

JUNE 30, 2010

## **MECHANICAL INSULATION: SMALL INVESTMENT, BIG REWARDS**

Dear Member,

As you know, we've been diligently working to share the importance of mechanical insulation and the many positive impacts a tax incentive would have on job creation and energy efficiency. With climate, energy, and green jobs once again key concerns in the halls of Congress and on Wall Street, we are hopeful that commercial and industrial energy efficiency will be represented in solutions moving forward. Budgets and future spending are also under review by legislators, and we continue to look closely at how tax incentives for mechanical insulation can be advanced and enacted this year. The proposed tax incentive has recently been "scored" by Congressional tax experts and their results confirm what we've always known: a mechanical insulation tax incentive would have a small price tag and provide big returns on investment.

To further extend our reach and discuss the possibilities for this valuable measure, we've met with many key Members of Congress and their staff. This month we've participated in many beneficial discussions with key policy makers, including meetings with the offices of Representatives Xavier Becerra (D-CA), Shelley Berkley (D-NV), Gerry Connolly (D-VA), Diana DeGette (D-CO), Debbie Halvorson (D-IL), Jay Inslee (D-WA), Patrick Murphy (D-PA), Richard Neal (D-MA), Ted Poe (R-TX), Tim Ryan (D-OH), Linda Sanchez (D-CA), Allyson Schwartz (D-PA), and Frank Wolf (R-VA). By meeting with elected officials representing all regions of the country, we are confident that we not only demonstrate NIA's strong membership in those regions but also the immediate and long-lasting impacts their support can have on our industry.

Through these meetings and other outreach efforts, we have successfully conveyed the benefits of insulation and gained further support of H.R. 4296, the Mechanical Insulation Installation Incentive Act. Since our last update, an additional 7 cosponsors have joined, with a total of 57 members now signed on. Our latest additions include Representatives Henry Johnson (D-GA), David Price (D-NC), Dave Loebsack (D-IA), Linda Sanchez (D-CA), Paul Hodes (D-NH), Chris Van Hollen (D-MD), and Mike Doyle (D-PA).

While we have worked hard to share our message on the importance — and value — of mechanical insulation with influencers, our success is only a result of the important work you, our members, do in your home states and the vital support you lend. Job creation and energy efficiency benefits are broad; it is through the nationwide reach of our members that we can show legislators the tangible benefits our efforts will provide for their constituents. Just this month NIA President Glenn Frye, his wife Judy, and I attended the conferences of three insulation association regions, the Southwest region (SWICA), Southeast region (SEICA), and the Midwest region (MICA). All three regional meetings were focused on industry trends, and NIA provided an in-depth review of our activities on Capitol Hill. As we continue to gain attention for our often forgotten industry, we expect to have more great milestones to share with you soon.

Regards,  
Michele M. Jones, CMP  
Executive Vice President/CEO