

MAY 27, 2010

OUTREACH AND EDUCATION: COMMUNICATING THE IMPORTANCE OF MECHANICAL INSULATION

Dear Member,

Let me begin by saying ‘thanks’ to those who were able to attend our annual convention last month. It was wonderful to see so many new and familiar faces, take a moment to celebrate our progress and together identify new opportunities for outreach.

As you may know, we’ve been diligently working with the U.S. Department of Energy (DOE) to better promote energy efficiency within the commercial and industrial sectors. Thanks to funding provided through the FY 2010 Energy and Water Development Appropriations Bill, our work plan has recently been approved by the DOE and we will soon be able to draw on these resources for increased data collection, outreach at conferences and industry meetings, and to conduct pilot programs on energy efficiency techniques. There is a great need for additional outreach on energy efficiency in the building facility and industrial sectors, and we are eager to leverage this “win” into our overall education and awareness efforts.

One way we can continue to bring attention to our industry’s issues is by partnering with other organizations who share common goals. On May 19, NIA joined the National Association of State Energy Officials (NASEO), North American Insulation Manufacturers Association (NAIMA), and Polyisocyanurate Insulation Manufacturers Association (PIMA) for a webinar training session on the benefits of insulation in increasing energy efficiency, protecting the environment, and creating jobs. The session offered in-depth discussion on proper insulation as a critical component of high performance buildings and how insulation factors into key national policy issues, such as Building STAR and building codes. Similarly, on May 25, Ron King served as a key presenter at the Alliance to Save Energy’s monthly seminar series, *EE Noon*. The event, focused on commercial and industrial insulation, allowed NIA to reach a diverse audience and convey our message that insulation is the most effective, proven common sense approach to minimizing thermal energy loss.

We also continue to engage and educate legislators on the importance of jobs, federal funding and tax incentives. Since my last update, we’ve held productive meetings with several key Members of Congress and their staff, including Senators Mike Crapo (R-ID), Kirsten Gillibrand (D-NY), and Mike Johanns (R-NE). This month, we also met with the offices of Representatives Phil Hare (D-IL), Melissa Bean (D-IL), Peter Visclosky (D-IN), John Dingell (D-MI), Mark Schauer (D-MI), Steve Israel (D-NY) and Jerry McNerney (D-CA).

Through our meetings — and success in promoting the many benefits of insulation — we have gained further support of H.R. 4296, the Mechanical Insulation Installation Incentive Act. I am proud to report that we have reached a great milestone with a total of 50 cosponsors now signed on, including the latest additions of Representatives James McGovern (D-MA), Michael Capuano (D-MA), Zachary Space (D-OH), Steve Rothman (D-NJ), Jerry Costello (D-IL), Phil Hare (D-IL), Todd Platts (R-PA) and Carolyn McCarthy (D-NY).

By focusing on engaging stakeholders, expanding our reach and sharing the importance of mechanical insulation, we have made significant strides in improving awareness and understanding. As we continue to push for additional education opportunities, as well as the critical funding needed to do so, I am confident that we will soon see even greater progress. Stay tuned for more exciting NIA achievements just around the corner.

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