

JUNE 2011

## CAPITOL HILL AND BEYOND: NIA'S SUMMERTIME STRATEGY

Dear Member,

Despite the debt ceiling debate having sucked all the oxygen out of Capitol Hill, we continue to make progress with members of the House and Senate to promote our mechanical insulation tax incentive legislation. We are excited by the support of Representative Don Manzullo (R-IL), the co-chair of the House Manufacturing Caucus, who is almost certain to re-introduce H.R. 4296 from the 111<sup>th</sup> Congress this fall. We also have a strong supporter in Rep. Tim Ryan (D-OH), the other co-chair of the House Manufacturing Caucus. We are working with their offices to gather support from other caucus members as well.

Meanwhile, our Mechanical Insulation Education and Awareness Campaign (MIC) for the U.S. Department of Energy (DOE) has reached another milestone with the release of its study of mechanical insulation use in commercial buildings, specifically hospitals and schools. The study found that mechanical insulation saves as much as 85 billion Btu per year per commercial building. Look for an article exploring the results in depth in the September issue of *Insulation Outlook*. Meanwhile, you can download the study at [www.insulation.org/articles/article.cfm?ID=PR110501](http://www.insulation.org/articles/article.cfm?ID=PR110501).

On June 28, NIA participated in a webinar held by the National Association of State Energy Officials (NASEO). Webinar presenters included Kate Marks, Managing Director of NASEO; Rima Oueid, Policy Advisor, Office of Energy Efficiency and Renewable Energy at the DOE; Lou Moore, Chief, Energy and Pollution Prevention Bureau at the Montana Department of Environmental Quality; and Ron King, Past President and Consultant of NIA. The webinar was specifically held to educate state energy officials about the Mechanical Insulation Energy Assessment Program's demonstrated value as an effective way to spend their state's American Recovery and Reinvestment Act (ARRA) funds before the deadline. With Montana's endorsement and proven record of success, NASEO is encouraging other states to contact NIA and get started on this assessment program.

Just down the road, on August 23, Ron King will present a webinar for the U.S. Army Corps of Engineers (USACE) on the Mechanical Insulation Design Guide ([www.wbdg.org/midg](http://www.wbdg.org/midg)), cosponsored by USACE, the National Institute of Building Sciences, and NIA. We look forward to bringing this information to a new audience!

We have also met with DOE officials about mechanical insulation's role in the new ISO 50001 Energy Management Standard released on June 15. This standard is expected to influence up to 60 percent of global energy use and provide a framework for a wide variety of organizations to manage their energy use efficiently and improve their energy performance. It seems tailor-made for a proven energy efficiency technology like mechanical insulation! To learn more about ISO 50001, visit [www.iso.org/iso/hot\\_topics\\_energy.htm](http://www.iso.org/iso/hot_topics_energy.htm).

We haven't made national headlines yet, but our message is being heard. When Rep. Russ Carnahan (D-MO) spoke at the Midwest Insulation Contractors Association recently, he indicated he would support a mechanical insulation tax incentive, and he is not alone. Our work continues to be challenging in the current fiscal environment on Capitol Hill, but our cause makes undeniable economic and energy conservation sense. We will persevere, with your support. Thank you as always for the contributions you make to this effort and to NIA's other activities.

Regards,  
Michele M. Jones  
Executive Vice President/CEO