

MARCH 2012

MECHANICAL INSULATION: GROWING AWARENESS FOR ENERGY SAVINGS

Dear Member,

Spring 2012 is officially here. Not only is nature growing up around us, so is the awareness for mechanical insulation. We are proud that the tools we have created are educating new audiences, that our persistence on Capitol Hill is paying off with new co-sponsors, and that new opportunities to get involved with other departments of the federal government continue to come our way.

If you haven't had the opportunity to view the recently launched E-Learning modules, or shared them with colleagues and customers, please do so. Visit www.ntelearning.org and click on "Mechanical Insulation Education & Awareness E-Learning Series" to see the five modules: Educational Series Introduction and Defining Mechanical Insulation; Benefits of Mechanical Insulation; Mechanical Insulation, Science & Technology; Mechanical Insulation Design Objectives and Considerations; and Mechanical Insulation Maintenance. Our list of users of these modules is growing, and we have received an average of 5 stars in the user feedback. Next month, we'll update you on the marketing pieces being developed to promote the data, calculators, and E-Learning modules created under the Mechanical Insulation Education and Awareness Campaign (MIC).

Our list of co-sponsors for H.R. 2866, the Mechanical Insulation Installation Incentive Act, continues to grow. We've continued our meetings on Capitol Hill and recruited our members to contact their representatives in Congress about supporting our legislation, and it's paid off. We added nine co-sponsors this month, including Reps. Paul C. Broun (R-GA), Frank LoBiondo (R-NJ), Dale Kildee (D-MI), Michael Grimm (R-NY), Jon Runyan (R-NJ), Chris Smith (R-NJ), Brian Higgins (D-NY), Janice Hahn (D-CA), and Steven C. LaTourette (R-OH). This brings us to a total of 53.

On March 4, Ron King, NIA Past President and Consultant, was a guest speaker on a podcast, HVAC360, hosted by Matt Nelson of Building X. HVAC360 covers the heating, ventilating, and air conditioning (HVAC) industry through the entire lifecycle of a building. Ron discussed an array of topics related to mechanical insulation in the commercial market segment. To listen to the podcast, visit www.buildingx.co and search for HVAC 360 – Episode 38: Mechanical Insulation.

On March 13, the Alliance participated in an event hosted by the House Science, Technology, Engineering and Mathematics (STEM) Education Caucus. The briefing detailed how the Departments of Energy and Education partnered with the Department of Labor and community colleges to educate on renewable energy and energy-efficient workforces. It also included an overview of the National Training and Education Resource (NTER), the nationally recognized tool developed by the Department of Energy (DOE) to help revolutionize the way workers are trained—including the E-Learning modules. The event was attended by 22 House staffers and included speakers Michelle Fox, Ph.D., Chief Strategist for Education and Workforce Development in the Office of Energy Efficiency and Renewable Energy at DOE; and Dr. Johan Uvin, Deputy Assistant Secretary of Policy and Strategic Initiatives within the Department of Education's Office of Vocational and Adult Education (OVAE). Tom Haun from the International represented the Alliance and presented the MIC program, emphasizing the E-Learning modules and how they are being used as training tools.

On March 19, the Alliance also submitted testimony to the House Committee on Appropriations, Subcommittee on Energy and Water Development, asking them to support a programmatic increase of \$500,000 in fiscal year 2012-2013 for the DOE's Advanced Manufacturing Program to continue and expand the national mechanical insulation education and awareness program. The testimony included detailed data on the energy, carbon dioxide, and greenhouse gas emissions savings of mechanical insulation and the potential jobs the mechanical insulation industry can create. In addition, a list of potential program elements including Education and Awareness, Tool Development, and Data Development and Research were outlined. With this funding, the Alliance, along with other engineering and industry trade organizations, could join forces and work with the DOE to bring together a coalition to help develop, implement, and provide educational awareness programs established and funded by Congress.

We look forward to sharing with you—in person, at the 57th Annual NIA Convention, April 18-21 in Scottsdale, Arizona—our progress in growing the mechanical insulation industry. In addition, if you are a current Foundation contributor, be sure to R.S.V.P. for our first-ever Foundation Stakeholders Business Meeting on April 18.

Thank you for your continued support of NIA and our industry. Happy spring!

Regards,
Michele M. Jones
Executive Vice President/CEO