

NIA's 67th Annual Convention
Tuesday, March 14, 2023 | 12:00-2:00 p.m.
Regency Boardroom

Membership Committee Meeting Agenda

Lunch will be served.

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1. Anti-Trust Policy Review and Introductions (R. Sutphin)
 2. Approval of Q1 2023 Virtual Meeting Minutes (R. Sutphin)
 3. Re-Addressing the Small Contractor Focus Group Concept (K. DiDomenico)
 4. 2023 Recruitment Goals (K. DiDomenico)
 - Reaching Out to Potential Members for NIA membership
 - Google Docs – potential member list
 - Discussion of materials needed for recruitment efforts
 - Approaching Distributor Members
 - Introducing their Customers to the NIA
 - Webinar for new or potential members
 5. Ambassador Program Review (A. Doyle)
 6. Review of February 2023 Membership Report (A. Doyle)
 7. Committee Purposes/Objectives/Actions Items (K. DiDomenico)
 8. Scheduling Summer 2023 meeting (K. DiDomenico)
 9. Adjourn (R. Sutphin)

**National Insulation Association
Anti-Trust Compliance Policy**

POLICY:

Any infraction of anti-trust laws could subject member companies and/or individuals to legal penalties, including possible fines, possible imprisonment, and liability for attorneys' fees.

It is the policy of the National Insulation Association (NIA), its board of directors, officers, and staff, and its active and associate members, to strictly comply with all laws applicable to its conduct, and specifically with federal and state antitrust laws. Compliance with these laws requires obedience both to the letter and spirit of the law.

A basic tenet of NIA's Anti-trust Compliance Policy is that no member shall enter into any understanding, agreement, plan, or scheme, whether express or implied, informal or formal, oral or written, with any competitor with respect to prices, terms or conditions of sale, output, production, distribution, territories, or customers. NIA policy absolutely prohibits any consultation between competitors relating to prices or terms and conditions of sale.

This brief statement is not intended to be a complete statement of all aspects of the anti-trust laws. Members should seek legal advice if they have any questions concerning antitrust law compliance.

PROCEDURE GUIDELINES:

1. Always have an agenda, have it reviewed by counsel well in advance of the meeting.
2. Stick to your agenda - do not get into general discussions concerning topics which are not on the agenda.
3. Do record, accurately, the minutes of all committee meetings sponsored by the NIA.
4. Have legal counsel present at any meetings in which information or topics, which may have an anti-trust significance, are likely to be discussed.
5. Retain copies of any and all documents exchanged or relied upon at any committee meeting.
6. Be very careful in language used on any document produced for a committee meeting, including minutes, memos, and letters. Avoid including potentially suspicious phrases in any meeting document such as "please destroy after reading."
7. Never discuss pricing information. This includes prices charged to customers, change in the pricing levels of raw materials, terms and conditions of sales, credit terms used by you or imposed upon you by your suppliers, etc.
8. Do not discuss prospective production plans, allocation of markets, and/or actions aimed at hindering competitors.
9. Do not disparage a competitor's or a supplier's product unless you have specific proof that your statements are correct.
10. Avoid joint ventures and research projects unless you have discussed the matter with counsel with regard to any possible anti-trust problems that may arise out of such ventures.
11. Do not enter into any agreements or understandings with a competitor concerning discounts, terms, or conditions of sales, profits, profit margins, shares of the market, bids, or intents to bid.
12. Do not exclude competing NIA members from any committee.

By signing on the attached page, you are in agreement with the Anti-Trust policy.

Representing the mechanical and specialty insulation industry

Q1 2023 NIA Membership Committee Virtual Meeting
Monday, February 6 | 11:00 a.m. – 12:30 p.m. ET |

Membership Committee Meeting Minutes - DRAFT

Attendees:

Chairman: Rick Sutphin, Performance Contracting, Inc.

Michael Alcorn, Aspen Aerogels, Inc.

Mellanie Askew, Coverflex Manufacturing

Rick Baptista, Irex Contracting Group

Matt Caldwell, Caldwell Insulation

Jordan Fiske, Anchor Insulation

Ginny Gier, Owens Corning

Joe Leo, Atlantic Contracting & Specialties, LLC

Shawn Reichenbach, Performance Contracting, Inc.

Brian Willett, Gribbins Insulation Company, Inc.

Staff:

Kristin V. DiDomenico, Vice President

Aimee Doyle, Director of Membership

1. Anti-Trust Policy Review, Introductions, and Sign-In

- The meeting was called to order at 11:05 a.m.
- K. DiDomenico reviewed the anti-trust policy.

2. Approval of 2022 Fall Summit Meeting

- K. DiDomenico reviewed the minutes with the committee.
- With no discussion, a motion was made by R. Sutphin to approve the minutes as presented. That motion was seconded by M. Alcorn.
- With all in favor, and no one opposed, the November 2022 meeting minutes were approved as presented.

3. 2023 Goal Setting and Objectives Discussion

- Recap of 2022 Achievements
 - 33 new members
 - Exceeded budgeted revenue goals by over \$19K
 - Ambassador Program continues to be successful and well received by new members and first time attendees of NIA's event
 - Implementation of the NIA Education Center (LMS) and new Association Management Software (AMS)
- Update on Regional National Initiative

- M. Alcorn updated the Membership Committee on an initiative that is being worked on through the Regional National Committee.
- Approval is being sought to establish a task force to determine actions and initiatives needed to foster strength and growth of the industry through the regional and national associations.
- The formal request will be made at the Regional National Committee meeting during the 2023 NIA Convention.
- Review of December 2022 Membership Report
 - A. Doyle reviewed the December 2022 Membership report with the committee.
- Review of 2023 Revenue Goals
 - K. DiDomenico reported on the status of 2023 membership dues.
 - Committee members commented on the dues invoice itself. It was suggested that we look at the invoice again as it was easy to miss the additional, optional expense for the Education Center subscription. Staff explained that they had members' convenience in mind when adding it as an additional expense but will work to ensure that it stands out more as an optional expense.
- Determining New Member Recruitment Goals
 - After discussion, Committee Members will review the prospect list and sign up to recruit 1-2 members in 2023. A. Doyle will send out the prospect list via Google Docs after the meeting.
 - To support this initiative
 - Staff will be working over the next few months to rebuild the Members Only portal
 - We will work to create a webinar outlining the benefits of membership and how to get involved
 - Staff will be working to schedule communications and talking points
 - It was suggested that Distributor members are approached and asked to introduce non-member customers to NIA. Staff could create packets of information to share with potential members.
 - Involve the YPAC in new member onboarding efforts.
 - Improvements to the Ambassador Program
 - After the Convention, staff will provide members of the committee a follow-up email that can be customized. The email will contain upcoming events, training, and resources.

4. Next Meeting

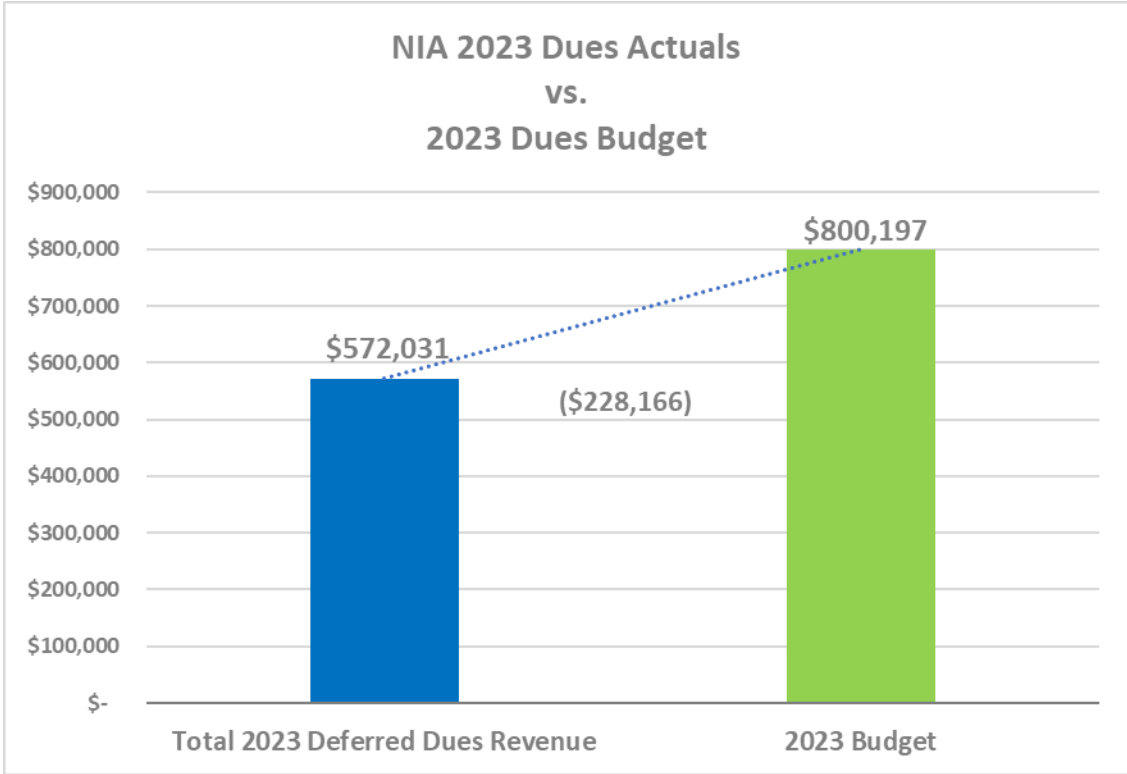
- The next Membership Committee meeting will be held at the 2023 Convention on Tuesday, March 14.

5. Adjourn

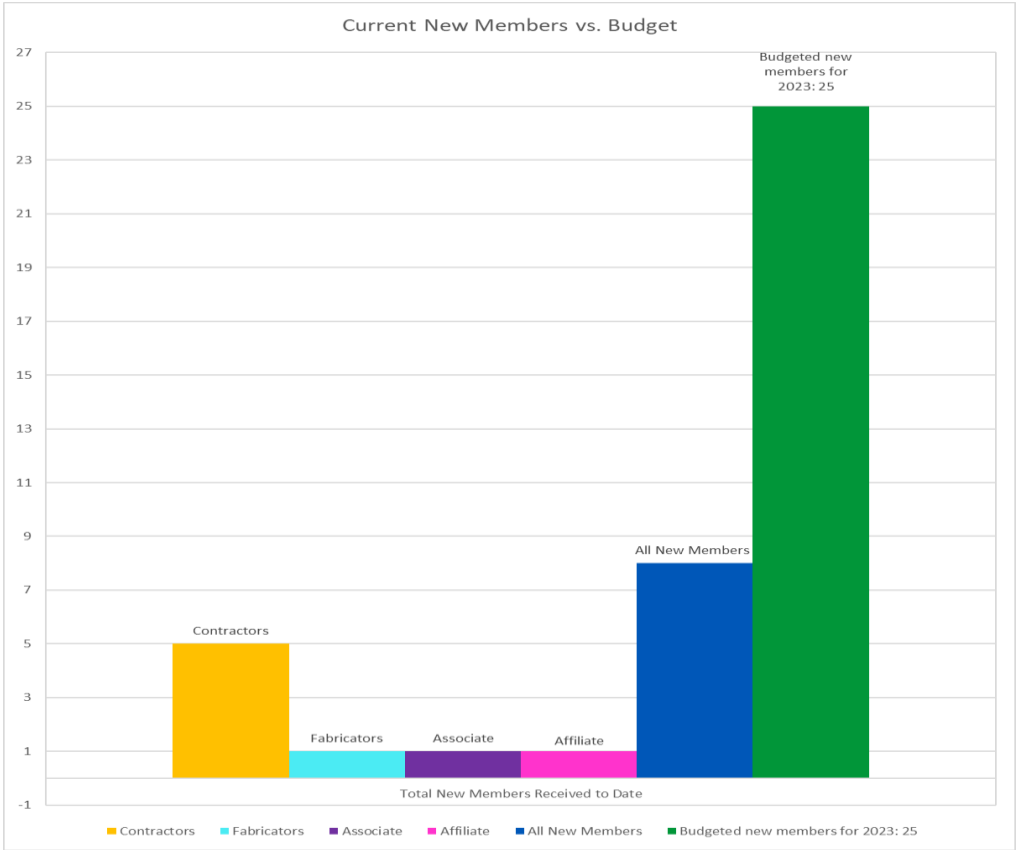
- R. Sutphin thanked the committee members and adjourned the meeting at 12:28 p.m.

NIA 2023 Membership Report Dashboard

AS OF FEBRUARY 28, 2022



This chart shows the difference between the total 2023 deferred dues revenue in blue and the 2023 budget total in green.



This chart shows the total new members received YTD in dark blue (you can see the breakdown to the left). The far-right green column shows the total new members budgeted for 2023.

March 1, 2023

FEBRUARY 2023 MEMBERSHIP REPORT

Calendar Year 2023

Member Type	Year End 2017	Year End 2018	Year End 2019	Year End 2020	Year End 2021	Year End 2022	February YTD 2022	February YTD 2023
Active Total	266	251	247	236	242	247	238	248
<i>Contractors</i>	191	184	184	179	188	193	186	196
<i>Distributors</i>	26	22	23	22	22	21	20	21
<i>Fabricators</i>	36	31	28	24	22	23	23	23
<i>Laminators</i>	12	13	11	10	9	9	8	7
<i> Holding</i>	1	1	1	1	1	1	1	1
International	7	7	6	5	6	6	6	6
Associate	46	42	40	38	38	40	37	40
Cons./Man. Rep	3	2	1	1	2	3	3	3
Associate Supplier	3	2	2	1	1	1	1	1
Affiliate	3	2	2	2	2	3	2	4
Subtotal	328	306	298	283	291	300	287	302
Branches	391	368	358	349	333	341	328	340
TOTAL	719	674	656	632	624	641	615	642

	# Members	Dues Paid
February 1-28 New Members	5	\$9,205.00
Total New Members YTD 2023	8	\$12,470.00
February 1-28 Dropped Members	4	\$10,410.00
Total Dropped Members YTD 2023	6	\$15,430.00
Net Members Gained/Lost for 2023	2	-\$2,960.00

Note: Dues Paid is based on full dues amount.

New Member Detail Listing through February 28, 2023

<p>2/7/23 Merit Contractor (\$3-6 Million) Alleghany Industrial Insulation Co. Attn: Danielle Brinsky 48 Buck Rd. Lewis Run, PA 16738 Phone: 814-368-6960 www.alleghanyinsulation.com</p>	<p>2/8/23 Union Contractor (\$3-6 Million) Kim Industries, Inc. Attn: Mirek Przecioska 3 Morse Rd. Unit 2D Oxford, CT 06478 Phone: 203-778-5000 www.kimindustries.com</p>	<p>2/17/23 Fabricator (\$0-1 Million) Taixing Youngsun FI-Plastics Co., Ltd. Attn: Steven Xiong West End of South Third Ring Rd. Taixing, Jiangsu, China 25400 Phone: +86-139-0143-7262 www.ptfe-fabrics.com</p>
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2/27/23 Affiliate REA JET Attn: Nicole Richie 7307 Young Dr. Walton Hills, OH 44146 Phone: 440-232-0555 www.reajet.com	2/28/23 Associate (Manufacturer) ACS Industries, Inc. Attn: Emma Rodriguez 11811 East Fwy., Ste. 235 Houston, TX 77536 Phone: 346-308-6642 Fax: 713-456-2117 www.acsindustries.com	
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Members Joined (As of YTD February 2023)

Company	Member Type	Revenue Category	Dues Amount	Join Date	City/State/Country
1. Brunswick Insulation, Inc.	Contractor	\$0-1 Million	\$925.00	01/17/23	Wilmington, NC
2. Guaranteed Insulation	Contractor	\$0-1 Million	\$925.00	01/30/23	Athens, GA
3. PK Industrial, LLC	Contractor	\$3-6 Million	\$1,415.00	01/30/23	Corpus Christi, TX
4. Alleghany Industrial Insulation Co.	Contractor	\$3-6 Million	\$1,415.00	02/07/23	Lewis Run, PA
5. Kim Industries, Inc.	Contractor	\$3-6 Million	\$1,415.00	02/08/23	Oxford, CT
6. Taixing Youngsun FI-Plastics Co., Ltd.	Fabricator	\$0-1 Million	\$925.00	02/17/23	Taixing, Jiangsu, China
7. REA JET	Affiliate		\$1,325.00	02/27/23	Walton Hills, OH
8. ACS Industries, Inc.	Associate		\$4,125.00	02/28/23	Houston, TX

50% Offer **15 For 12 Offer *Discount Convention Registration ◇Discount IEAP Registration ****Late dues payment*

Members Dropped (As of YTD February 2023)

Company	Member Type	Revenue Category	Dues Amount	Join Date	Reason for Dropping Membership with NIA
January 2023					
IDI Distributors	Laminator	\$10-15 Million	\$3,790.00	07/01/18	Purchased by NIA member company, Therm-All, Inc.
WKS Isolierungen GmbH	Contractor	\$1-3 Million	\$1,230.00 (includes 1 branch)	05/30/00	Purchased by international company with no intention of future US business or association membership.
February 2023					
CMI	Laminator	\$10-15 Million	\$3,790.00	09/17/98	No response provided to staff.
Hira Industries, LLC	Associate		\$4,125.00	03/01/21	Dues too high for a company not in operation yet. Will consider rejoining when they open US plant in about 1 year.
FGH Fabricators	Fabricator	\$1-3 Million	\$1,080.00	05/01/98	Mentioned they never received Mechanical Insulation Installation Video Series copy after sponsorship back in 2014. Staff confirmed delivery with member however no additional feedback was provided.
Pro Insulation	Contractor	\$3-6 Million	\$1,415.00	12/01/21	Purchased by NIA member company, Cornerstone Services Group, LLC.

Membership Committee

Committee Purposes, Objectives and Action Items

Chairman: Rick Sutphin, Performance Contracting, Inc.

Vice Chairman: TBD (2023-2024 Assistant Treasurer)

Purpose: Representing all membership types, the membership committee identifies and recruits potential member companies, increases awareness of membership benefits and encourages participation among current NIA members.

Key Objectives:

- Identify and recruit potential members in the commercial and industrial sectors of the mechanical insulation industry.
- Maintain an up-to-date contact list (Top 100) of potential members.
- Work closely with the chairman of each of NIA's operating committees to encourage the participation of current NIA members in recruitment efforts.
- Actively promote membership benefits of NIA externally and internally.
- Analyze and understand industry trends that affect membership recruitment and attrition.

Actions:

1. Maintain representation of each operating committee to attend Membership Committee meetings and relay information back to the operating committees.
2. Promote participation in NIA activities (meetings and committees) to the current NIA membership through committee communications, such as the "I am NIA" campaign.
3. Maintain the Ambassador Program and continue to recognize new members and first-timers at NIA's Fall Summit and Convention.
4. Support NIA and its efforts at the regional level by promoting NIA membership within the regions.
5. Assign new members to current Membership Committee members to maintain contact with them throughout the year.
6. Maintain the new member marketing brochure for use in new member recruitment.
7. Create separate talking points flyer for Contractor, Distributor, and Associate (Manufacturer) members to use for new member recruitment.