



THE NATIONAL INSULATION ASSOCIATION'S

ANNUAL REPORT

2020

NIA | National Insulation
Association®

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Vimeo www.Vimeo.com/NIAinfo to stream the *Mechanical Insulation Installation* Video Series and other resources
Facebook www.Facebook.com/NIAinfo
Twitter www.Twitter.com/NIAinfo (NIA Information)
www.Twitter.com/InsulationInfo (Mechanical Insulation Industry News)
You Tube www.YouTube.com/NIAinfo
Websites www.insulation.org
www.InsulationOutlook.com
www.InsulateMetalBuildings.org

NIA | National Insulation Association®

National Insulation Association

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NIA's 2020 ANNUAL REPORT

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LEADERSHIP MESSAGE: TAKE THE PLEDGE

As we look back at 2020, a year like no other, our overarching goal was to provide industry information and learning programs to help our members continue their work and stay safe. NIA's first "Virtual" President, John Lamberton, emphasized that it is our partnerships that will keep companies and our industry strong, and his *Take the Pledge* theme underscored that support for one another is what being part of an association is all about. Using innovative approaches to stay connected, the NIA Board of Directors, committees, membership, and staff worked together to ensure that even in this extremely difficult period, we found inventive ways to achieve our goals.

We created a new, dedicated COVID-19 web page and other timely communications to get the latest news and information to our members quickly and, at times, as it was happening; we hosted nearly 20 webinars (with more than 3,000 views), sometimes 2 per week, to share the expertise of NIA members and other leaders; and we converted our meetings and learning programs to virtual formats to allow industry attendees to utilize our educational resources for employees, some of whom were working from home. Not only did we adapt our meetings and current educational programs to virtual formats, we also introduced new learning programs: NIA's Understanding Mechanical Insulation and NIA's Understanding Specifications, which smashed registration expectations. These courses have been designed to benefit multiple audience segments involved in the design and application of mechanical insulation for both new construction and maintenance projects.

To stay on top of members' immediate and future needs, as well as on impacts of the pandemic on current and future business, NIA partnered with trusted industry allies to conduct surveys and shared the results with our membership. Advocacy efforts at the state and national levels

focused on meeting the needs of our members and keeping the insulation industry at the forefront of safety, regulatory, and legal discussions throughout 2020.

With the importance of a strong and well-communicated safety program more important than ever, we were proud to have 28 Platinum winners and 2 first-time applicants in NIA's Safety Excellence Award Program™. We were also thrilled to acknowledge the five honorees of the Premier Industry Manufacturer Program™, which recognizes and distinguishes exemplary NIA Associate member companies as industry advocates and leaders, demonstrating to their customers that they are well-established leaders amongst their peers.

We were so disappointed to cancel our spring Annual Convention, but in November, more than 100 members from more than 45 companies signed up and logged in for our first-ever fully virtual Fall Summit, proving that staying connected, advancing our industry, and sharing knowledge remained a priority.

This has been a make-or-break year for so many businesses across all segments of the economy. Rather than shrink or be overwhelmed by the darkness, when tested, NIA rose above, doubling down on its commitment to make sure our industry continued to thrive. Our hope is that our ability to be nimble and create resources and services for the industry helped our members keep their businesses and their teams moving forward. We urge you to continue taking the pledge to support one another, NIA, and our industry.



John Lamberton, 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



NIA's 2020-2021 BOARD OF DIRECTORS

PRESIDENT

John Lamberton, *Irex Contracting Group*

PRESIDENT-ELECT

David J. Cox, *Owens Corning*

SECRETARY/TREASURER

Joe Leo, *Atlantic Contracting & Specialties, LLC*

ASSISTANT TREASURER

Laura Dover, *Dover Insulation, Inc.*

IMMEDIATE PAST PRESIDENT

Dana Vlk, *Distribution International, Inc.*

REGIONAL REPRESENTATIVES

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

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

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

Brian Willett, *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.*

Vince Darder, *BrandSafway Services, LLC*

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

Dan Bofinger, *Specialty Products & Insulation*

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 2020, NIA represented 283 member companies as well as 349 branch locations of those companies, representing 632 locations.

NIA members lead the association through a committee structure. In 2020, NIA committees held meetings to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA’s Board of Directors. NIA has 236 active members out of 283 total member companies.



ACTIVE MEMBERS BY REVENUE CATEGORY

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

48%	\$0–3 Million
24%	\$3–6 Million
10%	\$6–10 Million
3%	\$10–15 Million
5%	\$15–20 Million
3%	\$20–30 Million
3%	\$30–50 Million
4%	\$50+ Million



MEMBERS BY MEMBERSHIP TYPE

Member Demographics
(Percentage Based on Total Members = 283):

63%	Contractors
13%	Associates
8%	Distributors
8%	Fabricators
3%	Laminators
2%	International
1%	Associate Suppliers
1%	Affiliates
1%	Consultant/Manufacturers Representatives

NIA COMMITTEE STRUCTURE

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

The operating committees are established by the Board of Directors and include such committees as the Associates, Distributors/Fabricators, Health and Safety, Membership, Merit Contractors, Metal Building Laminators, Union Contractors, Technical Information, and Young Professional Advisory Committees. Each operating committee has a stated purpose and prioritized objectives.

The standing committees are the Education and Training, Executive, Finance, Nominating, Planning, Fall Summit, and Convention Committees, as well as the Foundation for Education, Training, and 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.

INDUSTRY-SPECIFIC OPERATING COMMITTEES

ASSOCIATES COMMITTEE

Chair: Jack Bittner, *Johns Manville*

Vice Chair: Sandy Shattles, *Armacell*

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 2020, 1 meeting was held, with 30 attendees. 2020 committee activities included:

- Hearing the latest COVID-19 research from Luke Leung, the Commercial/Retail Team Lead for ASHRAE's Epidemic Task Force. He discussed the important forces that will impact construction in the coming era—starting with the current epidemic and introduction to the ASHRAE Epidemic Task Force, to the potential election outcome and forces in DOE to impact the construction industry, and finally to Carbon Emission and how that can shape the world;
- Reviewed the Premier Industry Manufacturer Program™ and point structure (see program details on page 30);
- Providing technical review to the annual *Buyer's Guide: Insulation Products & Providers'* Manufacturer by Product Listing section;
- Championing NIA's Inspector Certification course and recommending inspectors in their product specifications; and
- Being represented 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 2020, the committee held 1 meeting, with 15 attendees. In addition, the committee:

- Learned about automation from Dematic speakers Richard Hayden and Tom Steininger,
- Discussed plans to contribute articles to future issues of *Insulation Outlook* and add content to their industry segment web page,
- 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: Open

Members: Industrial and commercial merit contractors. In 2020, the Merit Contractors Committee met once at the Virtual Fall Summit. Committee activities and discussions included the following:

- Sharing regional and local market conditions, especially impacts from COVID-19, and other important issues for merit contractors in a lengthy roundtable dialogue;
- Providing input for new membership demographics and specialties for the 2022 Membership Directory;
- Supplying input for and publishing the Merit Contractor page on NIA's website;
- Responding to industry contractor surveys from the Insulation Industry Advisory Council;
- Encouraging committee participation in NIA learning programs, inspector programs, and publications; and
- Sharing the merit contractor perspective and voice through NIA webinars and programs:
 - Kenny Freeman of Petrin, LLC contributed to two webinars: Contractors Panel Discussion on Construction Challenges and Opportunities Amid COVID-19. He also participated in the Leadership Lessons and Evolving Environment Panel Presentations that were part of the Virtual Fall Summit and follow-up session.
 - Laura Dover of Dover Insulation shared insights for the Managing Customer Expectations and Business Recovery webinar.
 - John Freeman of Petrin, LLC paired up with NIA Past President David Dzina for the Young Professional Advisory Committee's (YPAC's) inaugural Mentorship Program, which was part of the Virtual Fall Summit education program.

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 2020, the committee met once. 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*.

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 2020, committee activities included:

- A presentation from Judy Goodstein, from Segal, who helped committee members gain a better understanding of multi-employer-defined benefit plans—including withdrawal liability, general statistics on the state of multi-employer plans, and understanding a plan's status—and provided advice and insight on actuarial assumptions used in measuring the financial condition of a plan;
- 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 2020, the committee met 3 times, with an average of 15 attendees per meeting. YPAC activities included:

- Launching the YPAC Mentor Program and soliciting participants via an application process to all YPAC members. The Education Task Force reviewed applications, made selections, offered suggestions

for mentors, and discussed methods for interaction in a virtual setting. The first pairing of NIA Past President David Dzina and YPAC member John Freeman conducted four virtual mentoring sessions.

- Hearing from John Freeman and David Dzina on the topic of Leading and Managing Teams during the Virtual Fall Summit meeting, as well as sharing numerous recommendations from YPAC members on their favorite leadership books.
- Continuing to provide input via the Video Task Force for a potential video on careers in the industry, including feedback to the Foundation Steering Committee.
- Discussing the topic of diversity of inclusion at each meeting, including providing feedback to the Convention Planning Committee.



NIA held more than **50 HOURS** of committee meetings and discussions, which helped to continue the advancement of the insulation industry.

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 2020, 2 virtual meetings were held, averaging 12 in attendance. In 2020, committee activities included:

- Providing feedback and direction on adapting NIA's Thermal Insulation Inspector Certification™ Program to a virtual course format.
- Recommending NIA create a professional LinkedIn page to help promote the association's numerous

events and programs. This site has been created and is now available to members: www.linkedin.com/company/niainfo.

- Suggesting webinar topics and speakers to ensure content delivered to members was relevant and topical.
- Providing feedback and direction on adapting NIA's Insulation Energy Appraiser Program™ to a virtual format for 2021.
- Recommending development of a course on project submittals (currently titled NIA's Understanding the Submittal Process) for the mechanical insulation industry. NIA is holding it's first course in the fall of 2021.

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 2020, committee activities included:

- Providing updates regarding the latest COVID-19 safety and health concerns;
- Reviewing and updating NIA's Safety Excellence Award applications;
- Reporting on up-to-date OSHA issues;
- Organizing a presentation from Ryan Robison, The Robison Group, on fraud protection strategies for businesses, including examples of successful surveillance projects, liability issues, and newer surveillance strategies; and
- Reviewing NIA's current product and service 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 2020, committee activities included:

- Reviewing the committee's Ambassador Program, which helps 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;

- Continuing the development of the member testimonial program;
- Discussing the potential of adding an engineering membership category;
- 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 2020, the committee met 3 times, averaging 25 attendees, to review technical materials for NIA and *Insulation Outlook* magazine. In addition, TIC activities included:

- Provided technical assistance to NIA's partners and members;
- Developed the trade terms for the Thermal Insulation Inspector Certification Program;
- Discussed and suggested topics for articles in future issues of *Insulation Outlook* magazine;
- 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.

2020 STANDING COMMITTEES

2020-2021 NIA BOARD OF DIRECTORS

The members of the Board of Directors are listed on page 2.

2020-2021 EXECUTIVE COMMITTEE

President: John Lamberton, *Irex Contracting Group*

President-Elect: David J. Cox, *Owens Corning*

Secretary/Treasurer: Joe Leo, *Atlantic Contracting & Specialties, LLC*

Assistant Treasurer: Laura Dover, *Dover Insulation, Inc.*

Immediate Past President: Dana Vlk, *Distribution International, Inc.*

FINANCE COMMITTEE

Chair: John Lamberton, *Irex Contracting Group*

Committee Members:

- David J. Cox, *Owens Corning*
- Joe Leo, *Atlantic Contracting & Specialties, LLC*
- 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 Board of Directors approved to move NIA's budgeting process from a fiscal year (July—June) to a calendar year. This cycle would begin in 2021. To accomplish this task, two budgets were created: one for fiscal year 2019—20 (July 2019—June 2020), and a 6-month budget developed (July 2020—December 2020). Other tasks the committee completed include:

- Developing the 2021 budget,
- Approving the 2019-2020 audit,
- Reviewing performance of investments and investment manager, and
- Reviewing performance of audit firm and making suggestions for end-of-year net gains.

FOUNDATION FOR EDUCATION, TRAINING, AND INDUSTRY ADVANCEMENT STEERING COMMITTEE

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

Committee Members:

- Kristin DiDomenico, *NIA*
- Matt Hymer, *Midwest Materials Co.*
- Michele M. Jones, *NIA*
- Mike Kozokowsky, *ROCKWOOL Technical Insulation*
- John Lamberton, *Irex Contracting Group*
- Marc Napolitano, *Insulation Materials Corp.*

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 20 for a complete list of Foundation activities.

NOMINATING COMMITTEE

Chair: John Lamberton, *Irex Contracting Group*

Committee Members:

- Jack Bittner, *Johns Manville*
- Dan Bofinger, *Specialty Products & Insulation*
- John Freeman, *Petrin, LLC*
- Steve Luse, *Luse Thermal Technologies*

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 2020, 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 a virtual active member business meeting in June 2020.



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.

TOP-SELLING ITEMS AND MEMBER FAVORITES

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

PRODUCTS

In 2020, NIA reviewed the association's current product offerings with various committees, leadership, and members, and continued updating the *Insulation Estimator's Handbook*, with the help of the Education and Training Committee.

In 2020, NIA offered free resources and services exclusively to members, including:

- 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.
- *NIA News*, a members-only newsletter.
- Exclusive meetings and discounts on registration for numerous events and training programs.

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

- NIA's Safety Excellence Award (for more information, see page 30);
- Advertising opportunities for NIA members in various media outlets, including *Insulation Outlook*, digital publications, and the *NIA Buyer's Guide: Insulation Products & Providers*;
- 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 30); 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 (the Design Guide, formerly known as MIDG).

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

COMMUNICATIONS



EMAIL COMMUNICATIONS

E-NEWS BULLETIN (ENB) AND NIA INFORMS

In 2020, in addition to the free monthly ENBs, that provide updates on NIA's events, training courses, products, and mechanical insulation industry news to communicate with members on the rapidly changing COVID-19 environment and to share industry resources, NIA introduced a new, biweekly e-newsletter, *NIA Informs*, which was deployed from March through September. In October, *NIA Informs* content was folded into the ENB, and the ENB frequency was increased to bimonthly as needed to share essential industry information in a timely manner. Anyone may subscribe by filling out a short form on <https://tinyurl.com/jsmqew>. In 2020, NIA communications staff:

- Developed, created, and deployed 43 *NIA Informs* e-newsletters to provide COVID-19 and related information for the insulation industry (from March through September 2020);
- Deployed 12 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 2020, NIA staff continued to use email communications to provide members with targeted and scannable content. Our goal always is to provide useful information in a format that is easy to read and digest.

In 2020, staff:

- Far exceeded industry standards for email open and engagement rates for NIA's nonprofit sector or for membership organizations;
- Had open rates as high as 65% and click through rates as high as 67%;
- Highlighted NIA's educational resources to showcase free, online, and low-cost resources—especially for remote workforce training options;
- Introduced NIA's new learning programs and educational resources in stand-alone emails;
- 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 about NIA events, awards, 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 knows that its website is a source of information for NIA members and end users, and the site is updated on a near-daily basis to add new content and improve the member experience. 2020 improvements included:

- A new COVID-19 web page housing essential information for members and the industry, including quick access to contractor survey results, guidance from NIA legal counsel, *NIA Informs* archives, free legal articles, upcoming webinars, and more essential information and guidance;
- A new web page celebrating NIA's long-time members, for 20 to more than 50 years of membership longevity and commitment;
- Frequent OSHA and other safety updates on NIA's Safety News page, specifically curated for the insulation industry so members can rely on NIA for their safety information;
- A new companion web page for NIA's Thermal Insulation Inspector Certification, with suggested language for product guidelines, specifications, or installation guidelines;
- Updates to the searchable web page for NIA's nationwide Certified Thermal Insulation Inspectors;
- A web page for NIA's new Understanding Specifications course;
- Updated information tailored to member segments, such as Metal Building Laminators;
- Calendar listings to highlight industry events, regional meetings, and NIA meetings and events;

- Updated committee meeting minutes archives, available on the members-only section of the website;
- NIA and Foundation news and updates;
- Digital editions of *NIA News* (on the members-only section of the website); and
- Current editions of the ENB *posted on the site*.

WWW.INSULATIONOUTLOOK.COM

Improvements to the magazine's site in 2020 included:

- Adding more digital advertising options at various price points to help members market their products and services;
- 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 2020 advertisers page and advertising graphics for Premier 12, Preferred 7, and Select 4 advertisers;
- Adding the 2020 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 Vimeo, Facebook, YouTube, 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 all of NIA's free webinars related to COVID-19, as well as archived webinars. NIA allows members free access to all the webinars on our Vimeo website as a benefit of membership.

More About NIA's Social Media Presence and Content:

- At the end of 2020, NIA had 736 people “like” its Facebook page, 1,398 Twitter followers for InsulationInfo, and 802 following NIAinfo.

All numbers have increased an average of 3% since 2019.

- 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 members can stream training materials, free archived webinars, and the *Mechanical Insulation Installation Video Series*. NIA now has 34 videos available for streaming, including NIA's 19 webinars offered in 2020, as well as messages from NIA leadership.

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

The 2020 guide was mailed with the January 2020 issue of *Insulation Outlook*. It contains an alphabetical listing of NIA 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 resource. 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 2020, 4 issues were distributed to 1,600 members, with the first 2 issues being both print and digital, and issues 3 and 4 released as digital only. Following are some highlights from 2020.

- Three of the issues were 16-page editions and one was 18 pages, and all offered coverage of NIA events, programs, and services, as well as industry and safety news.
- A new, three-part feature celebrated NIA's long-standing members, including those who have been with NIA since the beginning and those celebrating 50+, 40, 30, and 20 years in the association.
- To further NIA's mission and passion for providing useful information to members, we curated a list of all NIA's COVID-19-related resources for our members in one article.
- NIA shared technology tips, through "Social Buzz," for remote and socially distanced workplaces, as well as tips for how to make the most of virtual events.
- We recognized the winners of NIA's Safety Excellence Award and the Premier Industry Manufacturers, and encouraged participation in both programs in the future.
- NIA introduced its newest learning program, Understanding Specifications, and highlighted what participants will learn and who will benefit from the course.
- The issues kept members informed on NIA's Thermal Insulation Inspector Certification Program through coverage of course content, instructors, member testimonials, FAQs, and upcoming virtual course opportunities. In addition, new Certified Inspectors were featured.
- Readers of *NIA News* were invited to speak directly to the end-user audience by writing articles for *Insulation Outlook* magazine—with the help of NIA's communications team—and to marketing their products and services in the absence of in-person events.
- With safety ever more at the forefront in 2020, the newsletter kept members abreast of important OSHA updates, new COVID-19 guidelines, and other important safety topics, such as the integrity of walking/working surfaces.
- Normally, NIA members can meet new board members at in-person events, but due to event cancellations, this was not possible. So, *NIA News* highlighted the full NIA Board of Directors, including their participation in NIA committees.
- NIA's industry partnerships remained vital in 2020, and the Foundation Update in each issue provided highlights of outreach, advocacy, and NIA's efforts on behalf of the larger insulation industry.
- 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 in a virtual format.
- At the end of 2020, we recognized the efforts of our member companies throughout the year to meet the challenges of staying safe and essential as an industry, and we offered a recap of how NIA helped our members accomplish their goals.

A link to the digital edition of *NIA News* is emailed to members, and the newsletter is available in the members-only area of www.insulation.org. The digital edition features relevant embedded links in each issue for quick access to desired information.

The Blue-Collar Drought

Why jobs that were once the backbone of the U.S. economy have grown increasingly hard to fill.

By Dave Wilkie from SHRM.org

At age 13, Monte King took a machine shop class at a Baltimore, Maryland high school that later landed him a job at what was formerly Teldyne Inc., earning \$12 an hour. Back in 1991, that was pretty good money for a teen.

A few years later, King was earning \$18 an hour as a full-time apprentice machinist, while Teldyne paid for him to attend community college 2 nights a week. At age 18, he had saved enough to buy his own home.

King credits that apprenticeship with giving him the opportunity to make a solid living. But he acknowledges that today, so few young adults in the United States are interested in so-called "blue-collar" jobs that there is now a frightening shortage of workers who have traditionally been the economic foundation of this country—the they builders, welders, plumbers, pipe fitters, millers, or machinists.

Blue-collar jobs often pay decently. They can come with healthy benefits. Workers for these jobs are in high demand. Yet companies are finding it increasingly difficult to find people to fill these positions, which means employers are either forced to pay higher wages to secure

such workers, forced to hire people from overseas, or both.

"So the companies go overseas, they that do," says King, who is now Eastern Institute for Manufacturing Skills. "It's ability to manufacture [domestically], we can't compete."

Fall Summit

EDUCATE | ENGAGE | ELEVATE 7-9 2020

NIA's Virtual Fall Summit Gathering REACHES OUT ACROSS THE NATION

It's a year like no other: more than 200 insulation professionals representing more than 40 NIA member companies joined their industry colleagues from their office and home locations across the world for NIA's first-ever 2020 Virtual Fall Summit, November 3-6. What did not change in the most purposeful NIA's fall gathering of our membership is come together to advance the insulation industry and learn from each other, whether it was in interactive conversations in committee meetings and networking events about common concerns, hearing from industry leaders about how they are approaching the evolving collective business environment, or getting the hard insights from local sessions to help members make data-driven decisions.

NIA President and CEO John Lundstrom kicked off the meeting with a video message. "I hope everyone enjoyed watching travel delays, airport food, and traffic this year as you got ready for NIA's first virtual event!" he continued with a more serious note. "While the format may be different this year, the end game is the same—together, we educate, engage, and elevate the industry and our own businesses."

NIA leaders also took a moment during the Wednesday keynote presentation to recognize award-winning companies for NIA's Safety Excellence Awards and Premier Industry Manufacturer Awards. The winners were announced earlier this year and their achievements were honored again for an audience of their peers. "These two award programs honor outstanding leadership in our industry last year. For the Safety Excellence Award, the pandemic has emphasized safety's

low role at all of our companies and the importance of a strong and well-communicated safety plan. These companies made safety a priority every day. The Premier Industry Manufacturer Awards honor and recognize associate member companies that help by example through their actions that support the industry over the past year," said NIA CEO John Lundstrom. To see the full list of winners, visit <https://bit.ly/25b4d2d> for the Premier Industry Manufacturers and <https://bit.ly/25b4d2d> for the Safety Excellence Awards.

100% of survey respondents indicated the small educational value of the committee sessions/speakers exceeded or met expectations

100% of survey respondents would attend a Virtual Spring Summit event

WELCOMING OUR FIRST-TIME ATTENDEES

NIA hoped that relaxing the schedule and eliminating the travel expenses and safety issues would allow new attendees to participate in the event, and we were excited to welcome several first-time fall summit attendees and a new member company representative. Normally at fall events, new members and first-time attendees are recognizable via their yellow name badges, so this year, in addition to the special call-out from John Lundstrom during the Wednesday keynote session, here are the first-time attendees:

ADREN RODRIGUEZ, INC.
Associate member based in Northborough, Massachusetts
Michael Roden
Chase Turner

CERTAINTEED CORPORATION
Associate member based in Pittsburgh, Pennsylvania
Elyse Ingelbrecht

DIA, INC.
Contributor member based in Piquette, Washington
Jeremy Decker

SPECIALTY PRODUCTS & INSULATION
Contributor member based in Charlotte, North Carolina
Rich Clemmens

TEXTILES CONTROL INTERNATIONAL
Contributor member based in Manchester, New Hampshire
Michael Guard

NIA invited award recipients to share a photo taken at their facility or office with us. If you would like to share a photo with your award, please email it to events@insulation.org.

Adrian Rodriguez, Mike Roden, and Chase Turner with their Premier Industry Manufacturer Award.

Elyse Ingelbrecht, Michael Roden, and Jeremy Decker with their Safety Excellence Award.

Performance Excellence Award: 2020 NIA Safety Excellence Award. NIA's Safety Excellence Award. This award goes to the top 10 of 100 NIA member companies who were instrumental in developing NIA's safety culture.

Thank You to Our Fall Summit Sponsors

DISTRIBUTION INTERNATIONAL **JMI Johns Manville** **Rockwool**

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 basic insulation knowledge, proper installation techniques, specification and design best practices, and insulation material physical properties and applications. During 2020, the magazine educated more than 11,500 engineers, mechanical contractors, and end users; the NIA membership; and recipients of gift subscriptions for clients of NIA member companies.

INSULATION OUTLOOK CIRCULATION METRICS (AS OF THE END OF 2020):



EDITORIAL

NIA has published *Insulation Outlook* for more than 60 years, and we are proudly committed to continue improving the only national resource dedicated to the commercial and industrial insulation industry. In 2020, 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. A total of 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 articles are uploaded to the website approximately 1 month after publication. Members are encouraged to keep reading at www.InsulationOutlook.com.

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 three 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 the member company's goals.

PREMIER 12

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

PREFERRED 7

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

SELECT 4

Distribution International, Inc.
Geo V. Hamilton, Inc.
Ideal Products of America, LP
Ideal Tape
Irex Contracting Group
MFM Building Products Corp.
No Sweat Valve Wraps, Inc.
ROCKWOOL Technical Insulation
Specialty Products & Insulation
Sckisui Voltek (Thermobreak)



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*.

CIRCULATION

Throughout 2020, NIA focused its efforts on strengthening its current list of subscribers and researching alternate ways to partner with industry groups for potential distribution and/or promotion of *Insulation Outlook* to various audiences. NIA started telemarketing efforts which were very successful in encouraging new mechanical engineering subscribers. NIA members and subscribers were also offered the ability to temporarily or permanently receive their issues at a remote or home office.

Given the COVID-19 pandemic, in-person industry trade shows, conferences, and events were canceled. However, some events were able to pivot and be hosted virtually. One example was the Association of Energy Engineers’ (AEE’s) Virtual West Tradeshow. We were proud to participate and hosted a virtual booth showcasing *Insulation Outlook* magazine. We met some new faces and promoted free 1- year subscriptions.

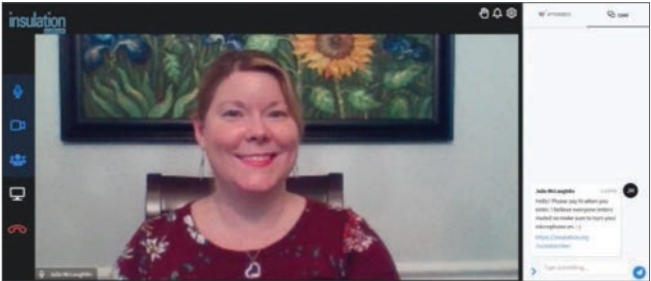
INSULATION OUTLOOK’S VIRTUAL TRADE SHOW BOOTH



Insulation Outlook and NIA’s page in the Exhibitor Directory. It included the magazine’s logo, a 1-year free subscription offer, a description of the magazine, the NIA membership video, links to our websites, and a gallery of images.

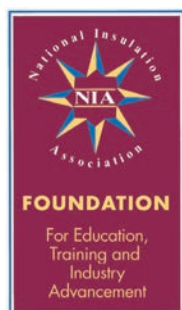


Exhibitor Directory listing the *Insulation Outlook* magazine logo and subscription offer.



Inside the Booth—Director of Publications, Julie McLaughlin promoted NIA and the magazine via video chats with attendees and the ability to share your screen or show a presentation.

FOUNDATION FOR EDUCATION, TRAINING, AND INDUSTRY ADVANCEMENT



NIA's 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 a self-funded committee dedicated to 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 2020 included developments in the areas of strategic

partner collaborations, outreach, education, communications, training, and a marketing program to encourage manufacturer to include the Thermal Insulation Inspector Certification into their specifications. All these programs 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.
- Specialty Products & Insulation

GOLD

(\$5,000 Voluntary Annual Contribution)

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

SILVER

(\$3,000 Voluntary Annual Contribution)

- Insul-Therm International, Inc.
- Midwest Insulation Contractors Association
- R.P.R. Products, Inc.

BRONZE

(\$1,000 Voluntary Annual Contribution)

- Advanced Industrial Services, LLC
- Advanced Specialty Contractors, LLC
- Atlantic Contracting & Specialties, LLC
- CertainTeed Corp.
- 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
- I-Star Energy Solutions
- Kelco Insulation, Inc.
- Kennedy Insulation Systems, Inc.
- K-FLEX USA, LLC
- L & C Insulation, Inc.
- Luse Thermal Technologies
- Midwest Materials Co.
- 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 is made up of Foundation contributors, consisting of two Associate members, two Distributor/Fabricator/Laminator members, and two Contractor members; as well as one NIA staff person, a third-party marketing consultant (as determined by the Steering Committee), and one member of NIA's Executive Committee serving as Assistant Secretary. Membership category representatives serve alternating 2-year terms, except for the Executive Committee representative, whose term is determined by the Executive Committee.

2020 COMMITTEE MEMBERS:

- Co-chair Dan Bofinger, *Specialty Products & Insulation*
- Co-chair David J. Cox, *Owens Corning*
- Kristin DiDomenico, *NIA*
- Matt Hymer, *Midwest Materials Co.*
- Michele M. Jones, *NIA*
- John Lamberton, *Irex Contracting Group*
- Marc Napolitano, *Insulation Materials Corp.*



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

While COVID-19 forced the cancellation or postponement of group presentations and in-person meetings, NIA's marketing efforts related to the benefits of the inspection process and the Thermal Insulation Inspector Certification Program remained a focus.

Work continued with guide specification organizations such as MasterSpec, Midwest Insulation Contractors Association (MICA), and Process Industry Practices (PIP) for inclusion of inspection language in their respective documents. In addition, we are happy to report that the following NIA Associate member companies have either included or are in the process of including inspection language in their guide specifications:

- Aeroflex USA
- Alpha Engineered Composites, LLC

- Armacell
- Duna USA, Inc.
- Dyplast Products, LLC
- Foster Products (HB Fuller Construction Products)
- Howred Corp.
- Johns Manville
- K-Flex USA, LLC
- Knauf Insulation, Inc.
- Lewco Specialty Products, Inc.
- Owens Corning
- Polyguard Products, Inc.
- ROCKWOOL Technical Insulation
- R.P.R Products, Inc.

To view current information, please visit <https://insulation.org/training-tools/inspectorprogram/recommending-inspectors>.

STRATEGIC PARTNERSHIPS AND COALITIONS

INSULATION INDUSTRY ASSOCIATION COUNCIL (IIAC)

NIA maintained its involvement in the 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 regular meetings, the IIAC seeks to enhance and raise public awareness of the benefits of insulation and promote those policies and practices that grow the market and strengthen the industry.

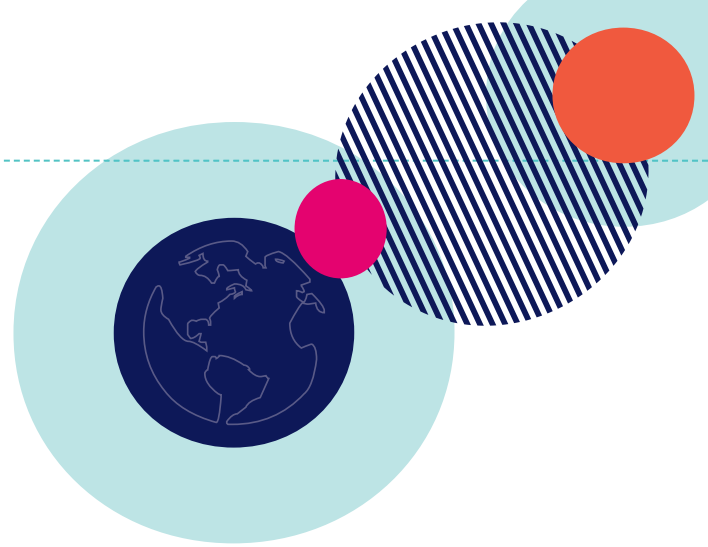
In addition to NIA, IIAC is made up of representatives from the following insulation-related organizations:

- 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)

KEEPING THE INSULATION INDUSTRY AT THE FOREFRONT DURING THE COVID-19 PANDEMIC

In 2020, the COVID-19 pandemic was the focus of most of the IIAC's meetings. Numerous efforts were initiated through the IIAC to advocate for the various membership represented by the council and for the industry as a whole, including the following:

- Educate and encourage governors in the northeast about reopening their economies responsibly with the construction industry.
- Promote modifications to the Cybersecurity and



Infrastructure Agency's Guidance on the Essential Critical Infrastructure Workforce so that insulation industry manufacturers and installers are deemed essential as part of the nation's critical manufacturing and public works infrastructure.

- Urge U.S. Senate Finance Committee leadership to consider proposals for new refundable tax credits covering 30% of home and business improvement expenses as a necessary step to stimulate the economy and help get Americans back to work by investing in our homes and businesses.
- Encourage the Federal Trade Commission (FTC) and the U.S. Department of Justice (DOJ) to protect associations and their members from fraudulent event marketing by requesting that the FTC and DOJ immediately address the proliferating fraudulent business practice of selling falsified association mailing lists and event lists.
- Push Congress to expand small business access to the proposed Paycheck Protection Program (PPP) second draw by changing the eligibility requirement that businesses must demonstrate a gross revenue reduction of at least 50%.
- Urge Congress to address tax liability related to PPP loans in any new COVID-19 relief packages.
- Encourage contractor members of the organizations to participate in a series of surveys aimed at keeping council members up to date on the effects of COVID-19 and helping to prioritize the initiatives of the council. Survey questions included topics such as backlogs, labor, current and future financial forecasts, and other factors to help outline and prioritize the initiatives of the council. Results are published on NIA's website at www.insulation.org/membership/covid19.

CAPITOL HILL LEGISLATIVE STRATEGIES, ACTIONS, AND INITIATIVES

DIAL-IN REPLACES THE 2020 INSULATION INDUSTRY POLICY FORUM AND CAPITOL HILL FLY-IN

For the last several years in May, a delegation from NIA has represented our industry on Capitol Hill in Washington, DC, as part of the Insulation Industry National Policy and Advocacy Conference—Capitol Hill Fly-In. With the cancellation of in-person events, the Fly-In became a Dial-In so that industry members could share first-hand stories with their Congressional representatives on how the COVID-19 crisis continued to affect their businesses and the industry. Topics ranged from the essential nature of our industry to worker safety, supply chain disruptions, and how the construction industry can be part of the strategy to put Americans back to work.

NIA also contributed information to the commercial, industrial, and mechanical segments of the insulation industry for the updated American Chemistry Council Insulation Industry Report. A link to the final report can be found at [www.insulate.org/Contributions%20of%20Insulation%20to%20US%20\(2019\).pdf](http://www.insulate.org/Contributions%20of%20Insulation%20to%20US%20(2019).pdf).

INDUSTRIAL ADVISORY COUNCIL

NIA's Industrial Facility Owners and Engineering Advisory Council (Council) met virtually on October 22, 2020, to discuss industry needs—especially updated specifications—and how NIA can assist with those needs. The purpose of the Council is to provide an informal forum for facility owners and the engineering communities to discuss the resources needed to increase the overall understanding, proper use, and maintenance of mechanical insulation systems. Numerous educational topics and outreach suggestions were discussed and will be investigated and pursued. The Council feedback is incredibly helpful to meet current and future needs of the industry.

STRATEGIC PARTNERSHIPS AND COALITIONS

Activities in 2020 included:

- In September 2020, virtually presented “Mechanical Insulation: The Forgotten Technology for Energy Efficiency” to AEE’s Southeastern Virginia Chapter.
- Submitted “The Importance of Inspecting Insulation Systems” article to *Inspectioneering*, a magazine reaching more than 35,000 subscribers, promoting the importance of inspecting insulation on mechanical systems.
- 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).

BUILDING UP INDUSTRY TRAINING AND EDUCATION RESOURCES

With funding and support from the Foundation, NIA has been working on exciting new projects to bring additional updated resources to our members and the industry, including a newly revised and refreshed *Insulation Estimator's Handbook*.

NIA also started the process to take over management of the Mechanical Insulation Design Guide (the Design Guide, formerly known as MIDG), which will migrate to www.insulation.org, as well as moving the Mechanical Insulation Basics (formerly known as E-Learning Modules), which are a pre-requisite for the Thermal Insulation Inspector Certification, to our website.

As training and education remains at the forefront of NIA's goals and objectives, the Foundation funded the concept development and content for NIA's Understanding Specifications course, which debuted in October 2020, and is currently working to develop its newest course, Understanding the Submittal Process, which will debut in 2021. (*For more information, see the course description in the Training and Education section on page 24.*)



TRAINING AND EDUCATION



2 NEW TRAINING COURSES— NIA's Understanding Specifications and Understanding the Submittal Process.

With significant discounts for members, NIA offers numerous distinct virtual learning programs and educational pathways to fit the needs of industry members at various career levels. In 2020, NIA offered its learning programs in a virtual format to meet the needs of its members during the COVID-19 pandemic.

BEGINNER

Mechanical Insulation Basics

(formerly known as "Mechanical Insulation Education and Awareness Campaign E-Learning Modules")



These self-paced, on demand, e-learning modules are perfect for engineers and insulation personnel who are new to the industry. The series explains the types of insulation on the market, the science and technology of how insulation works, design questions that should be asked for every project, and basic insulation information to help beginners become knowledgeable about the industry. At the end of 2020, NIA decided to update these modules. The updated, on-demand course will be available in 2021.



INTERMEDIATE

NIA's Understanding Mechanical Insulation (formerly called "Introduction to Mechanical Insulation")

NIA | Understanding **MECHANICAL INSULATION**

Beginning in 2020, NIA's Understanding Mechanical Insulation—Part 1 of the Thermal Insulation Inspector Certification Program—was made available as a stand-alone course for those who have some experience in the insulation industry to make them more knowledgeable about mechanical insulation, the industry, and its products.

NIA's New Understanding the Submittal Process

NIA | Understanding the **SUBMITTAL PROCESS**

Towards the end of 2020, NIA received approval to move forward with a new course concept for the mechanical insulation industry. Coming in late 2021, Understanding the Submittal Process will teach students how to identify the type and scope of submittal requirements, the components and importance of the submittal package, and the purpose of the submittal process.

NIA's New Understanding Specifications

NIA | Understanding **SPECIFICATIONS**

This new, 5-hour course was developed in 2020. It helps class participants understand the purpose and complexity of specifications, how they vary between market segments, and how applying that knowledge can benefit your company. The course has been designed to benefit multiple audience segments involved in the design and application of mechanical insulation for both new construction and maintenance.

- In 2020, NIA held 1 virtual course, which included 57 students.

ADVANCED

NIA's Thermal Insulation Inspector Certification™ Program



NIA's Thermal Insulation Inspector Certification Program is a 2-part, 4-day course designed to educate insulation inspectors on how to evaluate installation work and determine whether it is compliant with mechanical insulation specifications. The certification-level course is for experienced insulation professionals who are ready to learn a new specialty and companies ready to offer insulation system inspection as part of their services. The course is beneficial for anyone who has responsibility for contracts, maintenance, business development, quality assurance (QA)/quality control (QC), project oversight, safety, inspections, estimating, management, product development, mechanical insulation system design, and specification development. Students who attend the course and pass two 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 2020, NIA held 2 virtual Thermal Insulation Inspector Certification courses, certifying 26 new inspectors.

There were 102 certified inspectors as of December 31, 2020.

NIA's Insulation Energy Appraiser Program™ (IEAP)



This 2-day course teaches experienced insulation professionals how to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. The refreshed course is designed for participants who are looking to expand their skill set and companies that want to expand their business capabilities by adding insulation appraisals to show insulation's return on investment to their customers. Participants will learn how to conduct a facility walk-through, understand the tools necessary to complete the appraisal, and how to create a final report for customers. Students who attend the course and pass the exam become NIA Certified Insulation Energy Appraisers. All current NIA-member certified appraisers are listed on NIA's website.

In 2020, NIA did not hold an IEAP course, due to COVID-19. In 2021 NIA will offer this course as a virtual program.

There were 285 Certified Insulation Energy Appraisers as of December 31, 2020.



NIA offered more than **165 HOURS** of live educational through webinars, training courses, and virtual meetings.

EDUCATIONAL WEBINARS

In 2020, NIA held 19 webinars, reaching more than 3,000 views. NIA felt it was extremely important during this year to bring our members relevant and topical content for their businesses. These webinars, and a variety of others, are recorded for members to watch at their convenience. Members can visit www.vimeo.com/showcase/6041691 to watch all past NIA webinar recordings for free. The following webinars were offered:

- Coronavirus—What Construction Industry Employers Need to Know (Part One) (*March 24, 2020*);
- COVID-19 Stimulus—What Every Construction Employer Needs to Know (Part Two) (*March 31, 2020*);
- Best Practices for Working Remotely (*April 9, 2020*);
- Part 1: Contractors Panel Discussion on Construction Challenges and Opportunities Amid COVID-19 (*April 15, 2020*);
- Pandemic Politics—How Washington Will Respond to the Coronavirus Crisis (*April 17, 2020*);
- Engineering and Construction Economic Outlook in the COVID-19 Environment (*April 22, 2020*);
- Now & Next: COVID: Contracts, Labor & Safety (*April 30, 2020*);
- Part 2: Contractors Panel Discussion on Construction Challenges and Opportunities Amid COVID-19 (*May 5, 2020*);
- Effective Crisis Communications for Business Leaders (*May 6, 2020*);
- Addressing Safety Matters Amid Covid-19—A Panel Discussion (*May 13, 2020*);
- Supply Chain Disruptions: The Impact of COVID-19 on the Trucking Industry (*May 20, 2020*);
- Sales Strategies during Uncertain Times (*June 4, 2020*);
- Economist's Outlook during COVID-19 (*June 16, 2020*);
- OSHA Alliance Webinar on Construction Safety for the Insulation and Construction Industry During COVID-19 (*June 23, 2020*);
- Investment Strategies and Stock Market Outlook (*June 30, 2020*);
- Part 1: How Construction Owners Are Responding to the COVID-19 Crisis (*July 22, 2020*);
- Top Tips to Strengthen Your Strategic Relationships during COVID-19 (*July 30, 2020*);
- Part 2: New Challenges and Solutions for Contractors (*August 19, 2020*); and
- Managing Customer Expectations and Business Recovery (*August 27, 2020*).

MEETINGS

NIA's 2020 ANNUAL CONVENTION

For the safety of our members, NIA leadership made the decision to cancel the Annual Convention and Silent Auction due to the COVID-19 pandemic. NIA staff worked diligently with the hotel and was able to issue full registration and golf tournament refunds to registrants. We are looking forward to connecting with our members in person at the Convention in 2021.

FALL SUMMIT 2020

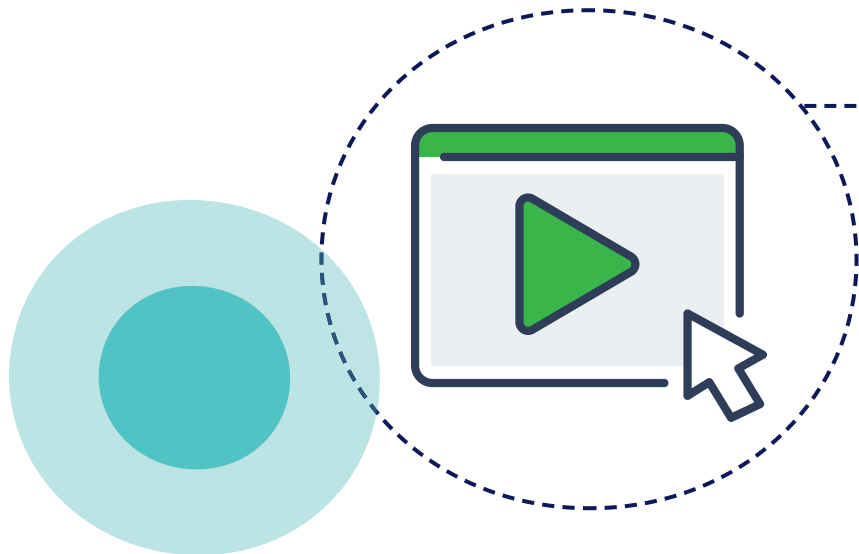
NIA's first Virtual Fall Summit was attended by 102 members from 46 companies, 6 of which were first-time attendees, including 1 new member company. NIA offered a multi-registrant discount, which 45 attendees took advantage of. The event offered attendees nearly 20 hours of education and included 2 keynote sessions; a bonus panel webinar; and 11 committee sessions, including 5 with industry speakers.

FALL SUMMIT SPONSORS

NIA extends a special thank you to the Fall Summit sponsors:

- Distribution International, Inc.
- Johns Manville
- Owens Corning

NIA appreciates your support!

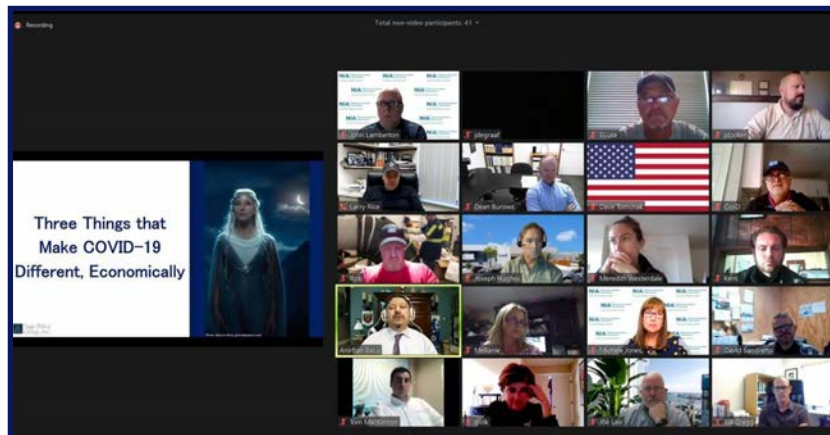


Fall Summit 2020

EDUCATE | ENGAGE | ELEVATE

KEYNOTE PRESENTATIONS AT THE VIRTUAL FALL SUMMIT:

- "Leadership Lessons Learned in an Evolving Environment Panel Presentation, Part 1" (Sponsored by Johns Manville):
 - Ciro Ahumada, VP Americas, *Armacell* (panelist);
 - R. Dean Burrows, President, *DKB, Inc.* (panelist);
 - Kenny Freeman, President, *Petrin LLC* (panelist);
 - Jon Perry, CEO, *Specialty Products & Insulation* (panelist);
 - Dave Skelly, General Manager, *Johns Manville* (panelist); and
 - John Lamberton, COO, *Irex Contracting Group* (facilitator).
- "Return of the Economist: COVID-19 Economic Update" by Anirban Basu, Chairman and CEO, *Sage Policy Group, Inc.*



INDUSTRY SESSIONS AT THE VIRTUAL FALL SUMMIT:

- “Fraud Prevention Strategies for Your Business” by Ryan Robison, President and Founder, *The Robison Group* (Health and Safety Session);
- “Leading and Managing Teams” by David Dzina, *NIA Past President*, and John Freeman, Construction Manager, *Petrin, LLC* (Young Professional Advisory Committee);
- “Next Era: Epidemic, Election, Emission” by Luke Leung, Director of the Sustainability Engineering Studio, *Skidmore, Owings and Merrill LLP* (Associates Session);
- “The Benefits of Fulfillment Systems in 2020” by Rich Hayden, Sr. Software Consultant, and Tom Steininger, Global Market Development Director, *Dematic* (Distributors/Fabricators Session); and
- “Understanding Multiemployer Defined Benefit Plans” by Judy Goodstein, Vice President and Actuary, *Segal* (Union Contractors Subcommittee)



BONUS FALL SUMMIT SESSION:

The bonus webinar was offered to Fall Summit attendees on a complimentary basis in December 2020 as an added value for attending the event.

- “Planning for Uncertain Times in 2021—Panel Presentation, Part 2 (Sponsored by Johns Manville):
- Ciro Ahumada, VP Americas, *Armacell* (panelist);
- R. Dean Burrows, President, *DKB, Inc.* (panelist);
- Kenny Freeman, President, *Petrin LLC* (panelist);
- Jon Perry, CEO, *Specialty Products & Insulation* (panelist);
- Dave Skelly, General Manager, *Johns Manville* (panelist); and
- John Lamberton, COO, *Irex Contracting Group* (facilitator).



AWARDS

NIA's PREMIER INDUSTRY MANUFACTURER PROGRAM™

2020
RECIPIENT

NATIONAL INSULATION ASSOCIATION®
**PREMIER INDUSTRY
MANUFACTURER**

Available exclusively to NIA member companies, this program was developed to reward Associate (Manufacturer) members for their actions that demonstrate leadership, commitment, and support to

the mechanical insulation industry. NIA was thrilled to recognize the winners of NIA's 2020 Premier Industry Manufacturer Program at NIA's Virtual Fall Summit 2020!

- Armacell
- Johns Manville
- Knauf Insulation, Inc.
- Owens Corning
- ROCKWOOL Technical Insulation

NIA companies that reach a minimum of 175 participation points in the 2020 calendar year will be recognized as Premier Industry Manufacturers during 2021.

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



Armacell's Joe Bellomo, John Steber, and Sandy Shattles with their Premier Industry Manufacturer Award and Safety Excellence Award.

NIA MEMBERS WIN THE 2019 SAFETY EXCELLENCE AWARD



Due to the cancellation of the annual convention as a result of the coronavirus (COVID-19), NIA announced the 2019 Safety Excellence Award winners virtually in conjunction with its

webinar "Contractors Panel Discussion on Construction Challenges and Opportunities Amid COVID-19" in May 2020. To view the recording of the announcement, please visit www.vimeo.com/415482205.

NIA's Safety Excellence Award is the association'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 Health and Safety Committee helps to oversee and guide the awards program, and applications are judged by Gary Auman of Auman, Mahan & Furry, who specializes in OSHA issues.

All applicant companies receive an individualized, detailed Safety Training Analysis Results (STAR) Report, which is based on their responses to application questions.

For more information, or to download an application, visit www.insulation.org/membership/safety-award.



Performance Contracting, Inc.'s (PCI's) Rick Sutphin and Mike Hill with their Safety Excellence Award. They took the photo next to a bust of former CEO Ken Spratz, who was instrumental in developing PCI's safety culture.

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*
Argus Contracting, LLC, *Santa Fe Springs, CA*
Atlantic Contracting & Specialties, LLC, *Hicksville, NY*
Cornerstone Services Group, LLC, *Kansas City, MO*
DKB, Inc., *Pasco, WA*
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:

ATI Insulation, Inc., *Grand Junction, CO*
F & H Insulation Sales and Services, Inc., *Kechi, KS*
Farwest Insulation Contracting, *Anaheim, CA*
Geo. V. Hamilton, Inc., *McKees Rocks, PA*
hth Companies, Inc., *Union, MO*
Insul-Tech, Inc., *Frederick, MD*

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*
Specialty Products & Insulation, *Charlotte, NC*

Gold Winners:

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

Silver Winner:

Geo. V. Hamilton, Inc., *McKees Rocks, PA*

ASSOCIATES (MANUFACTURERS)

Platinum Winners:

CertainTeed Corporation, *Malvern, PA*
Johns Manville, *Denver, CO*
Knauf Insulation, Inc., *Shelbyville, IN*
Owens Corning, *Toledo, OH*

Gold Winners:

Armacell, *Chapel Hill, NC*
Dyplast Products, LLC, *Miami, FL*
ROCKWOOL Technical Insulation, *Milton, ON, Canada*

LAMINATORS

Platinum Winners:

Bay Insulation Systems, Inc., *Green Bay, WI*
Silvercote, A Distribution International Company,
Greenville, SC

NIA FINANCIALS

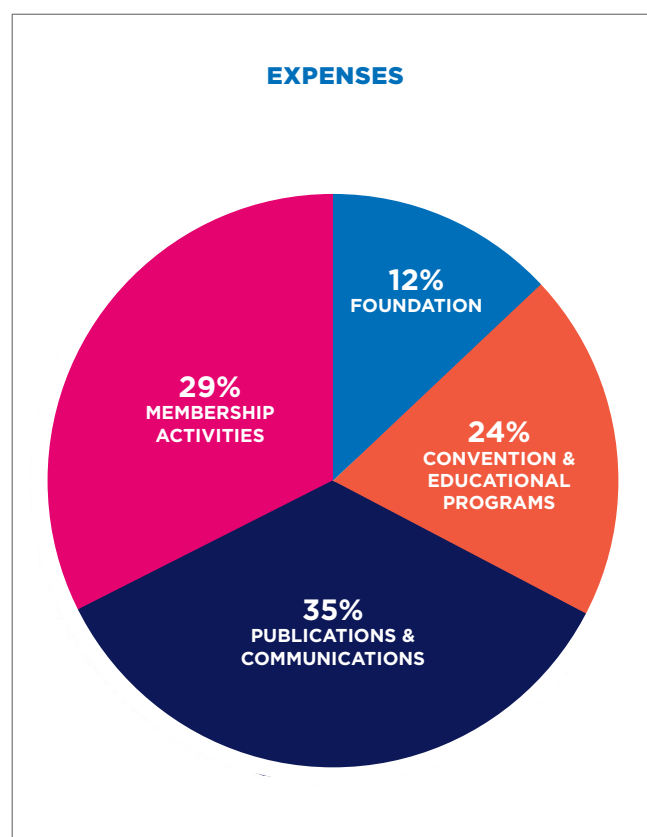
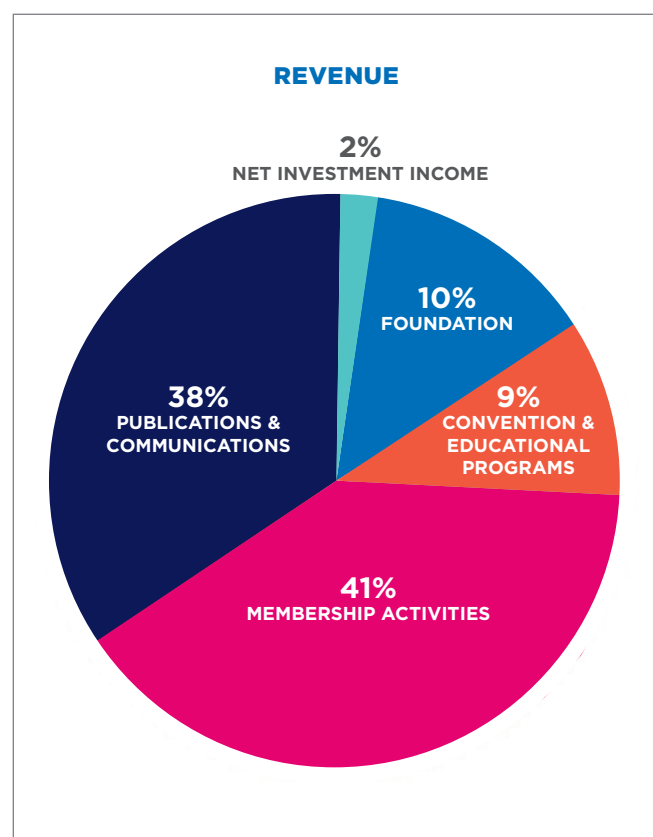
FY 2019—2020

NIA REVENUE

Membership Activities	\$771,531
Publications & Communications	\$724,523
Convention & Educational Programs	\$175,685
Net Investment Income	\$33,439
	\$1,705,178

NIA EXPENSES

Membership Activities	\$531,997
Publications & Communications	\$643,180
Convention & Educational Programs	\$441,084
	\$1,616,261



FOUNDATION

Foundation Revenue	\$193,255
Foundation Expenses	\$226,549

NOTE: There are two financial reports in this year's Annual Report. NIA previously operated on a July–June fiscal year. In 2018, the decision was made to move to a calendar fiscal year beginning in 2021. The two financial reports listed below show that transition with the July 2019–June 2020 fiscal year and also a 6-month cycle from July–December 2020 to move NIA into a calendar-year cycle.

6 MONTH, JULY–DECEMBER 2020

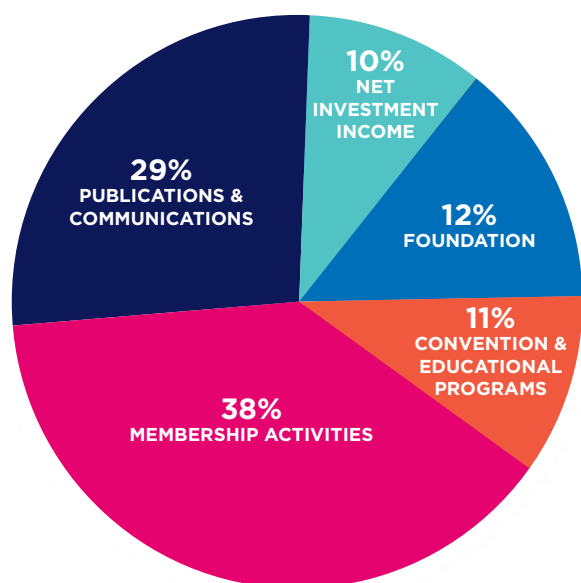
NIA REVENUE

Membership Activities	\$383,610
Publications & Communications	\$296,896
Convention & Educational Programs	\$116,854
Net Investment Income	\$105,345
	\$902,705

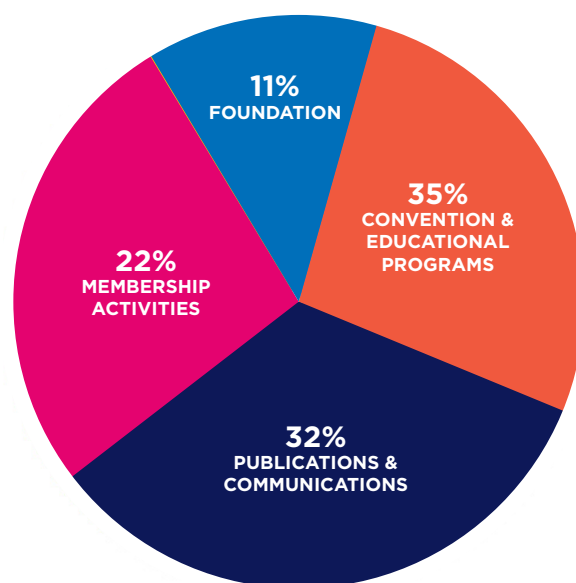
NIA EXPENSES

Membership Activities	\$186,635
Publications & Communications	\$269,140
Convention & Educational Programs	\$300,014
	\$755,789

REVENUE



EXPENSES



FOUNDATION

Foundation Revenue	\$117,000
Foundation Expenses	\$93,507

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