**Insulation Industry: Congressional Outreach Calls**

**Messaging Recommendations**

**Introduction**

* State you name, position, company name, location(s) in the state and number of employees employed.
* Thank member of Congress for their service during such a challenging moment for our country.
* Remember: Tell your story.

**Provide an Update on Current Impact of Pandemic on Your Company**

* Describe how your company is currently being impacted by, or responding to, the pandemic
  + Impacts to workforce (employee retentions/reductions or other staffing challenges)
  + Market/customer impact
  + Office/facility shutdowns
  + Support provided to state/local relief efforts (if applicable)

**Provide an Assessment of Long Term (2020-21) Impact of Pandemic on your Company**

* The insulation industry is closely tied to many sectors in the construction industry (e.g., new residential, commercial, retrofit). If construction is shutdown, our industry is severely impacted. It is very important that states consider construction and its supply chain “essential” and allow us to continue to work during the period of stay at home orders.
* Highlight the measures your company has put in place to ensure worker safety at the job site or manufacturing plant.

**Potential talking points**

* **Why is the construction industry essential?** Talk about projects involving key sectors like hospitals or repair work you've conducted that has helped keep buildings functioning properly or families safe in their homes.
* **Why can’t the industry take a 2-week break to help us get over the hump?** Talk about safety measures that your company requires to ensure worker safety; difficulty of stopping and starting manufacturing plants; importance of maintain supply chain intact so industry can propel economic recovery and quickly respond to the impacts that severe weather inflict on homes and buildings.
* **How has your business taken advantage of the small business relief Congress has provided?** Provide your candid assessment of any challenges you have encountered in filing for federal relief. If you have not filed for federal relief (or are not eligible) provide a candid assessment of whether you think your company will require future assistance to avoid layoffs and plant closures
* **How does this impact your business long term?** How does this crisis change the forecast for construction? Does this impact future capital investment? Does it prompt changes in supply chain?
* **What sort of future federal stimulus might be helpful to the industry**? Federal energy efficiency tax credits (25C, 45L, 179d) could be made more robust to increase green new and retrofit construction activity. This had a very positive impact on the market when the value of these credits was increased during the 2009 recession. Ask what information their offices need to better evaluate options for future rounds of federal stimulus.