

ANNUAL 2017 REPORT

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2017–2018 NIA BOARD OF DIRECTORS

Front Row

(L-R) John Lamberton, *Irex Contracting Group*; Michael G. Benoit, *General Insulation Co., Inc.*; Rick Sutphin, *Performance Contracting, Inc.*; Joseph Leo, *Atlantic Contracting & Specialties, LLC*; Darrel Bailey, *Performance Contracting, Inc.*; Dana Vlk, *Distribution International, Inc.*; Jeffrey DeGraaf, *Industrial Construction & Engineering Co.*; Mike Feehery, *FBM-SPI*

Back Row

(L-R) Dave Cox, *Owens Corning*; Dan Bofinger, *FBM-SPI*; Jim Gribbins, *Gribbins Insulation Co., Inc.*; Steve Luse, *Luse Thermal Technologies*; Jake Erickson, *ROCKWOOL Technical Insulation*; John Stevens, *Thermal Solutions—Ohio, Inc.*; Reid (Huck) Finn, *API, Inc.*; Rudy Nigl, *L & C Insulation, Inc.*

Not Pictured

Matt Caldwell, *Caldwell Insulation, Inc.*; Edward Mahoney, *Regal Insulation Corp.*; David Dzina, *Past President Advisor*; J. Kenneth Freeman, *Past President Advisor*; Michele M. Jones, *NIA Executive Vice President/Chief Executive Officer*; Gary Auman, *NIA Legal Counsel, Auman, Mahan & Fury*

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[Vimeo.com/NIAinfo](https://vimeo.com/NIAinfo) to stream the *Mechanical Insulation Installation Video Series* and other resources

NIA Websites

www.insulation.org

www.insulationoutlook.com

www.insulatemetalbuildings.org



National Insulation Association

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NIA'S 2017 ANNUAL REPORT

Contents

TABLE OF

2 Leadership Message	15 Foundation for Education, Training, and Industry Advancement
3 Board of Directors and Mission	16 Highlights from Our Capitol Hill Legislative Strategies, Actions, and Initiatives
3 Mission Statement	17 Industry Meetings
3 Association Organization Chart	17 Strategic Partnerships and Coalitions
4 Membership	18 Education and Industry Advancement
4 Active Members by Revenue Category	
4 Members by Membership Type	
5 NIA Committee Structure	20 Training and Education
5 Industry-Specific Operating Committees	20 Educational Webinars
7 General Operating Committees	20 Insulation Energy Appraisal Program
7 Standing Committees	
8 Products and Services	21 Meetings
8 Products	21 NIA's 62 nd Annual Convention
9 Services and Other Resources	22 Convention Sponsors
9 New Products	23 Fall Summit 2017
	24 Insulation Expo (IEX) USA
10 Communications	25 New Programs at NIA
10 Social Media	25 NIA's Premier Industry Manufacturer Program
10 Websites	25 NIA's Thermal Insulation Inspector Program
11 Email Communications	25 Young Professional Advisory Committee
12 Publications	26 Awards
12 <i>Buyer's Guide: Insulation Products & Providers</i>	26 2016 Theodore H. Brodie Distinguished Safety Award Winners
12 <i>NIA News</i>	
12 <i>Insulation Outlook Magazine</i>	
13 Advertising	28 NIA Financials 2016–2017
	29 Staff and Consultants

LEADERSHIP MESSAGE

2017 was a year where NIA looked toward the future and took concrete action to meet the evolving needs of our members and industry. In 2017, we made progress on many Long Term Plan objectives, introduced a new committee, and provided business-building opportunities for our members.

One of NIA's Long Term Plan objectives is the development of "NIA University." The NIA University concept is based on the idea that NIA should be a one-stop shop for the entire insulation industry supply chain to fulfil their educational and training needs. In 2017, NIA reached out to insulation end users—including engineers, facility owners/managers, and others—to see what programs the industry might need. The discussions in these meetings led to the development of the NIA's Thermal Insulation Inspector Program. The Insulation Inspector Program is being developed as a multilevel course for those seeking professional mechanical insulation system inspection certification. Launching in 2018, this program bridges a significant gap in currently available training programs and meets an important industry need. This is the first of many, so stay tuned!

Among other lessons, 2017 taught us that we had to be quick to adapt to changing circumstances. Our membership

demonstrated both solidarity and flexibility when we had to move the Fall Summit after Hurricane Harvey devastated the Houston area. Many of our member companies donated time and money to help the victims of the terrible storm, coming together at a difficult time. After surveying our members and learning their preferences, NIA chose to reschedule the Fall Summit to help the Houston area in its recovery and give members an opportunity to benefit from the stellar slate of educational, training, and networking opportunities at the event. Fall Summit was also co-located with Reed Exhibitions' Insulation (IEX) USA trade show, North America's only mechanical-insulation focused show. Holding these events at the same time gives the trade show's insulation end-user audience a chance to learn about insulation products and solutions from NIA's expert membership.

NIA also held its 62nd Annual Convention in Phoenix, Arizona, combining a family-friendly vacation destination with the outstanding educational and networking opportunities NIA's membership has come to expect from this event. This Convention was also the site of the first meeting of the Young Professional Advisory Committee (YPAC). YPAC was created to advance the professional and leadership development of those who are newer to the industry, and to help cultivate the next generation of leaders. The first meeting welcomed members from 14 different member companies, and solicited feedback about how to best leverage YPAC to meet member needs. The

event also featured 2 popular panel discussions: a Contractor's Perspective Panel and an Engineers Panel Discussion; numerous networking events, including a First-Timer and VIP Reception, Welcome Reception, the Hosted Dessert Hospitality Suites, Appreciation Night, and the President's Dinner: Casino Nights; and plenty of chances to enjoy everything the Sheraton Grand at Wild Horse Pass resort had to offer. NIA also solicited member feedback from attendees to make updates and improvements to our events in 2018.

It is gratifying to see how NIA's membership, and thus NIA, has grown in the past year. In 2017, we renewed our commitment to meet member and industry needs, solicited member feedback, and took steps to ensure we are anticipating the future needs of our members and the overall industry.

Members who are actively engaging with NIA and communicating their needs are such a critical part of this process, and we thank our members for their time and dedication to NIA. We are looking forward to sharing the fruits of these efforts in 2018 and beyond.



Darrel Bailey
President, NIA



Michele M. Jones
NIA EVP/CEO

MISSION

NIA is a not-for-profit organization representing all facets of the commercial, industrial, and mechanical insulation industry. NIA is led and funded by its members and operates through a committee structure. These committees and various task forces review and assess issues and recommend actions to NIA's Board of Directors. Approved actions are then carried out by staff.

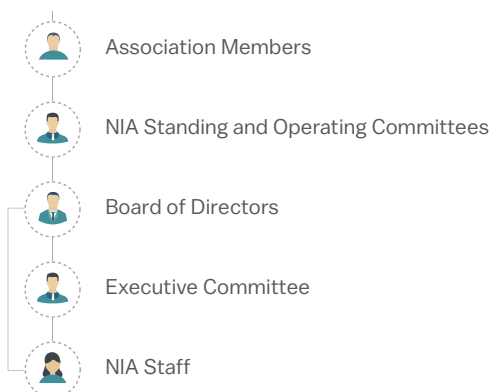
NIA's membership consists of merit (open shop) and union Contractors, Distributors, Fabricators, Laminators, and Manufacturers. These companies provide thermal insulation, insulation accessories, and components to the commercial, mechanical, and industrial markets throughout the nation. Since 1953, this Northern Virginia-based association has been the voice of the insulation industry, dedicated to keeping the commercial and industrial insulation industry up to date on the latest industry trends and technologies.

MISSION STATEMENT

NIA's mission is to increase the success and professionalism of its membership through:

- Strengthening and developing the insulation industry;
- Elevating the image of the standards of the industry;
- Keeping members informed of important industry-related developments; and
- Serving as an effective industry representative with outside groups, such as government and labor.

ASSOCIATION ORGANIZATION CHART



2017–2018 NIA's BOARD OF DIRECTORS

PRESIDENT

Darrel Bailey, *Performance Contracting, Inc.*

PRESIDENT-ELECT

Dan Bofinger, *FBM-SPI*

SECRETARY/TREASURER

Dana Vlk, *Distribution International, Inc.*

ASSISTANT TREASURER

John Lamberton, *Irex Contracting Group*

IMMEDIATE PAST PRESIDENT

Steve Luse, *Luse Thermal Technologies*

REGIONAL REPRESENTATIVES

Jim Gribbins, *Gribbins Insulation Company, Inc. (CSIA)*

Joe Leo, *Atlantic Contracting & Specialties, LLC (ESICA)*

Jeffrey DeGraaf, *Industrial Construction & Engineering Co. (MICA)*

Matt Caldwell, *Caldwell Insulation, Inc. (SEICA)*

Mike Feehery, *FBM-SPI (SWICA)*

Rick Sutphin, *Performance Contracting, Inc. (WICA)*

AT-LARGE REPRESENTATIVES

Mike Benoit, *General Insulation Company, Inc.*

Reid (Huck) Finn, *API, Inc.*

Rudy Nigl, *L & C Insulation, Inc.*

John Stevens, *Thermal Solutions—Ohio, Inc.*

Ed Mahoney, *Regal Insulation Corp.*

ASSOCIATE REPRESENTATIVES

Jake Erickson, *ROCKWOOL Technical Insulation*

Dave Cox, *Owens Corning*

PAST PRESIDENT ADVISORS

David Dzina

J. Kenneth Freeman, *Petrin, LLC*

NIA EVP/CEO

Michele M. Jones

GENERAL COUNSEL

Gary Auman, *Auman, Mahan & Furry*

MEMBERSHIP



NIA is the voice of Contractors, Manufacturers, Distributors, Fabricators, Metal Building Laminators, and others in the commercial, industrial, and mechanical insulation industry. Membership in NIA is on an annual basis; in 2017, NIA represented 328 member companies as well as 391 branch locations of those companies, representing 719 locations.

NIA members lead the association through a committee structure. In 2017, 13 committees met to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA's Board of Directors during 2 main member events. We have 266 active members out of 328 total member companies.

ACTIVE MEMBERS BY REVENUE CATEGORY

Active Members (Contractors, Distributors, Fabricators, Laminators) by Size (Annual Revenue in Millions)

50%	\$0–3 Million
21%	\$3–6 Million
9%	\$6–10 Million
5%	\$10–15 Million
5%	\$15–20 Million
4%	\$20–30 Million
3%	\$30–50 Million
3%	\$50+ Million

MEMBERS BY MEMBERSHIP TYPE

Member Demographics (Percentage Based on Total Active Members = 266)

59%	Contractors
14%	Associates
11%	Fabricators
8%	Distributors
3%	Laminators
2%	International
1%	Associate Suppliers
1%	Affiliates
1%	Consultant/Manufacturer's Representatives

81%

of NIA's total membership is composed of Contractors, Distributors, Fabricators, and Laminators.

Of these members,

71%

have annual sales of \$6 million or less.

NIA COMMITTEE STRUCTURE

INDUSTRY-SPECIFIC OPERATING COMMITTEES

ASSOCIATES COMMITTEE

Chairman: Jake Erickson, *ROCKWOOL*

Technical Insulation

Vice Chairman: Jack Bittner, *Industrial Insulation Group*

Secretary: Sandy Shattles, *Armacell*

The Associates Committee—composed of NIA's Manufacturers, Manufacturers' Representatives, and Associate suppliers—strengthens and expands the insulation industry through education, technical assistance, and association membership growth. In 2017, the Committee:

- Elected Jake Erickson, ROCKWOOL Technical Insulation, as the new Chairman; Jack Bittner, Industrial Insulation Group, as the new Vice Chairman; and the Committee unanimously elected Sandy Shattles, Armacell, as the new Secretary.
- Reviewed the Associate Membership Policy in NIA's Bylaws. A change to the policy was approved by NIA's Board of Directors that states the Associate membership has the right to nominate 1 voting representative from the Associates Committee to the Board of Directors, and the Nominating Committee shall have the right to nominate 1 Associate Member at large to the Board of Directors. The individuals, if elected to the Board, may be eligible to vote on Association issues and hold office in the Association.
- Reviewed the Manufacturer by Product Listing and the *Buyer's Guide: Insulation Products & Providers*.
- Discussed the concept of a certified inspector program. The Committee

was in favor of moving forward with this concept. The Thermal Insulation Inspector Program is being developed and will launch in 2018.

- Learned about spending trends, economic drivers, and the future outlook for the commercial and industrial sector from Brock Ramey, Power Specialist from Industrial Info Resources.
- Completed the Industry Measurement Survey and reviewed the survey results.
- Discussed the concept of an Associate recognition program. Associate members were in favor of this concept and a task force was created to provide feedback on the program name and concept. NIA's Premier Industry Manufacturer program will launch in 2018.
- Reviewed NIA's Entertainment and Attendance Policy.
- Learned about emerging technologies being developed to combat corrosion under insulation (CUI) from Peter Bock, Consultant and CUI Mitigation Specialist.

DISTRIBUTORS/FABRICATORS COMMITTEE

Chairman: Michael Benoit, *General*

Insulation Company

Vice Chairman: Mike Feehery, *FBM-SPI*

The Distributors/Fabricators Committee promotes the value of the distributor/fabricator to the mechanical insulation industry, helps grow the industry, and provides ongoing education and training to the Distributor/Fabricator members.

In 2017, the Committee:

- Met at both NIA member events;
- Finished updating the *Distributors Safety Handbook* and approved the text to be translated into Spanish for a dual-language book; and
- Listened to speaker Michael Clancy, FMI, discuss the Construction Value Chain and specific ways insulation distributors and fabricators can update their business practices. Customers buy on their perception of value, and when companies do not differentiate themselves in the eyes of the buyer, they force the customer to buy solely based on price.

MERIT CONTRACTORS COMMITTEE

Chairman: Rudy Nigl, *L & C Insulation, Inc.*

Vice Chairman: David Patrick, *Apache Industrial Services, Inc.*

The Merit Contractors Committee promotes the growth of the industrial and commercial merit contractor through education, training, and network exchange. In 2017, the Committee:

- Received a presentation at Fall Summit 2017 from Peter Beard, Greater Houston Partnership, regarding UpSkill Houston;
- Started compiling content for a Merit Contractor page on the updated NIA website;
- Discussed how to increase Merit Contractor Committee participation; and
- Reviewed market conditions in each region of the country and other issues surrounding merit contractors.

NEW IN 2017

YOUNG PROFESSIONAL ADVISORY COMMITTEE

Chairman: Justin Rispoli, *Aspen Aerogels, Inc.*

Vice Chairman: Cooper Killion, *Shook & Fletcher Insulation Co.*

Secretary: Rudy Nigl, *L & C Insulation Co.*

The Young Professional Advisory Committee (YPAC) offers a forum for young professionals to grow leadership skills, network with peers, gain industry information, and provide fresh insights and feedback to NIA management and the Board of Directors. In 2017, the Committee:

- Held its first meeting at NIA's 62nd Annual Convention at the Sheraton Grand at Wild Horse Pass in Phoenix, Arizona;
- Unanimously Elected Justin Rispoli, Aspen Aerogels, Inc., as the chairman of the Committee; Cooper Killion, Shook & Fletcher Insulation Co., as the Vice Chairman of the Committee; and Rudy Nigl, L & C Insulation Co. as the Secretary of the Committee;
- Learned about NIA's organizational structure and committee processes;
- Decided on 2 Past President Advisors to participate on the Committee: Kenny Freeman from Petrin Corp., and Steve Luse from Luse Thermal Technologies;
- Appointed 1 YPAC representative to the 2018 Convention Committee;
- Established the Committee's Purposes, Objectives, and Actions document, which was then approved by the Committee;
- Discussed how to build participation in YPAC, within NIA, and the insulation industry overall;
- Created a YPAC Education Task Force to review current NIA resources and materials and to provide feedback and suggestions on future YPAC speakers;
- Developed a YPAC website, a 1-page information flyer, and additional marketing materials to promote the Committee and encourage participation; and
- Learned how to become a leader worth following from speaker Stephen Mackey, CEO of 2W International.

METAL BUILDING LAMINATORS COMMITTEE

Chairman: John Hinshaw, *Distribution International*

Vice Chairman: Bill Beals, *Therm-All, Inc.*

The Metal Building Laminators Committee is composed of laminators of metal building insulation who are dedicated to developing and promoting industry standards and educational programs that will help members become more professional, productive, and profitable. It also seeks to increase awareness of the environmental and energy-saving benefits of metal building insulation among end users.

In 2017, the Committee:

- Monitored submittals to ASHRAE on wall and roof assemblies;
- Continued to recruit new NIA Laminator members;
- Continued research into developing a U-Factor Calculator;
- Invited and welcomed other associations to Committee meetings;
- Sent a liaison to the Health and Safety Committee to stay updated on safety developments; and
- Held a seminar on metal building insulation topics at the 2017 Metalcon meeting.

UNION CONTRACTORS COMMITTEE

Chairman: Steve Luse, *Luse Thermal Technologies*

Vice Chairman: John Lamberton, *Irex Contracting Group*

The Union Contractors Committee promotes the growth of industrial and commercial union contractors through education, training, productivity enhancement, and strong union relations. In 2017, the Committee:

- Welcomed leaders of the International Association of Heat and Frost Insulators and Allied Workers (International) to their April 2017 meeting;
- Updated its Purposes, Objectives, and Actions;
- Reviewed market conditions in each region of the country and other issues surrounding Union Contractors;
- Discussed ideas for contributing articles to *NIA News* and content to NIA's newly updated website; and
- Welcomed Matt Stevens, CIC, Vice President Property & Casualty, Alliant Americas to discuss NIA's new Environmental/Pollution Liability Insurance Program during their December 2017 meeting.

GENERAL OPERATING COMMITTEES

HEALTH AND SAFETY COMMITTEE

Chairman: Bill McCaffrey, *Irex Contracting Group*

Vice Chairman: Mike Hill, *Performance Contracting, Inc.*

The Health and Safety Committee is committed to the health, safety, and welfare of its members, customers, and the insulation industry. Through professional safety leadership, the Committee actively promotes the highest standards of safety and health excellence to ensure a safe working environment. In 2017, the Committee:

- Provided updates regarding the latest Occupational Safety and Health Administration (OSHA) issues;
- Made extensive revisions to the Theodore H. Brodie Distinguished Safety Award applications;
- Continued the mentoring program for the NIA Safety Award, which allowed platinum winners to act as mentors for those new to the awards program or wishing to improve their score;
- Finalized and introduced a new hard-hat sticker to be awarded to NIA Safety Award winners;
- Received a presentation at Convention 2017 from Jessie Atencio, Assistant Director, Arizona Division of Occupational Safety and Health (ADOSH), concerning several OSHA issues, including crystalline silica, the revised recordkeeping rule, and the walking-working surfaces and personal protective equipment (PPE) rule;
- Completed updating the *NIA Safety Handbook for Insulation Workers*, which was finalized and printed in June 2017; and

- Updated the Committee's Purposes, Objectives, and Actions.

MEMBERSHIP COMMITTEE

Chairman: Justin Rispoli, *Aspen Aerogels*

Vice Chairman: Joe Leo, *Atlantic Contracting & Specialties, LLC*

The Membership Committee represents all membership types, identifies and recruits potential member companies, increases awareness of membership benefits, and encourages participation by NIA members.

In 2017, the Committee:

- Provided amenities to new members and first-time attendees at NIA's 62nd Annual Convention;
- Continued with its Ambassador Program, which helps to familiarize new members and first timers with the Annual Convention program of events, the benefits of membership with NIA, and introduces them to fellow industry members;
- Held a member orientation/reception for new and current NIA members at NIA's 62nd Annual Convention;
- Continued the development of the member testimonial program;
- Ensured that the Membership Committee participants were representative of all member types, regions, and committees;
- Continued work on the initiatives related to NIA's Long Range Plan as directed by the Plan Leader; and
- Updated the Committee's Purposes, Objectives, and Actions.

TECHNICAL INFORMATION COMMITTEE

Chairman: Darrell Peil, *Aeroflex USA, Inc.*

Vice Chairman: Justin Rispoli, *Aspen Aerogels*

Secretary: Bill Gregg, *Promat*

The Technical Information Committee (TIC) serves as a forum for identifying and addressing technical issues confronting

NIA members. In 2017, the Committee:

- Met 4 times to review technical materials for NIA and *Insulation Outlook* magazine;
- Provided technical assistance to NIA's partners and members;
- Reviewed technical articles for *Insulation Outlook* magazine and suggested topics for future issues;
- Reviewed and updated the Insulation Science Glossary, Guide to Insulation Product Specifications, and Insulation Materials Specification Chart on a quarterly basis;
- Reviewed the products and services offered by NIA and made suggestions for 2017 offerings;
- Audited the technical accuracy of the Insulation Energy Appraisal Program (IEAP), a NIA training class; and
- Researched topics and speakers for the Annual Convention technical presentations.

STANDING COMMITTEES

2017 CONVENTION COMMITTEE

Chairman: Darrel Bailey, *Performance Contracting, Inc.*

The Convention Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Annual Convention. In 2017, the Committee:

- Successfully completed NIA's 62nd Annual Convention in Phoenix, Arizona (see page 21 for a summary).

FINANCE COMMITTEE

Chairman: Dan Bofinger, *FBM-SPI*

The Finance Committee met in March 2017 to review the Fiscal Year (FY) 2017–2018 budget developed by NIA staff. This budget

was approved by NIA's membership at the Business Session during NIA's 62nd Annual Convention in Phoenix, Arizona (see page 28 for audited financials).

FOUNDATION STEERING COMMITTEE

Co-Chairmen: Dan Bofinger, *FBM-SPI* and Dave Cox, *Owens Corning*

The Foundation Steering Committee develops and implements strategies and recommends processes to advance and expand the commercial and industrial insulation industry. See page 16 for a complete list of Foundation activities.

LONG RANGE PLANNING COMMITTEE

Chairman: Darrel Bailey, *Performance Contracting, Inc.*

The Long Range Planning Committee met July 12–13, 2017, as part of the July Board of Directors meeting. Select members of NIA's Board of Directors and staff meet every 2 years to develop a set of goals and objectives, and reach a consensus about the direction and focus of NIA.

The Long Range Planning Committee
Develops NIA's Future Objectives

As decided during the July 2017 meeting, and approved by the NIA Board of Directors, the 3 strategic objectives and leaders are:

1. Increase membership, led by Dana Vlk (*Distribution International, Inc.*);
2. Create awareness programs for end users to promote insulation industry growth, led by Rick Sutphin (*Performance Contracting, Inc.*); and
3. Become the education and training leader in our industry, led by John Lamberton (*Irex Contracting Group*).

The meeting was facilitated by NIA's Past President and Honorary Member, P. Thomas "Tom" Fraatz, and included both high-level planning as well as the identification of concrete goals, priorities, and action items that built upon the 2015 Long Range Plan. As a result, the aforementioned 3 strategic goals, supported by a number of

tactical plans, were decided upon, and will be the focus of NIA's efforts until the next meeting in July 2019.

For more information, please email membership@insulation.org. To view a copy of the 2017 Long Range Strategic Plan, visit the members-only page on NIA's website at www.insulation.org.

NOMINATING COMMITTEE

Chairman: Darrel Bailey, *Performance Contracting, Inc.*

The Nominating Committee is responsible for identifying and appointing officers to NIA's Board of Directors, including At-Large Representatives. This Committee held meetings and presented a slate of nominations to the Board of Directors and the NIA membership for their approval.



PRODUCTS AND SERVICES TOP-SELLING ITEMS AND MEMBER FAVORITES

- *Insulation Estimator's Handbook*
- *Insulation Sampler*
- *Mechanical Insulation Installation Video Series*
- *National Commercial and Industrial Insulation Standards Manual, 8th Edition*
- *Safety Handbook for Distributors & Fabricators*
- *Safety Handbook for Insulation Workers*

PRODUCTS AND SERVICES

PRODUCTS

www.insulation.org/products

NIA is proud to offer numerous products and services to promote insulation awareness and educate our members, the construction industry, and insulation end users. Most of the services and online resources are free or exclusive to NIA Members. NIA offers products and services in the following categories: health and safety products, educational resources, marketing tools, and certification and training.

In 2017, NIA completed and printed the updated *Safety Handbook for Insulation Workers* and began work on updating the *Safety Handbook for Distributors & Fabricators*, which will be completed mid-2018.

SERVICES AND OTHER RESOURCES

In 2017, NIA offered a number of free resources/services exclusively to members, including:

- *NIA News*, an exclusive member newsletter;
- *Insulation Advocate*, a publication that provides an update on the activities of NIA's Foundation for Education, Training, and Industry Advancement;
- The NIA members-only website, featuring committee meeting minutes, a downloadable Proud Member of NIA logo, the Electronic Reprint Library, Human Resources Forms, and documents such as employment applications, employee-termination forms, evaluations, job descriptions, new-employee forms, offer letters, safety checklists, and time-off request forms; and
- Exclusive meetings and discounts on registration for other events.

Updated online resources include the:

- Guide to Insulation Product Specifications;
- Insulation Materials Specification Guide;
- Insulation Science Glossary;
- Manufacturers' Technical Literature (MTL) Product Catalog; and
- Mechanical Insulation Design Guide (MIDG).

For a complete list of NIA's products, visit www.insulation.org/products.

Additional NIA member services provided include special offers and discounts, such as:

- The Theodore H. Brodie Distinguished Safety Award (for more information, see page 26);
- Various sponsorship opportunities at Fall Summit and the Annual Convention;
- Associated Resource Group (ARG) discounts for all members' voice, data, and cloud service needs, along with a free initial analysis; and
- Advertising opportunities for NIA members in various media outlets, including *Insulation Outlook*, the *NIA Buyer's Guide: Insulation Products & Providers*, and the MTL website.

NEW PRODUCTS



NIA's Insurance Program

In 2017, NIA partnered with Navigators and Alliant/Mesirow to offer an Environmental/Pollution Liability Insurance Program exclusively to NIA members. The program will offer supplemental protections and liability coverage to ensure your risk-management strategies are staying ahead of the curve with key pollution-risk exposures with broad-occurrence coverage for pollution incidences caused by your work, including:

- Contracting operations;
- Transportation activities (first and third parties); and
- Waste-disposal facilities.

The plan also includes protection for key pollution-risk exposures, including:

- Claims arising out of waste disposal;
- Disturbance and release of asbestos fibers while replacing insulation;
- Disturbance of lead-paint-containing materials while replacing insulation;
- Inadvertently damaging a pipe during insulation installation, causing a release of fluids;
- Release of fibers or dust;
- Release of vapors resulting from negligent installation; and
- Water damage resulting in fungus caused by negligent installation.

For more information, please visit our website at www.insulation.org/resources/nia-insurance-program or email Matt Stevens, Alliant Americas, at matthew.stevens@alliant.com.

COMMUNICATIONS

SOCIAL MEDIA



NIA disseminates information and engages with member companies and the industry through social media with the account name NIAinfo on Facebook, YouTube, Vimeo, and Twitter. Members and other industry participants can like and follow us on these platforms to receive updates and industry information. On Twitter, NIA has a second account, *InsulationInfo*, geared toward the insulation and construction audience rather than the NIA membership audience on NIAinfo. NIA also has a page on *Vimeo.com/NIAinfo* to allow users to stream our video resources.

- At the end of 2017, NIA had 563 people who “like” our NIA Facebook page, 1,257 Twitter followers for

InsulationInfo, and 620 following *NIAinfo*. All numbers have increased an average of 14% since 2016.

- NIA events, products, publications, advertisers, and activities were promoted through social media. For NIA's events, follow the hashtag #NIAmeets.
- On-Demand Training is available on NIA's Vimeo channel, *www.Vimeo.com/NIAinfo*, to stream our training materials, webinars, and the *Mechanical Insulation Installation Video Series*. NIA now has 30 videos available for streaming, including 2 webinar recordings added in 2017: *Using the Latest Construction Data to Guide Your Hiring and Strategic Plan*,

and *Hiring and Retaining the Right People*.

- NIA's YouTube channel features videos about NIA, membership in NIA, videos from members, and useful information about mechanical insulation. In 2017, NIA researched and followed member companies that have YouTube channels. NIA's most popular video continues to be the introduction for the *Mechanical Insulation Installation Video Series*.

NIA wants to follow our member companies on Facebook, Twitter, and YouTube. Please email your account name to Leslie Emery at *lemery@insulation.org*.

WEBSITES

www.insulation.org

NIA staff continues to make improvements to our award-winning website that was relaunched at the end of 2016. As the Voice of the Insulation Industry™, NIA's website is a source of information for NIA members and end users. An improved search feature and updated navigation allow visitors easy access to NIA information, whether users are on a mobile device, tablet, or desktop. In 2017, NIA received 2 industry awards in recognition of the redesign and new content:

- Media Industry News' (min's) Best of the Web Honorable Mention for Redesign/Relaunch for *www.insulation.org* (NIA was the only non-profit or association finalist for the website category, which was won by the National Geographic

Society). Media Industry News is the industry authority for magazine media news, networking, awards, and events.

- Salute to Association Excellence All Media Contest Bronze Winner for the Web Sites category for *www.insulation.org*. The Association Trends All-Media Contest is the most watched and respected communications contest in the association community.

Web improvements made in 2017 include:

- New web page with curated updates from the Occupational Safety and Health Administration (OSHA);
- NIA's newest Committee: the Young Professionals Advisory Committee (YPAC)

now has a new web page with YPAC information and targeted resources;

- Addition of NIA's Educational Center web pages, a clearinghouse of NIA and industry resources, easily accessible in one location;
- Modern graphic design to highlight top stories and important news;
- Updating the website on an almost daily basis to add new content or improve the member experience;
- More frequently updating NIA event content to keep members and users up to date on NIA events, including Convention, Fall Summit, the Insulation Energy Appraisal Program (IEAP), webinars, and more;

- Updating the Committee meeting minutes archive available on Members Only;
- Posting NIA and Foundation news and updates;
- Adding digital editions of *NIA News* issues to Members Only; and
- Posting current editions of the *E-News Bulletin*.

www.insulationoutlook.com

Improvements to the site in 2017 included:

- Posting the articles from each monthly issue of *Insulation Outlook* magazine in a visually appealing manner.
- Adding keyword search terms to articles to make the articles more likely to come up on Google searches;
- Linking to a full-size image of each article's opening pages so visitors can appreciate the exceptional design of the magazine;
- Updating the homepage spread monthly to include the month's full article listing;
- Updating promos on the home page to highlight valuable content from prior issues;
- Setting featured articles so readers could revisit popular topics;
- Updating the 2017 advertisers page and advertising graphics for Premier 12 and 7 advertisers;
- Updating the authors page to encourage potential contributors to write for the magazine;
- Adding a page with Insulation Finishes, Insulation Materials, Exploring Insulation Materials, and Understanding Thermal Systems columns from the magazine;
- Adding the 2017 *Media Kit* with updated editorial calendar; and
- Updating all pages to include the most current information.

NIA'S METAL BUILDING INSULATION WEB PAGES

(Formerly www.insulatemetalbuildings.org)

This website is designed to provide up-to-date information on energy code compliance for pre-engineered metal building systems, the use of NIA Certified Faced Insulation® and metal building insulation assemblies, and proper installation that complies with ASHRAE 90.1 and state energy codes.

- In 2017, the Committee reviewed the full website, which had been updated by the Committee the prior year. The Committee also discussed potential future changes, including the update of instructional pictures on the website.

EMAIL COMMUNICATIONS

MEMBER COMMUNICATIONS

In 2017, NIA's communications staff used email communications to provide members with targeted and topical content. Our goal is to provide useful information in a format that is easy to comprehend and read. In 2017, staff:

- Received an All Star Award for outstanding outreach and engagement with members, which puts NIA in the top 10% of Constant Contact's customer base and honors significant achievement in leveraging online communication tools to drive member interactions with NIA's events and member benefits;
- Used a mix of platforms (Microsoft® Outlook and Constant Contact) to maximize our outreach;
- Focused on shorter text, visual elements, and bulleted lists to save readers' time while providing the most pertinent information; and
- Created and deployed customized information to targeted email lists about NIA events, announcements, and press releases in graphically enhanced e-newsletters.

E-NEWS BULLETIN

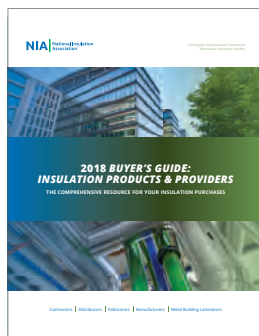
The *E-News Bulletin* (ENB) is a free monthly e-newsletter that provides updates on NIA's events, training courses, products, and mechanical insulation industry news. Anyone may subscribe by filling out a short form on <https://tinyurl.com/jsmqeaw>.

The contact list currently contains more than 4,700 email addresses. In 2017, NIA communications staff:

- Deployed 11 monthly ENBs to provide association news, event updates, press releases, legislative updates, and curated content.
- Included key dates and important deadlines in each monthly ENB.
- Offered members digital email advertising opportunities.

If you would like to receive ENBs, please visit www.insulation.org/news-publications/enewsbulletin/ or email Leslie Emery at lemery@insulation.org.

PUBLICATIONS



BUYER'S GUIDE: INSULATION PRODUCTS & PROVIDERS

In 2015, NIA changed the name of the membership directory to reflect the publication's purpose of promoting members' products and services to the magazine's audience of insulation purchasers and end users. We also changed the publication date so readers can use it for the full calendar year. This year, the 2018 guide mailed with the February 2018 issue of *Insulation Outlook*. It contains an alphabetical listing of members and highlights advertisers and Foundation contributors. Members are also listed by member category, state, and type of product or services offered.



NIA NEWS

(Audience: NIA Members)

NIA News is written to provide updates on NIA's activities and events and share useful business articles with the membership. It is a members-only print and digital newsletter that is produced 5 times per year for NIA

members free of charge as part of their membership dues. In 2017, it was distributed to over 1,700 NIA members in both print and digital format. Following are some highlights from 2017's issues:

- All issues were 16-page editions, offering coverage of NIA events, programs, and services, as well as industry and safety news.
- NIA rotated a number of regular features and columns in each issue of *NIA News*, including "Ask the Expert," "Safety Corner," "News Near You," and "Social Buzz."
- We surveyed members and responded to their requests for professional development and industry topics with a comprehensive feature detailing the current NIA articles and resources on those topics.
- Several of the business features included information on responding to natural disasters, Industry Measurement Survey analysis, and leadership development.
- NIA events coverage featured more photos, additional meeting highlights and information, and insider tips from NIA staff to help members better prepare for participation.

A link to the Digital Edition of *NIA News* is emailed to members and is available in the Members-Only area of www.insulation.org. The Digital Edition featured relevant links in each issue, photo galleries for events, expanded images for "News Near You" map illustrations, accessible registration-form insertions for NIA meetings, and embedded video links.



INSULATION OUTLOOK

(Audience: Insulation End Users)

NIA publishes *Insulation Outlook* magazine to give members a forum to speak directly to engineers, plant/facility owners/managers, specifiers, code officials, and insulation end users. The best articles

are written by NIA members to educate the construction industry about proper installation techniques, specification and design best practices, and insulation material physical properties and applications. The NIA membership is not the primary audience for this publication, but it is mailed to members as a membership benefit.

Eleven times a year, *Insulation Outlook* provides practical information about mechanical insulation's value, uses, and applications to its audience of more than 11,500 subscribers in the construction industry.

Insulation Outlook's circulation metrics at the end of 2017 were:



Editorial

Topics and content are based on reader and member feedback and article submissions. 2017 was an amazing year, with a variety of editorial topics covered in 40 articles. The publications team created the editorial calendar based on member feedback and topic suggestions from member meetings, including a special issue featuring topics from the technical sessions at the 2017 Convention.

We also continued to make improvements to the article archives at www.InsulationOutlook.com, including SEO updates that make *Insulation Outlook* articles more likely to come up in google searches. All articles are uploaded approximately 1 month after publication, and are available at www.insulation.org/io.

- We've received positive feedback about stories that have a human-interest angle. In our October 2017 issue, we engaged readership with an article on a local restaurant and winery, featuring how insulation makes those enjoyable dining experiences possible.
- In an effort to publicize NIA's useful tools that can be of help to our readership, we discussed NIA's resources in several of the NIA Focus columns, and also published an article on NIA's tools in the January 2017 issue.
- NIA's highly anticipated State of the Industry issue was enhanced in 2017 by an industry forecast from top construction economist Bernard Markstein, which was facilitated by NIA publications staff.
- Building on the popularity of last year's State of the Industry Q&A, which contained expertise from NIA's leadership, we crafted a part 2 to continue this dialogue, which was published in the March/April double issue.
- We had nearly 10 articles submitted and published by authors from member companies.
- In light of membership's enthusiastic response to articles about attracting and retaining employees, we published 4 articles on this topic.

Submissions

Send your articles and press releases to editor@insulation.org. They are printed free of charge as a member benefit to enhance to readers' knowledge of the insulation industry.

Circulation

Insulation Outlook was sent to numerous industry-relevant trade shows and events, such as the World Energy Engineering Conference (WEEC), GlobalCon 2017, West Coast Energy Management Congress, MetalCon International, RCI Building Envelope Technology Symposium, Thermal Insulation Association of Canada's (TIAC) annual conference, regional associations' annual meetings, Insulation Expo (IEX) USA trade show, and NIA's Annual Convention and Fall Summit meetings.

Advertising

Last year when our new website launched, NIA added limited website advertising to allow members to reach engineers that are reading

NEW ENHANCED BIOGRAPHY

While we ask that articles in *Insulation Outlook* remain unbiased and that products are only discussed in generic terms, rather than by brand name, insulation companies do get recognition through the byline and author biography. We are now offering authors a chance to say much more about their background and their companies' products and services. Our authors usually have decades of experience and we want our readers to understand their knowledge and what their company does in the industry. This includes:

- Author's name, title, years of experience, and area of expertise.
- Author's company, and a description of their products and services offered and their common applications, so that the audience understands their expertise.
- Contact information—the author's email address and the company's website are also included.

This change will help our readers appreciate the author's depth of knowledge and will also help promote the author and the company's products. Readers frequently reach out to authors to learn more or inquire about products and this facilitates that communication.

articles online. Authors can now purchase permanent ads within their online articles for \$1000. Banner ads and promo boxes are also available. As a lower cost print option, the March/April 2017 and *Buyer's Guide: Insulation Products & Providers* issues of *Insulation Outlook* featured a Product Spotlight. *Insulation Outlook* advertisers were given the opportunity to showcase their products in the magazine. Each spotlight included company name, a product image, description, and contact information. We also began offering a mechanism for NIA contractors to advertise their services to the large *Insulation Outlook* readership in an affordable way through the contractor ad series.

THE CONTRACTOR ADS SERIES IS NOW OPEN TO ALL NIA CONTRACTORS

NIA would like to thank the following companies for taking part in the initial offering:

Industrial Construction & Engineering Co.; Gribbins Insulation Company, Inc.; Thermal Solutions—Ohio, Inc.; and API, Inc.

ADVERTISERS

Insulation Outlook offers individual ads as well as 3 advertising packages designed to reward frequent advertisers with extra promotion: Select 4, Preferred 7, and Premier 12. Descriptions of the package benefits can be found at www.insulation.org/io/advertisers.

PREMIER 12

Access Plug Flange, Inc.
Aeroflex USA, Inc.
Johns Manville
Johns Manville/Industrial
Insulation Group, LLC
Polyguard Products, Inc.
Rock Wool Manufacturing Co.

PREFERRED 7

Armacell
Duna-USA, Inc.
Extol of Ohio, Inc.
KD One
K-FLEX USA, LLC
MFM Building Products Corp.
Midwest Fasteners, Inc.
Owens Corning FOAMGLAS
Proto Corp.
ROCKWOOL Technical Insulation

SELECT 4

Alpha Engineered Composites
Ideal Products of America, LP
ISAVE TEAM
NO SWEAT Valve Wraps, Inc.
Unifrax I, LLC

READER RESPONSES TO THE QUESTION:

DO YOU FIND INSULATION OUTLOOK HELPFUL?

"As a distributor of insulation materials, I learn about different problems and solutions in regards to the industry. Also love to see new product offerings or new or different vendors I didn't know about. It's the one magazine I read the advertisements in!"

"Magazine information helps keep my mind open to insulation other than what we have used here for many years without change."

"*Insulation Outlook* is a great publication that I make reference to often with many industry contacts that would otherwise not have the knowledge about our industry."

"As far as we are concerned *Insulation Outlook* is the only magazine that offers a wide ranging but focused view of matters about industrial insulation materials, processes, and their applications. We have found it invaluable as a knowledge base."

"Absolutely. Insulation is sort of the red-headed stepchild of the mechanical and plumbing consulting industry. We don't pay enough attention to it and it shows. Dedicated magazine is a great resource."

"*Insulation Outlook* is keeping up with all the trends in the industry and brings solutions with new materials, tools, and practices. Overlooking the industry and the construction overall gives guidance where we are headed."

"Absolutely, excellent technical articles for design engineers."

WHAT SUBSCRIBERS ARE SAYING

For over 60 years, NIA has published *Insulation Outlook*, and we are proudly committed to continue making it the best and only resource dedicated to the commercial and industrial insulation industry. Our loyal subscribers agree. Here is a small sample of the positive feedback we received on the quality editorial content in each issue.

90%

of *Insulation Outlook* survey respondents
**have used products featured in
Insulation Outlook for their projects
and/or specifications.**

96%

of readers say that *Insulation Outlook*
**"brings products to my attention that I
would not have otherwise known about."**

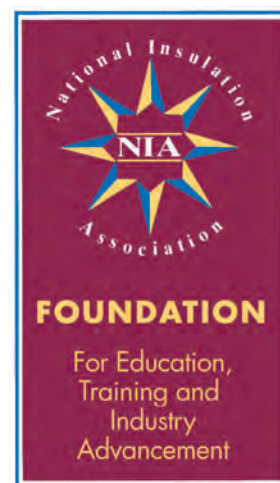
85%

of readers say that *Insulation Outlook*
**"is my preferred magazine for
information relating to insulation."**

FOUNDATION FOR EDUCATION, TRAINING, AND INDUSTRY ADVANCEMENT

NIA's Foundation for Education, Training, and Industry Advancement continued its work to promote the commercial and industrial insulation industry to thousands of end users, specifiers, architects, energy managers, plant operators, building owners, facility managers, government agencies, and strategically aligned partners.

The Foundation is funded primarily through voluntary contributions and these funds are strictly used for Foundation-related initiatives and projects. Foundation programs and activities are determined by the Foundation Steering Committee and approved by the NIA Board of Directors. Our progress in the areas of legislation, strategic partner collaborations, outreach, education, communications, and training in 2017 was made possible through generous contributions from the following member companies and industry organizations:



GOLD-ELITE

(\$15,000 Voluntary Annual Contribution)

- FBM-SPI
- Johns Manville
- Knauf Insulation, Inc.
- Owens Corning
- Performance Contracting, Inc.
- ROCKWOOL Technical Insulation

GOLD-PLUS

(\$10,000 Voluntary Annual Contribution)

- Industrial Insulation Group

GOLD

(\$5,000 Voluntary Annual Contribution)

- Alpha Engineered Composites, LLC
- Armacell
- Bay Insulation Systems, Inc.
- Distribution International, Inc.
- Insulation Contractors Association of New York City
- Irex Contracting Group
- Lamtec Corp.
- Thermal Insulation Association of Canada

SILVER

(\$3,000 Voluntary Annual Contribution)

- Aeroflex USA, Inc.
- Insulation Materials Corp.
- Integrated Marketing Group
- ITW Insulation Systems
- K-FLEX USA, LLC
- Luse Thermal Technologies
- Midwest Insulation Contractors Association
- R.P.R. Products, Inc.
- Southwest Insulation Contractors Association

BRONZE

(\$1,000 Voluntary Annual Contribution)

- Advanced Industrial Services, LLC
- Advanced Specialty Contractors, LLC
- Allied Insulation Supply
- Atlantic Contracting & Specialties, LLC
- Breeding Insulation Co., Chattanooga, Inc.
- Central States Insulation Association
- CertainTeed Corp.
- Crossroads C&I Distributors, Inc.

- Delaware Valley Insulation and Abatement Contractors Association, Inc.
- Eastern States Insulation Contractors Association
- Farwest Insulation Contracting
- Heat Frost and Thermal Insulation Education Fund
- Hudson Bay Insulation Co.
- Industrial Construction & Engineering Co.
- I-Star Energy Solutions
- L & C Insulation, Inc.
- Master Insulators Association of Evansville, Indiana
- Petrin, LLC
- Shook & Fletcher Insulation Co.
- Southeastern Insulation Contractors Association
- Western Insulation Contractors Association



FOUNDATION COMMUNICATIONS TO MEMBERS

In 2017, NIA kept members informed about its Foundation activities by:

- Publishing 2 editions of NIA's *Insulation Advocate* e-newsletter, which is posted on the website;
- Providing Foundation Update articles in *NIA News*;
- Hosting a Foundation Gold Elite breakfast at NIA's 62nd Annual Convention and providing all Foundation contributors with supporting materials outlining accomplishments and current initiatives;
- Updating the regional insulation associations and Thermal Insulation Association of Canada (TIAC) on NIA activities during their annual meetings; and
- Posting updates on Facebook and Twitter.

HIGHLIGHTS FROM OUR CAPITOL HILL LEGISLATIVE STRATEGIES, ACTIONS, AND INITIATIVES

With the new Administration working to establish itself; fill cabinet and agency vacancies; address legislation related to health care, tax reform, and immigration; support the first responders and victims of multiple hurricanes; and tend to relationships abroad, NIA focused on strengthening our industry alliances and working together on key objectives. NIA and its legislative partner, The Keelen Group, actively worked with industry partners throughout the year to affect positive change for the mechanical insulation industry. NIA also engaged in a series of productive communications with important players on Capitol Hill, including:

- A letter to the new administration expressing our willingness to work with them to demonstrate the value of insulation in creating jobs, ensuring energy efficiency, and lowering emissions.
- Signing onto a letter with other insulation organizations in response to news of cuts to vital energy-efficiency programs within the Department of Energy (DOE), including the Office of Energy Efficiency and Renewable Energy (EERE). This letter urged the Chairmen and Ranking Members of the Subcommittee on Energy and Water Development to continue funding support for several DOE programs.
- A letter to the newly appointed Energy Secretary, Rick Perry, strongly encouraging him and the DOE leadership to continue the bipartisan tradition of driving energy-efficiency gains across our economy through essential energy-efficiency programs within the DOE.
- Signing onto a letter sent to Senator Lisa Murkowski (R-AK), Senator Maria Cantwell (D-WA), Congressman Greg Walden (R-OR), and Congressman Frank Pallone (D-NJ) of the Energy and Commerce Committee supporting S.385/H.R. 1443—The Energy Savings and Industrial Competitiveness Act of 2017. This legislation will increase U.S. energy productivity, promote economic growth and competitiveness, enhance energy security, and reduce harmful emissions—in part by working to improve energy efficiency in federal and other buildings.
- A letter to the National Institute of Building Sciences offering our support if they are awarded funding from the National Institute of Standards and Technology on their proposal to strengthen disaster resilience in buildings and infrastructure.
- Signing onto a letter with more than 100 organizations supporting the permanent repeal of the federal estate tax. This letter was sent to Senate Majority leader Mitch McConnell.
- Joining the Alliance to Save Energy and a coalition of energy-efficiency organizations, small and large businesses, trade associations, and public interest groups, to call on Congress to extend energy-efficiency tax incentives that provide benefits to American businesses and families, including the Commercial Building Tax Deduction.



NIA EVP/CEO Michele Jones and Don Benton, White House Special Assistant to the EPA

President Trump Speaking at the "Unleashing American Energy" Event

INDUSTRY MEETINGS

ENVIRONMENTAL PROTECTION AGENCY

On April 4, The Keelen Group and NIA's Executive Vice President/CEO Michele M. Jones, met with Don Benton, White House Special Assistant to the Environmental Protection Agency (EPA), and 2 EPA special advisors. We used this meeting to emphasize the facts about insulation: it's made in America, creates jobs, saves money, saves energy, and reduces emissions. They were impressed by all of insulation's benefits and we are looking at ways to work together to further this awareness.

DEPARTMENT OF ENERGY

On May 8, Michele Jones, NIA Past President Ron King, and The Keelen Group met with Brian McCormack, the Department of Energy's (DOE's) Chief of Staff. During this meeting, they discussed the DOE's future and how NIA can work alongside the DOE to develop more awareness and urgency with regard to mechanical insulation's use as a key energy-efficiency technology. They also discussed finding synergies with energy-service companies, how mechanical insulation can be included in efficiency discussions, mechanical insulation assessments at the U.S. Department of Veterans Affairs, and a request from Senator Murkowski for a mechanical insulation study.

UNLEASHING AMERICAN ENERGY

On June 29, Michele Jones attended "Unleashing American Energy," an event at the U.S. DOE in Washington, DC, which was attended by President Donald Trump, Vice President Mike Pence, Secretary of Energy Rick Perry, Secretary of the Interior Ryan Zinke, EPA Administrator Scott Pruitt, and many other major players in the energy industry. This event included 2 panel presentations, one on Dominance: Labor and Industry Perspectives, and another on Energy Dominance: Policy Framework for the Future. Perry stated that he is working with legislators and the private sector to work on utilizing energy resources within the United States. Pence and Trump affirmed their dedication to American energy supremacy and outlined 5 major objectives: a nuclear sector revival, looking more closely at requests for coal imports, a new petroleum pipeline to Mexico, increased natural gas and liquefied natural gas (LNG) opportunities, and new offshore leasing programs to produce oil. Mechanical insulation plays a significant role in these types of energy discussions and is critical in LNG applications; we will continue to work with various agencies to demonstrate how vital mechanical insulation is in these discussions.

STRATEGIC PARTNERSHIPS AND COALITIONS

CREATION OF THE INSULATION INDUSTRY ASSOCIATION COUNCIL

In January 2017, NIA spearheaded the establishment of the Insulation Industry Association Council (IIAC). The IIAC is an informal forum for association executives from all insulation industry membership organizations that support the commercial, industrial, mechanical, and residential insulation industries. The Council exchanges information, shares best practices, and collaborates on policies impacting our industry. Through periodic face-to-face meetings and communication, the Council seeks to enhance their collective desire to raise public awareness of the benefits of insulation and promote those policies and practices that grow the market and strengthen the industry. In 2017, the Council met 4 times and discussed numerous topics, including energy-code adoption, benefit messaging, participation and industry representation at energy-related tradeshow and events, organizing a Capitol Hill fly in for May 2018, engagement opportunities with the EPA and DOE, and more. In addition to NIA, the Council is made up of representatives from the following insulation-related organizations:

- North American Insulation Manufacturers Association (NAIMA)
- Insulation Contractors Association of America (ICAA)

- Polyisocyanurate Insulation Manufacturers Association (PIMA)
- Reflective Insulation Manufacturers Association International (RIMA)
- Air Duct Council (ADC)
- Spray Polyurethane Foam Alliance (SPFA)
- Cellulose Insulation Manufacturers Association (CIMA)
- High Performance Insulation Professionals (HPIP)
- The Refractories Institute (TRI)
- Association of Wall and Ceiling Industry (AWCI)
- Center for the Polyurethanes Industry (CPI) of the American Chemistry Council (ACC)
- Extruded Polystyrene Foam Association (XPSA)
- Expanded Polystyrene Industry Alliance (EPS)
- Structural Insulated Panel Association (SIPA)

NATIONAL INSTITUTE OF BUILDING SCIENCES

In September 2017, NIA had a productive meeting with representatives from the National Institute of Building Sciences regarding areas of mutual interest, including learning more about the type of users accessing NIA's E-Learning Modules, the Mechanical Insulation Design Guide (MIDG), and the MIDG insulation calculators.



EDUCATION AND INDUSTRY ADVANCEMENT

FOUNDATION CONTRIBUTES \$10,000

FOR CREATION OF THE THERMAL INSULATION INSPECTOR PROGRAM

Upholding its commitment to industry advancement and the promotion of various training and educational opportunities to increase industry and technical knowledge, the NIA Foundation Steering Committee approved the designation of \$10,000 to further explore and develop the Insulation Inspector Program during its July 2017 meeting. The need for this program was realized after many discussions with members of industry and the engineering community for the following reasons:

- There is general consensus that the mechanical insulation knowledge base within the engineering and facility owner communities, and directly within the industry itself, is slowly dwindling to that of only basic knowledge with little actual experience.
- Individuals within engineering and design firms are spending less time monitoring field/project site practices.
- In some cases insulation systems are getting more complex with more options and alternatives than ever before.
- The shortage of experience and qualified workers continues to be problematic.
- Construction schedules and modularization are complicating installation.
- Modularization coming from outside the United States could utilize insulation systems that are not available or acceptable in the United States.
- Companies that specialize only in mechanical insulation are becoming fewer as the number of multiservice companies increases.
- The consequences—other the normal expectations such as energy loss, etc.—of improper installation and insufficient maintenance of mechanical insulation systems are widely known and expensive (e.g., corrosion under insulation, mold generation, etc.).
- The concern that some contractors take installation shortcuts and do not comply with specifications.

This program is not intended to resolve all of these concerns, but it will serve as a simple method to provide engineering firms and facility owners with a means to verify that the insulation has been installed per the specification.

The Insulation Inspector Program is being developed as a multilevel course designed for those individuals seeking professional mechanical insulation system inspection certification. The course will serve as a thorough introduction for individuals looking to enhance their knowledge and credentials or simply to develop their understanding of the inspection process for mechanical insulation systems in new construction, retrofit, and/or maintenance applications.

Target audiences for this program include code officials (commercial or residential market); the National Association of Corrosion Engineers (NACE) and other educational extensions; engineering and design firms; facility owners and managers; general contractors; government (federal, state, and local agencies and facilities); quality control/quality assurance firms; mechanical contractors; mechanical insulation contractors, distributors/fabricators; manufacturers; and others.

There will be several course levels to this program, including core curriculum, commercial/industrial, and cryogenic. It will be taught using a combination of in-classroom instructor training, and electronic and hands-on learning.



BECHTEL LUNCH AND LEARN

In May 2017, NIA conducted a lunch and learn session for approximately 10 engineers and layout designers with Bechtel. Areas of interest included differences between mineral wool and calcium silicate, systems definitions, relevant standards, and a review of NIA's resources.

INDUSTRY MEASUREMENT STUDY

In January 2017, NIA's Foundation conducted its biennial Industry Measurement Survey, which gauges the size of the insulation industry. This survey, started in 1997, is conducted to gain data about the size of the insulation industry and growth rates for the U.S. commercial and industrial mechanical insulation market. The NIA members who participated in the survey provided information to an independent, third-party company who then took that information, applied a formula created by NIA, and extrapolated results.

ADDITIONAL FOUNDATION

ACTIVITIES:

- In mid-2017, NIA, along with an appointed group of subject matter experts, finalized their work with the National Center for Construction Education and Research (NCCER) to update the insulation modules, which is one of more than 70 construction craft training resources. The cover of the insulation module manuals will include a flyer promoting NIA's *Mechanical Insulation Installation Video Series*. The updated modules are scheduled to be released in 2018.
- Signed a letter from the Family Business Coalition opposing the proposed increase to the estate tax, which would increase the tax burden on family businesses.
- The Foundation Steering Committee met 3 times and discussed activities related to the Foundation, including a review of their list of priorities and action items.
- NIA's Executive Vice President/CEO, Michele Jones, participated in an interview with BIC magazine in which she gave an overview of the insulation industry, and discussed NIA and how it serves its members and the industry. The interview was published in the February 2017 issue of BIC magazine, which reaches energy-industry decision makers in oil and gas, petrochemical, refining, chemical, power generation, industrial construction, and related process industries.
- Maintained a strong list of strategic industry partners, including Association for Facilities Engineering (AFE); Department of Energy (DOE); National Association of State Energy Officials (NASEO); National Institute of Building Sciences (NIBS); and Refrigerating Engineers & Technicians Association (RETA).

TRAINING AND EDUCATION



EDUCATIONAL WEBINARS

TOP TALENT WEBINAR SERIES

NIA offered a 2-part educational webinar series focused on finding and keeping talented employees, a topic that members expressed as being of importance to their businesses. Hosted by the FMI Corporation, a leader in training and development in the construction industry, the following webinars were offered:

- Part I: "Hiring and Retaining the Right People" took place on January 24, 2017.
- Part II: "Using the Latest Construction Data to Guide Your and Strategic Plans" took place on February 15, 2017.

NIA offered the following training programs to members and organizations in 2017: the Insulation Energy Appraisal Program (IEAP) and NIA's Top Talent Webinar Series.

IEAP

This 2-day accredited class teaches students how to review mechanical system specifics and use the 3E Plus® Version 4.1 software to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. Students who attend the course and pass the exam become Certified Insulation Energy Appraisers. All current NIA-member certified appraisers are listed on NIA's website.

IEAP UPDATES

- NIA reviewed the IEAP recertification history data to determine if any changes needed to be made to the recertification process. After reviewing this data, it was decided no changes needed to be made. NIA will use this data for future marketing efforts.
- IEAP instructor Chris Crall and NIA staff reviewed and updated the IEAP recertification exam and study-guide materials.
- NIA staff asked a contractor member to review the updated recertification exam and study-guide materials to determine if the exam was a sufficient barometer for NIA to assess if an appraiser was still proficient enough in their knowledge to successfully perform energy appraisals. The member agreed the exam was sufficient but recommended removing 1 exam question. The IEAP recertification exam now reflects this update.
- Steve Campbell was added as a second IEAP instructor for the class. Steve has over 50 years of experience within the insulation industry and has taught the course in the past, including 2 IEAP courses in 2017.
- NIA held 2 sponsored IEAP courses in Canada; this was the first year classes were held outside of the United States.

In 2017, NIA saw continued interest in training programs:

- NIA held 2 IEAP courses, certifying 22 new appraisers.
- NIA held 3 sponsored IEAP courses, certifying 51 new appraisers.

There were 371 Certified Insulation Energy Appraisers as of December 31, 2017.

MEETINGS

NIA's 62ND ANNUAL CONVENTION

SHERATON GRAND AT WILD HORSE PASS

PHOENIX, ARIZONA

MARCH 29–APRIL 1, 2017

In March, NIA held its 62nd Annual Convention in Phoenix, Arizona, with the theme “Participation Shapes Our Future.” NIA members and guests came together to gain industry knowledge from educational sessions and committee meetings, and connect with business partners and colleagues at multiple networking events, including the NIA Member Orientation; Convention First-Timers and VIP Reception; Welcome Reception; Appreciation Night; Manufacturers’ Dessert Hospitality Suites; Golf Tournament; and the President’s Dinner. The Convention had **336** attendees, **44** of which were first-time attendees, including **3** new members. The **102** active members participating included **49** Contractors, **23** Distributors, **15** Fabricators, **13** Laminators, and **2** holding company representatives. There were **120** manufacturers/consultants, **90** spouses and guests, **9** TIAC members, and **15** others, including speakers and industry guests. There were a total of **104** companies registered.

Educational Sessions

- “Foundation Update” by Ron King, NIA Past President and Consultant;
- “Rethinking Business and Personal Success,” by Peter Nielsen, Leadership and Organizational Development Consultant; and
- “The Psychology of Illusion” by Keynote Speaker Vinh Giang.



PANEL DISCUSSIONS

The Mechanical Insulation Industry—

A Contractor's Perspective.

- Matt Caldwell, President, Caldwell Insulation, Inc.
- Jeffrey DeGraaf, President, Industrial Construction & Engineering Co.
- Reid (Huck) Finn, President, APi Construction Company
- John Lamberton, Eastern Region President, Irex Contracting Group
- John Stevens, President, Thermal Solutions—Ohio, Inc.

The panel was facilitated by Bryan Rymer, Vice President, Performance Contracting, Inc. Topics discussed during this panel discussion included defining the insulation contractor, industry consolidation, contractor certification opportunities, finding new customers, labor/market shortages, and underfunded projects.

Engineers Panel

- Joe Bhavsar, P.E., Sr. Engineering Advisor, Office of Chief Engineer, CB&I
- David Hoffman, P.E., LEED AP, President, Gipe Associates, Inc.
- Ed Schauseil, KBR

The panel was facilitated by Kartik Patel, Application Development and Process Technology Manager—Americas, Armacell. Topics during this panel discussion included building information modeling (BIM), inspections, condensation, LEED certification, training, and specifications.



Technical Presentations

- “ASTM Standards for Metal Jacketing” by Jim Young, Technical Director, ITW Insulation Systems;
- “Industrial Applications for Pre-insulated Pipe Supports” by Kerry Esmond, Senior Vice President of Sales, Rilco;
- “Insulated Pipe Support Customization and Engineering for Commercial Applications” by Barry Schmitt, CEO, Value Engineered Products;
- “Proposed ASTM Standard for UV-Cured Glass Reinforced Plastic (GRP) Jacketing” by James Meier, Director, JTM Consulting, LLC; and
- “Theory of Pre-Insulated Pipe Support Design” by David Baker, General Manager, Piping Technology.

Forum Presentations

- “Industry Update” by James P. “Bud” McCourt, General President; Gregory T. Revard, General Secretary-Treasurer; and Thomas P. Haun, National Apprentice Coordinator, International Association of Heat and Frost Insulators and Allied Workers (Union Contractors Subcommittee);
- “Market Outlook” by Brock Ramey, Power Specialist, Industrial Info Resources (Associates Forum and Committee); and
- “Silica Update: OSHA’s New Rule” by Jessie Atencio, Assistant Director, ADOSH (Health and Safety Forum and Committee).

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NIA extends a special thank you to the sponsors who contributed to the success of NIA’s Annual Convention. NIA appreciates your continued support!

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MEETINGS

FALL SUMMIT 2017

GEORGE R. BROWN CONVENTION CENTER HOUSTON, TEXAS

DECEMBER 12–13, 2017

NIA's Fall Summit was originally scheduled for September 12–13, but was rescheduled to December 12–13, after evaluating input from NIA members about the path forward in light of the extensive flooding and damage to the Houston area from Hurricane Harvey.

Before moving the Fall Summit to December, NIA considered the following:

- The needs of the people in the affected area;
- The needs of our members in the affected areas;
- Available dates and locations;
- Other industry meetings;
- Member companies who already committed to exhibiting at IEX USA; and
- Cost effectiveness.

Members who could not attend the rescheduled meeting had the option to donate their Fall Summit registration fee, resulting in a \$1,000 donation to the American Red Cross.

NIA's Fall Summit 2017 was attended by over 200 members from over 80 companies, 59 of which were first-time attendees, including 10 new member companies. NIA offered a multiregistrant discount, which 27 companies took advantage of.

The event offered attendees 15 hours of education and included 4 keynote speakers; a bonus education session; 8 committee meetings, including 6 with industry speakers; 2 breakfasts; and 1 evening reception. The schedule was designed to decrease attendees' time away from the office and maximize their time for education and networking. Members were encouraged to customize their week by selecting the educational, networking, and industry events that best fit their needs and schedules. Committee meetings and forums also featured speakers, which further increased the value of committee participation.

NIA's Insulation Energy Appraisal Program was held directly after the Fall Summit and NIA offered discounts to members who attended both the Fall Summit and the IEAP class; 5 individuals took advantage of this discount.

Fall Summit 2017

EDUCATE | ENGAGE | ELEVATE

Keynote Presentations at the Fall Summit included:

- "Insights and Highlights from the Department of Energy" by Kathleen Hogan, Deputy Assistant Secretary, Office for Energy Efficiency and Renewable Energy, U.S. Department of Energy;
- "OSHA Update: The New Silica Standard" by Gary W. Auman, Attorney, Auman, Mahan & Furry;
- "Upskill Houston" by Peter Beard, Senior Vice President, Regional Workforce Development, Greater Houston Partnership; and
- "U.S. Markets Construction Overview" by Michael Clancy, Principal, FMI Corporation.

Educational Sessions at the Fall Summit included:

- "Thermal Insulation Inspector Program Overview" by Ron King, Consultant, Honorary Member, Past President, NIA

Forum Presentations at the Fall Summit included:

- "Emerging Technologies to Combat CUI" by Peter Bock, Consultant and CUI Mitigation Specialist (Associate Forum and Committee);
- "Environmental/Pollution Liability Insurance Program Discussion and Q&A" by Matt Stevens, CIC, Vice President Property & Casualty, Alliant Americas (Merit and Union Contractor Forum and Committees);
- "Safety Best Practices Q&A" facilitated by Gary W. Auman, Attorney, Auman, Mahan & Furry. Panelists included: Mike Hill, Manager, Corporate Safety, Performance Contracting, Inc., and Bill McCaffrey, Corporate Safety Director, Irex Contracting Group (Health & Safety Forum and Committee);
- "The Construction Value Chain" by Michael Clancy, Principal, FMI Corporation (Distributors/Fabricators Forum and Committee);
- "Upskill Houston" by Peter Beard, Senior Vice President, Regional Workforce Development, Greater Houston Partnership; (Merit Contractors Forum and Committee); and
- "Worth Following: How to Become an Others-Centered Leader" by Stephen Mackey, CEO, 2W International (Young Professional Advisory Forum and Committee).



INSULATION EXPO (IEX) USA

**GEORGE R. BROWN CONVENTION CENTER
HOUSTON, TEXAS
DECEMBER 12–13, 2017**

NIA's Fall Summit was co-located with Reed Exhibitions' Insulation Expo (IEX) USA trade show. Out of the 85 exhibitors at the trade show, 40 were NIA member companies. New this year, NIA's Fall Summit registration included attendee access to both IEX USA and the Turbomachinery and Pump Symposia (TPS) trade shows.

NIA member exhibitors received discounted pricing and 2 complimentary passes to attend NIA's Fall Summit event as part of their booth package.

NIA Member Companies that Exhibited at IEX USA

Access Plug Flange, Inc.; Advance Thermal Corp.; Alpha Engineered Composites; Armacell; Bay Insulation Systems, Inc.; BEC Industrial Insulation Co., Ltd; CertainTeed Corp.; Coroplast Fritz Mueller GmbH & Co. KG; Damon Insulation Co., Inc.; Distribution International, Inc.; Domin-Tex Insulation Corporation; DUNA-USA; Dyplast Products, LLC; Extol of Ohio, Inc.; FastEST, Inc.; FBM-SPI; General Insulation Co., Inc.; Goebel Fasteners Inc.; ITW Insulation Systems; Johns Manville; K-FLEX USA, LLC; Knauf Insulation; Lamtec Corp.; Lewco Specialty Products, Inc.; Midwest Fasteners, Inc.; Morgan Advanced Materials; No Sweat Valve Wraps, Inc.; ODE YALITIM San. Ve Tic. AS; Owens Corning; PermaTherm, Inc.; Polyguard Products, Inc.; Price Manufacturing Corp.; Promat, Inc.; QUSA Thermal, Inc.; RIDGLOK® Tank Insulation Systems by MC&I, Inc.; ROCKWOOL Technical Insulation; Safway Services, LLC; Sekisui Voltek LLC; Unifrax I, LLC; and Zhejiang ASKE Building Materials Technology Corp.

Attendee and Exhibitor Benefits

There were a number of educational and networking opportunities available at the show, including:

- The opportunity to network with engineers, contractors, facility operators, specifiers, architects, and suppliers of insulation products and services;

FALL SUMMIT SPONSOR

NIA extends a special thank you to the Keynote Presentation and Breakfast Sponsor, Distribution International, Inc. NIA appreciates your support!

- The Learning Theater, which featured eleven 30-minute sessions on topics presented by exhibitors and industry experts. NIA members presented on the following topics:
 - "Corrosion Under Insulation: The Research Is In" by ROCKWOOL Technical Insulation;
 - "CUI Test Results that Could Change Your Corrosion Strategy" by Johns Manville;
 - "Flexible Insulation Solutions for the Oil and Gas Industry" by Armacell;
 - "Improve Jobsite Efficiency with the First Water-Resistant Calcium Silicate" by Johns Manville;
 - "Recent Studies on the Effects of Moisture on Insulated Pipes" by Armacell;
- Access to the Turbomachinery and Pump Symposia (TPS) trade show;
- Smart badge technology, which allowed attendees and exhibitors to exchange contact details so attendees could learn more about each exhibitor company; and
- The IEX USA Cheers and Beers reception.

NIA's Booth at IEX USA

NIA hosted a booth on the trade show floor where attendees learned more about insulation, NIA's Foundation, *Insulation Outlook* magazine, meetings and events, and educational resources. The booth also offered attendees a place to have meetings and network with other attendees.

NEW PROGRAMS AT NIA

COMING SOON

2018
RECIPIENT

NATIONAL INSULATION ASSOCIATION®
**PREMIER INDUSTRY
MANUFACTURER**

NIA'S PREMIER INDUSTRY MANUFACTURER PROGRAM

Created by Associate members for Associate members, NIA has launched the Premier Industry Manufacturer Program to recognize and distinguish exemplary companies as industry advocates and leaders. Through this program, NIA's Associate (Manufacturer) members demonstrate to customers that their company is a recognized leader amongst their peers.

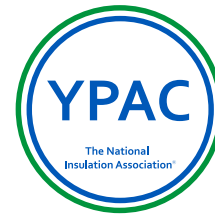
Available exclusively to NIA Member companies, this pilot program has been developed to reward Associate members for their actions. The plan is to continue to develop the program to ensure it provides the most value to NIA's Associate members and brings recognition from peers and clients.

For more information about the program, please email training@insulation.org.

How It Works

There is no cost to apply to the program, and NIA encourages all Associate (Manufacturer) companies to apply.

- Associate (Manufacturer) members earn points for their participation and involvement in NIA, and for being members of regional associations. In most cases you will be able to earn points for things you are already doing (e.g., attending NIA events).
- Points will accumulate over a calendar year and are available through a variety of opportunities, including many no-cost options.
- Companies that reach a minimum of **175 points** in the calendar year will be recognized as Premier Industry Manufacturers.



YOUNG PROFESSIONAL ADVISORY COMMITTEE

Established in 2017, the Young Professional Advisory Committee (YPAC) is a committee for young insulation industry professionals to develop leadership skills, network with peers, gain industry information, and provide fresh insights and feedback to NIA and the Board of Directors.

Who Should Participate

YPAC is just getting started and is seeking to grow and make a positive impact for NIA and the industry. The group is made up of individuals from NIA member companies who are 40 years old or younger, or have been in the industry for less than 5 years.

How to Get Involved

If you know someone on your team who would be interested in participating in YPAC, please email events@insulation.org or visit www.insulation.org/membership/ypac for more information.

COMING SOON



NIA'S THERMAL INSULATION INSPECTOR PROGRAM

NIA's Insulation Inspector Program is being developed for those individuals seeking

professional mechanical insulation system-inspection certification. The multilevel course will serve as a thorough introduction to those seeking knowledge and credentials or simply to develop their understanding of the inspection process for mechanical insulation systems in new construction, retrofit, and maintenance applications. The program will launch in 2018.

Course levels include:

- Core curriculum;
- Commercial/industrial; and
- Cryogenic.

For more information about the program, including webinars and the class waiting list, please email training@insulation.org.

AWARDS



NIA MEMBERS WIN THE 2016 THEODORE H. BRODIE DISTINGUISHED SAFETY AWARDS

The Theodore H. Brodie Distinguished Safety Award is NIA's highest industry honor and the only national award for outstanding safety performance in the mechanical insulation industry. NIA created the award program in 2004 to recognize top companies that have established structured safety programs to ensure the well-being of their employees and create safe working environments. The judging panel of expert safety professionals includes Health and Safety Committee leadership and NIA's General Counsel Gary Auman of Auman, Mahan & Furry, who specializes in Occupational Safety and Health Administration (OSHA) issues. All applicant companies receive an individualized and detailed STAR (Safety Training Analysis Results) Report, which is based on each applicant's responses to application questions. Applications are typically available by November and due at the end of January. For more information or to download an application, visit www.insulation.org/membership/safety-award.

PLATINUM NIA SAFETY AWARD WINNERS



GOLD NIA SAFETY AWARD WINNERS



SILVER NIA SAFETY AWARD WINNERS



BRONZE NIA SAFETY AWARD WINNERS



CONTRACTORS

Platinum Winners:

Advanced Energy Protection, LLC, *Lancaster, PA*
Advanced Industrial Services, LLC, *Toledo, OH*
Advanced Nuclear, LLC, *Lancaster, PA*
Advanced Specialty Contractors, LLC, *Aston, PA*
APi, Inc., *St. Paul, MN*
Atlantic Contracting & Specialties, LLC, *Hicksville, NY*
Cornerstone Services Group, LLC, *Kansas City, MO*
Gribbins Insulation Company, Inc., *Evansville, IN*
Iowa Illinois Taylor Insulation Company, *Davenport, IA*
I-Star Energy Solutions, *East Petersburg, PA*
L & C Insulation, Inc., *La Crosse, WI*
Luse Thermal Technologies, *Aurora, IL*
Performance Contracting, Inc., *Lenexa, KS*
Summit Contracting, LLC, *Salt Lake City, UT*
Thermal Solutions—Ohio, Inc., *Proctorville, OH*
Zampell Companies, *Newburyport, MA*

Gold Winners:

Brace Integrated Services, *Houston, TX*
Farwest Insulation Contracting, *Anaheim, CA*
Geo. V. Hamilton, Inc., *McKees Rocks, PA*
Hudson Bay Insulation Company, *Seattle, WA*
Industrial Construction & Engineering Co., *Saint Peters, MO*

Silver Winners:

ABMECH, Inc., *W. Homestead, PA*
ATI, Inc., *Grand Junction, CO*
Brand Energy & Infrastructure Services, *Kennesaw, GA*
hth Companies, Inc., *Union, MO*
Redi Solutions, *Murray, UT*

Bronze Winners:

Apache Industrial Services, Inc., *Houston, TX*
Axion Specialty Contracting, *Foxboro, MA*
Smart Energy Insulation—Michigan Mechanical, *Farmington, MI*

**The 2016 Safety Award winners were announced at
NIA's 62nd Annual Convention in Phoenix, Arizona, on March 30, 2017.**

DISTRIBUTORS/FABRICATORS

Platinum Winners:

Bay Insulation Supply, Inc., *Green Bay, WI*
Distribution International, Inc., *Houston, TX*
FBM-SPI, *Tustin, CA*
Pacor, Inc., *Bordentown, NJ*

Silver Winners:

Extol of Ohio, Inc., *Norwalk, OH*

Bronze Winners:

Shook & Fletcher Insulation Co., *Birmingham, AL*

ASSOCIATES (MANUFACTURERS)

Platinum Winners:

CertainTeed Corporation, *Malvern, PA*
Dyplast Products, LLC, *Miami, FL*
ITW Insulation Systems, *Houston, TX*
Pittsburgh Corning, *Pittsburgh, PA*

Gold Winners:

Armacell, *Chapel Hill, NC*
Industrial Insulation Group, *Brunswick, GA*
Johns Manville, *Denver, CO*
Proto Corporation, *Clearwater, FL*

METAL BUILDING LAMINATORS

Platinum Winners:

Bay Insulation Systems, Inc., *Green Bay, WI*
Distribution International, *Dallas, TX*

NIA FINANCIALS

NIA REVENUE

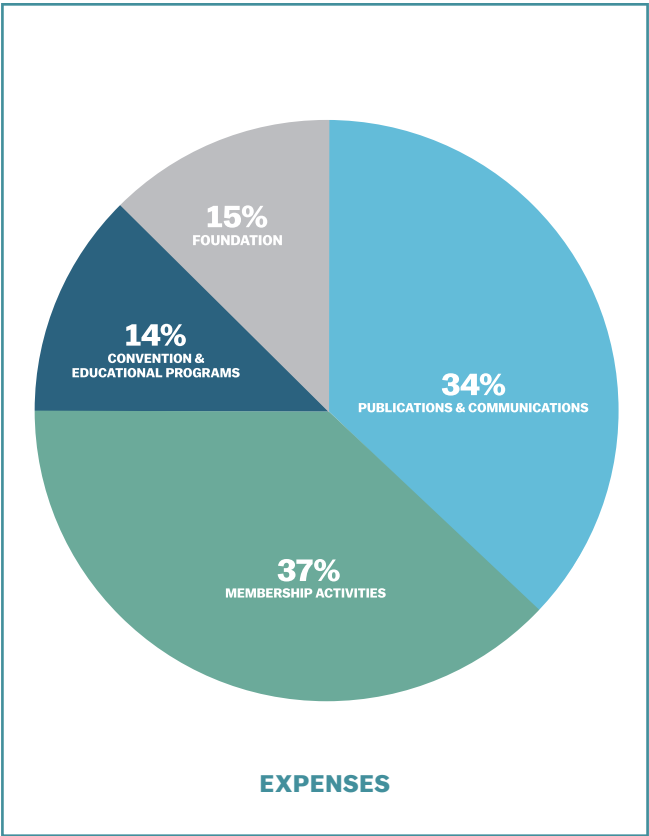
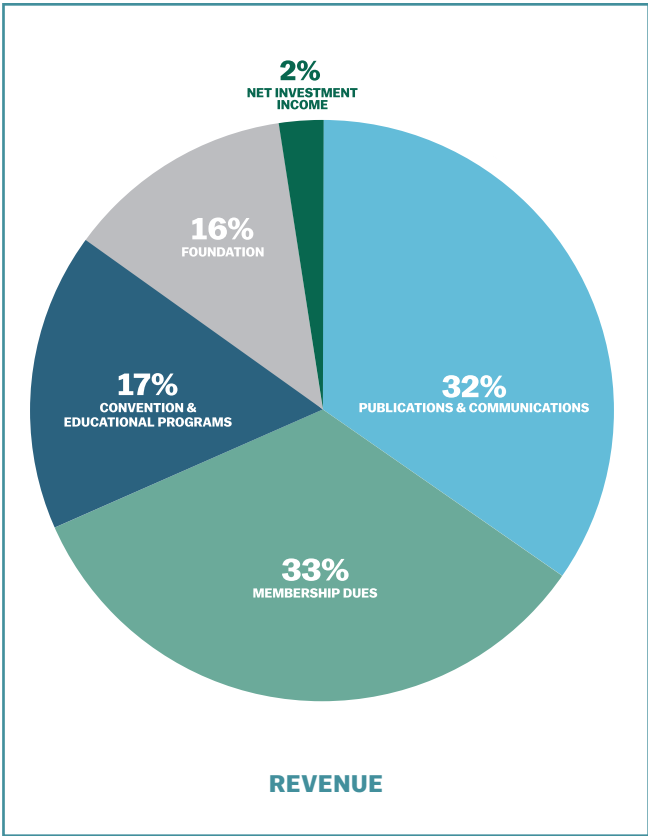
Membership Dues	\$800,564
Publications & Communications	\$779,924
Convention & Educational Programs	\$408,535
Net Investment Income	\$55,784

\$2,044,807

NIA EXPENSES

Membership Activities	\$877,529
Publications & Communications	\$816,145
Convention & Educational Programs	\$336,546

\$2,030,220



FOUNDATION

Foundation Revenue
Foundation Expense

\$393,907
\$367,684

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