

Insulation Advocate

NIA Insulation Advocate: Update on October's Activities **NIA Helps Bring First-Ever Insulation Trade Show to Its Members**

In this issue of Insulation Advocate, I am happy to report back from an extremely noteworthy event: Reed Exhibitions' Insulation Expo (IEX) USA, which was held October 27-28, the same time and location as the National Insulation Association's (NIA's) Fall Summit. NIA felt that collaborating with Reed to co-locate our events was an excellent way to connect our members with the insulation end-user audience looking for more information about insulation products and services. IEX USA was the first international insulation trade show held in North America, and allowed NIA to spread its message of the benefits of insulation and membership to new audiences. Joining many of our member companies, NIA exhibited at IEX USA with a booth that attracted numerous attendees, allowing us to speak one on one with those interested in learning more about our resources and everything that NIA does to promote the insulation industry. To facilitate further hands-on learning, we also collaborated with Reed to offer the Learning Theater, which offered additional learning opportunities for attendees in the form of educational sessions and product demonstrations. We consider the IEX USA trade show event to be a tremendous success, and look forward to collaborating with Reed again on the 2017 show.

Directly following Fall Summit and IEX USA, NIA held our fall Insulation Energy Appraisal Program (IEAP). This valuable course enables attendees to evaluate and quantify the savings that mechanical insulation can provide for a particular facility. Students who take the course and pass the exam become Certified Insulation Energy Appraisers—a distinction that is valuable in obtaining new clients and winning new bids. To make the class more accessible for our members, we decided to hold it directly after the Fall Summit, and I am happy to report the class was sold out. I look forward to welcoming new Certified Insulation Energy Appraisers into our program!

NIA has also managed to make more progress on Capitol Hill in October. The House Committee on Energy and Commerce recently held a Full Committee mark-up of H.R. 8, the North American Energy Security and Infrastructure Act, which includes our language mandating the Department of Energy (DOE) to conduct a study on the impact that thermal insulation can have when examining water and energy costs in federal buildings. This bill passed the Committee by a vote of 32–20. House action on the bill became

somewhat delayed due to the surprise retirement of Speaker John Boehner and then the subsequent surprise withdrawal of Majority Leader Kevin McCarthy, who was expected to take over the position. However, on October 29, the House of Representatives elected Representative Paul Ryan from Wisconsin to be the Speaker of the House of Representatives. With a new Speaker, legislative packages should start to begin to move forward once again in the House.

On the Senate side, we continue to work with Senator Lisa Murkowski (R-AK) and Senator Maria Cantwell (D-WA), Chairwoman and Ranking Member, respectively, of the Committee on Energy and Natural Resources, to encourage the DOE to proceed with the study included in H.R. 8. The Senators have drafted a letter asking the DOE to begin with this study immediately; we have given our input on possible changes to the letter and are awaiting the final sign-off from the Chairwoman and Ranking Member before they send it to the Secretary of the DOE. We are certain that such a study would confirm that insulation has much to offer to DOE facilities, and hope they will agree to start evaluating this potential as soon as possible. The results of a study like this one would provide concrete, tangible evidence of the benefits of insulation to important stakeholders in the federal and commercial sectors, which could lead to the increased use of insulation in more facilities.

October was a busy and successful month for NIA's Foundation, and I hope many of our members were present at IEX USA to see NIA's efforts come into fruition. I am optimistic that we will make progress on our legislative agenda before Congress recesses for the holidays; make sure to check back for updates in the next issue of Insulation Advocate!

Best Regards,
Michele M. Jones
NIA EVP/CEO

National Insulation Association | 703-464-6422
12100 Sunset Hills Road | Suite 330 | Reston, VA 20190
www.Insulation.org | www.InsulationOutlook.com | www.InsulateMetalBuildings.org
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NIA is a not-for-profit trade association representing both merit (open shop) and union contractors, distributors, laminators, fabricators, and manufacturers that provide thermal insulation, insulation accessories, and components to the commercial, mechanical, and industrial markets throughout the nation. Since 1953, the northern Virginia-based association has been the voice of the insulation industry and is dedicated to keeping the commercial and industrial insulation industry up to date on the latest industry trends and technologies. For more information, visit www.Insulation.org.

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