

INDUSTRY MESSAGE



Looking Back to Shape the Future

Every year in July, leaders of the National Insulation Association (NIA) hold a planning meeting that includes the Board of Directors and the Convention Committee. This year, it also includes NIA's Long Range Strategic Planning session. Attendees will meet to reflect on our accomplishments and see where to improve and direct NIA's future efforts. The Long Range Strategic Planning session evaluates and determines which goals are the most important for the association to act on now and over the next few years. The process will start with a review of NIA's mission statement to see if it needs to evolve to reflect NIA's priorities. Then attendees will share their views on NIA's activities and their importance, followed by the difficult work of determining NIA's top 3 priorities for future resources.

Also in July, the NIA staff releases the association's annual report. This year it is called "2023: A Year in Review," and it will be available on the Annual Report web page. It highlights NIA's successes and tallies up the activities by department. One area that is highlighted in the report, and is important to many of us, is the Annual Convention. The results of the survey of those who attended NIA's 68th Annual Convention in April are in, and they dramatically underscore my theme of **Strength in Numbers**. I have long held that we are stronger for belonging to NIA, and that we gain additional strength when we come together for education and networking at NIA events. The survey results speak for themselves:

- 100% of respondents indicated that the overall keynote program content/educational value met or exceeded expectations,
- 100% of respondents indicated that business networking with current customers met or exceeded expectations,
- 97% of respondents indicated that networking with new/potential customers met or exceeded expectations,
- 94% indicated that the overall educational value of committee sessions/speakers met or exceeded expectations, and
- 93% said they learned something new.

Feedback like this is one of the reasons I am so proud to serve as NIA's President. The survey responses highlight why attendance at Convention and Fall Summit, our two annual member events, is crucial for all NIA members. I enjoy going to regional industry association events, and it means so much to do so in an official capacity as NIA President this year, but I know that attending NIA's Fall Summit this October 28–29 at MGM National Harbor in Maryland (just outside of Washington, DC) will feel like coming home. I hope to see everyone there. You and your business will be stronger for it.

A handwritten signature in black ink, appearing to read "Jack Bittner". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jack Bittner
President
National Insulation Association