

JUNE 2012

MECHANICAL INSULATION: EVERY VOICE COUNTS

Dear Member,

Despite the whirlwind of an upcoming election year, we have continued to make progress on our goals for the industry. We are excited by the support of six new cosponsors to H.R. 2866, which is an increase of more than 10% since last month. We are also enthusiastic about the impact of the Mechanical Insulation Education & Awareness E-Learning Series. In April, 160 people viewed the modules, and in May that number grew to 280. We expect the number of users to continue to grow, as more members of our industry learn about this educational opportunity. To help spread the word, this July's *Insulation Outlook* features an in-depth article about the E-Learning Series and how to use it to your advantage.

This past month, NIA and the Alliance participated in two events in Washington, D.C.—a presentation unveiling the Department of Energy's new educational platform, the National Training and Education Resource (NTER), and the 15th Annual Congressional Renewable Energy and Energy Efficiency Expo + Forum. During the NTER presentation, SRI, the creators of the software, discussed the utility of this 21st century educational tool, from its open-source features to its 3-D software. NIA's Consultant and Past President Ron L. King gave a presentation on NIA's Mechanical Insulation Education & Awareness E-Learning Series, which is hosted on the platform. After the speakers, SRI provided the audience with demonstrations of the learning modules hosted on NTER, including a demo of NIA's E-Learning Series.

For the 15th Annual Congressional Renewable Energy and Energy Efficiency Expo + Forum, NIA and the Alliance set up a tabletop display, featuring the benefits of mechanical insulation on energy efficiency. The simple calculators were also on display for attendees to use. We were the only representative of insulation at the expo! We discussed the benefits of mechanical insulation with the 525 reported attendees of the expo—including representatives from government agencies, congressional staffers, and members of the public who have an interest in reducing energy consumption. Three representatives addressed the audience to show their commitment to energy efficiency, including Rep. Roscoe Bartlett (D-MD), Rep. Chris Van Hollen (D-MD), and Rep. John Garamendi (D-CA). We were pleased with the turn-out at this event and glad to have had another chance to showcase mechanical insulation on Capitol Hill.

In addition to these events, this month we have focused on meeting with the staff of many influential senators and representatives to gain leverage on our two incentive bills, H.R. 2866 and S. 1526. As a result, H.R. 2866 has gained six new cosponsors, including Rep. Michael Turner (R-OH), Rep. David Price (D-NC), Rep. Terri Sewell (D-AL), Rep. Mario Diaz-Balart (R-FL), Rep. Andre Carson (D-IN), and Rep. Nick J. Rahall (D-WV), bringing the total number of cosponsors to 65. While this is great news for the House bill, the Senate bill continues to lag behind with only two cosponsors. We will continue to meet with the staff of senators to gain their support, but we need your help as well. Now is the time to write your senators and let them know about the benefits of mechanical insulation for not only the country, but your community specifically.

As we approach election year, we face the obstacle of inertia in Congress, yet we also have new opportunities. It is up to us to make mechanical insulation a dominant issue within energy legislation discussions. With energy bills spiking, national employment still shaky, and continued tensions in the Middle East, energy is certain to be one of the key issues of both candidates' platforms. The question is whether mechanical insulation will make it to the forefront. As an industry, our future success depends upon decision makers understanding the benefits of mechanical insulation.

As we rally together to work towards this goal, we need your continued support. Your contributions and advocacy have enabled us to get this far, but there is still work that needs to be done. There are unlimited opportunities for our industry, if we are proactive enough to take advantage of them. To that end, please consider making a contribution to the Foundation so that we can maintain our levels of advocacy, and, if you haven't done so already, reach out to your decision makers to educate them about mechanical insulation. Every voice counts.

Regards,
Michele M. Jones
Executive Vice President/CEO