

NIA's 2023 Fall Summit
October 26, 2023| 7:00 a.m.–8:00 a.m. ET
The Cosmopolitan

Membership Committee Meeting Agenda

1. Anti-Trust Policy Review and Introductions (R. Sutphin)
2. Approval of 2023 Q3 Virtual Meeting Minutes (R. Sutphin)
3. Q3/Q4 Membership Recruitment Goals Discussion (R. Sutphin)
4. Small Contractor Initiative Executive Summary (Final) (K. DiDomenico)
5. Scheduling Focus Groups with Participants of Small Contractor Initiative (K. DiDomenico)
6. Review of October 2023 Membership Report (Handout) (K. DiDomenico)
7. Ambassador Program – 2023 Fall Summit (K. DiDomenico)
8. New Member/Potential Member Webinar Development (K. DiDomenico)
9. Scheduling Next Meeting: Q1/2024 (Virtual) (K. DiDomenico)
 - Review of 2023 Successes
 - Goals for 2024
10. Adjourn (R. Sutphin)

Membership Committee

Committee Purposes, Objectives and Action Items

Chairman: Rick Sutphin, Performance Contracting, Inc.

Vice Chairman: John Stevens, Thermal Solutions, Inc.

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.

**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 or 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

NIA's Membership Committee Q3 Virtual Meeting
Tuesday, August 29, 2023 | 3:00-4:30 p.m.

Membership Committee Meeting Minutes - DRAFT

Attendees:

Chairman: Rick Sutphin, Performance Contracting, Inc.

Vice Chair: John Stevens, Thermal Solutions, Inc.

Matt Caldwell, Caldwell Insulation, Inc.

Ginny Gier, Owens Corning

Joe Leo, Atlantic Contracting & Specialties, LLC

Sandy Shattles, Armacell

Brian Willett, Gribbins Insulation Company, Inc.

Mellanie Askew, Coverflex Manufacturing, Inc.

Rick Baptista, Irex Contracting Group

John Brooks, Distribution International

Jordan Fiske, Anchor Insulation

Matt Hymer, Midwest Materials Co.

Laura Dover, Dover Insulation, Inc.

Staff:

Kristin V. DiDomenico, Vice President

Rianna Gleeson, Coordinator, Membership and Programs

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

- The meeting was called to order by Chairman R. Sutphin at 3:04 p.m.
- With NIA's anti-trust policy visible on the screen, he informed the committee members that by remaining in the virtual meeting they are agreeing to abide by the policy. All members agreed.
- K. DiDomenico introduced NIA's new Coordinator of Membership and Programs, Rianna Gleeson, to the committee members. She noted that R. Gleeson would be supporting the initiatives and action items of the committee.

2. Approval of 2023 Convention Meeting Minutes

- R. Sutphin asked committee members to review the minutes from the 2023 Convention meeting. With no discussion, a motion was made by R. Baptista to approve the minutes as presented. That motion was seconded by J. Leo.
- With no discussion, and all committee members in favor, the 2023 Convention meeting minutes were approved as presented.

3. Small Contractor Initiative Results

- K. DiDomenico reviewed a draft of the initial results of the Small Member Contractor Initiative with the committee.
- It was decided that moving forward small focus groups be scheduled with member participants to further the discussion of member benefits and information/resources that would be useful to them

for NIA to consider. K. DiDomenico will work with the committee to schedule these focus groups in Q4/2023.

4. Q3/Q4 Membership Recruitment Goals

Review of July 2023 Membership Report (Unpaid dues and New Member Onboarding Calls)

- K. DiDomenico reviewed the new members and dropped members on the July 2023 Membership Report, which was approved by the NIA Board of Directors.
- She noted that for the new members, an email would be sent out to the Membership Committee requesting volunteers to reach out to new members to welcome them.
- For members who had not yet renewed their membership for 2023, she requested feedback from the committee as to whether any of the companies have gone out of business or if there is any other information that could help staff understand why a member had not renewed their membership.

Potential Member Outreach

- K. DiDomenico noted that the committee would be receiving an email from staff with information related to NIA's annual 15 for 12 Membership promotion. She reminded the committee of its goals for 2023, including recruitment of new members, and offered to share NIA's potential member list for committee members to choose from, or that they reach out to non-members that they know of and encourage them to take advantage of the 15 for 12 membership promotion. (*15 months of membership for the price of 12 months.*)

2024 New Member/Member Recruitment Webinar

- K. DiDomenico stated that she will be working on a new member/member recruitment webinar in Q4. An outline will be shared with the committee in November 2023.

5. Ambassador Program Review – 2023 Fall Summit

- The committee agreed that the Ambassador Program is still successful. K. DiDomenico noted that R. Gleeson would send along a list of first time attendees and new members registered for the 2023 Fall Summit and ask the committee to volunteer to reach out to them.

6. Committee Purposes, Objectives, and Actions

- K. DiDomenico shared the updated Committee Purposes, Objectives, and Actions with the committee.
- The committee reviewed and agreed that everything was in order.
- With no further discussion, and all in favor, a motion was made by J. Stevens to approve the updates to the Committee Purposes, Objectives, and Actions as presented. That motion was seconded by S. Shattles.
- The Committee Purposes, Objectives, and Actions were approved as presented.

7. Next Membership Committee Meeting

- K. DiDomenico advised that the next Membership Committee meeting would take place during the 2023 NIA Fall Summit on Thursday, October 26, 7-8 a.m. at the MGM National Harbor, in National Harbor, Maryland. She noted that the committee's Q1 2024 meeting date would be scheduled, and that the committee would be reviewing its work in 2023 and drafting its 2024 goals and objectives.

8. Adjourn

- The meeting was adjourned at 4:30 p.m.

DRAFT