

# INDUSTRY MESSAGE



## Strength in Numbers

With NIA's highly successful 68<sup>th</sup> Annual Convention now in the history books, it is time for me to officially begin my tenure as President of this great organization. It is an honor to serve NIA, our membership, and our industry. I am fortunate to be building on a strong legacy forged by great industry leaders like last year's President Laura Dover.

She was the first female Contractor President of NIA, and I am proud to be just the second Associate (Manufacturer) President, in good company with respected colleague and former President Dave Cox. Under Laura's leadership, more than a dozen new member companies joined the NIA roster in just the first quarter of 2024.

I cite these figures because the theme of my presidency is **Strength in Numbers**, which is at the heart of what NIA is all about. Similar to how a rope gains its strength by weaving together individual threads, each member company is stronger when it joins with the rest of the NIA membership. Together, a larger, stronger organization works to advance the insulation industry far beyond the expectations of any one company. We all benefit by increasing awareness of the value of mechanical insulation and the industry is now poised to play a critical role in contributing to carbon emissions reduction solutions the world seeks these days.

On an individual level, the value of the business and personal connections we build with other NIA members is incalculable. I have been in the insulation industry for more than 45 years, and I cannot estimate the number of times I have reached back to the network and relationships I have built by attending and participating in NIA events. I know you know what I mean. When you have a question about something, do you want to spend time leaving messages for people you don't know, searching the Internet for the answer? Or do you want to call a trusted colleague you know will take your call right away and either give you the answer immediately or send you in the right direction to get it? Whether you have had the benefit of serving on NIA's Board of Directors, as I have, with some of the most knowledgeable folks in the industry in your contact list, or are just starting out, perhaps as a new member of NIA's

Young Professional Advisory Committee, you are stronger for the connections you have built, and will build, while being part of this association.

**Strength in Numbers** also speaks to the volume of resources NIA offers its members. Consider **NIA's Education Center**: In its first full year in operation,

- 64 companies subscribed.
- More than 1,200 users strengthened their industry and business knowledge through access to **60+ courses** with **12.5 professional development credit hours** offered.

The number of courses is growing every day, with **new releases** on topics including:

- Insulation Product Categories
- Construction Safety Orientation
- Mental Health Resources for the Construction Industry.

**Upcoming microlearning courses** slated for release in 2024 address:

- Mitigating Corrosion Under Insulation
- Introduction to Social Media for Businesses
- Killer Contract Clauses, and much more.

And the Education Center is just one example of the numerous ways NIA is working to help individual members, companies, and our industry grow.

I began this column reflecting on another successful Annual Convention. If you have not yet attended such an event, you should know that year after year, the number of attendees who say they made new contacts, strengthened existing relationships, learned something new, and found the experience so valuable they plan to attend another is consistently above 90%.

All these numbers highlight the value of NIA membership, and they are part of why I am so proud to serve as NIA's President.

*Jack Bittner*

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