

INDUSTRY MESSAGE

Setting and Reaching Goals Together



As I write this, I am reflecting on how wonderful it was to see everyone at last month's Fall Summit. It was another tremendously successful event, as we all had ample opportunities to attend educational and informative scheduled sessions, as well as quality time for networking.

While all the events and committee meetings offered value, two in particular stand out in my mind for how they align with one of my own goals: to make insulation's role in decarbonization mainstream.

First, NIA shared the association's new Long Range Planning strategic objectives. It is important to have a clear vision of where you want to go and a detailed plan for how you will move forward to get there. If you do not have the vision—and associated action/tactical plans, of course—stagnation is a real possibility. This is why NIA's Long Range Planning Committee meets and prepares a new strategic plan every few years and the Strategic Objective Leaders update the Board of Directors on the growing accomplishments at each of our three meetings each year. At our planning meeting, we evaluate our performance overall on achieving the vision we agreed on at the last planning session, and we spend significant time determining the top three or four priorities for the coming years. The new strategic objectives we agreed on are:

- **Insulation's Value for Carbon Emissions Reduction – Elevate the decarbonization benefits of mechanical insulation,**
- **Partnerships – Develop strategic relationships with stakeholders that align with and support NIA's mission and core values, and**
- **Education – Utilize education to elevate the professionalism of the industry.**

Achieving the decarbonization strategic objective will not only help our members and our industry, but also all companies striving to attain environmental and sustainability goals. Most of us are well prepared to explain how mechanical insulation saves money and energy from the moment it is installed, providing an outstanding return on investment year after year—often paying for itself within the first year. Now, as companies and government entities focus on reducing their carbon footprint, we need

to change our individual and company messaging to communicate a unified industry message about how our products fit into that strategy and help achieve short-term carbon reduction goals.

Secondly, to help NIA members understand and spread that message to end users, the topic for discussion during the Associates (Manufacturers) Session at Fall Summit was Carbon Credits for the Insulation Industry, which harkens back to NIA's top Strategic Objective as well as my own goal for the industry. Two speakers from advisory firm Baker Tilly, Benjamin Martin, ESG and Sustainability Advisor, and Brian Kassalen, Principal and Construction Industry Leader, gave an overview of the carbon credit market, outlined the types of products currently available, and updated attendees on the challenges and opportunities in the marketplace. After the session, former NIA President Dave Cox, Scott Sinclair, and I spoke with Benjamin and Brian about how we can work together to help people within and outside the construction industry understand what a great first step using mechanical insulation can be for eliminating carbon emissions at the source. We shared with them some of the metrics from NIA's **Study on Insulation's Positive Impact on Energy Efficiency and Emission Reductions** and realized that education is a two-way street. Those of us in mechanical insulation must share and position our products' and services' cost-effective strategic role as much as we must understand what other options our customers are considering for sustainability.

You learn more about NIA's 2024–2027 Strategic Objectives at www.insulation.org/about-nia/lrphistory, and please continue to read *Insulation Outlook* and attend NIA events for more information about how mechanical insulation can help end users reach decarbonization goals.

Together, we will get the message out.

Strength in Numbers!

A handwritten signature in black ink, appearing to read "Jack Bittner".

Jack Bittner
President
National Insulation Association