

INDUSTRY MESSAGE



The Value of Connections

By attending NIA events over the years, I have met contractors, distributors, laminators, and even other manufacturers I have learned from and become friends with. Our industry is built on collaboration and shared knowledge. We've all benefited from each other's expertise. Recently, I had the opportunity to work with a few other members to create a video. This video, which you can watch by scanning the QR code on this page, highlights a key NIA membership benefit—the power of our relationships. I didn't realize how strong the connections in NIA's community have made us until I thought about how many of those people I would never have met if I had not been active in NIA's national network. It's not only the benefit of decades of friendship; these relationships have made our jobs easier, faster, safer, and more efficient.



I can pick up the phone and reach out to any of them to help solve project problems in minutes or hours instead of spending days or weeks trying to search for the right person or figure out a solution to a new issue. And it's a two-way street of mutual support within the industry. I can recount many instances like the one in the video where I helped or sought help from fellow members, such as John Lambertson of Irex Contracting, Chad Loula of Foster Products (HB Fuller Construction Products), and David Patrick, who was with Apache Industrial Services, Inc. and is now with SPI. Last month, I saw photos online of a project using Johns Manville's products from Mike McCowan, President and CEO of LC Insulations. Since I know Mike from NIA, I called him to ask if we could interview him and create a project profile marketing Mike's company's work and Johns Manville's products, and he agreed. This quick and free marketing project is online now and is courtesy of our NIA connections. These examples underscore the importance of the collective knowledge and experience within the NIA. The speed and efficiency with which we can solve problems through NIA connections can help you keep your schedule, get technical product data needed to update project specifications, and help you and your project save time and money.

I want to close this month's message with a few words about our friend and colleague, Ron King, a man that it seems everyone knew and learned from. Ron's presence has been consistent in my professional career for more than 40 years. Back in the early 1980s, Ron used to call on my Dad, who was the purchasing manager for Occidental Chemicals on the Gulf Coast. I was just out of college and had recently gone to work in inside sales for a competing insulation distributor in Houston. When I asked Dad why he bought some of their insulation from a competitor of my company, he said, "Because it's Ron King." I did not know Ron at the time, but I found out soon enough! Everyone who knows Ron cannot help but respect his knowledge, integrity, and work ethic. Ron went on to become an advisor, a mentor, and a good personal friend. His passing in July was a profound loss for our industry.

A handwritten signature in black ink, appearing to read "Jack Bittner". The signature is stylized and fluid.

Jack Bittner
President
National Insulation Association