

MARCH 30, 2010

MARCH MADNESS FOR MECHANICAL INSULATION

Dear Member,

March has been a busy month. We continue our efforts on Capitol Hill to get legislation passed that will secure funds to create a mechanical insulation education program, to gain co-sponsors for H.R.4296, and to schedule meetings with key congressional leaders who can support these efforts.

On March 4, Senator Jeff Merkley (D-OR) introduced the Building STAR Energy Efficiency Rebate Act (S. 3079). Building STAR is a fast-acting, short-term program of rebates and qualified loan programs to create hundreds of thousands of jobs retrofitting commercial and multi-family buildings in 2010-2011. Mechanical and envelope insulation systems are included in this legislation, and NIA supports the proposal as a core component of pending jobs legislation and to advance development of high performance buildings. A special thanks to NIA members who participated in our conference call and letter-writing effort to support Building STAR.

On March 25, we participated in the High Performance Building Congressional Caucus Coalition's Capitol Hill briefing on *High-Performance Insulation: Increasing Energy Efficiency, Protecting the Environment, Creating Jobs, and Stimulating Our Economy*. This coalition of private sector organizations works with members of Congress to heighten awareness for building technologies and practices that promote energy efficiency and have minimal impact on climate change. Ron King, NIA Past President and NIA Consultant, was one of four panelists who presented to a group of more than 50 industry experts and congressional staff, educating them on our Capitol Hill efforts, the importance of mechanical insulation, and how they can help.

That same day, both NIA and members of the International Association of Heat and Frost Insulators and Allied Workers met with key White House staff to discuss our mechanical insulation education and awareness campaign. We were pleased to have the opportunity to elevate our efforts in Washington, D.C., to this level and will continue to seek the Obama Administration's support for our efforts. Later that same day (it was a busy day), we met with top staffers at the Department of Energy to continue the discussion on a scope of work that jump-starts an education and awareness program to promote the use of mechanical insulation technology.

We now have nearly 40 cosponsors signed on in support of H.R. 4296, the Mechanical Insulation Installation Incentive Act. Additional cosponsors since my last update in February include Representatives Frank LoBiondo (R-NJ), Laura Richardson (D-CA), Daniel Maffei (D-NY), Russ Carnahan (D-MO), Jason Altmire (D-PA), Tim Murphy (R-PA), Dale Kildee (D-MI), Andre Carson (D-IN), Timothy Bishop (D-NY), Bill Delahunt (D-MA), and Mark Kirk (R-IL).

It's not a slam dunk yet, but we're still on a fast break and working hard in Washington on behalf of the industry. Additional federal funding, tax incentives, and the creation of the education program through authorizing legislation remain our top goals. With your continued support and participation, we will continue to achieve milestones that will keep Cinderella dancing. We're in it to win it!

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