

The National Insulation Association's

# 2021 ANNUAL REPORT



# NIA Board of Directors



## Front Row (L-R)

Marc Napolitano, *Insulation Materials Corp.*; Joseph P. Leo, *Atlantic Contracting & Specialties, LLC*; David J. Cox, *Owens Corning*; Rudy Nigl, *L & C Insulation, Inc.*; Laura Dover, *Dover Insulation, Inc.*; Mike Feehery, *Specialty Products & Insulation*

## Back Row (L-R)

Jack Bittner, *Johns Manville*; John Stevens, *Thermal Solutions–Ohio, Inc.*; Jake Erickson, *Armcell*; Rick Sutphin, *Performance Contracting, Inc.*; Matt Hymer, *Midwest Materials Co.*; Brian Willett, *Gribbins Insulation Co., Inc.*

## Not Pictured

Mellanie Askew, *Coverflex Manufacturing, Inc.*; Gary Auman, *Auman, Mahan & Furry*; Matt Caldwell, *Caldwell Insulation, Inc.*; J. Kenneth Freeman, *Petrin, LLC*; John K. Freeman, Jr., *Petrin, LLC*; Michele M. Jones, *NIA EVP/CEO*; John Lamberton, *Irex Contracting Group*; Steve Margolius, *Distribution International, Inc.*; Jerry McCaffrey, *Thermal Solutions Contracting, Inc.*; Jon Perry, *Specialty Products & Insulation*; Dana Vlk, *Retired*

*NIA mourns the passing of our friend and colleague Mike Feehery (1957–2022) and appreciates his dedication to the association and industry.*

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# NIA's 2021 Annual Report

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# Leadership Message

## Together for Tomorrow

As we look back at all we accomplished in 2021, two songs come to mind: “Taking it to the Streets,” from the Doobie Brothers, and “Celebration,” by Kool & the Gang. “Taking it to the Streets” is an oldie that feels in tune with where we are today. More and more companies, governments, and individuals worldwide are focusing on ways to reduce their carbon footprint and cut greenhouse gas emissions. Net zero is the new black, and NIA messaging in 2021 was in tune with the moment. We took our mechanical insulation sustainability messaging to the streets in presentations to groups like AMPP, EMA, BIC, and others, where we explained why the power of insulation should make it the first-choice strategy to meet carbon-reduction goals. Mechanical insulation still does not get the respect it deserves as an energy saver, money saver, personnel safety protector, process efficiency generator, etc., but through these presentations, strategic partnerships and coalitions (see page 22), and the work of NIA’s Foundation for Education, Training, and Industry Advancement (see page 20), we are starting to change that. Actually, as people see insulation’s true potential, maybe another theme song is appropriate—Aretha Franklin’s classic (written and originally released by Otis Redding): “Respect.”

On the other side of the spectrum, while “Taking it to the Streets” is all business, “Celebration” captures our enthusiasm over finally being able to get together in person! After more than a year working remotely, meeting virtually, and social distancing, it truly felt like time to celebrate when we saw everyone face-to-face and in-person at our Annual Convention in October. We also began holding in-person training classes once again. While our members’ safety is top priority, NIA will expand opportunities to meet, learn, and network together however and wherever it is safe to do so, and leadership will continue to travel to regional meetings and events to spread our message.

On the subject of training, we are proud to announce development and introduction of two new NIA courses, based on topics the Education and Training Committee—with input from membership—identified as areas of need: NIA’s new Understanding Specifications course has already

been attended virtually by 64 students, and the first class of NIA’s Understanding the Submittal Process will be held in early 2022. (Turn to page 24 for more information).

2021 was, indeed, a year of firsts: NIA held its first Fall Convention, and we had our first-ever Manufacturer President—with a theme, *Together for Tomorrow*, that incorporated innovative approaches to increase NIA member engagement. The “*Insulation Outlook* Selfie Challenge” invited members to post pictures of themselves on social media with copies of the magazine, and people rose to the challenge! NIA members posted photos from the northeastern United States to the Southernmost Point in Key West, Florida; at spots throughout the Midwest to California; and even from Canada and the Caribbean. The challenge helped unite members and promoted the value of insulation and *Insulation Outlook* magazine. Looking to the future, NIA leadership held a long-range planning session and picked three priorities: determining NIA’s value proposition; exploring creating NIA insulation standards; and playing a role in environmental, social, and governance (ESG) and decarbonization strategy. In addition, work began to transition NIA’s Foundation from a 501(c)(6) to an independent 501(c)(3) organization, which will make it a full tax-deductible nonprofit. The newly named Foundation for Mechanical Insulation Education, Training, and Industry Advancement will be able to apply for grants and receive funding from organizations that only support 501(c)(3) organizations. The transition should be completed by the end of 2022. See page 21 for details.

With all the trials of the recent past—including the pandemic, extreme weather, economic challenges—NIA is looking forward to honing our message of decarbonization and positioning our industry, our association, and our members to make a *difference*.



David J. Cox, 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. NIA 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, metal building 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 2021-2022 Board of Directors

### President

David J. Cox, *Owens Corning*

### President-Elect

Joseph P. Leo, *Atlantic Contracting & Specialties, LLC*

### Secretary/Treasurer

Laura Dover, *Dover Insulation, Inc.*

### Assistant Treasurer

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

### Immediate Past President

John Lamberton, *Irex Contracting Group*

### Regional Representatives

Brian Willett, *Gribbins Insulation Company, Inc.* (CSIA)

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

Matt Hymer, *Midwest Materials Co.* (MICA)

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

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

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

### At-Large Representatives

Mellanie Askew, *Coverflex Manufacturing, Inc.*

Jack Bittner, *Johns Manville* (Associate)

John K. Freeman, Jr., *Petrin, LLC*

Steve Margolius, *Distribution International, Inc.*

Marc Napolitano, *Insulation Materials Corp.*

Jon Perry, *Specialty Products & Insulation*

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

### Associates' Committee Appointee

Jake Erickson, *Armacell* (Associate)

### Past President Advisors

J. Kenneth Freeman, *Petrin, LLC*

Dana Vlk, *Retired*

### NIA EVP/CEO

Michele M. Jones

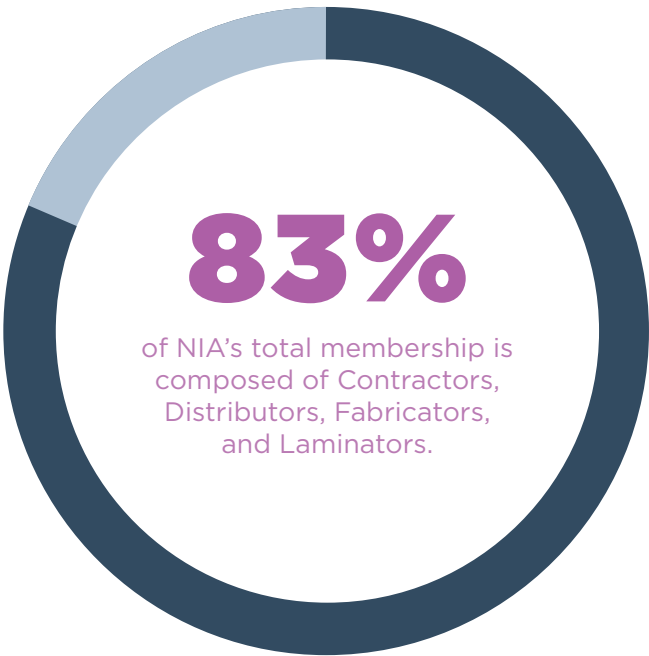
### General Counsel

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 2021, NIA represented 291 member companies, as well as 333 branch locations of those companies, representing 624 locations.

NIA members lead the association through a committee structure. In 2021, NIA committees held meetings to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA's Board of Directors. NIA has 237 active members.



### Active Members by Revenue Category

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

50%	\$0-3 Million
21%	\$3-6 Million
11%	\$6-10 Million
4%	\$10-15 Million
5%	\$15-20 Million
2%	\$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

NIA's 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, Technical Information, Union Contractors, 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 2021, the Associates Committee met twice, virtually at the Spring Summit, with 34 attendees, and in person at Annual Convention in the fall, with 48 people. There was an average of 41 attendees.

### 2021 committee activities included the following:

- The committee decided to take a greater role in generating *Insulation Outlook* magazine content. The Associates committee will have a task force to help gather content for the magazine and has added this as a part of their 11 Committee Purposes/Objectives/Actions. Task force volunteers are Jack Bittner, Dave Cox, Louis Walton, Larry Rice, and Mike Kozokowsky. The Technical Information Committee (TIC) will continue its role of reviewing the technical articles for the magazine.
- Ron King spoke on NIA's Industry Measurement Survey and got feedback for future surveys.
- Society for Human Resources Management's (SHRM's) Nicole Belyna spoke to attendees to help them navigate an evolving workplace—especially in the realm of virtual customer and workforce experiences—and she offered fresh insights into how to conduct business and create success.
- The committee discuss the Premier Industry Manufacturer Award program and its point opportunities. The program was updated for 2020 to give ample virtual point opportunities.
- Speaker Jay Snyder, Technology and Innovation Practice Leader at FMI Corp., talked about Leveraging Technology to Improve Your Construction Business. He shared that the rapid levels of technology adoption caused by the pandemic served as an accelerant for construction technology trends. He discussed which technologies are here to stay, new technologies on the horizon, and how companies can leverage technology to support their strategic and operational objectives.
- Jack Bittner and Sandy Shattles volunteered to stay in their roles one more year. Louis Walton volunteered for the Secretary position.
- The committee elected Jake Erickson, Armacell, as the Associate Representative on NIA's Board of Directors.



John Brooks of Distribution International, golfing in Michigan.



Northwest Ohio Golfing.



Armacell's Kathy Crawford and Nicki Landry promoting insulation's benefits at SWICA.

## Distributors/Fabricators Committee

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

**Vice Chair:** Matt Calmeyn, *Fabrication Specialties*

**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 2021, the committee held two meetings, with an average of 21 attendees.

### In addition, the committee:

- Learned from SHRM's Nicole Belyna, who provided an overview of a customer-focused business strategy, explained why it is more important than ever, and showed how it could benefit committee members' companies;
- Heard FMI's Paul Giovannoni's perspective on the construction industry outlook, and how the preferences and practices of buyers are changing. He shared how services are being delivered, and gave some practical recommendations on how to position your organization for success.
- 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 current issues in the industry;
- Elected Matt Calmeyn, Fabrication Specialties, to Vice Chair; and
- Selected educational speakers for its upcoming meetings.

## Merit Contractors Committee

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

**Vice Chair:** Michael McCowan, *L.C. Insulations, Inc.*

**Members:** Industrial and commercial merit contractors.

In 2021, the Merit Contractors Committee met twice, virtually at the Spring Summit and in person at Annual Convention in the fall.

### Committee activities and discussions included the following:

- Attending a presentation at the Fall Convention from President and CEO Michael Bellaman of the Associated Builders and Contractors (ABC) on the latest federal and state advocacy actions and economic outlooks focused on the merit shop perspective;
- Hearing from North American Insulation Manufacturers Association's (NAIMA's) Charlie Haack at the Fall Convention on the updates and improved features of the 3E Plus® software, to be released in 2022;
- Sharing regional and local market conditions, including impacts from COVID-19 and weather, in a lengthy roundtable dialogue;
- Providing input on helpful topics and overall content for the new column for contractors in *NIA News*;
- Supplying input for and publishing the Merit Contractor page on NIA's website; and
- Encouraging committee participation in NIA learning programs, inspector programs, membership promotion campaigns, and publications.





First-timers at SEICA Spring Meeting.



Johns Manville's Jamie, Isabel, Olivia, and Maureen Karubas know the Universal appeal of insulation.



Jim Bartelt of Bartelt Insulation Supply, Inc. and son Matt in Punta Cana.

## 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, and
- 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 Subcommittee

**Chair:** John Lamberton, *Irex Contracting Group*

**Vice Chair:** Rick Sutphin, *Performance Contracting, Inc.*

**Members:** Union contractors. The committee promotes the growth of industrial and commercial union contractors through education, training, productivity enhancement, and strong union relations.

### In 2021, committee activities included:

- Presentations from Bob Dunlevey, Taft Law, who discussed topics including the proposed Protecting the Right to Organize (PRO) Act; the proposed national paid leave program; new OSHA COVID-19 standards, vaccines, and testing guidelines and regulations; accident investigations; anticipated

multi-employer pension plan reform; and more;

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

**Vice Chair:** Ashley Luse, *Luse Thermal Technologies*

**Secretary:** Collin Smith, *Owens Corning*

**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 2021, the committee met 3 times, with an average of 13 attendees per meeting.

### YPAC activities included:

- Continuing the YPAC Mentor Program through mentor pairings, encouraging new participants, discussing new topics, and hearing from mentor pairings.
- Receiving a YPAC Mentor Program presentation on "Building Your Career and Personal Brand" from Johns Manville's Dayna Martin and Distribution International's Dana Vlk. Dayna Martin also wrote an overview on how to stand out in the industry and provided other key take-aways in *NIA News*.
- Discussing, drafting, and updating the YPAC action items, to include the committee's commitment to diversity and inclusion.
- Hearing a presentation from Performance Contracting, Inc.'s Robyn Kavanaugh on diversity and inclusion resources, including sharing highlights of the *NIA Diversity & Inclusion Tool Kit*—later published as a members-only resource after NIA Board approval.

## 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 2021, 2 virtual and 1 in-person meeting were held, averaging 13 in attendance.

#### In 2021, committee activities included:

- Providing feedback on one of NIA's new courses, NIA's Understanding the Submittal Process, which was developed in 2021;
- Prioritizing topics for the development of future microlearning courses;
- Creating a media tool kit (videos, ads, sample social media posts) for members, NIA Certified Thermal Insulation Inspectors, and NIA Certified Insulation Appraisers to promote the benefits of inspections and appraisals to insulation customers and the industry.
- Focusing on marketing strategies for NIA's Thermal Insulation Inspector Certification™, including partnering with other organizations such as Inspectioneering, AMPP, EMA, and CURT, to promote the benefits of inspection to their members;
- Supporting the update of NIA's Estimator's Handbook, which was completed in 2021 (the resource is now offered in print and digitally);
- Providing direction on the recertification process for NIA's Thermal Insulation Inspector Certification, which will begin in 2022; and
- Discussing the needs and benefits of a learning management system and how it could potentially benefit members. Additional research on this platform will continue in 2022.

### Health and Safety Committee

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

**Vice Chair:** Bill McCaffrey, *Irex Contracting Group*

**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 2021, committee activities included:

- Reviewing and updating NIA's Safety Excellence Award applications;
- Learning about the latest updates on COVID-19 workplace guidance, enforcement guidance and statics, rulemaking, national emphasis programs, national compliance assistance projects, and Women in Construction initiatives from Erin Gilmore, *OSHA*;
- Reporting on up-to-date *OSHA* issues;
- Providing updates regarding the latest COVID-19 safety and health concerns;
- Organizing a presentation from Jason Spandet, *Performance Contracting, Inc.*, on workers' compensation basics and best practices in claim management, including topics from incident investigation and return-to-work programs to contesting claims and the subtle differences under each state's workers' compensation laws; and
- Reviewing NIA's current product and service offerings.

### Membership Committee

**Chair:** Matt Caldwell, *Caldwell Insulation, Inc.*

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

**Members:** Associates, contractors, distributors/fabricators, and laminators. The Membership Committee represents all member types and regions, identifies and recruits potential member companies, increases awareness of membership benefits, and encourages participation by NIA members.

#### In 2021, committee activities included:

- Implementing an updated new member onboarding process;
- 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;

- 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 2021, the committee met 4 times, averaging 29 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 NIA's educational programs;
- Reviewed the Materials and Systems section of the Mechanical Insulation Design Guide
- Discussed and suggested topics for articles in future issues of *Insulation Outlook* magazine;
- Created a technical article for publication in *Insulation Outlook* magazine;
- Conducted a massive updates on the NIA Insulation Science Glossary, Guide to Insulation Product Specifications, and Insulation Materials Specification Chart;
- Thanked Jim Meier, *ProClad Systems, LLC*, for serving a Secretary and elected Louis Walton to that position for 2021; and
- Researched topics and speakers for the Annual Convention technical presentations.

## 2021 Standing Committees

### 2021-2022 NIA Board of Directors

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

### 2021-2022 Executive Committee

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

**President-Elect:** Joe Leo, *Atlantic Contracting & Specialties, LLC*

**Secretary/Treasurer:** Laura Dover, *Dover Insulation, Inc.*

**Assistant Treasurer:** Rudy Nigl, *L & C Insulation, Inc.*

**Immediate Past President:** John Lamberton, *Irex Contracting Group*

### Convention Committee

**Chair:** Dave Cox, *Owens Corning*

**Committee members:**

- Trudy Cox
- Jack and Wendy Bittner, *Johns Manville*

- Laura Dover, *Dover Insulation*

- Karen Lamberton

- Joe and Dorothy Leo, *Atlantic Contracting & Specialties*

- Rudy and Courtney Nigl, *L & C Insulation, Inc.*

- Sandy Shattles, *Armacell*

The Convention Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Annual Convention. In 2021, the committee successfully completed NIA's 65<sup>th</sup> Annual Convention in Washington, DC (see page 26 for a summary).

### Finance Committee

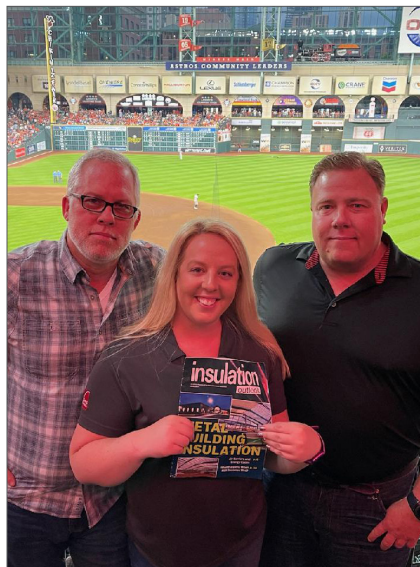
**Chair:** Joe Leo, *Atlantic Contracting & Specialties, LLC*

**Committee Members:**

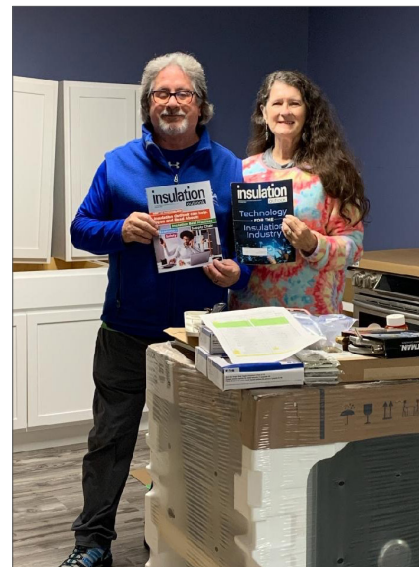
- David J. Cox, *Owens Corning*



Clint Hargan of Hargan Insulation and Dan Ducusin of Owens Corning caught a 65-pound halibut in Alaska!



Owens Corning's Steve Gorman, Amanda Witte, and Cody Lancaster cheer on insulation and the Astros.



His and hers magazines for Apache Industrial Services, Inc.'s David and Donna Patrick.

- Laura Dover, *Dover Insulation*
- Michele M. Jones, *NIA*

The Finance Committee is responsible for developing the draft budget for the association. The committee is also charged with reviewing the investments and the audit on an annual basis. This committee reports directly to the Executive Committee and Board of Directors. 2021 was the first year that the budgeting cycle ran on a calendar year, as opposed to a fiscal year (July–June).

Other tasks the committee completed include:

- Developing the 2021 budget,
- Reviewing accounting processes and accounting team,
- Preparing for the 2019–2020 and 6-month July–December 2020 audits,
- Reviewing the performance of investments and investment manager, and
- Reviewing the performance of audit firm and making suggestions for end-of-year net gains.

### Foundation for Education, Training, and Industry Advancement Steering Committee

**Note:** This committee became a 501(c)(3) on May 4, 2022. It is now a completely separate entity from NIA, directed by its own Board of Directors. The information below reflects January 1–May 4, 2022.

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

#### Committee Members:

- Wally Blewitt, *Knauf Insulation, Inc.*

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

The Foundation Steering Committee develops and sets the 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:** David J. Cox, *Owens Corning*

#### Committee Members:

- Matt Caldwell, *Caldwell Insulation, Inc.*
- Laura Dover, *Dover Insulation, Inc.*
- J. Kenneth Freeman, *Petrin, LLC*
- Michele M. Jones, *NIA*
- Dana Vlk, *NIA Past President, Retired*

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 2021, 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 March 2021.



# 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 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.

To view all of NIA's products, services, and resources, visit [www.insulation.org/resources](http://www.insulation.org/resources).

## Top-selling Items and Member Favorites

- *Newly updated Insulation Estimator's Handbook - 3<sup>rd</sup> Edition*
- *NIA Insulation Sampler*
- *Mechanical Insulation Installation Video Series*
- *Safety Handbook for Distributors & Fabricators*
- *Safety Handbook for Insulation Workers*

## Products

In 2021, NIA reviewed the association's current product offerings with various committees, leadership, and members, and—with the help of the Education and Training Committee—released the updated 3<sup>rd</sup> edition of NIA's popular *Insulation Estimator's Handbook*.

### In 2021, 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 awards, offers, and discounts, such as:

- NIA's Safety Excellence Award (for more information, see page 29);
- 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, provided 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 29); 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).



Billy and Lisa Weatherspoon of Mathias Metal Systems, LLC/Tru-Fit cheer on insulation and the Pittsburgh Steelers.



Russ Huff (Bay Insulation Supply), Rick Sutphin (PCI), Corey Dean (PCI), and Rick Mefferd (newly retired from PCI) all cheer on the Green Bay Packers since legendary quarterback Brett Favre is an insulation fan and autographed this copy of *Insulation Outlook*!

# Communications

## Email Communications

### E-News Bulletin (ENB)

Now twice a month, the ENB provides updates on NIA's events, training courses, products, and mechanical insulation industry news to communicate with members to share essential industry information in a timely manner. Anyone may subscribe by filling out a short form on <https://tinyurl.com/jsmqeaw>. In 2021, NIA communications staff:

- Deployed 26 ENBs to provide association news, press releases, legislative updates, and curated content through our email provider, Constant Contact.
- Added an "in this issue" section to highlight important information provided in each issue, such as key dates, critical deadlines, and helpful links.
- Offered members digital email marketing opportunities.

A link to the most recent ENB is posted on NIA's website at [www.insulation.org/news-publications/enewsbulletin](http://www.insulation.org/news-publications/enewsbulletin). To be added to the distribution, members complete this short form: <https://tinyurl.com/jsmqeaw> or email Leslie Emery at [editor@insulation.org](mailto:editor@insulation.org).

### Member Communications

In 2021, NIA staff continued to improve our email communications to provide members with targeted, visual, and scannable content, with the goal of providing useful information in a format that is easy to read and digest. In 2021 staff:

- Exceeded industry standards for email engagement rates for nonprofit membership organizations;
- Communicated the change in the traditional NIA yearly meetings schedule—from having a virtual members-only Spring Summit in March to an in-person Fall Convention in October;
- Had open rates as high as 72%, and click-through rates as high as 55%;
- Introduced NIA's full lineup of training courses in January to allow members to plan their education strategy;
- Promoted affordable digital advertising options to increase non-dues revenue;
- Used a mix of platforms (Microsoft® Outlook and Constant Contact) to maximize NIA's outreach; and
- Created and deployed customized information about NIA events, awards, industry partnerships, announcements, and press releases in graphically enhanced e-newsletters.

## Websites

### [www.insulation.org](http://www.insulation.org)

NIA staff continue 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.

#### 2021 improvements included:

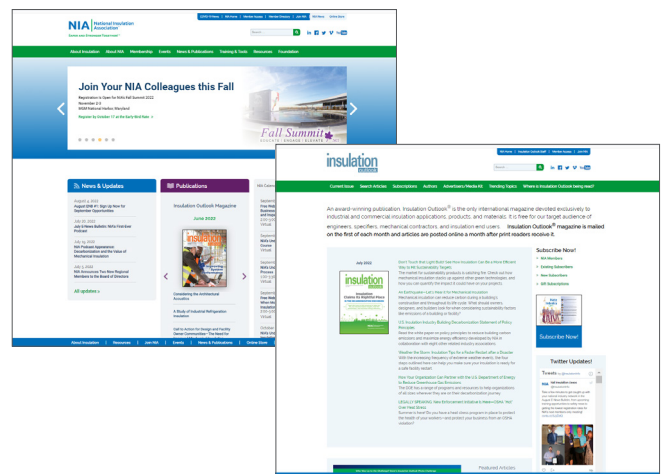
- A new Carbon Reductions web page that reinforces the power of mechanical insulation to reduce carbon and greenhouse gas (GHG) emissions, offers comparisons to other technologies, and provides an easy way to access NIA resources as well as other helpful tools, such as the EPA's GHG Equivalencies Calculator;
- A new web page that showcases members' *I am NIA* videos, highlighting in members' own voices why they value their membership in NIA;
- A new page that highlights one member testimonial from each of NIA's varied member types, including distributors, fabricators, manufacturers, union contractors, laminators, and merit contractors;
- Updating NIA's COVID-19 web page, which houses new information for members and the industry on government standards, vaccines, testing, legal updates, plus quick access to archived materials, such as contractor survey results, guidance from NIA legal counsel, *NIA Informs*, free legal articles, upcoming webinars, and more;
- 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 web page for NIA's new Understanding Submittal course;
- Educational articles written by NIA President David J. Cox for *BIC Magazine*, posted for NIA members to read;
- 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 and to social media to promote NIA activities and deadlines.

### [www.insulationoutlook.com](http://www.insulationoutlook.com)

#### Improvements to the magazine's site in 2021 included:

- Adding three new marketing and 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;
- 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 2021 advertisers page and advertising graphics for Premier 12, Preferred 7, and Select 4 advertisers;
- Adding the 2021 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 LinkedIn, 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](http://www.Vimeo.com/NIAinfo)) allows users to stream our video resources, including all of NIA's free 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

- NIA launched our presence on LinkedIn early in 2021, and the growth in followers has been phenomenal, starting the year with approximately 50 followers and ending the year with 845—an increase of 1,588%!
- At the end of 2021, all of our social media accounts had increased in number of followers, with 760 people who like our Facebook page, 1,420 Twitter followers for InsulationInfo, and 831 following NIAinfo.
- Because insulation is everywhere, NIA President

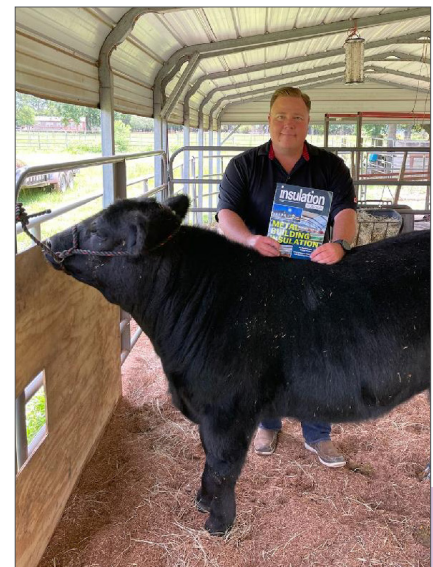
David J. Cox invited NIA members to share photos of themselves with a copy of *Insulation Outlook* magazine. From golf courses to baseball games, trade shows to regional meetings, and beaches coast to coast, Members promoted insulation and NIA all across the country and in Canada and the Caribbean!

- Social media followers can enjoy member and industry photos year-round, including coverage of NIA events, NIA representation at industry meetings, member meetings, and training courses. For NIA events, follow the #NIAmeets.
- On-demand training is available on NIA's Vimeo channel, [www.Vimeo.com/NIAinfo](http://www.Vimeo.com/NIAinfo), where members can stream training materials, free archived webinars, and the *Mechanical Insulation Installation Video Series*. NIA now has more than 60 videos available for streaming, including videos about the benefits of inspections and appraisals, as well as informative awareness presentations, including Dave Cox's everyday explanation of carbon emissions.

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 [editor@insulation.org](mailto:editor@insulation.org).



NIA's 2021-2022 Executive Committee in Newport, Rhode Island.



Cody Lancaster, Sales Rep for Owens Corning, says insulation is no bull!



# Publications

## Buyer's Guide: Insulation Products & Providers

The 2021 guide was mailed with the January 2021 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.

### Following are some highlights from 2021:

- In 2021, 4 issues were distributed to 1,600 members, and all offered coverage of NIA events, programs, and services, as well as industry and safety news.
- As part of the YPAC's Mentor Program, the two 2021 mentor participants wrote overview articles for *NIA News*: "Servant Leadership through Example" and "Staying Power: Building Your Industry Brand."
- After getting feedback through surveys and from NIA committee members, NIA introduced a new column, "Contractors' Corner," to provide quick tips and useful information, especially for smaller contractors who perform many functions in their business. The first column focused on "Tax Planning Considerations for 2021."
- To help members determine which of NIA's growing list of educational programs would best match their needs, *NIA News* featured several articles that helped categorize courses as beginner, intermediate, and advanced, to fit the needs of industry members at various career stages.
- With safety at the forefront in 2021, the newsletter kept members abreast of key OSHA updates, COVID-19 guidance, and other important safety

topics, such as heat illness prevention.

- Industry recognition is important, and the newsletter honored the 2021 Premier Industry Manufacturers and the 2020 Safety Excellence Award Winners. 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.
- With the return of in-person meetings, *NIA News* showcased highlights of the NIA Board of Directors' July meeting and their long-range planning session objectives.
- NIA's industry partnerships remained vital in 2021, and the Foundation Update in each issue provided highlights of NIA's outreach, advocacy, and 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 prepare for the changes in the meeting patterns in 2021, with a members-only virtual event in the spring and the Annual Convention taking place in the fall.

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](http://www.insulation.org). The digital edition features relevant embedded links in each issue for quick access to desired information.

## 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 2021, the magazine educated more than 11,500 engineers, mechanical contractors, and end users; NIA membership; and recipients of gift subscriptions for clients of NIA member companies.

**How to Consider ENERGY in Planning, Design, and Construction**  
By Scott Czekowski, PE, CEC

Five building categories accounted for about half of all energy consumed by commercial buildings in 2012. Health-care facilities, including hospitals and medical office buildings (MOBs), ranked in the top five energy-consuming buildings (source: EIA, [www.eia.gov/energyexplained/energy-commercial-buildings.php](http://www.eia.gov/energyexplained/energy-commercial-buildings.php), accessed October 26, 2021). Hospitals use 247,965, so it is understandable, and maybe even inevitable, that they will consume higher levels of energy than other facilities. Even so, care can be taken to ensure that energy is being used in the most responsible way possible.

Planning, design, and construction (PDC) streamline continuous improvements in individual health-care facilities and the industry as a whole. As facilities grow, new MOBs are built and wards are renovated, and a thorough PDC process sets and implements standards, product selection, and best practices. If those standards and products are not energy efficient, though, is a facility truly implementing best practices?

Efficiency is often an afterthought in many PDC practices. To ensure existing and new facilities alike are poised for long-term success, efficiency must be integrated.

**Why Prioritize Efficiency?**  
Operating with energy and efficiency in mind ensures all systems are planned, designed, and

**Insulation—STILL GREENER than Trees!**  
By C. Christopher P. Crall

connected to maintain energy and operational efficiencies for implemented solutions. When considered at PDC touchpoints, energy efficiency opportunities are brought to show sustainability into all aspects of the project from the start. This saves time and money compared to when energy efficiency measures are retrofitted at the end of the process. Specifically, prioritizing efficiency:

- Supports and drives environmental stewardship goals,
- Allows for measurable strategies on both sides of the meter,
- Streamlines necessary development and implementation,
- Drives new and improved technology applications.

environmental stewardship goals, from greenhouse gas emissions reduction measures to utility cost-saving measures. It also provides the opportunity to examine energy consumption along the supply chain. Are partners meeting the facility's energy standards? Are there new or emerging technologies to explore that will save more energy or further improve energy systems? This "360°" approach to reviewing energy in planning allows the facility to prepare for reductions in upstream meter demands, demand response generation needs, consolidation of facility utility volume hedging projections, and ultimately, even favorable utility rates across a campus.

**Design and Efficiency**

Insulation has many benefits. Its ability to reduce energy consumption and save money will always be important. Recently, its ability to protect from freezing temperatures made headlines in Texas. Also trending are the issues of climate change and the reduction of man-made greenhouse gas emissions. Many organizations have established goals to be carbon neutral by 2030, and insulation can help. Mechanical insulation provides an outstanding opportunity for the cost-effective reduction of greenhouse gas emissions.

NIA has promoted the benefits of insulation for decades. In this article, we revisit work originally published in 2009 on the environmental benefits of pipe insulation to see what has changed. The short answer is that while much has changed, mechanical insulation still provides an outstanding opportunity for cost-effective reductions in greenhouse gas emissions. **In fact, insulation can still be considered "greener than trees!"**

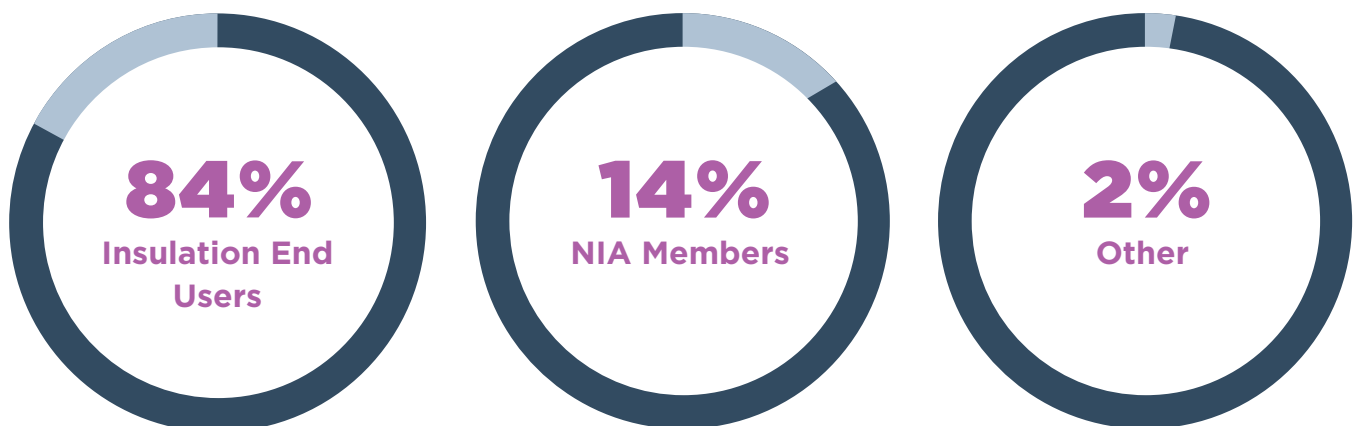
The original article analyzed a chemical facility using steam at 350°F for a manufacturing process, operating year-round. The steam is produced in an oil-fired boiler operating at an efficiency of 80%. The 4-inch steam line is located outdoors (average annual temperature of 75°F, wind speed of 7 mph) and is insulated with 2 inches of fiber glass pipe insulation covered by a weathered aluminum jacket. The cost of fuel in 2009 was assumed to be \$4/gal. Current fuel oil costs are somewhat lower, averaging about \$3/gal for #2 heating fuel. Taking into account the NIA's 2012 Pipe®-equivalent program, we can estimate the values as shown in Figure 1.

	Heat Loss, Btu/h, 95%	Annual Fuel Cost, \$/yr, 95%	Carbon Dioxide, lb/yr, 95%
Line of 4" pipe at 350°F	1,000	100	2,700
Insulated with 2" fiber glass	100	10	270
Savings	1,000	90	2,430

The use of insulation reduces heat loss from the bare pipe, on average, by 95%. The associated fuel cost likewise decreases by 95%, for a fuel cost savings of \$90/yr. This 95% reduction in fuel usage translates directly to a 95% reduction in CO<sub>2</sub> emissions—a savings of 2,430 lb, at \$3.00 per ton per year.

As expected, the annual fuel savings of \$90/yr are proportionally lower than the 2009 estimate, due to the lower cost of fuel oil. However, the financial payback for this insulation would still be returned in months. The CO<sub>2</sub> reduction of approximately 2,430 lb per foot per year remains the same as reported in 2009.

## Insulation Outlook Circulation Metrics (as of the end of 2021)



## 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](http://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

Armacell  
Extol of Ohio, Inc.  
H.B. Fuller Construction Products Inc.  
Midwest Fasteners, Inc.  
Performance Contracting, Inc.  
Proto Corp.

### Select 4

Aspen Aerogels  
Distribution International, Inc.  
Irex Contracting Group  
MFM Building Products Corp.  
Morgan Advanced Materials Thermal Ceramics  
No Sweat Valve Wraps, Inc.  
Specialty Products & Insulation

## 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 2021, we took reached out to other related associations and organizations to create the Captains of Industry section for the State of the Industry issue to help give readers a wider look at the construction market during the pandemic.

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](http://www.InsulationOutlook.com).

## Submission of Press Releases

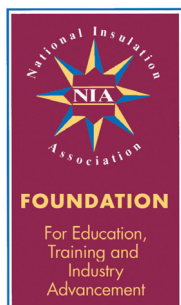
Press releases are printed free of charge as a member benefit to enhance readers' knowledge of the insulation industry. Articles and press releases should be sent to [editor@insulation.org](mailto:editor@insulation.org).

## Circulation

Throughout 2021, NIA focused its efforts on strengthening its current list of subscribers and researching new ways to partner with industry groups for potential distribution and/or promotion of *Insulation Outlook* to various audiences. NIA started telemarketing efforts, which were astonishingly successful in encouraging new mechanical engineering subscribers. To accommodate pandemic-related worksite changes, NIA members and subscribers were also offered the ability to temporarily or permanently receive their issues at a remote or home office.

Through a new partnership with their organization's leadership, members of the following groups were eligible for a free subscription to learn about all the benefits of insulation: AMPP (formerly NACE), CURT, EMA, ABC, AGC, ASE, NASEO, NAW, and NIBS. NIA also sent the magazine to mechanical engineers who purchase or specify mechanical insulation and are subscribers to McGraw Hill's *ENR* magazine. Not only did this help educate this important group, but it also served to introduce them to NIA advertisers' products.

# 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 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. Progress in 2021 included developments in the areas of strategic partner collaborations, outreach, education,

communications, and training; and a marketing program to encourage manufacturers to include the Thermal Insulation Inspector Certification in 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)

- Distribution International, Inc.
- 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.
- Eastern States Insulation Contractors Association
- Insulation Contractors Association of New York City
- Insulation Materials Corp.
- Irex Contracting Group
- Lamtec Corp.
- Southwest Insulation Contractors Association
- Thermal Insulation Association of Canada

## Silver

### (\$3,000 Voluntary Annual Contribution)

- 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
- 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
- Kennedy Insulation Systems, Inc.
- K-FLEX USA, LLC
- L & C Insulation, Inc.
- Lewco Specialty Products, 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 and consists 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.

## 2021 Committee Members

- Co-chair Dan Bofinger, *Specialty Products & Insulation*
- Co-chair David J. Cox, *Owens Corning*
- Wally Blewitt, *Knauf Insulation, Inc.*
- Matt Hymer, *Midwest Materials Co.*
- John Lamberton, *Irex Contracting Group*
- Marc Napolitano, *Insulation Materials Corp.*

## Transitioning the Foundation to a 501(c)(3)

On May 4, 2021, the Internal Revenue Service (IRS) approved the Foundation for Mechanical Insulation Education, Training, and Industry Advancement as an independent entity with a 501(c)(3) nonprofit designation (Foundation). The benefits of this transition include potential funding from organizations that will only support 501(c)(3) organizations and the ability to apply for grants. A memorandum of understanding has been developed that would allow NIA to manage the Foundation, the 2022 budget was developed, bylaws and articles of incorporation have been drafted. The Foundation elected its own board of directors, which can be found on their webpage under [www.insulation.org/foundationinfo](http://www.insulation.org/foundationinfo).

### Industry Measurement Survey Data Analysis

The biennial Industry Measurement Survey took place in January 2021, and statistical information for the mechanical insulation industry and metal building insulation industry was gathered and analyzed. This year's survey also includes new data related to the impacts of the COVID-19 pandemic. The full survey report can be found at <https://insulation.org/io/articles/nia-surveys-confirm-market-expectations-and-forecast-growth-in-2021-2022/>.

### Extreme Weather Emphasizes the Power of Insulation

In response to the loss of power and water associated with the extreme weather experienced in Texas, Louisiana, and the Midwest in February 2021, NIA volunteered its expertise to help legislators craft state and federal legislation to avoid future climate catastrophes. NIA also offered to assist any affected plant or facility with the design of their insulation systems. In addition, NIA asked President Biden, Governor Greg Abbott (TX), and Governor John Bel Edwards (LA) to issue executive orders to mandate, at a minimum, proper insulation system installation on a variety of systems and facilities. Additional information about this effort can be found at <https://insulation.org/io/articles/prioritizing-insulation-protecting-people-systems-and-investments-in-all-seasons/>.

### 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. NIA completed the transition of the *Mechanical Insulation Design Guide* (the *Design Guide*, formerly known as MIDG), to [www.insulation.org](http://www.insulation.org), as well as moving Mechanical Insulation Basics (formerly known as E-Learning Modules), which are a pre-requisite for the Thermal Insulation Inspector Certification, to our website. For more information, visit the Education and Training section on page 24.

## Strategic Partnerships and Coalitions

### Insulation Industry Association Council (IIAC)

NIA is actively involved in the IIAC, an informal forum for association executives from all insulation industry-related membership organizations that support the commercial, industrial, mechanical, and residential insulation industries. IIAC members exchange information, share best practices, and collaborate on policies impacting the mechanical insulation industry. Through regular, virtual 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)

In 2021, numerous efforts were initiated through the IIAC to advocate for the various membership segments represented by the council and for the industry as a whole, including the following:

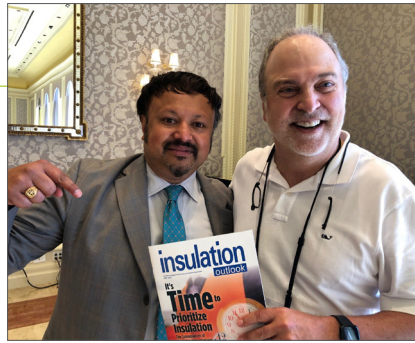
- NIA advocated for small businesses in support of the Main Street Tax Certainty Act of 2021, to make permanent the Section 199A 20% deduction for qualified business income. This bipartisan legislation will help ensure permanent tax parity for the millions

of employers organized as S corporations, partnerships, and sole proprietorships. It will also provide certainty to the countless businesses that have been devastated by the coronavirus pandemic.

- NIA joined 13 other insulation industry groups that called upon Congressional leadership to modernize the Internal Revenue Code Section 25C tax incentive for residential energy-efficiency improvements. Led by bipartisan efforts, the Home Energy Savings Act (S.2588/H.R.4506) represents a strong framework for updating this important credit.
- NIA and 115 other organizations urged U.S. Senate and House leadership to protect family-owned businesses from tax increases by defending stepped-up basis and opposing any changes to current law. The letter, with an accompanying economic study, illustrated how repealing stepped-up basis by imposing capital gains taxes when assets transfer ownership at death would force many family-owned businesses to liquidate assets or lay off employees to cover the tax burden. This new tax would be imposed on top of any existing estate tax liability, further compounding the negative impacts and creating a second tax at death. [Click here to read the letter and report.](#)
- NIA monitored the congressional infrastructure bill, paying close attention to the proposed funding for building energy efficiency. Money is currently earmarked to support areas of workforce development and training, energy auditing, and retrofits. Working together, NIA and the rest of the IIAC will be following the progress of this bill and will be ready to present, in a united front, the benefits of insulation and initiatives that would support the objectives of the bill.
- NIA contributed information to the commercial, industrial, and mechanical segments of the updated



OC's Jake Aelker and Kylie Miller Borg get BBQ in Kansas City.



Anirban Basu (Sage PolicyGroup) and Dave Cox at the SEICA Spring Meeting.



Bob Fligg of L&L Insulations and former Air Force flight instructor with a T-38.

American Chemistry Council Insulation Industry Report, Contributions of Insulation to the U.S. Economy in 2020, published by the Economic and Statistics Department of the American Chemistry Council. To access the report, visit <https://insulation.org/wp-content/uploads/2022/02/Contributions-of-Insulation-to-U-S-2020.pdf>.

### Strategic Partnerships and Coalitions

#### Activities in 2021 included:

- Entering into a memorandum of understanding with the Energy Management Association (EMA)

to support each other in promoting areas of mutual interest.

- Discussing programs and initiatives that could benefit the commercial and industrial insulation industries with representatives of the U.S. Department of Energy (DOE).
- Reconnecting with the DOE's Industrial Assessment Center (IAC) representatives, meeting in person at the 2021 NIA Convention to discuss opportunities to work together in 2022, including developing webinar presentations.

## Marketing the Thermal Insulation Inspector Certification Program and the Importance of Inspection of Insulation for Mechanical Systems

NIA's marketing efforts related to the benefits of the inspection process and the Thermal Insulation Inspector Certification Program remained a focus in 2021.

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

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

# Training and Education

With significant discounts for members, NIA offers numerous virtual learning programs and educational pathways to fit the needs of industry members at all career levels. In 2021, NIA offered its learning programs in virtual and in-person formats to meet the needs of its members.

## 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. In 2021, NIA began to update these modules. The updated, on-demand course will be available in 2022.

## Intermediate

### NIA's Understanding Mechanical Insulation

NIA's Understanding Mechanical Insulation (formerly called “Introduction to Mechanical Insulation,” and Part 1 of the Thermal Insulation Inspector Certification Program) is available as a stand-alone course for those who have some experience in the insulation industry to become more knowledgeable about mechanical insulation, the industry, and its products.



### NIA's New Understanding the Submittal Process

This 2-hour class was developed in 2021 and 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 will hold its first class in early 2022.



### NIA's New Understanding Specifications

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



- In 2021, NIA held 2 virtual courses, which included 64 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 participants on how to evaluate installation work and determine whether it is compliant with mechan-

ical insulation specifications. The certification-level course is for experienced insulation professionals who are ready to learn a new specialty, and for 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 2021, NIA held 2 virtual and 1 in-person Thermal Insulation Inspector Certification courses, certifying 25 new inspectors.

[Find a trained and certified inspector in your area.](#) There were 127 certified inspectors as of December 31, 2021.

### 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 2021, NIA held 2 virtual Insulation Energy Appraisal courses and 1 hosted course, certifying 38 new appraisers.

There were 179 NIA Certified Insulation Energy Appraisers as of December 31, 2021. [Find a trained and certified appraiser in your area.](#)

## Educational Webinars

In 2021, NIA held three webinars and partnered with the Industry Policy Conference on promoting a variety of webinars to NIA Members. These webinars, and many others, are recorded for members to watch at their convenience. Members can visit [www.vimeo.com/showcase/6041691](http://www.vimeo.com/showcase/6041691) to watch all past NIA webinar recordings for free.

The following webinars were offered:

- COVID-19: What Employers Need to Know Heading Into 2021 (*January 13, 2021*);
- Key Strategies for Retaining Talent during COVID-19 (*February 23, 2021*); and
- Passive Fire Protection in Industrial Applications (*October 12, 2021*), Sponsored by Owens Corning.

# Meetings

## NIA's 65<sup>th</sup> Annual Convention

NIA leadership made the decision not to hold an in-person event in the spring of 2021, due to ongoing COVID-19 safety concerns and travel restrictions in place in early 2021. NIA moved its originally scheduled Maui Convention to a future year and postponed its Annual Convention to the fall of 2021 in Washington, DC.

In October, NIA held its 65<sup>th</sup> Annual Convention in Washington, DC, with the theme *Together for Tomorrow*. Safety was a top priority for NIA, MGM, and leadership, and we ensured all necessary safety precautions were in place, executed, and enforced with the hotel.

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 Convention First-Timers and VIP Reception; Welcome and Appreciation Evening; Manufacturers' Dessert Hospitality Suites; and the Farewell Reception and Dinner. The Convention had 188 attendees, 35 of which were first-time attendees, including 7 new members. The 61 active members participating included 22 contractors, 24 distributors, 8 fabricators, 2 laminators, 2 affiliates, and 3 holding company representatives. There were 78 manufacturers/consultants, 23 spouses and guests, 3 TIAC members, and 23 others, including speakers and industry guests. A total of 65 companies registered to attend

## NIA | 65<sup>th</sup> Annual Convention MGM National Harbor



### Keynote Presentations

- “5 Strategies to Building Valuable Relationships” by Jimmy Yearly, *Grammy-Nominated Songwriter*; and
- “An Engineer’s Secret to Being Happier, More Productive, and Less Stressed” by Andrew Tarvin, *Humor Engineer*

### Educational Sessions

- “A Carbon Message Everyone Should Copy” by David J. Cox, *NIA President* and Joe Mlachak, *National Sales Manager, Fit Tight Covers*; and
- “Mechanical Insulation’s Role in the Decarbonization Discussion” by R. Neal Elliott, Ph.D., P.E., *Director Emeritus, American Council for an Energy-Efficient Economy*

## 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: *Aeroflex USA, Inc.*
- Convention Notebook Sponsor: *Owens Corning*
- Water Bottle Sponsor: *Insulation Materials Corporation*
- Keycard Sponsor: *Rockwool Technical Insulation*
- Registration Desk Sponsor: *Polyguard Products, Inc.*
- Convention First-Timer and VIP Reception Sponsor: *Performance Contracting, Inc.*
- Continental Breakfast and Coffee Break Sponsor: *Bay Insulation Supply*
- Promotional Pen and Word Dice Sponsor: *Price Manufacturing Corp.*

## Registration Packet Sponsors

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

## Dessert Suite Sponsors

- *Aspen Aerogels*
- *CertainTeed*
- *Johns Manville*
- *Knauf Insulation*
- *Owens Corning*

## Technical Presentations

- “Discovering the Advanced Work Packaging System for Construction Projects” by Olfa Hamdi, Founder and CEO, *Concord Project Technologies/Concord Academy*; and
- “Pursuing a More Resilient Future through Building Codes” by Ryan Colker, Vice President of Innovation, *International Code Council (ICC)*

## Forum Presentations

- “3E Plus Software Updates” by Charlie Haack, Vice President, Technical Services, *NA/IMA* (Union and Merit Contractors Sessions);
- “Advocacy Updates and Economic Outlooks: The Merit Shop Perspective” by Michael D. Bellaman, President and Chief Executive Officer, *ABC* (Merit Contractors Session);
- “Best Practices in Workers’ Comp” by Jason Spandet, Risk and Insurance Manager, *Performance Contracting Inc. (PCI)* (Health and Safety Session);
- “Building a Customer-Focused Business” by Nicole Belyna, Field Services Director, *SHRM* (Distributors/Fabricators Session);
- “Leveraging Technology to Improve Your Business” by Jay Snyder, Technology and Innovation Practice Leader, *FMI Corp.* (Associates [Manufacturers] Session);
- “Resource Road Map—NIA’s Diversity and Inclusion Tool Kit” by Robyn Kavanaugh, Human Resources Director, *Performance Contracting Group (PCG)* (Young Professional Advisory Committee); and
- “Today’s Local and National Workforce Topics” by Bob Dunlevey, Attorney, *Taft Law* (Union Contractors Subcommittee)

## Virtual Spring Summit 2021

### NIA's Virtual Spring Summit

EDUCATE | ENGAGE | ELEVATE  2021

For the safety of NIA members, NIA leadership flipped NIA's two annual meetings and held NIA's (Virtual) Spring Summit online, rather than holding an in-person Fall Summit later in 2021.

NIA's first Virtual Spring Summit was attended by 129 members from 53 companies, 8 of which were first-time attendees. The event offered attendees more than 20 hours of education and included 3 keynote sessions and 11 committee sessions, including 5 with industry speakers.

## Spring Summit Sponsors

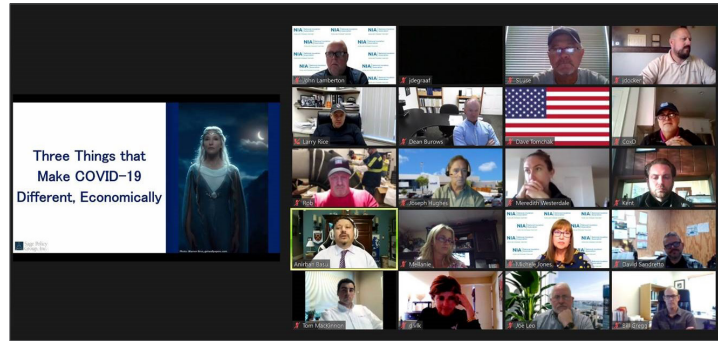
NIA extends a special thank you to the Spring Summit sponsors:

*Distribution International, Inc.*

*Johns Manville*

*Owens Corning*

**NIA appreciates your support!**



### Keynote Presentations at the Virtual Spring Summit

Three keynote presentations were offered live and, for a limited time, on demand after the event to Spring Summit attendees.

- “Anirban Basu and the Chamber of Data” by Anirban Basu, Chairman and CEO, *Sage Policy Group, Inc.*
- “The Business Impact of the COVID-19 Vaccine” by Martha Roherty, Executive Director, *Advancing States*
- “What’s up in Washington? An Insider’s Legislative Outlook” by Jade C. West, Chief Government Relations Officer, *National Association of Wholesale Distributors*

### Industry Sessions at the Virtual Spring Summit

- “Building Your Career and Personal Brand” by Dana Vlk, *NIA Past President*, and Dayna Martin, Associate Marketing Manager, *Johns Manville* (Young Professional Advisory Committee);
- “Construction Outlook and Developing Strategy Amid Uncertainty” by Paul Giovannoni, Managing Director–Building Products, *FMI Corporation* (Distributors/Fabricators Session);
- “Labor Law Developments: What to Expect in 2021” by Bob Dunlevey, Senior Counsel, *Taft Law* (Union Contractors Subcommittee);
- “OSHA Update” by Erin P. Gilmore, Office Director of Construction Services, *OSHA* (Health and Safety Session); and
- “Thriving in New Business Environments” by Nicole Belyna, Field Services Director, *SHRM* (Associates Session)



# Awards

## NIA's Premier Industry Manufacturer Program™

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 and NIA. NIA announced the winners of the 2021 Premier Industry Manufacturer Awards in conjunction with NIA's Virtual Spring Summit member event, which was held March 16-18, 2021. These award-winning companies were also honored at NIA's 63<sup>rd</sup> Annual Convention, October 26-28, 2021, at the MGM National Harbor in Maryland.

- Armacell
- Johns Manville
- Owens Corning

NIA companies that reach a minimum of 175 participation points in the 2021 calendar year will be recognized as Premier Industry Manufacturers during 2022.

For more information about the program, please visit [www.insulation.org/membership/premier\\_manufacturer](http://www.insulation.org/membership/premier_manufacturer).



## NIA Members win the 2020 Safety Excellence Award

NIA announced the 2020 Safety Excellence Award winners in conjunction with its Virtual Spring Summit, which took place online March 16-18, 2021. Winners were also recognized in person at NIA's 63<sup>rd</sup> Annual Convention, October 26-28, 2021, at the MGM National Harbor. An archive of past award announcements is available at [www.insulation.org/membership/safety-award/award-winners/](http://www.insulation.org/membership/safety-award/award-winners/).

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](http://www.insulation.org/membership/safety-award).

### Contractors

#### Platinum Winners

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, *Omaha, NE*



DKB, Inc., *Pasco, WA*

Farwest Insulation Contracting, *Anaheim, CA*

Gagnon, Inc., *St. Paul, MN*

Gribbins Insulation Co., Inc., *Evansville, IN*

Hawkeye Insulation Specialists, Inc., *Cedar Rapids, IA*

Iowa Illinois Taylor Insulation Co., *Davenport, IA*

I-Star Energy Solutions, *Quarryville, PA*

L.C. Insulations, Inc., *Lititz, 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

BrandSafway Services, LLC, *Kennesaw, GA*

F & H Insulation Sales and Services, Inc., *Kechi, KS*

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

Industrial Construction & Engineering Co., *Saint Peters, MO*

Insulations, Inc., *Harahan, LA*

### Distributors/Fabricators

#### Platinum Winners

American Mechanical Insulation Sales, Inc.,  
*Farmington Hills, MI*

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

Distribution International, Inc., *Houston, TX*

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

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

Specialty Products & Insulation, *Charlotte, NC*

### Gold Winners

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

Thermaxx, LLC, *West Haven, CT*

### Associates (Manufacturers)

#### Platinum Winners

Armacell, *Chapel Hill, NC*

CertainTeed Corp., *Malvern, PA*

Dyplast Products, LLC, *Miami, FL*

Johns Manville, *Denver, CO*

Owens Corning, *Toledo, OH*

ROCKWOOL Technical Insulation, *Milton, ON, Canada*



### Gold Winners

Proto Corp., *Clearwater, FL*

### Silver Winner

Polyguard Products, Inc., *Ennis, TX*

### Laminators

### Platinum Winners

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

### Gold Winners

Silvercote, a Distribution International Co.,  
*Greenville, SC*



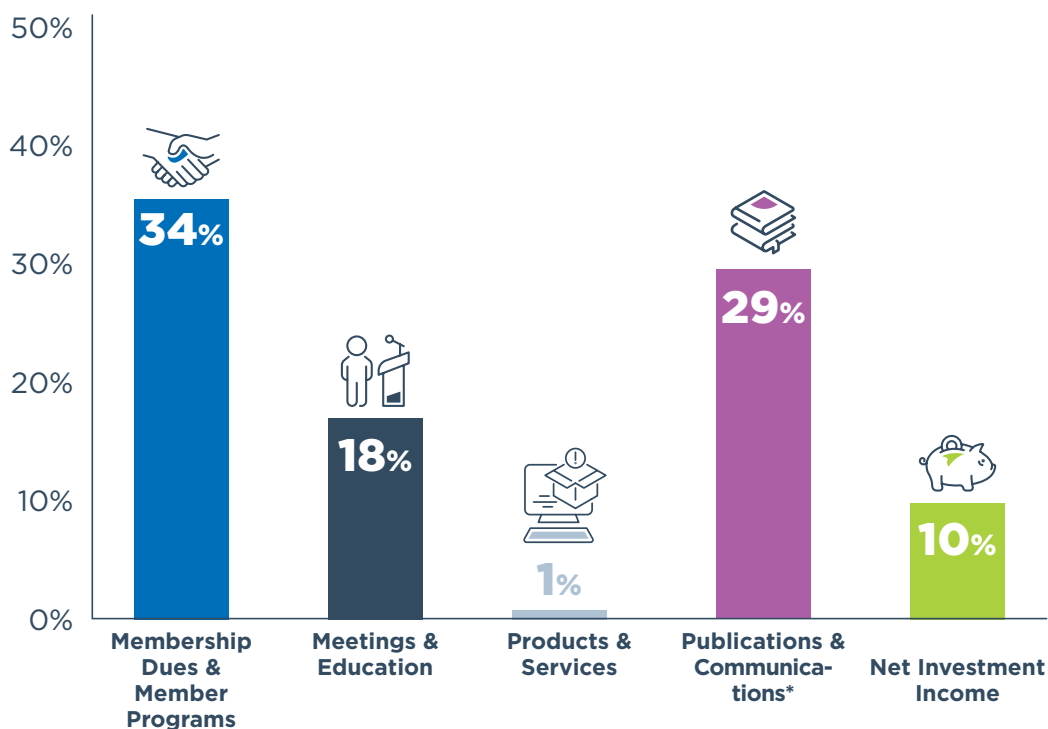
# NIA 2021 Financials (Unaudited)\*



## NIA Revenue

Membership Dues & Member Programs	\$758,407.00
Meetings & Education	\$395,872.00
Products & Services	\$16,927.00
Publications & Communications*	\$643,348.00
Net Investment Income	\$221,745.00

**Total Revenue:** **\$2,036,299.00**



**Total Revenue:** **2,036,299.00**

*Total with Foundation:* *2,217,299.00*

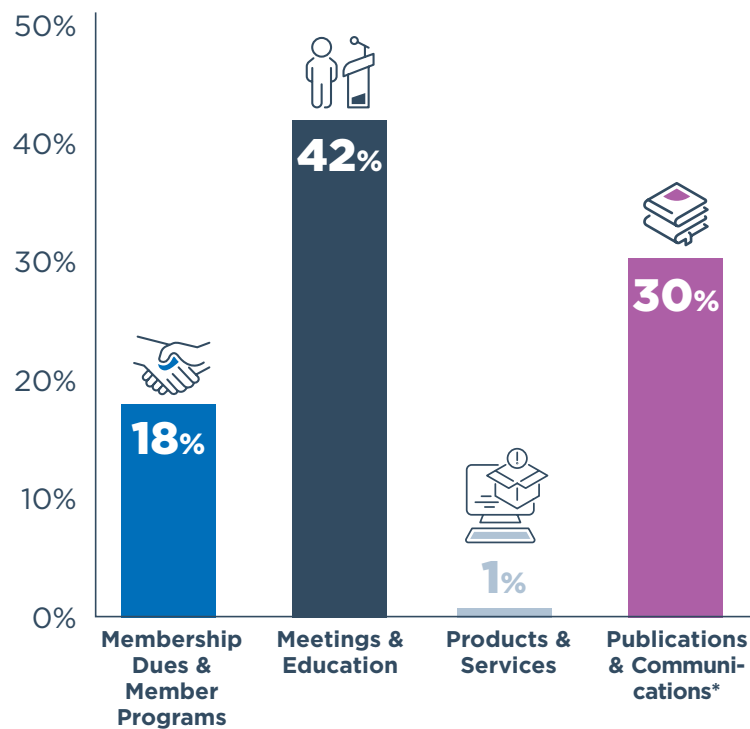




## NIA Expenses

Membership Dues & Member Programs *	\$367,419.00
Meetings & Education	\$837,323.00
Products & Services	\$24,154.00
Publications & Communications*	\$603,152.00

**Total Revenue:** **\$1,832,048.00**



**Total Expenses:** **1,832,048.00**  
*Total with Foundation:* *1,988,898.00*

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