

AUGUST 2011

MOTHER NATURE VERSUS NIA

Dear Member,

Despite being rattled by the earthquake and soaked by Hurricane Irene, NIA is forging ahead with its message about the unparalleled value of mechanical insulation. We are strategizing our next moves to prepare for Congress' return after Labor Day and watching for signs of how the Joint Select Committee on Deficit Reduction, or "super committee," formed to cut the deficit by \$1.5 trillion might affect our priorities. This super committee, composed of three members from each party in both the House and Senate, will work to create proposed spending cuts that will then be voted on by the entire Congress. If the committee fails to produce a bill or Congress fails to pass it by January 15, 2012, automatic cuts of \$1.2 trillion over 10 years will go into effect. The 12 committee members will wield enormous power over every aspect of the federal budget, possibly affecting our partnership with the U.S. Department of Energy, so we will keep a close watch on their work.

Meanwhile, we continue to spread the word about the successful Montana insulation energy appraisal and encourage other states to take advantage of this remarkable savings opportunity. On September 19, NIA will present a webinar for the National Association of State Facilities Administrators explaining the Montana project and its impressive results. Most states are required to balance their budgets, so the opportunity to cut energy bills and quickly recoup project costs should be a very attractive one.

Our last webinar on August 23 for the U.S. Army Corps of Engineers was interrupted by the earthquake, so we hope Mother Nature will skip the next one! The webinar, produced by the National Institute of Building Sciences, continued despite the shake-up here in Virginia and attracted 47 attendees, who learned about the Mechanical Insulation Design Guide, the Simple Calculators, and the Montana project and had the opportunity to gain PDHs. The Corps of Engineers is responsible for a large portfolio of facilities and is an important audience for our message, so we are pleased this webinar was a success.

We look forward to the reintroduction of the Mechanical Insulation Installation Incentive Act (MIA) scheduled for this week. In addition to Rep. Donald Manzullo (R-IL) and Rep. Tim Ryan (D-OH), who are introducing the bill, we have six original cosponsors: Peter King (R-NY), Michael Michaud (D-ME), Rush Holt (D-NJ), Timothy Bishop (D-NY), Jesse Jackson, Jr. (D-IL), and Daniel Lipinski (D-IL). Once the bill is introduced, we are sure to get even more cosponsors.

I hope we can count on you to answer the upcoming MIA call to action. We will ask you to contact your congressional representative and senators and provide you with tools and resources to make it as simple and quick as possible. Members of Congress want to hear from their constituents about the issues that matter to them, and we want to help you make your voice heard. When those in Congress hear about an issue from the people they represent, it helps reinforce our message and open new doors. Although a tax incentive like MIA is a tough sell in the current climate, the case for mechanical insulation is so clear and undeniable that we hope to overcome the obstacles with your help.

Our conviction, strength, and belief in this bill can handle anything Mother Nature throws at us. With your support, we will continue our work no matter the weather or political climate.

Regards,
Michele M. Jones
Executive Vice President/CEO