

APRIL 2011

**FRIENDS OF MECHANICAL INSULATION:
GAINING SUPPORT AND AWARENESS FOR OUR LEGISLATIVE PRIORITIES**

Dear Member,

From debates over the federal deficit and government spending to actions addressing oil prices and the economy, Congress and the White House have dominated the news in recent weeks. While that means a bit of waiting for issues like ours to be addressed by policymakers, we are using this time wisely to gain new champions for our cause. Through these efforts, I am proud to report that we are making great progress in raising awareness of mechanical insulation.

One of the newest friends to our industry is Representative Don Manzullo (R-IL), whose support is bringing renewed momentum to our issue. Congressman Manzullo has long served as a champion to the manufacturing industry, including serving as the co-chair of the Congressional Manufacturing Caucus. As this issue gains prominence amid the nation's focus on manufacturing, job creation, and economic recovery, Rep. Manzullo and the Caucus are poised to play an important role in facilitating the conversation. More exciting, we have had several productive meetings with Rep. Manzullo and his staff, who in a short time have become great supporters of our cost- and energy-saving technology. We expect to see more involvement from Congressman Manzullo in raising awareness of the manufacturing sector as a whole, as well as the importance of mechanical insulation installation and maintenance in these facilities.

In addition to NIA's own efforts to promote mechanical insulation, our team is active in many partner organizations with which we share interests and lend support for our related causes. One group we are proud to continue to call an ally is the Alliance to Save Energy (ASE), a well-known and respected organization in Washington. Our European counterpart organization, the European Industrial Insulation Foundation (EIIF), recently took part in ASE's annual global conference. The interest in highlighting the great return on investment of mechanical insulation in any country allowed us to contribute to the latest issue of ASE's *Efficiency News*. I encourage you to read this great article showcasing our legislative efforts and awareness campaign on ASE's [website](#).

Our outreach efforts continue with organizations including the National Institute of Building Sciences (on the Mechanical Insulation Design Guide and Consultative Council), the High Performance Building Congressional Caucus Coalition, the National Association of State Energy Officials, and the Energy Future Coalition/Rebuilding America. We are working to educate these organizations about mechanical insulation's role in holistic building performance, how mechanical insulation may be one of the best options to help states use recovery act funds before they expire next year, and pending sustainability performance standards, while also learning more about topics these organizations are focusing on, such as the energy/water nexus.

Of course, we have continued our meetings to showcase our achievements with the Department of Energy (DOE) and in pursuing our mechanical insulation tax incentive. At a recent DOE Best Practices Steam Steering Committee Meeting I presented the results of our Mechanical Insulation Education and Awareness Campaign (MIC) emphasizing the Montana project, which identified energy efficiency opportunities using mechanical insulation at a variety of State of Montana facilities located in and around Helena, Montana. The feedback I received on the overall project and the results was that this program should be implemented in other states and that it would make a great success story for American Recovery and Reinvestment Act (ARRA) funding for State Energy Programs (SEP). We were asked for a copy of our presentation so that it could be sent to other states and communities, and our hope is that that this program will be offered in additional states. We will continue to push this program offering.

This month we have had the great opportunity to meet with the offices of Senator Mark Kirk (D-IL) and Senator Kirsten Gillibrand (D-NY). On the House side, we have had very productive meetings with a range of member offices to discuss the tax bill and other ways our supporters can help our industry, including meetings with the offices of Representatives Peter Visclosky (D-IN), Cedric Richmond (D-LA), Gary Peters (D-MI), Tim Murphy (R-PA), Jerry McNerney (D-CA), Dan Lipinski (D-IL), Marcy Kaptur (D-OH), Steve Israel (D-NY), Jo Ann Emerson (R-MO), John Dingell (D-MI), John Carney (D-DE), Russ Carnahan (D-MO), Judy Biggert (R-IL), and Jason Altmire (D-PA).

Our work enabled by you, our members, and through our strong relationships with other organizations is critical to our success. We are building support that will help us in this Congress and in the future to achieve our top priorities: the introduction and eventual passage of a mechanical insulation installation tax incentive bill in both the House and Senate; the inclusion of mechanical insulation in broad energy conservation legislation; and expansion of the current 179(d) tax code that provides credits for energy-efficient upgrades to include prescriptive measures like mechanical insulation.

Thank you for your invaluable support as we work on behalf of our industry. I look forward to sharing our further progress with you soon. Happy Spring!

Regards,
Michele M. Jones
Executive Vice President/CEO