

NOVEMBER 2011

REASONS TO GIVE THANKS

Dear Member,

For NIA, November means Committee Days, and the staff always looks forward to seeing our members and discussing ways to grow the industry and their businesses. This year's meeting at the L'Enfant Plaza Hotel in Washington, D.C., was especially informative, since it featured several presentations in addition to the luncheon speaker. From social media to life-cycle analysis to economic news, these speakers brought valuable information to joint and individual committee meetings. Luncheon speaker Henry Green, president of the National Institute for Building Sciences, gave a presentation on topics of mutual interest to NIBS and NIA that was well received, followed by an update from Ron King on the exciting accomplishments of NIA's Foundation for Education, Training, and Industry Advancement. Look for a full recap in the next edition of *NIA News*.

We also took advantage of our proximity to Capitol Hill to set up meetings for some of our members with their representatives in Congress to discuss mechanical insulation's benefits and urge support for the Mechanical Insulation Installation Incentive Act. Members of Congress give special weight to what their constituents say, so having these face-to-face meetings was very beneficial to our cause. So far this year we've had more than 100 meetings on the Hill and currently have 32 cosponsors for our legislation.

Although Congress is still suffering debilitating gridlock, glimmers of hope remain for energy efficiency. On November 4, the High-Performance Federal Buildings Act was introduced by Representative Russ Carnahan (D-MO). Cosponsors include Lynn Westmoreland (R-GA), Rosa DeLauro (D-CT), Donna Edwards (D-MD), John Garamendi (D-CA), Raul Grijalva (D-AZ), Mazie Hirono (D-HI), Michael Honda (D-CA), Betty McCollum (D-MN), Ed Perlmutter (D-CO), Jared Polis (D-CO), Mike Quigley (D-IL), Tim Ryan (D-OH), Janice Schakowsky (D-IL), Niki Tsongas (D-MA), and Peter Welch (D-VT). (Rep. Ryan is an original cosponsor of the Mechanical Insulation Installation Incentive Act, and Reps. Carnahan, Honda, and Quigley also cosponsor our bill.) The Act reflects recommendations made by the executive committee of the High-Performance Building Congressional Caucus Coalition, of which NIA is a supporting organization.

We've also continued our work with the Department of Energy (DOE) to complete the Mechanical Insulation Education and Awareness Campaign. We expect to have our e-Learning Modules ready for release early next year. The DOE is going through significant changes, such as transforming the Industrial Technologies Program into the Advanced Manufacturing Office and ending the Save Energy Now LEADER program (LEADER companies will be transferred to the new Better Buildings, Better Plants Program Partners initiative). DOE is planning to launch its Energy Management Portal early next year, which we anticipate will include the Simple Calculators developed for the Mechanical Insulation Design Guide (MIDG) and our e-Learning Modules.

Speaking of the MIDG, it is part of the Whole Building Design Guide (WBDG) maintained by NIBS, which set several new records last month. For the first time ever, file downloads from the WBDG exceeded 5 million, with a total of 5,286,003 in one month. Visitor sessions also topped the charts, with 697,342 visitors coming to the site in October (nearly a 10 percent increase over the previous high). Obviously, more and more people are searching for building information online, including data about mechanical insulation. In conjunction with MIDG, NIA provides a portal for mechanical insulation technical product literature, the MTL Product Catalog (www.insulation.org/mtl). NIA members were eligible this year for two free pages on the MTL, so I hope you took advantage of the offer and saw the benefits this service can provide. I encourage you to purchase a subscription if you haven't already. Web portals are where the action is—let NIA help you increase your online presence!

Regards,
Michele M. Jones
Executive Vice President/CEO