators to support Mechanical Insulation bills that yielded over 55,000 letters Delivered letters in support of Mechanical Insulation initiatives/appraisal requests to all State Energy Officials and Governors, including personal office visits with 4 Governors Held several meetings with Alliance partner at White House with key energy staff Held a Congressional Mechanical Insulation Showcase at the Rayburn Building on Capitol Hill on behalf of the House Manufacturing Caucus Submitted written testimony for the House and Senate Committee on Appropriations Subcommittees on Energy and Water Development on Federal Funding for Mechanical Insulation Moderated a High Performance Building Caucus/U.S. House of Representatives briefing on “Advancing the Building Industry: Findings and Recommendations from the National Institute of Building Sciences Consultative Council” Testified before the U.S. Congress Committee on Science, Space, and Technology, Oversight and Energy Subcommittees Hearing entitled “Green Buildings—An Evaluation of Energy Savings Performance Contracts” Passed the Farm Bill which required a report auditing potential energy saving projects with Mechanical Insulation in federal agriculture facilities