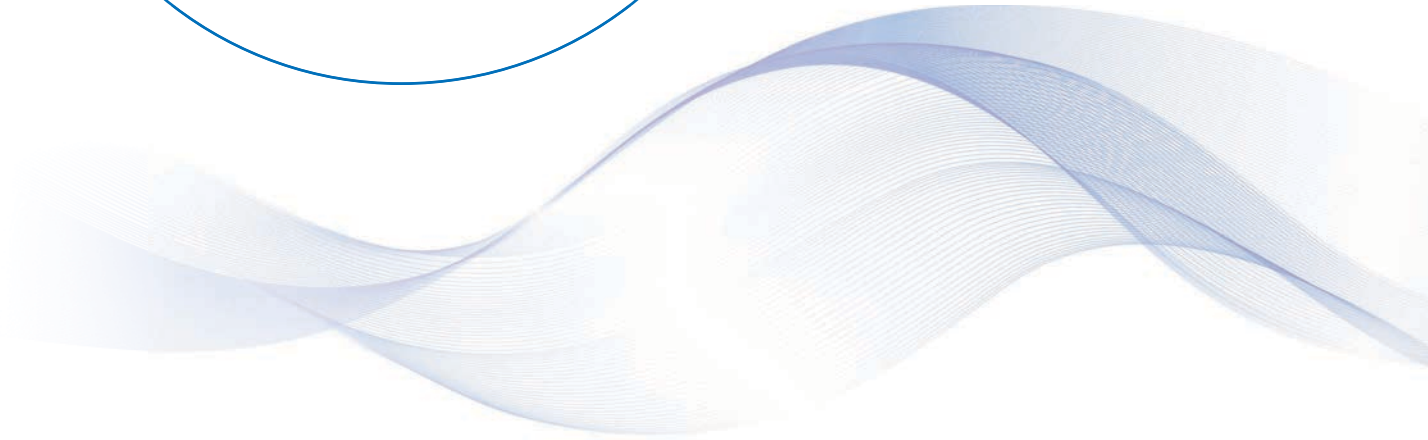


LET'S MAKE IT HAPPEN

2019

The National
Insulation Association's
ANNUAL REPORT





2019-2020 NIA BOARD OF DIRECTORS

FRONT ROW

(L-R) Laura Wells Dover, *Dover Insulation, Inc.*; Rick Sutphin, *Performance Contracting, Inc.*; John Lamberton, *Irex Contracting Group*; Mellanie Askew, *Coverflex Manufacturing, Inc.*; Jeffrey DeGraaf, *Industrial Construction & Engineering Co.*; David Dzina, *Past President Advisor*; Dana Vlk, *Distribution International, Inc.*; Joseph Leo, *Atlantic Contracting & Specialties, LLC*; Rudy Nigl, *L & C Insulation, Inc.*; Jack Bittner, *Johns Manville*; Matt Caldwell, *Caldwell Insulation, Inc.*; Dave Cox, *Owens Corning*

BACK ROW

(L-R) John K. Freeman, *Petrin, LLC*; Mike Feehery, *Specialty Products & Insulation*; Michael G. Benoit, *General Insulation Co., Inc.*; Jerry McCaffrey, *Thermal Solutions Contracting, LLC*; Dan Bofinger, *Specialty Products & Insulation*; Steve Luse, *Luse Thermal Technologies*; Jim Gribbins, *Gribbins Insulation Co., Inc.*; Jake Erickson, *Armacell*; Darrel Bailey; John Stevens, *Thermal Solutions—Ohio, Inc.*

NOT PICTURED

Michele M. Jones, *NIA Executive Vice President/Chief Executive Officer*; Gary Auman, *NIA Legal Counsel, Auman, Mahan & Furry*

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www.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 2019 ANNUAL REPORT

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LEADERSHIP MESSAGE

LET'S MAKE IT HAPPEN

In 2019, NIA celebrated its first female President, Dana Vlk of Distribution International; and under her leadership, we reached new levels of involvement through her **Let's Make it Happen** Challenge. The past year has focused on encouraging members to explore and share NIA's many offerings, and to try participating in a new way. Through her challenge, Dana Vlk encouraged members to attend a new meeting or event, achieve a new certification, contribute ideas to NIA's publications, become a Foundation Contributor, and more.

Each action challenges the status quo; and by challenging the status quo, we learn, grow and become stronger. Through new actions that push us out of comfort zones, we further our collective goal of sharing the value and importance of mechanical insulation, lifting up the people who work in this industry.

NIA began 2019 by moving our headquarters to a new location just a few miles down the road in Herndon, Virginia. In exchange for those miles, we obtained office space that was built out to our specifications and reduced our overhead costs for rent, which helps maximize our budget for member services. Our I.T. providers modernized our new systems for remote work capabilities and for cybersecurity protections. We now have a better space, more capabilities, made the move under budget, and will save money over time as well. From this new space, NIA staff members worked with

NIA leadership and members to put plans into action.

NIA plans to be THE education, training, and knowledge leader for the industry, and we made great strides toward that goal launching and hosting 3 Thermal Insulation Inspector Certification™ Courses and certifying 64 inspectors. From an industry perspective, this course—through the inspectors who become certified—will, over time, raise the bar for our industry and improve system quality and design, which will benefit all who manufacture, distribute, fabricate, install, and use mechanical insulation. Along with the courses we offered, we salute and honor those member companies dedicated to safety responsibility and training through NIA's safety award. During 2019 NIA recognized 43 companies with award levels ranging from Bronze to Platinum.

We are also excited about our progress in creating awareness of the need for inspection and a preference for NIA Certified Inspectors. We thank our Associate (Manufacturer) members who helped blaze the trail and are including inspection recommendations in their guide specifications. NIA created this program at the request of engineers to meet an industry need, and we will continue to communicate to owners and designers

why insulation should be inspected, like so many other construction trades.

Associates continued to be ambassadors and leaders in 2019, and NIA created a new program to recognize the companies that participate the most in advancing the industry. We were thrilled to acknowledge the inaugural 7 honorees of the Premier Industry Manufacturer Program at NIA's 64th Annual Convention in the Bahamas. This new award recognizes and distinguishes exemplary NIA member companies as industry advocates and leaders, demonstrating to their customers that they are recognized leaders amongst their peers.

As 2019 came to a close, we could not be prouder of our members, our industry, and our association. It really is amazing what we can accomplish when our committed members come together to lead, take on new challenges, and make it happen.



Dana Vlk
2019–2020 NIA President



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. Board-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 and internationally. Since 1953, the Northern Virginia-based association has been the voice of the insulation industry, dedicated to keeping its members up to date on the latest trends and technologies.

MISSION STATEMENT

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

- Strengthening and developing the insulation industry;
- Elevating the image of industry standards;
- 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



2019-2020

NIA's BOARD OF DIRECTORS

PRESIDENT

Dana Vlk, *Distribution International, Inc.*

PRESIDENT-ELECT

John Lamberton, *Irex Contracting Group*

SECRETARY/TREASURER

Dave Cox, *Owens Corning*

ASSISTANT TREASURER

Joe Leo, *Atlantic Contracting & Specialties, LLC*

IMMEDIATE PAST PRESIDENT

Dan Bofinger, *Specialty Products & Insulation*

REGIONAL REPRESENTATIVES

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

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

Mike Feehery, *Specialty Products & Insulation* (SWICA)

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

Jerry McCaffrey, *Thermal Solutions Contracting, Inc.* (ESICA)

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

AT-LARGE REPRESENTATIVES

Mellanie Askew, *Coverflex Manufacturing, Inc.*

Mike Benoit, *General Insulation Company, Inc.*

Laura Wells Dover, *Dover Insulation, Inc.*

Jake Erickson, *Armacell* (Associate)

John K. 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

David Dzina

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, Distributors, Fabricators, Manufacturers, Metal Building Laminators, and others in the commercial, industrial, and mechanical insulation industry. Membership in NIA is on an annual basis. In 2019, NIA represented 298 member companies as well as 358 branch locations of those companies, representing 656 locations.

NIA members lead the association through a committee structure. In 2019, NIA committees held 38 meetings to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA's Board of Directors. NIA has 247 active members out of 298 total member companies.



ACTIVE MEMBERS BY REVENUE CATEGORY

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

50%	\$0-3 Million
22%	\$3-6 Million
9%	\$6-10 Million
3%	\$10-15 Million
7%	\$15-20 Million
3%	\$20-30 Million
3%	\$30-50 Million
3%	\$50+ Million

MEMBERS BY MEMBERSHIP TYPE

Member Demographics
(Percentage Based on Total Active Members = 298)

62%	Contractors
13%	Associates
9%	Fabricators
8%	Distributors
3%	Laminators
2%	International
1%	Associate Suppliers
1%	Affiliates
1%	Consultant/Manufacturer's Representatives



NIA COMMITTEE STRUCTURE

The Board of Directors is responsible for establishing a list of the association's standing and operating committees.

The standing committees are the Executive, Finance, Nominating, Planning, Fall Summit, and Convention Committees, as well as the Foundation for Education, Training, & Industry Advancement ("Foundation") Steering Committee. All meetings of standing committees are closed meetings, open only to members of the committee, staff, NIA general counsel, consultants, and guests whose attendance is requested by either the chair of the committee or the NIA President.

The operating committees are established by the Board of Directors and include such committees as the Associates, Distributor/Fabricator, Merit Contractors, Metal Building Laminators, Union Contractors, Technical Information, and Young Professional Advisory Committees. Each operating committee shall have a stated purpose and prioritized objectives.



INDUSTRY-SPECIFIC OPERATING COMMITTEES

ASSOCIATES COMMITTEE

Chair: Jack Bittner, *Johns Manville*

Vice Chair: Sandy Shattles, *Armcell*

Secretary: Louis Walton, *Proto Corporation*

Members: Manufacturers, Manufacturers' Representatives, and Associate Suppliers.

The Associates Committee strengthens and expands the insulation industry through education, technical assistance, subject matter expertise, and association membership growth. In 2019, 2 meetings were held, each averaging 40 attendees. 2019 committee activities included:

- A roundtable presentation on insulation specifications by Gary Kuzma (HOK) on engineering perspectives and how manufacturers can help engineers;
- Launching the Premier Industry Manufacturer recognition program, awarded during the 2019 Annual Convention. (See program details on page 26);
- Providing technical review to the annual *Buyer's Guide: Insulation Products & Providers'* Manufacturer by Product Listing section;
- A presentation from Paul Giovannoni, FMI Corporation, on the 5-year industry outlook and how each member company could better position itself for growth;
- Members providing product samples and photos for use in the Thermal Insulation Inspector Certification™ Program;
- Championing NIA's Inspector Course and recommending inspectors in their product specifications; and
- Representation by Jack Bittner, Johns Manville, as the Associate Representative on NIA's Board of Directors.



DISTRIBUTORS/FABRICATORS COMMITTEE

Chair: Mike Feehery, *Specialty Products & Insulation*

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

Members: Distributors and Fabricators. This committee promotes the value of Distributors/Fabricators to the mechanical insulation industry, helps grow the industry,



and provides ongoing education and training to NIA's Distributor/Fabricator members. In 2019, the committee held 2 meetings, averaging 35 attendees, and they:

- Met at both NIA member events—Fall Summit and Annual Convention;
- Discussed plans to contribute articles to future issues of *Insulation Outlook*;
- Held a high-level discussion about the current issues in the industry; and
- Selected educational speakers for its meetings.

MERIT CONTRACTORS COMMITTEE

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

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

Members: Industrial and Commercial Merit Contractors.

In 2019, the Merit Contractors Committee met 2 times, averaging 15 attendees per meeting. Committee activities and educational programs included:

- A presentation from NIA Legal Counsel Gary Auman on workforce challenges, which included a Q&A and discussion;
- Hands-on training by L & C Insulation's Peter Gauchel on how the company uses the *NCCER—Mechanical Insulating* manuals as a comprehensive, ongoing training program;
- A thorough overview of state and national trends, economic data, and legislative initiatives from the contractor perspective by Mike Bellaman, President and CEO of Associated Builders and Contractors;
- Providing input for and publishing the Merit Contractor page on NIA's website;
- Encouraging committee participation in NIA training programs, inspector programs, and NIA publications; and
- Sharing regional and local market conditions and other important issues for Merit Contractors in roundtable discussions.

METAL BUILDING LAMINATORS COMMITTEE

Chair: Randy Smith, *Distribution International, Inc.*

Vice Chair: Dave Tomchak, *Bay Insulation Systems, Inc.*

Members: Metal Building Laminators. This 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 2019, the committee met twice, averaging 45 member attendees.

The committee focused on:

- Monitoring the ASHRAE standards impacting the metal building community;
- Showcasing metal building lamination in articles in several issues of *Insulation Outlook*; and
- Held 4 consecutive seminars during the 2019 METALCON meeting.

UNION CONTRACTORS COMMITTEE/INTERNATIONAL ASSOCIATION OF HEAT AND FROST INSULATORS AND ALLIED WORKERS SIGNATORY CONTRACTORS/NIA UNION CONTRACTORS SUB-COMMITTEE

Chair: Steve Luse, *Luse Thermal Technologies*

Vice Chair: John Lamberton, *Irex Contracting Group*

Members: Union Contractors. The committee promotes the growth of industrial and commercial union contractors through education, training, productivity enhancement, and strong union relations. In 2019, 2 meetings were held, averaging 23 attendees. Committee activities included:

- A discussion with Larry Curry, Marathon Petroleum Company, on the industrial owner's perspective—what they would like to see on new construction and maintenance projects, reoccurring problems with insulation systems and their installation, challenges confronting the insulation contractor and the younger generation, and minimizing corrosion under insulation;
- A presentation from Bob Dunleavy, Taft Stettinius & Hollister LLP, on effective strategies for collective bargaining, including an overview on recent trends, which clauses to adopt or avoid, and how to improve overall contract language;
- Reviews of market conditions in each region of the country and other issues affecting Union Contractors; and
- Discussions about contributing articles to *Insulation Outlook* magazine.

YOUNG PROFESSIONAL ADVISORY COMMITTEE (YPAC)

Chair: Cooper Killion, *Shook & Fletcher Insulation Co.*

Vice Chair: Rudy Nigl, *L & C Insulation, Inc.*

Secretary: Ashley Luse, *Luse Thermal Technologies*

Members: Associates, Contractors, Distributors/Fabricators, and Laminators. The 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 2019, the committee met 4 times with an average of 20 attendees per meeting.

YPAC activities included:

- Planned and hosted a roundtable discussions with NIA Past Presidents Kenny Freeman, Steve Luse, Ron King, Darrel Bailey, and Dan Bofinger. Topics included career development, leadership strategies, moving to upper management, making a difference in the industry, and sales strategies.
- Created a survey of NIA primary representatives to get member insights to aid the Career Industry Video Subcommittee. The objective of this video is to recruit new labor to the mechanical insulation industry.
- Gathered input from potential mentors and potential participants through surveys during the April 2019 Annual Convention.
- Received NIA Board of Directors' approval for a mentor program, created draft applications, and wrote program guidelines. Mentorship program development and execution will continue as part of the YPAC Education Task Force responsibilities in 2020.
- Discussed diversity and inclusion topics that affect the industry and the association. Several members of the committee volunteered to serve as liaisons and provide leadership on this topic.
- Learned about keys to success in leadership transitions and business ownership succession from Laura Cataldo, Senior Manager, Construction & Real Estate Services, Baker Tilly Virchow Krause, LLP.

GENERAL OPERATING COMMITTEES

EDUCATION AND TRAINING COMMITTEE

Chair: John Lamberton, *Irex Contracting Group*

Vice Chair: R. Dean Burrows, *DKB, Inc.*

Members: Contractors, Distributors/Fabricators, and Associates. This committee works closely with NIA staff to determine education and training needs for the mechanical insulation industry. In 2019, 2 meetings were held, averaging 10 in attendance. In 2019, committee activities included:

- Providing feedback and direction on NIA's Thermal Insulation Inspector Certification Program.
 - Companies can now host a course for their staff or clients at a location of their choice.
 - The Introduction to Mechanical Insulation course is being developed to be offered as a separate hosted course.
- Recommending development of a Specification Reading course for the mechanical insulation industry. Course content is in the early stages of development.
- Creating the *Estimator's Handbook* Subcommittee, which provided valuable feedback and updates to the content and drawings in the current *Estimator's Handbook*. NIA is developing an updated version of this product for members.

HEALTH AND SAFETY COMMITTEE

Chair: Bill McCaffrey, *Irex Contracting Group*

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

Members: Associates, Contractors, Distributors/Fabricators, and Laminators. The Health and Safety Committee is committed to the health, safety, and welfare of NIA members, customers, and the insulation industry. Through professional safety leadership, the committee promotes the highest standards of safety and health excellence to ensure a safe working environment. In 2019, 2 meetings were held, averaging 30 attendees.



2019 committee activities included:

- Implementing the updated timeline and rebranding NIA's Safety Excellence Award, including extensive updates to award applications;
- Providing updates regarding the latest OSHA issues;
- A presentation from Bill Murphy, VelocityEHS, on technology trends; mobile environmental, health, and safety (EHS) management; and strategies for implementing EHS management solutions; and
- Reviewing NIA's current products and services offerings.

MEMBERSHIP COMMITTEE

Chair: Justin Rispoli, *Aspen Aerogels*

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

Members: Associates, Contractors, Distributors/Fabricators, and Laminators. The Membership Committee represents all membership types and regions, identifies and recruits potential member companies, increases awareness of membership benefits, and encourages participation by NIA members. In 2019, 2 meetings were held, averaging 7 attendees. Committee activities included:

- Reviewing the committee's Ambassador Program, which helps to familiarize new members and first timers with the Annual Convention program of events and the benefits of NIA membership, and introduces them to fellow industry members;
- Providing amenities to new members and first-time attendees at NIA's 64th Annual Convention, holding a member orientation/reception for new and current NIA members at the Annual Convention, and discussing ways to update this event in the future;

- Continuing the development of the member testimonial program;
- Ensuring that Membership Committee participants represent all member types, regions, and committees; and
- Continuing work on initiatives related to NIA's Long-Range Plan, as directed by the Plan Leader.

TECHNICAL INFORMATION COMMITTEE (TIC)

Chair: Darrell Peil, *Knauf Insulation, Inc.*

Vice Chair: Bill Gregg, *Promat, Inc.*

Secretary: Jim Meier, *ProClad Systems, LLC*

Members: Associates, Contractors, Distributors/Fabricators, and Laminators. The TIC serves as a forum for identifying and addressing technical issues confronting NIA members. In 2019, the committee met 4 times averaging 30 attendees to review technical materials for NIA and *Insulation Outlook* magazine. In addition, the committee:

- Provided technical assistance to NIA's partners and members;
- Developed the trade terms for the Thermal Insulation Inspector Certification Program;
- Reviewed technical articles for *Insulation Outlook* magazine and suggested topics for future issues;
- Created a technical article for publication in *Insulation Outlook* magazine;
- Reviewed and updated the NIA Insulation Science Glossary, Guide to Insulation Product Specifications, and Insulation Materials Specification Chart; and
- Researched topics and speakers for the Annual Convention technical presentations.

2019 STANDING COMMITTEES

2019-2020 NIA BOARD OF DIRECTORS

The members of the Board of Directors are listed on page 3.

2019-2020 EXECUTIVE COMMITTEE

- **President:** Dana Vlk, *Distribution International, Inc.*
- **President-Elect:** John Lamberton, *Irex Contracting Group*
- **Secretary/Treasurer:** Dave Cox, *Owens Corning*
- **Assistant Treasurer:** Joe Leo, *Atlantic Contracting & Specialties, LLC*
- **Immediate Past President:** Dan Bofinger, *Specialty Products & Insulation*



CONVENTION COMMITTEE

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

Committee members:

- Jim Vlk
- Jack and Wendy Bittner, *Johns Manville*
- Janice Bofinger
- Dave and Trudy Cox, *Owens Corning*
- Jeff DeGraaf, *Industrial Construction & Engineer Co.*
- Jake and Valerie Erickson, *Armacell*
- Cooper and Ashley Killion, *Shook & Fletcher Insulation Co.*
- John and Karen Lamberton, *Irex Contracting Group*
- Rick and Jan Sutphin, *Performance Contracting, Inc.*

The Convention Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Annual Convention. In 2019, the committee:

- Successfully completed NIA's 64th Annual Convention in Nassau, Bahamas (see page 22 for a summary).

FALL SUMMIT COMMITTEE

Chair: Dave Cox, *Owens Corning*

Committee members:

- Jennifer Ball, *Integrated Marketing Group*
- Jeff DeGraaf, *Industrial Construction & Engineering Co.*
- Stu Kemppainen, *Liberty Industrial Group*
- Jim Meier, *ProClad Systems, LLC*
- Robert Tiffin, *Silvercote, LLC—a Distribution International Company*

The Fall Summit Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Fall Summit. In 2019, the committee:

- Successfully completed NIA's 2019 Fall Summit in National Harbor, Maryland (see page 25 for a summary).

FINANCE COMMITTEE

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

Committee members:

- John Lamberton, *Irex Contracting Group*
- Dave Cox, *Owens Corning*
- Michele Jones, *NIA*

The Finance Committee is responsible for developing the draft budget for the association and for reviewing the investments and the audit on an annual basis. This committee reports directly to the Executive Committee and Board of Directors.

In 2019, the committee:

- Developed the Fiscal Year (FY) 2019–2020 budget draft for Board and membership approval. The Board and

membership body approved the budget on during the Annual Convention business meeting. (See page 28 for audited financials.)

- Reviewed performance of investments and investment manager.
- Reviewed performance of audit firm and made suggestions for end-of-year net gains.

FOUNDATION FOR EDUCATION, TRAINING, & INDUSTRY ADVANCEMENT STEERING COMMITTEE

Co-Chairs: Dan Bofinger, *Specialty Products & Insulation*, and Dave Cox, *Owens Corning*

Committee members:

- Mike Kozokowsky, *ROCKWOOL Technical Insulation*
- John Lamberton, *Irex Contracting Group*
- Jeff DeGraaf, *Industrial Construction & Engineering Co.*
- Michele M. Jones, *NIA*
- Kristin DiDomenico, *NIA*

The Foundation Steering Committee develops and sets direction for the use of contributed/donated funds on strategies, programs, and processes to advance and expand the commercial and industrial mechanical insulation industry. See page 16 for a complete list of Foundation activities. This committee met 3 times this year, with full participation.

NOMINATING COMMITTEE

Chair: Dana Vlk, *Distribution International, Inc*

Committee members:

- Steve Luse, *Luse Thermal Technologies*
- Pete Gauchel, *L & C Insulation, Inc.*
- John Lamberton, *Irex Contracting Group*
- Jake Erickson, *Armacell*

The Nominating Committee is responsible for identifying and proposing the slate of officers and new board members to the Board of Directors and NIA membership. In 2019:

- The proposed slate of officers and board members was presented and approved by the Board of Directors and the full body of the membership during the business session held during the Annual Convention in Nassau, Bahamas.

PRODUCTS & SERVICES

NIA is committed to delivering members access to top products and services that provide technical resources, increase industry awareness, and improve worker safety. NIA's numerous offerings promote insulation awareness and educate our members, the construction industry, and insulation end users. Many of the services and online resources are free or are 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 2019, NIA reviewed the current product offerings with various committees, leadership, and members, and began work on updating the *Estimator's Handbook*, with the help of the Education and Training Committee.

In 2019, NIA offered free resources and services exclusively to members, including:

- Exclusive meetings and discounts on registration for numerous events and training programs;
- *NIA News*, a members-only newsletter; and
- The NIA members-only website, featuring committee meeting minutes; a downloadable "Proud Member of NIA" logo; the Electronic Reprint Library; and 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.

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

- Advertising opportunities for NIA members in various media outlets, including *Insulation Outlook*, digital publications, and the *NIA Buyer's Guide: Insulation Products & Providers*;
- NIA's Safety Excellence Award (for more information, see page 26);
- Access to supplemental protections and liability coverage through NIA's Environmental/Pollution Liability Insurance Program, in partnership with Navigators and Alliant/Mesirow;
- Associated Resource Group discounts for all members' voice, data, and cloud service needs, along with a free initial analysis;
- NIA's Premier Industry Manufacturer Program (for more information, see page 26); and
- Various sponsorship opportunities at Fall Summit and the Annual Convention.

SERVICES AND OTHER RESOURCES

Online resources include:

Guide to Insulation Product

Specifications, Insulation Materials

Specification Guide, Insulation Science

Glossary, and Mechanical Insulation

Design Guide (MIDG).

TOP-SELLING ITEMS AND MEMBER FAVORITES

Estimator's Handbook

NIA Insulation Sampler

Mechanical Insulation Installation Video Series

Safety Handbook for Distributors & Fabricators

Safety Handbook for Insulation Workers

**TO REVIEW ALL OF NIA'S PRODUCTS, SERVICES, AND
RESOURCES, VISIT www.insulation.org/resources.**

COMMUNICATIONS

EMAIL COMMUNICATIONS

E-NEWS BULLETIN (ENB)

The 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 2019, 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, important deadlines, and helpful links 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.

MEMBER COMMUNICATIONS

In 2019, NIA staff continued to use email communications to provide members with targeted and scannable content.

Our goal is to provide useful information in a format that is easy to read and digest. In 2019, staff:

- Exceeded industry standards for email open and engagement rates for our sector;
- Highlighted NIA's educational resources and training programs in stand-alone emails to showcase free, online, and low-cost resources;
- Promoted affordable digital advertising options to increase non-dues revenue;
- Used a mix of platforms (Microsoft® Outlook and Constant Contact®) to maximize our outreach; and
- Created and deployed customized information to targeted email lists—such as emails tailored to first-time meeting attendees, regional training opportunities, and past attendees—about NIA events, announcements, and press releases in graphically enhanced e-newsletters.

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 it is updated on an almost daily basis to add new content and improve the member experience. 2019 improvements include:

- New searchable web page for NIA's Certified Thermal Insulation Inspectors;
- The latest information for NIA's new Thermal Insulation Inspector Certification Program;
- Additional information tailored to member segments, like the new Merit Contractor Committee web page;
- Improved calendar listings to highlight industry events, regional meetings, and NIA meetings and events;
- Frequent OSHA and other safety updates on NIA's Safety News page, specifically curated for the insulation industry;
- Updated committee meeting minutes archive available on the members-only section of the website;
- NIA and Foundation news and updates;
- Digital editions of *NIA News* issues to the members-only section of the website; and
- Posting current editions of the *E-News Bulletin (ENB)*.

Improvements to the magazine's site in 2019 included:

- Adding more digital advertising;
- Posting the articles from each monthly issue of *Insulation Outlook*;
- Adding keyword search terms to articles so they are more likely to appear in Google search results;
- Linking to a full-size image of each article's opening page(s), so visitors can appreciate the magazine's exceptional design;
- Updating the home page 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 can easily revisit popular topics;
- Updating the 2019 advertisers page and advertising graphics for Premier 12, Preferred 7, and Select 4 advertisers;
- Adding the 2019 Product Guides to the website so readers can benefit from the easy-to-use, product-specific guides;
- Adding the 2019 Media Kit with updated editorial offerings; and
- Updating all pages to include the most current information.



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 of *Insulation Outlook* magazine, rather than the NIA membership audience on NIAinfo.

NIA's presence on Vimeo (www.Vimeo.com/NIAinfo) allows users to stream our video resources, including archived webinars. NIA allows members free access to all the webinars on our Vimeo website as a benefit of membership.

More information:

- At the end of 2019, NIA had 708 people who “like” its Facebook page, 1,376 Twitter followers for InsulationInfo, and 769 following NIAinfo. All numbers have increased an average of 7% since 2018.

- NIA events, products, publications, advertisers, and activities were promoted through social media.
- Social media followers can enjoy member and industry photos year-round, including coverage of NIA events, NIA representation at 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 training materials, free archived webinars, and the *Mechanical Insulation Installation Video Series*. NIA now has 36 videos available for streaming, including NIA's 3 webinars offered in 2019, as well as preview videos from the Annual Convention keynote speakers.

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.

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 products or services offered. The guide is mailed to members and end users to assist in the purchase of insulation products and services.

NIA NEWS



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, all in one location. It is a members-only print and digital newsletter that is provided to NIA members free of charge as part of their membership dues. In 2019, it was distributed to 1,650 members in both print and digital format. Following are some highlights from 2019's issues.

- All issues were 16-page editions, offering coverage of NIA events, programs, and services, as well as industry and safety news.
- The issues kept members informed on NIA's new Thermal Insulation Inspector Certification through coverage of course content, instructors, member testimonials, and upcoming course opportunities. In addition, new Certified Appraisers were featured.
- Issues highlighted the work of NIA's committees through the regular feature, Committee Corner, to share each committee's scope, projects, and priorities.
- The newsletter kept members abreast of important OSHA updates, new guidelines, and other important safety topics, such as emergency action plans.
- It featured all of NIA's products and services in an easy-to-use and easy-to-access grid.
- Members were invited to submit articles and showcase successful projects in upcoming issues of *Insulation Outlook* through a new column for manufacturers, and they were offered the opportunity to participate in

the association by advertising in new product guides and member marketing packages.

- 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 for themselves and guests.

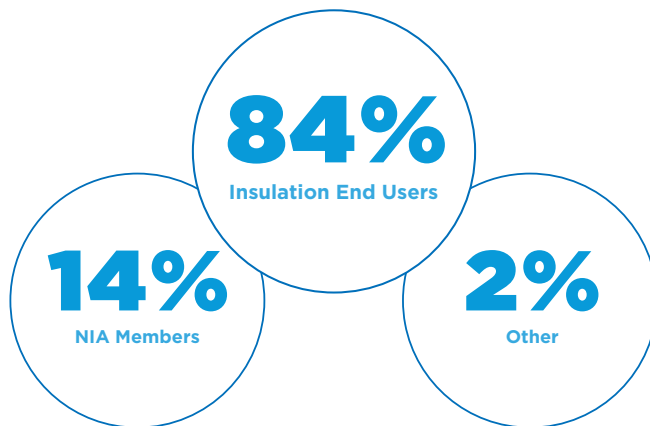
A link to the digital edition of *NIA News* is emailed to members and is available in the members-only area of www.insulation.org. The digital edition features relevant links in each issue, photo galleries for events, accessible registration-form insertions for NIA meetings, and embedded video links.

INSULATION OUTLOOK



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. Among the most popular articles are those 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. During 2019, the magazine educated more than 11,500 engineers, mechanical contractors, and end users, as well as the NIA membership. NIA offered subscriptions to select readers of *Engineered Systems*, *Power Engineering*, and *Sustainable Facilities* magazines, as well as free gift subscriptions to the clients of NIA member companies.

INSULATION OUTLOOK CIRCULATION METRICS AT THE END OF 2019



EDITORIAL

In 2019, we took a fresh look at the magazine and considered areas we could expand. We created an editorial calendar based on member and reader feedback, with several brand-new items added to the magazine. 18 member companies submitted articles and 25 were able to share their projects and educational information with *Insulation Outlook* readers in 53 articles. For readers' convenience, all product guides and Safety Matters columns were added to the website, in addition to the articles, which are uploaded approximately 1 month after publication. Members are encouraged to keep reading at www.InsulationOutlook.com.

SUBMISSION OF PRESS RELEASES

Press releases are printed free of charge as a member benefit to enhance readers' knowledge of the insulation industry. Articles and press releases should be sent to editor@insulation.org.



WHAT SUBSCRIBERS ARE SAYING

NIA has published *Insulation Outlook* for over 60 years, and we are proudly committed to continue improving the only resource dedicated to the commercial and industrial insulation industry. Our loyal subscribers agree.

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."

95%

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

ADVERTISERS

There are now more ways than ever for NIA members to reach their audience. NIA added various new platforms including digital packages (web, email, and social media ads), 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 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. NIA's advertising agency, The YGS Group, helped members promote their products, services, and brands with expanded and customized marketing packages designed to meet their company's goals.

PREMIER 12

Access Plug Flange, Inc.
Aeroflex USA, Inc.
Johns Manville
Lewco Specialty Products, Inc.
Owens Corning
Polyguard Products, Inc.

PREFERRED 7

Armcell
Extol of Ohio, Inc.
Irex Contracting Group
Midwest Fasteners, Inc.
Performance Contracting, Inc.
Proto Corp.

SELECT 4

Distribution International, Inc.
Ideal Products of America, LP
ISAVE TEAM
ITW Insulation Systems
K-FLEX USA, LLC
MFM Building Products Corp.
Morgan Advanced materials
No Sweat Valve Wraps, Inc.
Specialty Products & Insulation



CIRCULATION

Insulation Outlook was sent to numerous industry-relevant trade shows and events, such as 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.

ENHANCED BIOGRAPHY

While articles in *Insulation Outlook* remain unbiased, and products are only discussed mainly in generic terms, only identifying the brand name once, insulation companies get recognition through an article's byline and author biography. We now offer authors a chance to say much more about their background and their companies' products and services. *Insulation Outlook* authors usually have decades of experience, and we want 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, a description of the 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 readers appreciate the author's depth of knowledge and will promote the author and the company's products. Readers frequently reach out to authors to learn more or inquire about products.

FOUNDATION FOR EDUCATION, TRAINING, AND INDUSTRY ADVANCEMENT

NIA's Foundation for Education, Training, and Industry Advancement (Foundation) 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 not a separate entity from the association, but is a self-funded committee dedicated to fuel the development of projects. The Foundation is funded primarily through voluntary contributions, and these funds are strictly used for Foundation-related initiatives. Foundation programs and activities are determined by the Foundation Steering Committee and approved by the NIA Board of Directors. Our progress in 2019 in the areas of strategic partner collaborations, outreach, education, communications, training, and the development and marketing of the Thermal Insulation Inspector Certification™ were 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

GOLD

(\$5,000 Voluntary Annual Contribution)

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

SILVER

(\$3,000 Voluntary Annual Contribution)

- Insulation Materials Corp.
- Insul-Therm International, Inc.
- ITW Insulation Systems
- Luse Thermal Technologies
- Midwest Insulation Contractors Association
- R.P.R. Products, Inc.

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.
- Geo V. Hamilton, Inc.
- Heat Frost and Thermal Insulation Education Fund
- Hudson Bay Insulation Co.
- Ideal Products of America, LP
- 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

FOUNDATION STEERING COMMITTEE

The Foundation Steering Committee oversees efforts to develop and implement strategies and recommend processes to advance and expand the commercial and industrial insulation industry. The committee meets 3 times per year and is made up of Foundation contributors, consisting of 2 Associate members, 2 Distributor/Fabricator/Laminator members, and 2 Contractor members; as well as 1 NIA staff person, a third-party marketing consultant (as determined by the Steering Committee), and 1 member of NIA's Executive Committee serving as the Assistant Secretary. Membership category representatives serve alternating 2-year terms, except for the Executive Committee representative, whose term is determined by the Executive Committee.

CURRENT COMMITTEE MEMBERS INCLUDE:

- Co-chair Dan Bofinger, *Specialty Products & Insulation*
- Co-chair Dave Cox, *Owens Corning*
- Jeff DeGraaf, *Industrial Construction & Engineering Co.*
- Mike Kozokowsky, *ROCKWOOL Technical Insulation*
- John Lamberton, *Irex Contracting Group*
- Marc Napolitano, *Insulation Materials Corp.*

FOUNDATION COMMUNICATIONS TO MEMBERS

In 2019, the Foundation communicated its activities by:

- Providing Foundation update content in *NIA News* and the monthly *E-News Bulletin*;
- Hosting a session at NIA's 64th Annual Convention about the development of NIA's Thermal Insulation Inspector Certification Program;
- Promoting the value of supporting the Foundation through NIA's annual membership dues invoice mailing;
- Updating the regional insulation associations and TIAC on NIA activities during their annual meetings; and
- Posting updates on Facebook and Twitter.

MARKETING THE THERMAL INSULATION INSPECTOR CERTIFICATION PROGRAM AND THE IMPORTANCE OF INSPECTION OF INSULATION FOR MECHANICAL SYSTEMS

For most of 2019, the NIA Foundation committed time, funds, and resources to heavily market the importance of not only the Thermal Insulation Inspector Certification and Certified Insulation Inspectors, but also the need and importance of the inspection of insulation for mechanical systems. Through a dedicated consultant focused on awareness and inclusion of insulation inspections added to specifications, progress was seen; this activity will continue to be a focus.

Over more than 9 months, and continuing into 2020, an impressive number of outreach efforts were conducted, including:

- In-person meetings and conference calls with influential individuals and supporters of insulation inspection at major engineering, inspection, and facilities companies; standards and consensus organizations; and trade associations with national and, in some cases, international footprints;
- Presentations promoting the importance of insulation inspection at the 2019 American Petroleum Institute (API) Inspection and Mechanical Integrity Summit, Council of Industrial Boiler Owners (CIBO), and Gastech Exhibition and Conference;
- Participation in member-sponsored customer training courses to promote the benefits of the NIA Thermal Insulation Inspector Certification course;
- Presentations at each of the regional insulation industry associations' annual meetings;
- Article submission and acceptance to *Inspectioneering*, a magazine reaching more than 35,000 subscribers, promoting the importance of inspecting insulation on mechanical systems;
- Successful efforts working with many of NIA's Associate (Manufacturer) members to include inspection language/requirements in their guide specifications; and
- Reaching NIA's member audience through emails, articles published in *Insulation Outlook* magazine and *NIA News*, print and digital advertisements, and social media engagement.

Through hundreds of calls, dozens of virtual and in-person meetings, webinars, and presentations—all carefully customized to fit specific audiences—we gained great traction in building course recognition and awareness. We also laid the groundwork

needed to build new relationships and grow existing ones to support the need for insulation inspection and assist us in securing insulation inspection requirements in national specifications and standards.

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

2019 INSULATION INDUSTRY POLICY FORUM

NIA, its members, and partners once again supported the Insulation Industry National Policy and Advocacy Forum and Capitol Hill Fly-In, which took place May 21-22 in Washington, DC. Ninety meetings were held with the offices of Representatives and Senators on Capitol Hill to advance the industry by engaging with policymakers about the substantial contributions of the insulation industry, as well as its key priorities and challenges. Policy briefs covering climate change and energy efficiency, resilient infrastructure and energy efficient buildings, and immigration and the recovery of the U.S construction industry were presented.

During the event, an economic study was released on the contributions of insulation to the U.S. economy in 2018, which reported that the insulation industry—including the manufacture, distribution, and installation of insulation—generates more than 550,000 jobs in the United States and more than \$33 billion in payrolls that support families and local communities around the country. The report results can be found at <https://tinyurl.com/y7nncv6n>.

2019 Insulation Industry Policy Forum

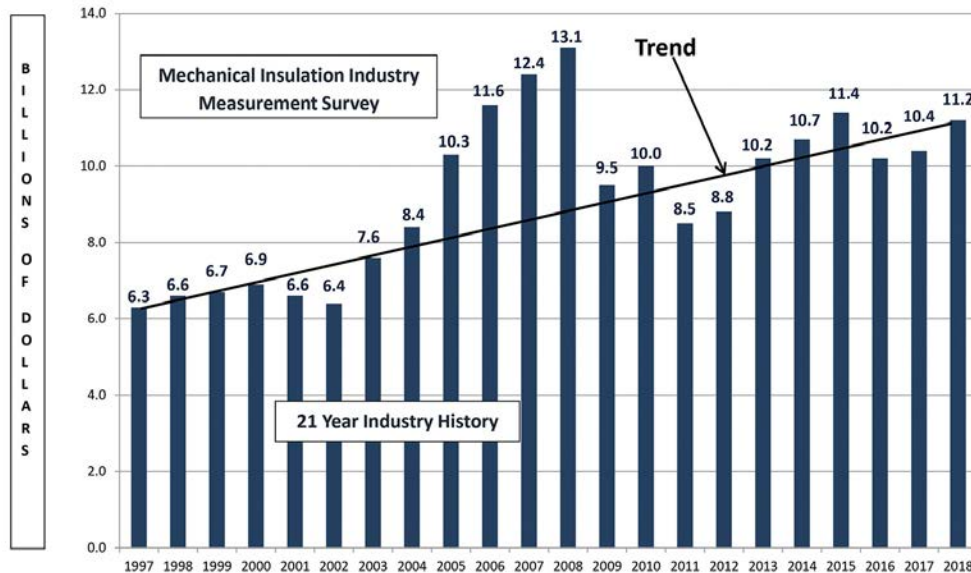


**NIA EVP/CEO Michele Jones,
Rep. Paul Tonka (D-NY),
and NIA Board Member Jeff DeGraaf**



INDUSTRY MEASUREMENT SURVEY

Every 2 years, NIA's Foundation conducts a survey to gauge the size of the insulation industry. This survey began in 1997 and seeks to gain data about the size and growth rates for the U.S. commercial and industrial mechanical insulation market, as shown in the chart. In January 2019, NIA compiled and analyzed statistical information for the biennial survey. An analysis of the size of the mechanical insulation industry, comparative analysis on prior years, and industry trends can be found at <https://tinyurl.com/y9a2w9xv>.



STRATEGIC PARTNERSHIPS AND COALITIONS

INSULATION INDUSTRY ASSOCIATION COUNCIL

NIA maintained its involvement in the Insulation Industry Association Council (IIAC), an informal forum for association executives from all insulation industry membership organizations that support the commercial, industrial, mechanical, and residential insulation industries. IIAC members exchange information, share best practices, and collaborate on policies impacting our industry. Through periodic face-to-face meetings and communication, IIAC seeks to enhance its 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 2019, the IIAC met numerous times to discuss a variety of topics including state and local advocacy priorities for the insulation industry and meeting



with local leaders to promote the value of building energy codes, organizing a Capitol Hill Fly-In, updates needed for the Industry Jobs Report, and more.

In addition to NIA, IIAC is made up of representatives from the following insulation-related organizations:

- 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)
- High Performance Insulation Professionals (HPIP)
- Insulation Contractors Association of America (ICAA)
- North American Insulation Manufacturers Association (NAIMA)
- Polyisocyanurate Insulation Manufacturers Association (PIMA)
- Reflective Insulation Manufacturers Association International (RIMA)
- Structural Insulated Panel Association (SIPA)

STRATEGIC PARTNERSHIPS AND COALITIONS

- In April 2019, along with the Alliance to Save Energy, was 1 of more than 13 organizations signing a letter of support to Congressional leadership for the reinstatement and update of expired energy efficiency tax extenders.
- In May 2019, hosted a webinar to promote the value and need for insulation inspection.

- In June 2019, along with NAIMA, the National Association of State Energy Officials (NASEO), and the Alliance to Save Energy, signed onto a letter of support of legislative language, written by U.S. Senators Rob Portman (R-OH) and Jeanne Shaheen (D-NH), that improves the model building energy code development process and provides states and communities with resources for training code officials and builders on cost-effective code adoption.
- Began discussions on how to fund development of the following programs and initiatives:
 - Specification Reading Course
 - Estimators Course
 - Introduction to Mechanical Insulation Course
 - Moving the Mechanical Insulation Design Guide (MIDG) and calculators to NIA's website, www.insulation.org.
- Maintained a strong list of strategic industry partners, including the Association for Facilities Engineering (AFE), Department of Energy (DOE), NASEO, National Institute of Building Sciences (NIBS), and Refrigerating Engineers & Technicians Association (RETA).
- Continued work with NIA's 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.



TRAINING AND EDUCATION

NIA'S NEW THERMAL INSULATION INSPECTOR CERTIFICATION™ PROGRAM

NIA's new Thermal Insulation Inspector Certification™ Program educates participants on how to inspect and verify that the materials and insulation system have been installed in accordance with the mechanical insulation specifications. Students who attend the course and pass 2 exams become NIA Certified Thermal Insulation Inspectors. All current certified inspectors are listed on NIA's website, and current NIA members are listed in green on the web page. In 2019, NIA saw continued interest in training programs:

- NIA held 3 Thermal Insulation Inspector Certification courses, certifying 64 new inspectors.

There were 77 Certified Inspectors as of December 31, 2019.

HOSTED THERMAL INSULATION INSPECTOR CERTIFICATION

In 2019, NIA also offered companies the opportunity to host a course for their employees, members, or clients, providing a cost-effective and convenient way to bring NIA's Thermal Insulation Inspector Certification Program to their location. Hosted courses can be held anywhere within the United States or Canada. To learn more visit <https://insulation.org/training-tools/hostedinspectorprogram/>.

INSULATION ENERGY APPRAISER PROGRAM (IEAP)

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 2019, NIA saw continued interest in training programs:

- NIA held 2 IEAP courses, certifying 23 new appraisers; and
- NIA held 1 sponsored IEAP course, certifying 7 new appraisers.

There were 283 Certified Insulation Energy Appraisers as of December 31, 2019.

EDUCATIONAL WEBINARS

In 2019, as a new NIA member benefit, webinars were available for free to NIA members. The following webinars were offered:

- Need for Thermal Insulation Inspectors (May 1, 2019),
- The New OSHA Silica Standard (June 6, 2019), and
- IT Best Practices to Protect Your Business (October 17, 2019).

ARCHIVED WEBINARS—FREE FOR NIA MEMBERS

As another NIA member benefit, companies can now access archived webinars for free. Previous webinar topics include:

- Essentials of Leadership Recruitment and Transition Planning
- Hiring and Retaining the Right People
- Introducing the Thermal Insulation Inspector Certification Program
- Prepare Now for the Top 10 Construction Industry Trends through 2020
- Using the Latest Construction Data to Guide Your Hiring and Strategic Plans

Additional webinars are available on a variety of health and safety topics, including 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/niawebinars>.



MEETINGS

NIA's 64TH ANNUAL CONVENTION



In April, NIA held its 64th Annual Convention in Nassau, Bahamas, with the theme “Making A Difference.” 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; Golf Tournament; and the Farewell Reception and Dinner. The Convention had 396 attendees, 24 of which were first-time attendees, including 2 new members.

The 127 active members participating included 66 Contractors, 32 Distributors, 8 Fabricators, 19 Laminators, and 2 holding company representatives. There were 100 Manufacturers/Consultants, 139 spouses and guests, 11 TIAC members, 2 FESI members, and 17 others, including speakers and industry guests. A total of 102 companies registered to attend.

NEW UPDATES FOR 2019 INCLUDED:

- Updated Registration Rates for Kids
Children 5 or younger attended the Convention for free. Additional discounted registration rates were available for children under 17 years of age. A total of 25 youth attended the event this year.

KEYNOTE PRESENTATIONS

- “IMT1MT: One More Thing, One More Time” by Josh Sundquist, *Paralympic Ski Racer, Childhood Cancer Survivor, and Bestselling Author*; and
- “Off Balance On Purpose: Work-Life Integration That’s Possible, Not Perfect” by Dan Thurmon, *Author of Off Balance On Purpose*;



PANEL DISCUSSIONS

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

- Cooper Killion, Marketing Director, *Shook & Fletcher Insulation Co.*
- Ashley Luse, Strategy & Business Development, *Luse Thermal Technologies*
- Rudy Nigl, Vice President, *L & C Insulation, Inc.*
- Justin Rispoli, District Manager, Midwest and East Coast, *Aspen Aerogels, Inc.*

The panel was facilitated by Jake Erickson, Western Regional Sales Manager, *Armacell*. Topics discussed included attracting/retaining talent, career development, communication, office culture, and much more.

The Need for Thermal Insulation Inspectors, including the following panelists:

- Larry Curry, Protective Coating Specialist, *Marathon Petroleum Company*





- Vince Darder, PRO Services Manager, *BrandSafway Solutions, LLC*
- Gary W. Kuzma PE, CEM, LEED® AP, GBE, Senior Vice President, Director of MEP Engineering, *HOK*
- Kent Revard, International Business Development Project Team Leader, *Specialty Products & Insulation*

The panel was facilitated by Ron King, NIA Consultant, Honorary Member, and Past President. Topics discussed included a program overview, benefits of the certification, and how to use the certification for your business.

EDUCATIONAL SESSION

- “WIACO 2020 Presentation” by Dr. Tobias Zaers, FESI President, and Andreas Guertler, FESI Secretary General & EiiF Foundation Director.

TECHNICAL PRESENTATIONS

- “Marine Insulation: Structural Fire Protection” by Rupert Chandler, Director of Regulatory Compliance, *Trident Maritime Systems*, U.S. Joiner Division; and
- “The Energy & Water Nexus” by Scott Miller, Acting Director of Sustainability and Product Affairs, *Knauf Insulation, Inc.*

FORUM PRESENTATIONS

- “A Framework for Training” by Peter Gauchel, President, *L & C Insulation, Inc.* (Merit Contractors Session);
- “Gaining Insights: Industrial Owners and Contractors” by Larry Curry, Protective Coating Specialist, *Marathon Petroleum Company* (Merit Contractors Session and Union Contractors Subcommittee);
- “Sharing Perspectives: Manufacturers and the Design Community” by Gary W. Kuzma PE, CEM, LEED® AP, GBE, Senior Vice President, Director of MEP Engineering, *HOK* (Associates [Manufacturers] Session); and
- “Roundtable Discussion: Speed Network Session” with the following speakers and topics:
 - Career Development and Professional Experience: Kenny Freeman, President, *Petrin, LLC*
 - Executive Management & Leadership Strategies: Steve Luse, CEO, *Luse Thermal Technologies*
 - Making a Difference in Your Company, NIA, and the Industry: Ron King, NIA Past President
 - Moving from Mid-Management to Upper Management: Darrel Bailey, NIA Past President
 - Sales Strategies: Dan Bofinger, Regional Vice President Eastern, *Specialty Products & Insulation* & NIA Past President



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.*
- Convention Badge Holder Sponsor: *Johns Manville*
- Welcome and Appreciation Evening Sponsor: *Caldwell Insulation, Inc.*
- Convention Hat Sponsor: *Avery Dennison*
- Keynote Speaker Sponsor: *Johns Manville (Formerly ITW Insulation Systems)*
- Convention Notebook Sponsor: *Owens Corning*
- Registration Desk Sponsor: *Polyguard Products, Inc.*
- Convention First-Timer and VIP Reception Sponsor: *Aeroflex USA, Inc.*
- Continental Breakfast and Coffee Break Sponsor: *Bay Insulation Supply*
- NIA Member Orientation Sponsor: *Performance Contracting, Inc.*
- Promotional Pen Sponsor: *Price Manufacturing Corp.*

GOLF TOURNAMENT SPONSORS

- Golf Package and Golf Beverage Cart Sponsor: *Owens Corning*
- Hole-in-One Sponsor: *Avery Dennison*
- Longest Drive Sponsor: *Johns Manville*
- Closest-to-the-Pin Sponsor: *Proto Corporation*

INDIVIDUAL GOLF HOLE SPONSORS

- Avery Dennison
- Insulation Materials Corporation
- Johns Manville (Formerly ITW Insulation Systems)
- Owens Corning
- Petrin LLC
- R.P.R. Products, Inc.

REGISTRATION PACKET SPONSORS

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





FALL SUMMIT 2019

Fall Summit

EDUCATE | ENGAGE | ELEVATE 2019

NOVEMBER 6-7, 2019 MGM NATIONAL HARBOR NATIONAL HARBOR, MARYLAND

NIA's Fall Summit 2019 was attended by 118 members from over 55 companies, 12 of which were first-time attendees, including 2 new member companies. NIA offered a multiregistrant discount, which 80 attendees 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 networking reception.

KEYNOTE PRESENTATIONS AT THE FALL SUMMIT INCLUDED:

- "Construction Outlook and Emerging Trends" by Paul Giovannoni, Managing Director-Building Products, *FMI Corp.*; and
- "Today's Talent: Attracting and Managing a Top Workforce" by Robyn Kavanagh, Director, Human Resources, *Performance Contracting Group* and Cecily Bee, Manager of Diversity & Insulation, *Performance Contracting Group*.

INDUSTRY SESSIONS AT THE FALL SUMMIT INCLUDED:

- "Improving Competitiveness through More Effective Collective Bargaining" by Bob Dunleavy, Attorney, *Taft Stettinius & Hollister LLP* (Union Contractors Subcommittee);
- "Keys to Success in Succession and Leadership Transitions" by Laura Cataldo, Senior Manager Construction & Real Estate Services, *Baker Tilly Virchow Krause, LLP* (Young Professional Advisory Committee);
- "Positioning Your Company for Growth" by Paul Giovannoni, Managing Director-Building Products, *FMI Corp.* (Associate [Manufacturers] Session);
- "Selecting the Right EHS Technologies for Your Business" by Bill Murphy, Senior Director of Business Development, *VelocityEHS* (Health & Safety Session);
- "State and National Trends for Merit Contractors" by Michael D. Bellaman, President and CEO, *ABC* (Merit Contractors Session); and
- "Strategic Recruitment and Retention Tools for the Construction Industry" by Laura Cataldo, Senior Manager Construction & Real Estate Services, *Baker Tilly Virchow Krause, LLP* (Distributors/Fabricators Session).

FALL SUMMIT SPONSOR

NIA extends a special thank you to the Fall Summit Social Hour Sponsor, *Distribution International, Inc.* NIA appreciates your support!

AWARDS

NIA's PREMIER INDUSTRY MANUFACTURER PROGRAM™



NIA was thrilled to recognize the first winners of NIA's Premier Industry Manufacturer Program at NIA's 64th Annual Convention!

- Armacell
- ITW Insulation Systems
- Johns Manville
- K-FLEX USA, LLC
- Knauf Insulation, Inc.
- Owens Corning
- ROCKWOOL Technical Insulation

Available exclusively to NIA member companies, this program was developed to reward Associate members for their actions that demonstrate leadership, commitment, and support to the mechanical insulation industry. NIA companies that reach a minimum of 175 participation points in the 2019 calendar year will be recognized as Premier Industry Manufacturers during 2020.

For more information about the program, please visit www.insulation.org/membership/premier_manufacturer.



PREMIER INDUSTRY MANUFACTURER WINNERS

NIA MEMBERS WIN THE 2018 THEODORE H. BRODIE DISTINGUISHED SAFETY AWARDS



The members who received the Theodore H. Brodie Distinguished Safety Award, now known as NIA's Safety Excellence Award, at the 2019 Annual Convention, were the last companies to do so, as the name was changed to the NIA Safety Excellence Award after the event. Regardless of name, it 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. Judge Gary Auman, of Auman, Mahan & Furry, specializes in OSHA issues. All applicant companies receive an individualized, 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 are available during Convention. For more information, or to download an application, visit www.insulation.org/membership/safety-award.



PLATINUM WINNERS



GOLD WINNERS

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*
Farwest Insulation Contracting, *Anaheim, CA*
Gagnon, Inc., *St. Paul, MN*
Gribbins Insulation Company, Inc., *Evansville, IN*
Hawkeye Insulation Specialists, Inc., *Cedar Rapids, IA*
Iowa Illinois Taylor Insulation Company, *Davenport, IA*
I-Star Energy Solutions, *Quarryville, PA*
Liberty Industrial Group, *Phoenix, AZ*
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:

Apache Industrial Services, Inc., *Houston, TX*
Geo. V. Hamilton, Inc., *McKees Rocks, PA*
Smart Energy-Michigan Mechanical Insulation, *Farmington Hills, MI*
Triangle Enterprises, Inc., *Paducah, KY*



BRONZE WINNERS

BRONZE WINNER:

Performance Firestop, Inc., *Green Bay, WI*

DISTRIBUTORS/FABRICATORS

PLATINUM WINNERS:

American Mechanical Insulation Sales, Inc., *Farmington Hills, MI*
Bay Insulation Systems, Inc., *Green Bay, WI*
Extol of Ohio, Inc., *Norwalk, OH*

GOLD WINNERS:

Ideal Products of America, LP, *Malvern, PA*
Shook & Fletcher Insulation Co., *Birmingham, AL*
Specialty Products & Insulation, *Rye, NY*

ASSOCIATES (MANUFACTURERS)

PLATINUM WINNERS:

CertainTeed Corporation, *Malvern, PA*
Dyplast Products, LLC, *Miami, FL*
ITW Insulation Systems, *Houston, TX*
Owens Corning, *Toledo, OH*
Proto Corporation, *Clearwater, FL*

GOLD WINNERS:

Armacell, *Chapel Hill, NC*
Johns Manville, *Denver, CO*

SILVER WINNER:

Midwest Fasteners, Inc., *Miamisburg, OH*

BRONZE WINNERS:

Knauf Insulation, Inc., *Shelbyville, IN*
Polyguard Products, Inc., *Ennis, TX*

LAMINATORS

PLATINUM WINNER:

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

GOLD WINNER:

Silvercote, LLC, *Greenville, SC*

**THE 2018 SAFETY AWARD WINNERS WERE
ANNOUNCED AT NIA'S 64TH ANNUAL CONVENTION
IN NASSAU, BAHAMAS, ON APRIL 4, 2019.**

NIA FINANCIALS

NIA REVENUE

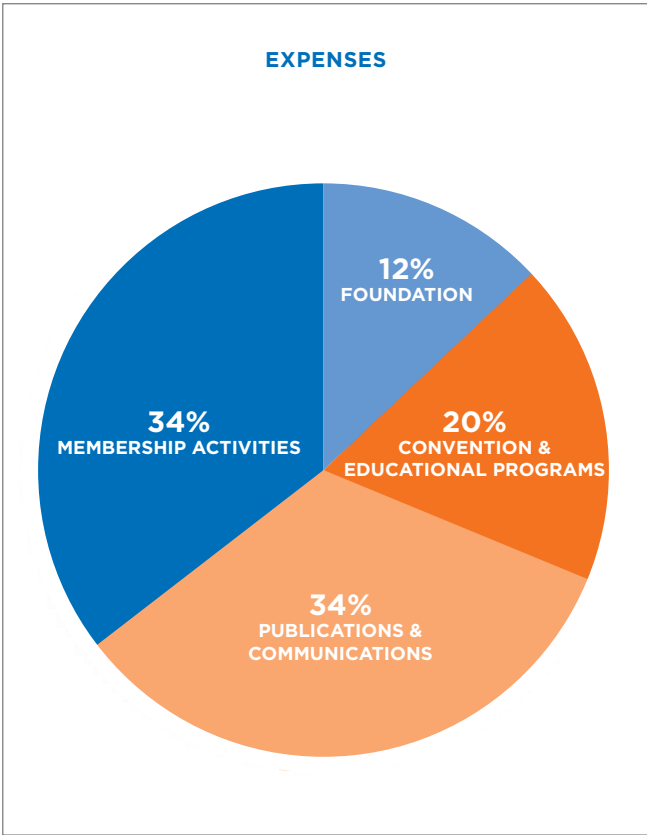
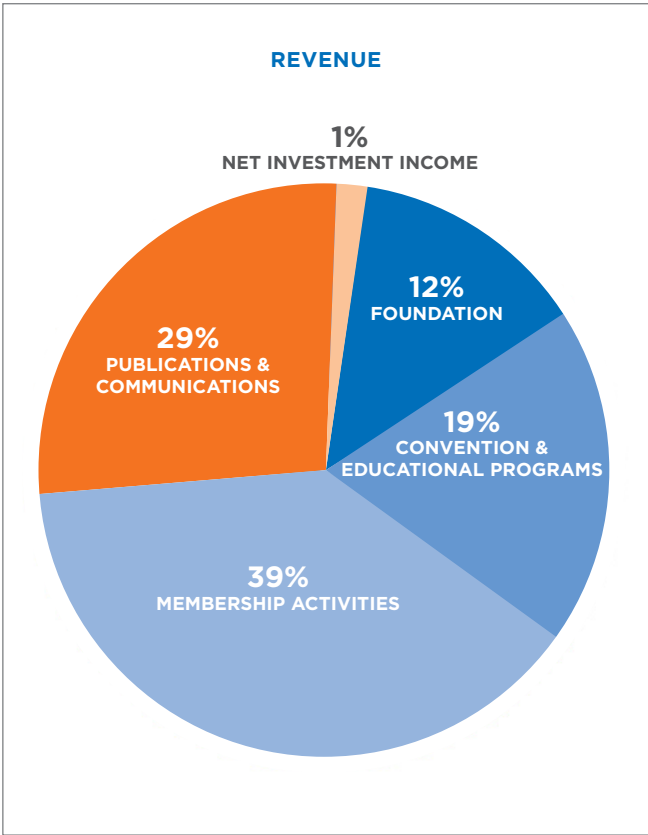
Membership Activities	\$871,118
Publications & Communications	\$658,077
Convention & Educational Programs	\$435,801
Net Investment Income	\$26,362

\$1,991,358

NIA EXPENSES

Membership Activities	\$817,741
Publications & Communications	\$789,825
Convention & Educational Programs	\$468,405

\$2,075,971



FOUNDATION

Foundation Revenue	\$267,329
Foundation Expenses	\$267,329

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