

THE NATIONAL INSULATION ASSOCIATION'S
**ANNUAL
REPORT**

2018

MAKING A DIFFERENCE ■ ■ ■



NIA'S 2018–2019 BOARD OF DIRECTORS

FRONT ROW

(L-R) Laura Wells Dover, *Dover Insulation, Inc.*; Dave Cox, *Owens Corning*; John Lamberton, *Irex Contracting Group*; Dana Vlk, *Distribution International, Inc.*; Dan Bofinger, *Specialty Products & Insulation*; Darrel Bailey, *Immediate Past President*; Ron King, *Past President Advisor*; Rick Sutphin, *Performance Contracting, Inc.*; Rudy Nigl, *L & C Insulation, Inc.*

BACK ROW

(L-R) Mike Feehery, *Specialty Products & Insulation*; John K. Freeman, *Petrin LLC*; John Stevens, *Thermal Solutions—Ohio, Inc.*; Michael G. Benoit, *General Insulation, Co., Inc.*; Jake Erickson, *Armacell*; Steve Luse, *Past President Advisor*; Jeffrey DeGraaf, *Industrial Construction & Engineering Co.*; Jack Bittner, *Johns Manville*; Joseph Leo, *Atlantic Contracting & Specialties, LLC*

NOT PICTURED

Matt Caldwell, *Caldwell Insulation, Inc.*; Jim Gribbins, *Gribbins Insulation Co., Inc.*; Michele M. Jones, *NIA Executive Vice President/Chief Executive Officer*; Gary Auman, *NIA Legal Counsel Auman, Mahan & Furry*

NIA | National Insulation
Association®

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NIA'S 2018 ANNUAL REPORT

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[Twitter.com/NIAinfo](https://twitter.com/NIAinfo)
(NIA Information)



[Twitter.com/InsulationInfo](https://twitter.com/InsulationInfo)
(Mechanical Insulation Industry News)



[YouTube.com/NIAinfo](https://www.youtube.com/NIAinfo)



[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

LEADERSHIP MESSAGE

IN 2018, NIA considered an important question—how can we best meet the needs of the industry?

Under the leadership of 2018–2019 NIA President Dan Bofinger, who started his year with the theme Making a Difference, NIA set out to see how we could contribute to building a better future for the insulation industry.

One of NIA's ongoing Long Term Plan objectives is to be the education and training leader for the industry. In 2018, we furthered that objective by creating the Education and Training Committee. This committee was established to identify education and training areas that would benefit members and the industry, and then create programs to fulfil those educational needs. The committee is continuing to work on developing the programs that the industry will need to stay competitive, productive, and profitable as the market continues to evolve.

NIA also made an update to its *Mechanical Insulation Installation Video Series* with the addition of video on fasteners. NIA collaborated with a member to add this new video to the series, which continues to be an incredibly valuable resource for those looking to supplement their training programs or provide an overview of application process for different application materials.

We also had a huge milestone when we held the first pilot class for the Thermal Insulation Inspector Certification™—the culmination of efforts from NIA's staff, members, and industry supporters. This certification program will educate and train insulation inspectors on how to evaluate installation work and determine whether it is compliant with mechanical insulation specifications. NIA created this program after conversations with industry participants revealed that there was a pressing need for a mechanism to ensure mechanical insulation was being installed according to the specification. Development of this program continues, with the first official classes to be held later in 2019.

Of course, one of NIA's ongoing goals is to ensure our members are recognized for their accomplishments and leadership. Toward this end, we unveiled the Premier Industry Manufacturer Program™. This program recognizes exemplary companies

for their advocacy and stewardship of the industry. Members can earn points through a variety of member and industry activities and those who reach at least 175 points within a calendar year are eligible for the designation of Premier Industry Manufacturer, demonstrating to their customers that they are recognized as a leader amongst their peers.

The actions we take today will determine exactly how well we are able to face the challenges of tomorrow. In 2018, NIA took concrete steps to ensure our members are best positioned to meet any obstacles and to thrive now and in the future. Of course, none of this would be possible without our exceptional membership, who lend their expertise, guidance, and vision to help NIA continue to serve as the Voice of the Insulation Industry™. We look forward to continuing this partnership and working together to build a better future.



Dan B. Bofinger

Dan Bofinger
President, NIA



Michele M. Jones

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

- Association Members
- NIA Standing and Operating Committees
- Board of Directors
- Executive Committee
- NIA Staff

2018–2019 BOARD OF DIRECTORS

PRESIDENT

Dan Bofinger, *Specialty Products & Insulation*

PRESIDENT-ELECT

Dana Vlk, *Distribution International, Inc.*

SECRETARY/TREASURER

John Lamberton, *Irex Contracting Group*

ASSISTANT TREASURER

Dave Cox, *Owens Corning*

IMMEDIATE PAST PRESIDENT

Darrel Bailey, *Performance Contracting, Inc.*

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, *Specialty Products & Insulation (SWICA)*

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

AT-LARGE REPRESENTATIVES

Mike Benoit, *General Insulation Company, Inc.*

Laura Wells Dover, *Dover Insulation, Inc.*

Jake Erickson, *Armacell (Associate)*

John Freeman, *Petrin, LLC*

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

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

ASSOCIATE'S COMMITTEE APPOINTEE

Jack Bittner, *Johns Manville*

PAST PRESIDENT ADVISORS

Ron King, *Past President, Honorary Member, Consultant*

Steve Luse, *Luse Thermal Technologies*

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 2018, NIA represented 309 member companies as well as 377 branch locations of those companies, representing 686 locations.

NIA members lead the association through a committee structure. In 2018, NIA committees held 43 meetings met to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA’s Board of Directors. We have 253 active members out of 309 total member companies.

82%

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

OF THOSE MEMBERS,

70%

have annual sales of
\$6 million or less.

**ACTIVE MEMBERS BY
REVENUE CATEGORY**

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

51%	\$0–3 Million
19%	\$3–6 Million
10%	\$6–10 Million
4%	\$10–15 Million
5%	\$15–20 Million
4%	\$20–30 Million
3%	\$30–50 Million
4%	\$50+ Million

**MEMBERS BY
MEMBERSHIP TYPE**

Member Demographics
(Percentage Based on
Total Active Members = 253)

60%	Contractors
14%	Associates
10%	Fabricators
7%	Distributors
4%	Laminators
2%	International
1%	Associate Suppliers
1%	Affiliates
1%	Consultant/Manufacturer’s Representatives

NIA COMMITTEE STRUCTURE

Industry-Specific Operating Committees

Associates Committee

Chairman: Jake Erickson, *Armcell*

Vice Chairman: Jack Bittner, *Johns Manville*

Secretary: Sandy Shattles, *Armcell*

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 2018, the Committee:

- Helped launch NIA's Premier Manufacturer Recognition program. Available exclusively to NIA member companies, this pilot program has been developed to reward Associate members for their actions, which demonstrate leadership, commitment, and support to the mechanical insulation industry. NIA companies that apply for the program and reach a minimum of 175 points in the calendar year will be recognized as Premier Industry Manufacturers.
 - Reviewed the Manufacturer by Product Listing and the Buyer's Guide: Insulation Products & Providers.
 - Learned about current and emerging trends the construction industry is facing and how these trends are impacting businesses from Jim Schug, Principal, FMI Corporation.
 - Elected Jack Bittner, Johns Manville, as the Associate Representative on NIA's Board of Directors.
 - Worked with NIA to provide product samples and photos that may be used for NIA's new Thermal Insulation Inspector Certification.
 - Learned about the trucking industry's top challenges and solutions from Alan Hooper, Research Associate with the American Transportation Research Institute.
- Discussed contributing articles to future issues of *Insulation Outlook*;
 - Held a high-level discussion about the current issues in the industry; and
 - Heard from an economist on the impact of tariffs on the economy.

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 2018, the Committee:

- Received a presentation at Fall Summit 2018 from Amy Serafino, Corporate Development Officer, Business Partnerships and Development, regarding SkillsUSA;
- Continued developing content for a Merit Contractor page on the updated NIA website;
- Discussed how to increase Merit Contractor Committee participation;
- Reviewed market conditions in each region of the country and other issues surrounding Merit Contractors; and
- Welcomed Matt Stevens, CIC, Vice President Property & Casualty, Alliant Americas to discuss NIA's new Environmental/Pollution Liability Insurance Program during their April 2018 meeting.

Metal Building Laminators Committee

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

Vice Chairman: Randy Smith, *Distribution International*

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 2018, the Committee:

- Welcomed a speaker from the Metal Building Manufacturers Association at its October 2018 meeting;

Distributors/Fabricators Committee

Chairman: Mike Feehery, *Specialty Insulation & Products*

Vice Chairwoman: Mellanie Askew, *Coverflex Manufacturing, Inc.*

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 2018, the Committee:

- Met at both NIA member events;

- Discussed potential standards for certified faced insulation and fabric liner systems;
- Received an ASHRAE update from one of its committee members;
- Considered a thermal bridging addendum AV proposal that is being considered at ASHRAE;
- Conceptualized articles ideas for future issues of *Insulation Outlook*;
- Planned to hold insulation seminars at the 2019 METALCON meeting; and
- Updated their committee purposes, objectives, and actions.

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 2018, the Committee:

- Welcomed Judy Goodstein, Segal Consulting, to discuss Multiemployer Defined Benefit Plans during their April 2018 meeting;
- Welcomed Matt Stevens, CIC, Vice President Property & Casualty, Alliant Americas to discuss NIA's new Environmental/Pollution Liability Insurance Program during their April 2018 meeting;
- Welcomed leaders of the International Association of Heat and Frost Insulators and Allied Workers (International) to their November 2018 meeting;
- Updated its Purposes, Objectives, and Actions;
- Reviewed market conditions in each region of the country and other issues surrounding Union Contractors; and

- Discussed ideas for contributing articles to *Insulation Outlook* magazine.

Young Professional Advisory Committee (YPAC)

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 2018, the Committee:

- Learned about best practices in business development from speaker Jim Schug, Principal, FMI Corporation;
- Discussed kids rates available at NIA's Convention. Based on this discussion, tiered kids' rates were updated and approved by NIA's Board of Directors for the 2019 Convention. The new kids' rates are as follows: kids 5 or under will attend free, and kids under the age of 17 will be offered discounted rates;
- Created a subcommittee to discuss the concept of a career management recruitment video for the industry. The objective of this video is to help recruit new labor to the mechanical insulation industry;
- Learned about NIA's anti-trust guidelines and policies from NIA's general counsel, Gary Auman, Auman, Mahan & Furry;
- Created and sent out a mentorship-need survey to the full committee, and reviewed possible mentorship options. The mentorship discussion will continue as part of the YPAC Education Task Force responsibilities in 2019; and
- Learned about how to best manage business relationships from Jenny Rae Le Roux, CEO, Management Consulted.

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 2018, the Committee:

- Made extensive updates to the applications and timeline for the Theodore H. Brodie Distinguished Safety Award;
- Discussed ways to effectively implement the updated timeline and rebrand NIA's Safety Award Program in 2019-2020;
- Received a presentation at Convention 2018 from Brian Avery, a former Safety & Health Specialist and Accident Investigator at SeaWorld, about different perspectives on safety and risk

NEW IN 2018

Education and Training Committee

Chairman: John Lamberton, *Irex Corporation*

The Education and Training Committee was newly formed in 2018 and works with NIA staff to determine the education and training needs for the mechanical insulation industry. The committee consists of individuals from all member types to ensure each group's needs are properly represented. In 2018, the Committee:

- Developed purposes and objectives for the committee, and established term lengths for committee members;
- Provided feedback and direction on NIA's Thermal Insulation Inspector Certification;
- Discussed educational topics that would be beneficial to the mechanical insulation industry. The committee agreed that the topic of estimating would be a helpful course;
- The committee created a task force to review and provide feedback on NIA's Estimators Manual;
- Worked with NIA staff to update the text from the current estimator manual so it was available in an electronic format; and
- Developed and provided feedback on a draft estimating course outline.

management. Attendees learned about the company's safety culture and program, investigation best practices, and key factors for protecting the public and employees;

- Reviewed NIA's current Products & Services offerings;
- Had an interactive Q&A session with NIA's Legal Counsel, Gary Auman, Auman, Mahan & Furry, and Bill McCaffrey, VP, EHS, Irex Contracting Group, which focused on what to expect during an OSHA inspection at their November 2018 meeting; and
- Provided updates regarding the latest Occupational Safety and Health Administration (OSHA) issues.

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 2018, the Committee:

- Provided amenities to new members and first-time attendees at NIA's 63rd 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 63rd 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, *Knauf Insulation*

Vice Chairman: Bill Gregg, *Promat*

Secretary: Jim Meier, *JTM Consulting*

The Technical Information Committee (TIC) serves as a forum for identifying and addressing technical issues confronting NIA members. In 2018, 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 2018 offerings; and
- Researched topics and speakers for the Annual Convention technical presentations.



Standing Committees

2018 Convention Committee

Chairman: Dan Bofinger, *Specialty Products & Insulation*

The Convention Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Annual Convention. In 2018, the Committee:

- Successfully completed NIA's 63rd Annual Convention in Orlando, Florida (see page TBD for a summary).

Finance Committee

Chairman: Dana Vlk, *Distribution International, Inc.*

The Finance Committee met in March 2018 to review the Fiscal Year (FY) 2018–2019 budget developed by NIA staff. This budget was approved by NIA's membership at the Business Session during NIA's 63rd Annual Convention in Orlando, Florida. (See page 27 for audited financials).

Foundation Steering Committee

Co-Chairmen: Dan Bofinger, *Specialty Products & Insulation* 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 15 for a complete list of Foundation activities.

NEW IN 2018

Fall Summit Committee

Chairman: John Lamberton, *Irex Corporation*

The Fall Summit committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Fall Summit. In 2018, the Committee:

- Successfully completed NIA's 2018 Fall Summit in National Harbor, Maryland (see page 23 for a summary)

Nominating Committee

Chairman: Dan Bofinger, *Specialty Products & Insulation*

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 at the Business Session during NIA's 63rd Annual Convention in Orlando, Florida.

PRODUCTS AND SERVICES

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: certification and training, educational resources, health and safety products, and marketing tools.

In 2018, NIA completed and printed the updated Safety Handbook for Distributors & Fabricators. The Safety Handbook for Insulation Workers update was completed in 2017.

NIA also added a Fasteners Video to NIA's popular *Mechanical Insulation Installation Video Series* in 2018, which is currently available only on NIA's Vimeo site, www.vimeo.com/niainfo.

The video describes the application and installation of capacitor discharge welding, often called CD welding. CD welding is part of a larger family of fastening methods known as stud welding. The following is a summary overview of the video content:

- The capacitor discharge process and safety considerations.
- Overview of the capacitor discharge stud-welding unit.
- Assembling a capacitor discharge stud-welding unit.
- Preparing a capacitor discharge unit gun.
- Using a capacitor discharge unit for stud or pin welding.

Top-Selling Items and Member Favorites

Safety Handbook for Distributors & Fabricators
Safety Handbook for Insulation Workers
Mechanical Insulation Installation Video Series
Insulation Sampler
Insulation Estimator's Handbook

SERVICES AND OTHER RESOURCES

In 2018, NIA offered a number of free resources and services exclusively to members, including:

- Exclusive meetings and discounts on registration for numerous events and training programs;
- *NIA News*, an exclusive member newsletter; and
- 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.

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:

- Advertising opportunities for NIA members in various media outlets, including *Insulation Outlook*, the *NIA Buyer's Guide: Insulation Products & Providers*, and the MTL website;
- Access to supplemental protections and liability coverage through NIA's Environmental/Pollution Liability Insurance Program in partnership with Navigators and Alliant/Mesirow;
- The Theodore H. Brodie Distinguished Safety Award (for more information, see page 25);
- Various sponsorship opportunities at Fall Summit and the Annual Convention; and
- Associated Resource Group (ARG) discounts for all members' voice, data, and cloud service needs, along with a free initial analysis.

To review all of NIA's products, services, and resources, visit www.insulation.org/resources.

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](https://vimeo.com/NIAinfo) to allow users to stream our video resources, including archived webinars. In 2018, NIA decided to allow members free access to all the webinars on our Vimeo website as a benefit of membership.

- At the end of 2018, NIA had 650 people who “like” our NIA Facebook page, 1,324 Twitter followers for InsulationInfo, and 716 following NIAinfo. All numbers have increased an average of 12% since 2017.
- NIA events, products, publications, advertisers, and activities were promoted through social media.
- Social media followers can enjoy member and industry photos year-round, including NIA events, NIA representation to industry meetings, member meetings at the NIA office, and training courses. For NIA events, follow the hashtag #NIAmeets.
- On-Demand Training is available on NIA’s Vimeo channel, www.Vimeo.com/NIAinfo, where you can stream our training materials, free archived webinars, and the *Mechanical Insulation Installation Video Series*. NIA now has 31 videos available for streaming, including NIA’s new Fasteners Video added in 2018.
- NIA staff follow each member company’s social media accounts when they join NIA. To ensure that we are up to date, 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. As the Voice of the Insulation Industry™, NIA’s website is a source of information for NIA members and end users, and the website is updated on an almost daily basis to add new content and improve the member experience. 2018 improvements include:

- New webpage to highlight NIA member news, including company, product, and personnel news;
- New webpage for NIA’s new Thermal Insulation Inspector Certification;
- New webpages for NIA’s newest member programs: NIA’s Insurance Program and the Premier Industry Manufacturer Program;
- New Distributor/Fabricator Committee webpage with information about this industry segment;
- New webpage with targeted online resources for first-time Convention attendees;
- Improved calendar listings to highlight industry events, regional meetings, and NIA meetings and events;
- Frequently curated updates to NIA’s Safety News page with news from the OSHA;
- Modern graphic design to highlight top stories and important news;
- 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 the Members Only section of the website;
- Posting NIA and Foundation news and updates;
- Adding digital editions of *NIA News* issues to the Members Only section of the website;
- Adding digital advertising to our website; and
- Posting current editions of the *E-News Bulletin*.

www.insulationoutlook.com

Improvements to the site in 2018 included:

- Adding digital advertising to our website;
- 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 2018 advertisers page and advertising graphics for Premier 12, Preferred 7, and Select 4 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 a new page for the monthly Safety Matters column;
- Adding the 2018 Product Guides to the website so readers could benefit from the magazine's first-ever product guides;
- Adding the 2018 Media Kit with updated editorial calendar; and
- Updating all pages to include the most current information.
- Created affordable digital advertising options to increase non-dues revenue;
- Increased email open rates by 5% and consistently outperformed industry open rate standards for our sector;
- Used a mix of platforms (Microsoft® Outlook and Constant Contact) to maximize our outreach;
- Continued to focus on shorter text, visual elements, and bulleted lists to save readers time while providing the most pertinent information;
- Updated our email templates to utilize the latest technological advances and make content easier to consume for members; and
- Created and deployed customized information to targeted email lists—such as targeted emails to first-time meeting attendees—about NIA events, announcements, and press releases in graphically enhanced e-newsletters.

EMAIL COMMUNICATIONS

Member Communications

In 2018, NIA's communications staff used email communications to provide members with targeted and scannable content. Our goal is to provide useful information in a format that is easy to comprehend and easy to read. In 2018, staff:

- Received a 2018 All Star Award communications 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;

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>. In 2018, NIA communications staff:

- Deployed 12 monthly ENBs to provide association news, press releases, legislative updates, and curated content through our email provider, Constant Contact;
- Included key dates and important deadlines in each monthly ENB; and
- 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



This year, the 2019 guide mailed with the January 2019 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. It is mailed

to members and end users to guide in the purchase of insulation products and services.

NIA NEWS

(Audience: NIA Members)



NIA News is written for members to provide all the latest updates on NIA's activities and events and share useful business articles with the membership in one location. 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 2018, it was distributed to nearly 1,700 NIA members in both print and digital format. Following are some highlights from 2018's issues:

- All issues were 16-page editions, offering coverage of NIA events, programs, and services, as well as industry and safety news.
- Introduced a new regular feature, Committee Corner, to share the scope, projects, and priorities of NIA's committees.
- Got back to the basics of safety in Safety Corner by focusing on the basic safety issues that confront all sectors and members.
- Shared business articles of interest to members, including "A Guide to Getting the Most Out of Your Next Conference" and "What Is GDPR and What Does It Mean for My Organization?"
- Featured all of NIA's Products and Services in an easy-to-use and easy-to-access grid.
- Invited member participation in the *Insulation Outlook* editorial process through an invitation to submit articles and products for the magazine's new and popular product guides.
- NIA event coverage continued to feature more photos, detailed 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, 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, mechanical contractors, 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 2018 were:

83% Insulation End Users
14% NIA Members
3% Other

Editorial

In 2018, we took a fresh look at the magazine and considered areas we could expand into. We created an editorial calendar based on member and reader feedback, with several brand-new items added to the magazine. We published 50 articles in 2019, with 11 submitted by members. We also continued to make improvements to the *Insulation Outlook* website, including adding new pages to feature new magazine content. All articles are uploaded approximately 1 month after publication and are available at www.insulation.org/io.

- We created a new column, Safety Matters, that focuses on health and safety on the jobsite. We also added a new page to the website to feature this column.

- In our July 2018 issue, we published our first-ever Tools & Resources Guide. This helpful guide shared tools from member companies and others that could help readers learn more about insulation, select products, design insulation systems, or insulate materials.
- We also debuted our first-ever Product Guide, sharing product updates and innovations from NIA member companies.
- In the October 2018 issue, we published a Commercial Product Guide to share products that have been serving the commercial industry for years.
- In the November 2018 issue, we published the Industrial Product Guide, sharing industrial insulation products. All of the product guides were posted on the *Insulation Outlook* website so readers can learn more about member products.
- We published 2 articles promoting NIA's tools and resources.
- In the NIA Focus column, we promoted NIA's current activities, including the Thermal Insulation Inspector Certification, NIA's tools and resources, and the Insulation Energy Appraisal Program.
- NIA's highly anticipated State of the Industry included perspectives from NIA's President and President-Elect, and a Q&A with veteran and newer industry members. The popular Gazing into the Crystal Ball feature included sections for architects, engineers, contractors, and general construction to appeal to different segments of the magazine's audience.
- We have received feedback from both members and readers that training and recruitment are top concerns, so we published 3 articles on workforce issues.
- In 2018, NIA began offering paid advertorial space for members to explain their product line or celebrate corporate milestones.

Submissions

Send your articles and press releases to editor@insulation.org. Press releases 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 2018, West Coast Energy Management Congress, MetalCon International, Thermal Insulation Association of Canada's (TIAC) annual conference, regional associations' annual meetings, and NIA's Annual Convention and Fall Summit meetings. Each issue is also provided to FESI monthly.

Advertising

Industry-Specific Product Guides (Print and Digital)

Insulation Outlook members and advertisers were given the opportunity to showcase their products in the magazine for free as a member benefit. An attractive enhanced listing with product photos, logos, branding opportunities, and longer product description were available for purchase. Each spotlight included company name, product description, and contact information. These product guides were published in the following issues and then posted permanently online for buyers to use for all their future purchases. In 2019, NIA will offer 2–3 different industry products guides including: American Products and Building Envelope Products. Submit products by emailing editor@insulation.org.

2018 Product Guides:

- July 2018: Product Innovation
- July 2018: Insulation Tools and Resources
- October 2018: Commercial Insulation Products
- November 2018: Industrial Insulation Products

Engineers Wanted

In 2018, *Insulation Outlook* started a campaign to recruit engineers as new authors. If you know of a knowledgeable insulation expert that would like to be paid to write a few articles a year, email editor@insulation.org to help us fulfill this goal.

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.

ADVERTISERS

In 2018, NIA hired a new advertising agency, The YGS Group, to help NIA members promote their products, services, and brand. NIA added various new platforms including digital (web, email, and social media ads) packages, website packages, advertorial spreads, contractor ads, and new industry-specific digital and print product guides. For traditional print ads, *Insulation Outlook* offers individual ads as well as 3 advertising packages designed to reward frequent advertisers with many free marketing opportunities across all of NIA's platforms: 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
Owens Corning
Polyguard Products, Inc.
Rock Wool Manufacturing Co.

PREFERRED 7

Armcell
Extol of Ohio, Inc.
K-FLEX USA, LLC
Midwest Fasteners, Inc.
Performance Contracting, Inc.
Proto Corp.
ROCKWOOL Technical Insulation

SELECT 4

Foster Products
Ideal Products of America, LP
ISAVE TEAM
ITW Insulation Systems
Knauf Insulation
MFM Building Products Corp.
Owens Corning FOAMGLAS
Specialty Products & Insulation

WHAT SUBSCRIBERS ARE SAYING

NIA has published *Insulation Outlook* for over 60 years, 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.

85%

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

96%

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

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."

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 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 2018 in the areas of strategic partner collaborations, outreach, education, communications, training, and the development of the Thermal Insulation Inspector Certification, was made possible through generous contributions from the following member companies and industry organizations:

GOLD-ELITE

(\$15,000 VOLUNTARY ANNUAL CONTRIBUTION)

- Johns Manville
- Knauf Insulation, Inc.
- Owens Corning
- Performance Contracting, Inc.
- ROCKWOOL Technical Insulation
- Specialty Products & Insulation

- 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.
- Caldwell Insulation, Inc.
- CertainTeed Corp.
- Crossroads C&I Distributors, Inc.
- Delaware Valley Insulation and Abatement Contractors Association, Inc.
- Dover Insulation, Inc.
- Farwest Insulation Contracting
- Geo V. Hamilton, Inc.
- Heat Frost and Thermal Insulation Education Fund
- Hudson Bay Insulation Co.
- Industrial Construction & Engineering Co.
- I-Star Energy Solutions
- Kennedy Insulation Systems, Inc.
- K-FLEX USA, LLC
- L & C Insulation, Inc.
- Petrin, LLC
- Shook & Fletcher Insulation Co.
- Southeastern Insulation Contractors Association
- Western Insulation Contractors Association

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.
- Lewco Specialty Products, Inc.
- Thermal Insulation Association of Canada

SILVER

(\$3,000 Voluntary Annual Contribution)

- Eastern States Insulation Contractors Association
- Insulation Materials Corp.
- Insul-Therm International, Inc.
- Integrated Marketing Group
- ITW Insulation Systems
- Luse Thermal Technologies

Foundation Communications to Members

In 2018, NIA kept members informed about its Foundation activities by:

- Providing Foundation Update articles in *NIA News*;
- Hosting a session at NIA's 63rd Annual Convention about the development of NIA's Thermal Insulation Inspector Certification program;
- Promoting the value of supporting the NIA Foundation through a member-wide letter from NIA President Dan Bofinger, Specialty Products & Insulation;
- 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

INSULATION INDUSTRY POLICY FORUM

NIA participated in a successful Insulation Industry Policy Forum on Capitol Hill, May 8–9. NIA joined other insulation industry groups in making the case for 3 important insulation industry policy objectives directly to lawmakers. This was NIA's first year at the event. Other participants included:

- American Chemistry Council's (ACC) Center for the Polyurethanes Industry (CPI) and Spray Foam Coalition (SFC);
- Cellulose Insulation Manufacturers Association (CIMA);
- Extruded Polystyrene Association (XPSA);
- Insulation Contractors Association of America (ICAA);
- North American Insulation Manufacturers Association (NAIMA);
- Polyisocyanurate Insulation Manufacturers Association (PIMA); and
- Structural Insulated Panel Association (SIPA), and their respective member companies.

The main goal of this event was to push for progress on 3 key policy objectives:

- Ensure federal infrastructure policies support the construction of resilient buildings;
- Support the Department of Energy's (DOE's) role in promoting healthy, energy-efficient homes and workplaces; and
- Support federal policies that promote a legally admitted, foreign-born workforce for the construction industry.

The first day of the event, NIA and the other participating organizations heard from several speakers on the policy issues currently facing the industry. The slate of speakers included:

- **Congressman Adam Kinzinger**—A Republican from the 16th district in Illinois who affirmed that infrastructure is going to be

a priority in the coming year, and that he is working to modernize the DOE through his role in the Energy and Commerce Committee. He also said that it is important to update our worker visa program so that industries like ours have enough workers to staff projects.

- **Alex Hergott**—The Associate Director of the White House Council on Environmental Quality discussed how most infrastructure projects are owned at the state and local level, and unfortunately can sometimes be passed over as there is competition for resources. He also explained that President Trump wants to use grant money to incentivize states to undertake infrastructure projects. Additionally, he shared how the approval and permits process can inhibit growth and explained that streamlining this process is one of the administration's priorities.
- **David Nemtsov**—The Director of the Building Technologies Office under the DOE gave an update on the federal role in promoting energy-efficient construction. He noted that “insulation is one of the great under-sung technologies.”
- **Dr. Chad Moutray**—The Chief Economist of the National Association of Manufacturers gave an update on the state of the economy, noting that the manufacturing sector and the global economy is doing well. He also explained that the primary concern across multiple insulation-related industries was how to attract and retain a quality workforce.
- **Jenna Hamilton**—The Director of Workforce Policy for Leading Builders of America gave keen insights into the issues that make immigration reform so challenging. She explained that immigration issues tend to motivate the bases of both political parties, so they have a disincentive to fix the problem, since

keeping the issue alive can help with fundraising and get-out-the-vote efforts. She also shared that mandatory e-verify may be on its way, describing it as “inevitable.”

- **Bruce Mehlman**—An experienced lobbyist who gave an update on the current atmosphere on Capitol Hill, which he characterized as “disrupted” due to a combination of political and social factors.
- Lastly, the group heard from a CEO Roundtable Panel.

Participants included:

- **Julian Francis**—President, Insulation, *Owens Corning*
- **Jeff Edwards**—President, Chairman, and CEO, *Insulation Building Products*
- **Kirk Liddell**—Chairman, *Irex Corporation*
- **Dean Potter**—Vice President, *K Hovnanian Enterprises*
- **Bob Wamboldt**—President, Insulation Systems, *Johns Manville*

The panel was moderated by David Beam, the President and CEO of Insulate America, and NIA Consultant and Past President Ron King. The panel felt positive about the overall direction of the industry, but reiterated concerns about a dwindling workforce. They also discussed how automation and technological advances will play an increasingly large role in the industry, how insulation contractors can work together to become more involved in the spec process, the importance of codes, and OSHA enforcement and safety.

During this event, the results from a study of the insulation industry, done by the American Chemistry Council (ACC), were presented. This study looked at the contributions of insulation to the United States Economy in 2017. NIA worked with the ACC to include mechanical insulation in this study for the first time and plans to coordinate with ACC in 2019 to see how we can include more detail on how much the mechanical insulation contributes to the economy.

On the second day of the event, NIA staff members split into groups with other participants to make the case for the outlined policy objectives to members of Congress. In addition to NIA staff,

Ron King and NIA President-Elect Dana Vlk of Distribution International, Inc., were also on site to meet with members of the House of Representatives and Senate. NIA was able to discuss mechanical insulation with:

- Office of Representative Olson (TX-22)
- Office of Representative Turner (OH-10)
- Senator Portman (R-OH)
- Representative Green (TX-29)
- Office of Senator Rubio (R-FL)
- Office of Senator Nelson (D-FL)
- Office of Representative Ross (FL-15)
- Office of Representative Castor (FL-14)
- Office of Representative Rooney (FL-19)
- Office of Representative Sessions (TX-32)
- Office of Senator Graham (R-SC)
- Office of Senator Scott (R-SC)
- Office of Senator Tillis (R-NC)
- Office of Senator Burr (R-NC)
- Office of Representative Rouzer (NC-07)
- Office of Representative Hudson (NC-08)
- Office of Senator Markey (D-MA)
- Office of Representative Johnson (TX-30)
- Office of Representative Lamb (PA-18)
- Office of Representative Graves (GA-14)

During these meetings, we made a case for the outlined policy objectives and discussed how insulation’s benefits—energy and cost savings, reducing environmental impact, and stimulating the economy and creating jobs—can help the building industry and the country.

Whether speaking with office staff or the Representatives or Senators themselves, the challenging environment on Capitol Hill was a frequent theme. There is certainly support for the policy objectives, but it will take an ongoing effort to see results.

Strategic Partnerships and Coalitions

INSULATION INDUSTRY ASSOCIATION COUNCIL (IIAC)

The Insulation Industry Association Council 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 2018, the Council met 2 times and discussed numerous topics, including state and local

advocacy priorities for the insulation industry and possible meetings with local leaders to promote the value of building energy codes, organizing a Capitol Hill fly in for May 2018 and preparations for 2019, updates needed for the Industry Jobs Report, panel participation explaining the efforts of the IIAC at the Sprayfoam 2018 Annual Convention & Expo, 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)
 - Cellulose Insulation Manufacturers Association (CIMA)
 - Center for the Polyurethanes Industry (CPI) of the American Chemistry Council (ACC)
 - Extruded Polystyrene Foam Association (XPSA)
 - Structural Insulated Panel Association (SIPA)
 - High Performance Insulation Professionals (HPIP)
-

Education and Industry Advancement

NIA LAUNCHES THERMAL INSULATION INSPECTOR CERTIFICATION™ FOR THE MECHANICAL INSULATION INDUSTRY

In December 2018 in Houston, Texas, representatives from the mechanical insulation industry and engineering community took part in a mock training class—the final step in the development of NIA's Thermal Insulation Inspector Certification that began in mid-2017. During the 4-day training program, this first cohort of industry and end-user representatives became NIA's first Certified Thermal Insulation Inspectors. Mock class participants were selected to provide insights from the perspectives of building owners, commercial and industrial engineers, safety professionals, union and merit contractors, distributors/fabricators, and manufacturers.

Quality insulation systems help to promote employee and public safety, save on energy costs, improve process output, protect the environment, and reduce costs associated with non-compliant mechanical insulation specifications and improper or insufficient maintenance. Future NIA Certified Thermal Insulation Inspectors will be armed with the training and knowledge to inspect all aspects of a mechanical insulation system to verify that the insulation is being installed according to the specification. NIA's Thermal Insulation Inspector Certification addresses a critical need for independent review by trained and certified inspectors, as well as helping to preserve the industry's knowledge base amid shortage of qualified labor, compressed construction schedules, modularization, and other industry developments.

Instructors and class participants were enthusiastic about contributing to the development of this new certification. When

asked about his experience helping to lead the mock class, Course Instructor Garry Caudill said, "The initial mock Thermal Insulation Inspector Certification course was an amazing opportunity—bringing together industry-leading contractors, engineering firms, and facility operators—to provide to the instructors and NIA feedback on course content, the most effective ways to present, and the flow of the course. It was most affirming to hear from class participants not only how well the course was designed but also the powerful impact this certification will have on raising the standard of excellence for the mechanical insulation industry in the long term. We will implement the many ideas shared in Houston, and 'are a go for launch'." Class participant John Lamberton, Chief Operating Officer of Irex Contracting Group, agreed with Garry, saying, "This program will be helpful in raising the bar for mechanical insulation contracting." John added that he was "very impressed with the detail and quality of the student materials and how knowledgeable all the instructors are."

TWO-PART COURSE STRUCTURE

The in-person classes consist of 2 sections. Part 1 is the NIA's Introduction to Mechanical Insulation, which includes a comprehensive overview of the mechanical insulation industry. During this part of the course, participants will learn: the role and responsibility of a mechanical insulation inspector; the definition of mechanical insulation, the purpose of mechanical insulation systems, and why that is important to the inspection process; core



insulation materials and protective coverings; and the inspection objective (what you are inspecting for, comparing to, and a host of inspection-related topics).

During Part 2 of the course— NIA's Thermal Insulation Inspector Certification Course—participants will learn commercial, refrigeration, HVAC, cryogenic, and industrial applications in new construction, retrofit, and maintenance projects; primary piping and equipment insulation materials and securement methods (including fabrication); what to expect when examining insulation and finishing; jacketing materials that have been in service and exposed to operating temperatures and environmental elements; and common installation occurrences, problem areas, and common occurrences by core material system. To become a Certified Thermal Insulation Inspector, class participants must complete both parts of the course. Email training@insulation.org to sign up or find out more.

WHO SHOULD TAKE THIS COURSE

Individuals who work with or are involved in the mechanical insulation industry and have a responsibility for areas such as contracts, maintenance, business development, QA/QC, project oversight, estimating, management, product development, specifications, or inspections, will want to have at least one person on your team with this certification. Professional Development Hours (PDHs) will also be available. All participants are required to have at least 3 years of experience in the construction industry, comprehensive knowledge of the online Mechanical Insulation Design Guide, and successful completion of the 5 online e-learning modules. Students will receive both the Thermal Insulation Inspector Certification Course Manual and the *National Commercial & Industrial Insulation Standards Manual*, 8th Edition.

Information presentations were made to market the Thermal Insulation Inspector Certification program during the 2018 NIA

Convention in Orlando, Florida; annual regional and TIAC meetings across the United States and Canada; the 2018 RETA National Conference in Dallas, Texas; and at the Johns Manville Industrial Masters Course in League City, Texas.

ADDITIONAL FOUNDATION ACTIVITIES:

- Signed onto a letter of support, along with 50+ NGO organizations, to congressional leadership supporting a 1-year extension of various tax provisions that expired at the end of 2016. These tax provisions were currently expired and hindered the creation of jobs and economic growth.
- Supported the 2018 USA Science and Engineering Festival held in April 2018. NIA signed on to an ad that ran in *Innovation & Tech Today* and *STEM Today* magazines.
- 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.
- 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).
- Was a promotional sponsor for the National Institute of Building Sciences' Building Innovation 2019 event.
- Worked with the Young Professional Advisory Committee to develop the concept of a career management recruitment video for the industry. The objective of the video is to help recruit new labor to the mechanical insulation industry.
- Developed an article about bad specifications that describes what should be included in a specification, and the importance of properly updating them for each project.

■ ■ ■ TRAINING AND EDUCATION

IEAP

The Insulation Energy Appraisal Program (IEAP) is a 2-day accredited class that 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.

In 2018, NIA saw continued interest in training programs:

- NIA held 2 IEAP courses, certifying 27 new appraisers.
- NIA held 1 sponsored IEAP courses, certifying 9 new appraisers.

There were 435 Certified Insulation Energy Appraisers as of December 31, 2018.

EDUCATIONAL WEBINARS

In 2018, NIA created 4 unique webinar sponsorship opportunities:

- **Product Promotion Sponsorship Package**
Designed for companies who want to showcase their latest products or innovations to NIA member companies and *Insulation Outlook's* end-user audience.
- **Member-Presented Webinars**
A webinar that is presented by a NIA member company. The content is created by the member company.
- **Sponsored NIA Webinars**
A webinar that is presented by NIA and sponsored by a NIA member company. The content is industry focused and is created by or for NIA.
- **Webinar Calendar Listing**
Company's webinar is promoted on NIA's online industry calendar of events.

For more information about these opportunities and a full list of webinar sponsorship benefits, please visit www.insulation.org/training-tools/webinaropportunities.

ARCHIVED WEBINARS—NOW FREE FOR NIA MEMBERS

In 2018 as a NIA member benefit, companies can now access archived webinars for free.

Previous webinar topics include:

- Hiring and Retaining the Right People
- Using the Latest Construction Data to Guide Your Hiring and Strategic Plans
- Prepare Now for the Top 10 Construction Industry Trends through 2020
- Essentials of Leadership Recruitment and Transition Planning
- A variety of health- and safety-related topics, including written workplace safety programs, heat stress, injury reporting, and record-keeping requirements.

Archived webinars can be accessed through NIA's Vimeo On Demand training portal by visiting <https://vimeo.com/ondemand/niaweinars>.



NIA's 63rd Annual Convention



NIA's 63rd Annual Convention April 18–20, 2018

HYATT REGENCY GRAND CYPRESS, ORLANDO, FLORIDA

In April, NIA held its 63rd Annual Convention in Orlando, Florida, with the theme “Lead, Learn, Share.” 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 and Appreciation Evening; Manufacturers’ Dessert Hospitality Suites; NIA’s Silent Auction; Golf Tournament; and the Farewell Dinner. The Convention had 370 attendees, 53 of which were first-time attendees, including 10 new members. The 125 active members participating included 64 Contractors, 27 Distributors, 16 Fabricators, 16 Laminators, and 2 holding company representatives. There were 121 manufacturers/consultants, 87 spouses and guests, 11 TIAC members, and 26 others, including speakers and industry guests. There was a total of 102 companies registered.

New Updates for 2018 included:

- Wednesday–Friday Schedule, which gave attendees the option to stay in Orlando for some personal time or head home to get back to family or their business sooner.
- Adding a second high-caliber Keynote Speaker—open to all attendees, including registered spouses and guests.
- Moving NIA’s Dessert Hospitality Suites and Silent Auction to Friday evening, the final night of Convention.
- Offering new multiple-registrant discounts—companies that sent 3 or more people receive \$100 off the third and any additional full member registration rates.
- New features for first-time Convention attendees, including a new webpage and personalized schedules.

Educational Sessions

- “Get It On! What It Means to Lead the Way” by Keni Thomas, Ranger in the “Black Hawk Down” Mission;

- “The Magic of Exceptional Customer Service: Keep ‘Plussing’ the Show” by Doug Lipp, International Consultant and Former Head of Training, Disney University;
- “Thermal Insulation Inspector Program Overview” by Ron King, Consultant, Honorary Member, Past President, NIA; and
- “Update from Helmets to Hardhats” by Darrell Roberts, Executive Director, Helmets to Hardhats.

The Mechanical Insulation Industry Perspective Panel, including the following panelists:

- Wally Blewitt, Sales Director, Commercial & Industrial, *Knauf Insulation, Inc.*
- Kenny Freeman, President, *Petrin, LLC*
- Gary W. Kuzma, PE, CEM, LEED® AP, GBE, Senior Vice President, Director of MEP Engineering, *HOK*
- Joe Leo, President, *Atlantic Contracting & Specialties*
- Ray Sears, Senior Vice President, Mechanical Insulation, *Specialty Products & Insulation*

The panel was facilitated by Garry Caudill, Business Development Leader, *Johns Manville*. Topics discussed during this panel discussion included sustainability, installation and design, trucking, shrinking labor pools, and new technology.

Technical Presentations

- “Condensation Control” by Tom MacKinnon, Eastern Technical Representative, *Armcell*.
- “Dumb Asked Questions” with the following panelists:
 - Jack Bittner, Senior Product Manager, *Johns Manville*;
 - Dave Cox, Business Development Leader, *Owens Corning*;
 - Darrell Peil, Vice President, Marketing/Technical Sales, *Aeroflex USA, Inc.*; and
 - Todd Price, Founder and President, *Price Manufacturing*.

Forum Presentations

- “Construction Outlook and Emerging Trends” by Jim Schug, Principal, FMI Corporation (Associates Forum and Committee);
- “Driving Best Practices in Business Development” by Jim Schug, Principal, FMI Corporation (Young Professional Advisory Forum and Committee);

CONVENTION SPONSORS

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

- Mobile Meeting App: *Distribution International, Inc.*
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- "New Perspectives on Safety Culture" by Brian Avery, Former Safety & Health Specialist and Accident Investigator, SeaWorld (Health & Safety Forum and Committee);
- "NIA's Insurance Program Discussion and Q&A" by Matt Stevens, CIC, Vice President Property & Casualty, Alliant Americas (Merit and Union Contractor Forums and Committees);
- Past, Present, and Future: How Contractors Succeed and Which Trends Are Emerging in the Future" by Jim Schug, Principal, FMI Corporation (Joint Union/Merit Contractors Forum);
- "Today's Trucking and Freight Market and What to Watch" by Eric Fortsch, Regional Pricing Manager Northeast, C.H. Robinson (Distributor/Fabricator Forum and Committee); and
- "Understanding Multiemployer-Defined Benefit Plans" by Judy Goodstein, Vice President and Actuary, Segal Consulting (Union Contractors Forum and Subcommittee).

2018 NIA Silent Auction Raises over \$37,000

The forth NIA Silent Auction was held on April 20, 2018, in conjunction with the Annual Convention. The event successfully raised over \$37,000 in net proceeds, which set a new fundraising record and was split evenly between Operation Homefront, a non-profit that serves military families, and NIA's Foundation for Education, Training, and Industry Advancement, which seeks to create greater awareness of the benefits of mechanical insulation. The Silent Auction is held every other year, and the next Silent Auction will take place in 2020.

The 2018 Silent Auction Task Force—Co-Chaired by John Lamberton, *Irex Contracting Group* and Dana Vlk, *Distribution International, Inc.*—was comprised of Jack Bittner, *Johns Manville*; Dave Cox, *Owens Corning*; Mike Feehery, *Specialty Insulation & Products*; Huck Finn, *APi, Inc.*; Mike Kozokowsky, *ROCKWOOL Technical Insulation*; Joe Leo, *Atlantic Contracting & Specialties*; Ashley Luse, *Luse Thermal Technologies*; Justin Rispoli, *Aspen Aerogels, Inc.*; and Rick Sutphin, *Performance Contracting*.



Fall Summit 2018

Fall Summit

EDUCATE | ENGAGE | ELEVATE 7 2018

NOVEMBER 14–15, 2018 MGM NATIONAL HARBOR NATIONAL HARBOR, MARYLAND

NIA's Fall Summit 2018 was attended by 124 members from over 58 companies, 23 of which were first-time attendees, including 1 new member company. NIA offered a multiregistrant discount, which 28 companies and 50 members took advantage of.

The event offered attendees 20 hours of education and included 2 keynote sessions; 11 committee sessions, including 6 with industry speakers; 2 breakfasts; 1 luncheon; and 1 evening reception. The schedule was designed to minimize 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.

Keynote Presentations at the Fall Summit included:

- "Immigration Reform and the Construction Industry" by Jenna Hamilton, Director of Workforce Policy, Leading Builders of America; and
- "Staying Ahead of the Curve: Top 5 Tech Trends" by Joanna Pineda, CEO, Matrix Group International.

Forum Presentations at the Fall Summit included:

- "Industry Update" by members of the International Association of Heat and Frost Insulators and Allied Workers, James P. "Bud"

McCourt, General President; Thomas A. Haun, National Apprentice Coordinator; and John Conroy, Jurisdictional Director;

- "Managing Your Most Important Business Relationship" by Jenny Rae Roux, CEO of Management Consulted;
- "Overview and Discussion with SkillsUSA" by Amy Serafino, Corporate Development Officer, Business Partnerships and Development, SkillsUSA;
- "The Economic Impact of U.S. Tariffs and Retaliatory Actions" by Nicole Kaeding, Director of Federal Projects, Tax Foundation;
- "The Trucking Industry's Top Challenges and Solutions" by Alan Hooper, Research Associate, American Transportation Research Institute (ATRI); and
- "What to Expect During an OSHA Inspection" by Gary Auman, Attorney, Auman, Mahan & Furry and Bill McCaffrey, CSP, Vice President, EHS, Irex Contracting Group.

FALL SUMMIT SPONSORS

NIA extends a special thank you to the Fall Summit Event and Reception Sponsor, Distribution International, Inc. and the Fall Summit Keycard Sponsor, ROCKWOOL Technical Insulation. NIA appreciates your support!



NEW PROGRAMS AT NIA

NIA's Premier Industry Manufacturer Program

NATIONAL INSULATION ASSOCIATION®
**PREMIER INDUSTRY
MANUFACTURER**

NIA is thrilled that 15 of our Associate members have stepped up to participate in the new Premier Industry Manufacturer Program! Available exclusively to NIA member companies,

this pilot program has been developed to reward Associate members for their actions, which demonstrate leadership, commitment, and support to the mechanical insulation industry. NIA companies that reach a minimum of 175 points in the calendar year will be recognized as Premier Industry Manufacturers at NIA's 64th Annual Convention at the Grand Hyatt Baha Mar in Nassau, Bahamas, April 3–5, 2019.

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

NIA's Thermal Insulation Inspector Certification™



NIA is providing certifications through its new insulation inspector program. The program will educate and train insulation inspectors on how to evaluate installation work and determine whether it is compliant with mechanical insulation specifications. Quality insulation systems help to promote employee and public safety, protect the environment, and reduce costs associated with non-compliant mechanical insulation specifications and improper or insufficient insulation.

NIA's Thermal Insulation Inspector Certification program consists of online prerequisites and a 2-part course. Experience in the construction industry is required.

Prerequisite—Mechanical Insulation e-Learning

- Module 1: Defining Mechanical Insulation
- Module 2: Benefits of Mechanical Insulation
- Module 3: Mechanical Insulation Science & Technology
- Module 4: Mechanical Insulation Design & Considerations
- Module 5: Mechanical Insulation Maintenance
- Comprehensive knowledge of the online Mechanical Insulation Design Guide

In-Person Classes

Part 1: NIA's Introduction to Mechanical Insulation

NIA's Introduction to Mechanical Insulation, which includes a review of the insulation industry market segments, the need and importance of inspection; the purpose of mechanical insulation systems (why insulate) and why that is important to the inspection process; primary insulation materials and protective coverings; the importance of Safety Data Sheets; and codes, standards, regulations, and guidelines, and how they are intertwined.

Part 2: NIA's Thermal Insulation Inspector Certification Course

NIA's Thermal Insulation Certification Course includes topics such as the roles and responsibilities of an inspector; the basis of inspection—what are you inspecting to; the inspection process in new construction and maintenance; inspection tools and techniques; common occurrences/ problem areas that may be encountered during an inspection; and inspection documentation and reporting.

Interested in taking this course? Contact training@insulation.org to get on the waiting list. The first courses will be held in 2019.

AWARDS

NIA Members Win the 2017 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 Safety Training Analysis Results (STAR) Report, which is based on each applicant's responses to application questions.

To streamline the Safety Award judging process and to make the customized STAR Reports available to winners during the award presentation, applications will now be available during Convention. For more information or to download an application, visit www.insulation.org/membership/safety-award.

CONTRACTORS

PLATINUM WINNERS:

Advanced Energy Protection, LLC, *Greenwood, IN*
 Advanced Industrial Services, LLC, *Toledo, OH*
 Advanced Nuclear, LLC, *Greenwood, IN*
 Advanced Specialty Contractors, LLC, *Aston, PA*
 APi, Inc., *New Brighton, MN*
 ATI, Inc., *Grand Junction, CO*
 Atlantic Contracting & Specialties, LLC, *Hicksville, NY*
 Cornerstone Services Group, LLC, *Kansas City, MO*
 DKB, Inc., *Pasco, WA*
 Gribbins Insulation Company, Inc., *Evansville, IN*
 Industrial Construction & Engineering Co., *St. Peters, MO*
 Iowa Illinois Taylor Insulation Company, *Davenport, IA*
 I-Star Energy Solutions, *East Petersburg, PA*

■ Platinum NIA Safety Award Winners



■ Gold NIA Safety Award Winners



■ Silver NIA Safety Award Winners



■ Bronze NIA Safety Award Winners



L & C Insulation, Inc., *La Crosse, WI*
Luse Thermal Technologies, *Aurora, IL*
Performance Contracting, Inc., *Lenexa, KS*
QCI Thermal Systems, Inc., *Iowa City, IA*
Thermal Solutions—Ohio, Inc., *Proctorville, OH*

GOLD WINNERS:

BC Flynn Contracting, *Oxford, CT*
Hawkeye Insulation Specialists, Inc., *Cedar Rapids, IA*
Smart Energy Insulation, *Farmington Hills, MI*

SILVER WINNERS:

F & H Insulation Sales and Services, Inc., *Kechi, KS*
Gagnon, Inc., *St. Paul, MN*
hth Companies, Inc., *Union, MO*
Triangle Enterprises, Inc., *Paducah, KY*

BRONZE WINNERS:

L.C. Insulations, Inc., *Lititz, PA*
Liberty Industrial Group, *Phoenix, AZ*

DISTRIBUTORS/FABRICATORS

PLATINUM WINNERS:

Bay Insulation Systems, Inc., *Green Bay, WI*
Extol of Ohio, Inc., *Norwalk, OH*
Shook & Fletcher Insulation Co., *Birmingham, AL*
Specialty Products & Insulation, *Rye, NY*

GOLD WINNER:

Ideal Products of America, LP, *Malvern, PA*

ASSOCIATES (MANUFACTURERS)

PLATINUM WINNERS:

Armacell, *Chapel Hill, NC*
CertainTeed Corporation, *Malvern, PA*
Dyplast Products, LLC, *Miami, FL*
ITW Insulation Systems, *Houston, TX*
Owens Corning, *Toledo, OH*

GOLD WINNER:

Proto Corporation, *Clearwater, FL*

BRONZE WINNER:

Polyguard Products, Inc., *Ennis, TX*

METAL BUILDING LAMINATORS

PLATINUM WINNER:

Bay Insulation Systems, Inc., *Green Bay, WI*

GOLD WINNER:

Silvercote, LLC, *Greenville, SC*

The 2017 Safety Award winners were announced at NIA's 63rd Annual Convention in Orlando, Florida, on April 19, 2018.



■ ■ ■ NIA FINANCIALS

NIA REVENUE

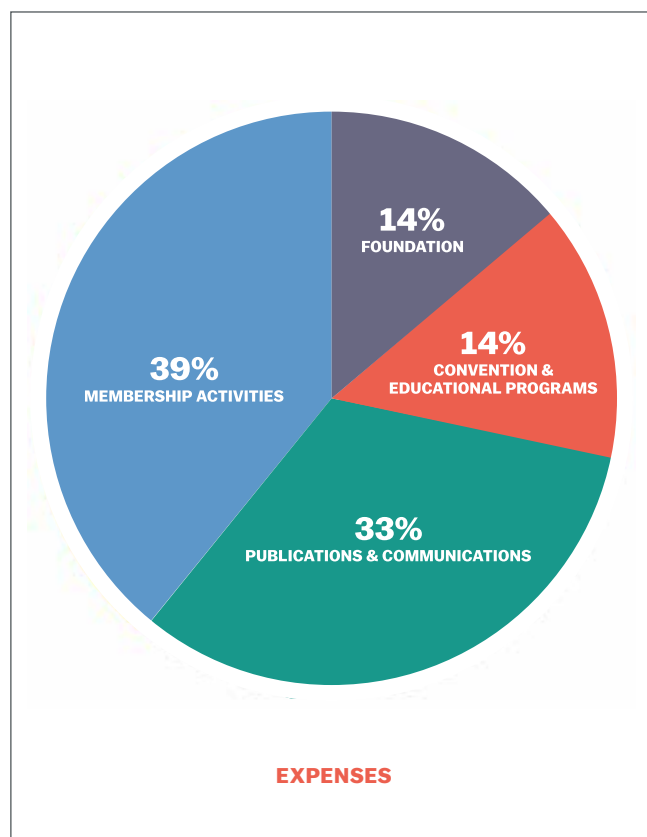
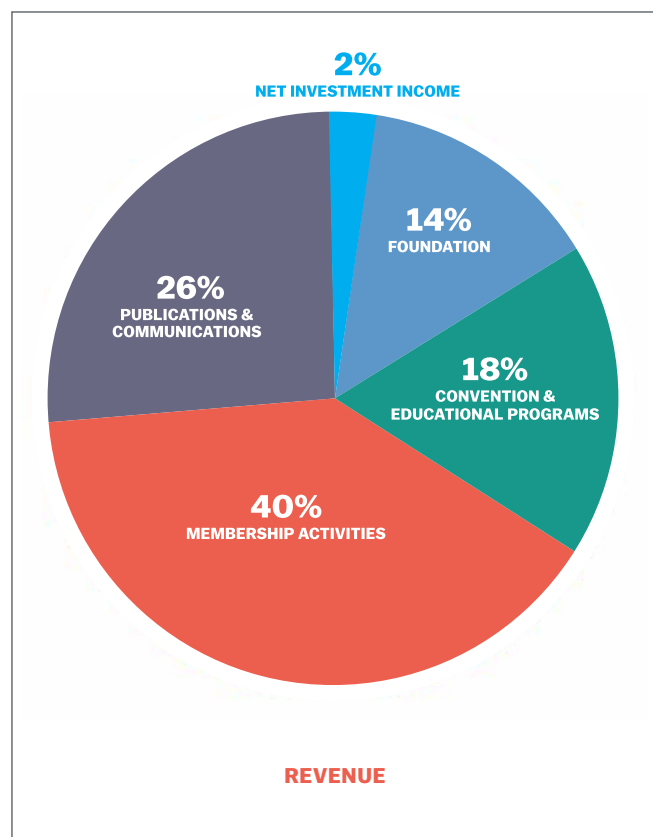
Membership Activities	\$934,160
Publications & Communications	\$596,398
Convention & Educational Programs	\$422,172
Net Investment Income	\$42,857

\$1,995,587

NIA EXPENSES

Membership Activities	\$885,263
Publications & Communications	\$752,491
Convention & Educational Programs	\$329,604

\$1,967,358



FOUNDATION

Foundation Revenue

\$331,240

Foundation Expense

\$331,238

NIA STAFF

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(to stream the Mechanical Insulation
Installation Video Series and other resources)

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www.InsulationOutlook.com

www.InsulateMetalBuildings.org

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