

NIA LAUNCHES CAMPAIGN FOR FEDERAL FUNDING

Dear Member,

On behalf of the Board of Directors, I am pleased and excited to announce that the National Insulation Association (NIA) is kicking off a campaign to win new support and increase awareness of mechanical insulation, grow market share for NIA members, and help secure federal funding for continued and expanded association educational and awareness initiatives.

This initiative began through the Foundation for Education, Training, and Industry Advancement's most recent effort to create a national, product generic marketing campaign. The Foundation sought out its contributors' marketing experts and formed the Mechanical Insulation Marketing Initiative (MIMI). It is through the direction of this committee, the Foundation, and the Board that we are developing the plan to move forward and be recognized.

The time is now for us to take advantage of the unprecedented opportunity before us. Given the tremendous attention around the nation's move toward energy efficiency and independence, as well as prospects around the stimulus, we must move quickly to seize opportunities available to our industry. We have selected GolinHarris Public Affairs, which has government relations, issue, and public relations expertise, to help us in this endeavor. Beginning immediately, we will be working aggressively on Capitol Hill to:

- Advocate for creation of a meaningful tax incentive for installation of mechanical insulation and/or an extension of existing incentives for mechanical insulation;
- Urge the establishment of a national green building standard that recognizes the important role of mechanical insulation in the commercial and industrial sectors;
- Identify and secure federal funding for federal, state, and local government and private sector contract opportunities for members; and
- Seek grants and contracts to fund an NIA program that would educate industry on the benefits of mechanical insulation.

The economic stimulus legislation recently signed into law includes billions of dollars for energy conservation and efficiency and green building projects that will be initiated by the government, states, and municipalities. The following is a summary of key areas funded that we will work to take advantage of on your behalf:

- ✓ \$4.5 billion to convert government buildings to High-Performance Green Buildings
- ✓ \$4 million to establish green building standards
- ✓ \$4.2 billion for repairs/modernization of existing military facilities, including funding for energy-efficiency projects
- ✓ \$400 million for energy-efficient improvements to military health-care facilities
- ✓ \$4.2 billion for Energy Efficiency and Conservation Block Grants, which will flow to cities and states

We are focused on developing commercial and industrial opportunities that will grow the market, increase the professionalism of the industry, and increase the value of NIA membership. We know your time is valuable and want to quickly get you "need to know" information about contract opportunities in a streamlined manner. We will be sending you a regular *NIA Insulation Advocate* with timely updates about key developments and available opportunities as they arise.

I look forward to updating you on our campaign efforts over the coming months through this alert. Also, we will have a complete update presentation during the Annual Convention April 1–4. There is still time to take advantage of the discounted rates and register at www.insulation.org/convention/09/. We value your membership and look forward to getting your feedback about this new alert.

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

