

APRIL 23, 2010

## EVERY MEMBER COUNTS: BUILDING MOMENTUM FOR MECHANICAL INSULATION

Dear Member,

As the 55<sup>th</sup> Annual NIA Convention in Orlando nears, we need to focus on leveraging our collective involvement and building momentum for our industry needs.

At the conference, we will bring you up to speed on our legislative efforts. On April 29, you'll hear from Ron King, Lane Bailey of GolinHarris, and me in our session *Giving Mechanical Insulation a Voice*. We'll provide updates on our great progress and also outline how you can make a difference in the legislative process. We also look forward to Ron's May 1 presentation, *Hot Flashes, Cold Spots, and Excess Gas: A Numerical Solution*, where he will discuss the mechanical insulation industry's unparalleled ability to deliver new jobs, large energy savings, deep carbon cuts, and improved worker safety.

Above all, we look to provide you with the tools to further enhance our outreach efforts. By engaging your congressional representatives in a more targeted way, together we can build greater support for our needs: appropriations for education and industry awareness, the incentive tax bill, and the Building STAR program.

Much has transpired since our last update, and we look forward to discussing our campaign work in greater detail at the convention. Just this week, we held a fruitful meeting at the White House with Edward DeSeve, a Special Adviser to President Obama and Vice President Biden on the implementation of the economic stimulus package, and Jared Bernstein, Chief Economic Policy Adviser. The meeting allowed us to convey the importance of mechanical insulation to the economy and achieving energy solutions. As we know, despite the great focus on home energy usage, far more energy is consumed by buildings and industrial facilities.

As reported in previous months, we have also continued to grow support of H.R. 4296, the Mechanical Insulation Installation Incentive Act. We now have 43 cosponsors signed on, including the most recent additions of Representatives Peter King (R-NY), Stephen Lynch (D-MA), and Ben Chandler (D-KY).

Also, our work on Building STAR continues. A promotional campaign has been designed and is slated to hit the Capitol Hill newspapers in the coming weeks. We will continue to support this effort.

We just received word that we are teed up to move forward with our Mechanical Insulation Awareness program through our partnership with the Department of Energy. This partnership, along with the International Association of Heat and Frost Insulators and Allied Workers, will gear up to create educational programs, tools, and data development. Look for the official announcement in the next few weeks.

Finally, we continue to engage Washington stakeholders and urge the importance of jobs, federal funding, and tax incentives. With health-care legislation now passed, all signs point to energy and job creation as moving to the forefront of the President's agenda. It is critical for you to get personally involved so our needs gain further visibility in the coming months. I look forward to seeing you at the convention and working together to achieve new milestones for our industry.

Regards,

Michele M. Jones, CMP  
Executive Vice President/CEO