NIA News

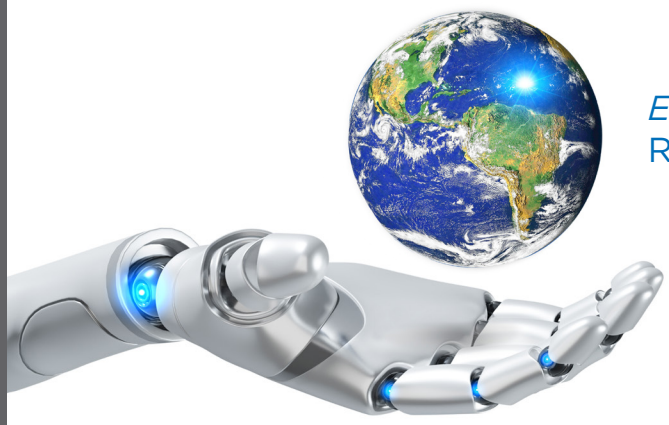
THE OFFICIAL NEWS PUBLICATION OF THE NATIONAL INSULATION ASSOCIATION® (NIA)
REPRESENTING THE MECHANICAL AND SPECIALTY INSULATION INDUSTRY

VOL. 30, 2023, ISSUE 4

Fall Summit 2023, p. 12

FEATURES

DEPARTMENTS



Emissions Study Results, p. 5

NIA National Insulation Association®

EVP/CEO MESSAGE

Celebrating Accomplishments and Preparing for New Opportunities

What a year 2023 has been, and there is so much to be excited about in 2024!

First, I'd like to thank everyone who attended NIA's Annual Convention and Fall Summit. We definitely brought NIA President Laura Dover's theme **Better Together** to life, with incredible attendance of nearly 140 attendees and an astounding 29 first-time attendees at the Fall Summit! She and the Board of Directors enjoyed handing out fun embroidered stickers to attendees that promoted the **Better Together** motto. Turn to page 12 for a gallery of photos and to read highlights of what your peers accomplished during committee sessions and learned from our two keynote sessions—so much interaction in such a short amount of time!

One of the highlights for attendees was the first opportunity to see the amazing results of *Insulation's Positive Impact on Energy Efficiency and Emission Reductions*. To review the results of this study, turn to page 5. The results are astounding. Take time to read, digest, and then let's share this data and get the word out about the value of mechanical insulation and our industry.

Fall Summit attendees also participated in a new program activity: voting to determine the winner of NIA's Insulation Project Art Gallery Showcase and Competition. The idea for the competition came from members, and it was exciting to see our Contractor members enthusiastically respond to the call for project photos. Turn to page 17 to read more. Plus, we will feature the winning projects in the January issue of *Insulation Outlook*.

In a new column, "Celebrating Members," we will share the stories of companies who submit their milestones and achievements! In this issue, Luse Thermal Technologies, home to two NIA Past Presidents, celebrates 100 years of business! (See page 28.)

In its first full year, NIA's Education Center has become the go-to resource for industry training. We are proud of what we accomplished this year and excited for what we have planned. Turn to page 20 to read how many courses, users, and subscribers we are thrilled to have and get a peek at what's coming soon!

As I have mentioned before, and I want to re-emphasize, we at NIA are increasingly seeing the requirement for insulation inspections in project specifications. I urge you to get your team certified soon. Turn to page 18 to see upcoming certification-level courses, both in person and virtual.

If you are like me, you are already thinking about the next

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Irex Contracting Group

Young Professional Advisory
Collin Smith, *Owens Corning*

EVP/CEO Message, continued

opportunity to not only travel to a sunny location but also to see your insulation industry colleagues! Consider yourself invited to NIA's 68th Annual Convention and Silent Auction at the Naples Grande Beach Resort in Naples, Florida, April 17–19, 2024. Read what we have planned for networking and education on page 22. And be sure to secure your desired room type with our excellent hotel room discounts. Plus, learn much more about the Silent Auction charities and how your company can donate this year.

And last, read an update from the Foundation Board of Directors. The Foundation is such an important part of amplifying the message about the value of mechanical insulation. Turn to page 25 to see the Foundation's latest activities and learn more about getting involved.

I hope to see you in 2024, and I wish you, your team, and your family a wonderful holiday season!

Michele M. Jones
Executive Vice President/Chief Executive Officer

PEOPLE & PLACES
IN THE NEWS

Owens Corning Partners with Glass Recycler to Expand Program in Atlanta

Owens Corning and Ripple Glass expand glass recycling program

Owens Corning and Ripple Glass, a glass recycler, have partnered to expand glass recycling efforts in Atlanta, Georgia. With the mantra "Give Glass a Second Life™," Ripple Glass launched its expansion in Atlanta earlier this year and collects more than 1.6 million pounds of glass each week, nationwide.

continued on next page

WELCOME NEW MEMBERS

9/12/23
Contractor
Rival Insulation, LLC
Attn: Chris Tremberth
840 Hilton Rd.
Ferndale, MI 48220-2505
Phone: (248) 808-6426
www.rivalinsulation.com
$6–10 Million
Specialties: Commercial Insulation, HVAC Insulation, Industrial Insulation, Plumbing Insulation, Refrigeration Insulation

9/25/23
Contractor
S K Mechanical, LLC
Attn: Samantha L. Sperry
P.O. Box 1525
Manchester, CT 06045-1525
Phone: (860) 533-2320
$1–3 Million
Specialties: Commercial Insulation, HVAC Insulation, Plumbing Insulation, Refrigeration Insulation

9/29/23
Fabricator
PolR Enterprises Inc.
Attn: Darryl Schmidt
5085 Rideau St.
Québec, QC G2E 5H5
Canada
Phone: (418) 872-0000
www.polrcorp.com
$3–6 Million
Specialties: Acoustic Products/Services, Distribution, Fabrication, HVAC Insulation, Metal Building Lamination, Paintings/Coatings, Plumbing Insulation, Refrigeration Insulation

9/30/23
Contractor
SouthCo Insulation
Attn: Liz Southers
1051 N.W. 15th Ter.
Stuart, FL 34994-9615
Phone: (772) 202-2049
http://southcoinsulation.com
$0–1 Million
Specialties: Acoustic Products/Services, Commercial Insulation, Distribution, Fabrication, HVAC Insulation, Industrial Insulation, Marine, Plumbing Insulation, Power, Refrigeration Insulation, Removable Insulation

10/4/2023
Contractor
Insulate You
Attn: Keith Etter
P.O. Box 17291
Jonesboro, AR 72403
Phone: (870) 819-6037
www.insulate-you.com
$1–3 Million
Specialties: Acoustic Products/Services, Building Envelope, Commercial Insulation, Fire Proofing, Firestopping, HVAC Insulation, Industrial Insulation, Metal Building Lamination, Plumbing Insulation, Removable Insulation

continued on next page

People & Places, continued

The market for recycled glass in Georgia is uniquely positioned, with strong demand from several leading fiber glass insulation companies operating in the state. The use of recycled glass in the production of new fiber glass insulation offsets the need for virgin, mined material such as sand. Recycled glass also melts at a lower temperature, resulting in more responsible manufacturing by lowering energy usage and reducing CO_2 emissions. Georgia residents can recycle a glass bottle with the Ripple Glass program, and it will be back on a local shelf as insulation in less than 30 days. Six glass bottles can generate enough fiber glass insulation for one standard wall cavity.

Visit *https://tinyurl.com/ynxu8u9d* to learn more.

Knauf Insulation Celebrates 45 Years in Shelbyville

Celebrating employees who have been with Knauf for 45 years

Knauf Insulation, Inc., a family-owned global manufacturer of fiber glass insulation, recently celebrated 45 years in Shelbyville, Indiana. Founded in 1978, the company started with 450 employees and has since grown to more than 1,600 people in six facilities in the United States. Knauf's Shelbyville operations encompass 1.53 million square feet of manufacturing space, making it the world's largest fiber glass insulation plant.

"When we first acquired the plant in Shelbyville in 1978, we had a vision to become a leading manufacturer of glass mineral wool insulation in North America," says Thies Knauf, former CEO of Knauf Insulation and co-shareholder of Knauf Group. "Seeing how Knauf Insulation North America has grown over the past 45 years is something we can all be extremely proud of. Shelbyville holds a special place in my heart, as I spent much of my career here, and I am so grateful for our employees and this great community that helped make it all happen."

Prioritizing sustainability for 45 years, Knauf is heavily invested in improving glass recycling rates, using 500 million pounds of recycled glass (26 million glass bottles) in its manufacturing process annually. The company operates a local program with the Shelby County Recycling District and the Hancock Recycling District in which all collected glass is used in Knauf's manufacturing process.

"Our commitment to innovation and sustainability has been a driving force behind our continued success, and we are excited for what the future holds," says Matt Parrish, CEO of Knauf North America. "As we look ahead, we will continue to prioritize our employees, customers, and the communities we serve, with a focus on creating innovative solutions that shape the way we live and build." For more information, visit *www.knaufnorthamerica.com*.

WELCOME NEW MEMBERS

continued

10/5/2023
Associate Supplier
MABI AG-Insulation Machinery
Attn: Markus Biland
Werdstrasse 10
Veltheim CH-5106
Switzerland
Phone: +41 56 463 65 65
www.mabi.ch
Supplier: Sheet Metal Working Machines for Insulation and Mechanical Insulation Technology

10/13/2023
Contractor
Comfortably Green, LLC
Attn: Ryan New
120 Forrest Lake Dr. N.W.
Atlanta, GA 30327-3313
Phone: (312) 890-8242
$0–1 Million
Specialties: Commercial Insulation, Industrial Insulation

10/13/2023
Contractor
Smith Air Center, Inc.
Attn: Erich Aten
26 Sams Rd.
Scott Township, PA 18447
Phone: (570) 587-4775
www.smithaircenter.com
$0–1 Million
Specialties: Heat Tracing, HVAC Insulation, Industrial Insulation, Removable Insulation

10/17/2023
Distributor
Amity Insulation Group Inc.
Attn: David Landro
14715 122 Ave. N.W.
Edmonton, AB T5L 2W4
Canada
Phone: (800) 268-6406
www.amityinsulation.com
$10–15 Million
Specialties: Distribution, Fabrication, Heat Tracing, Industrial Insulation, Power, Removable Insulation

11/8/2023
Associate Manufacturer
Edge-Sweets Co.
Attn: Adam Firer
2887 3 Mile Rd. N.W.
Grand Rapids, MI 49534-1319
Phone: (616) 453-5458
www.edge-sweets.com
Products: Insulation Fabrication Equipment

Do you know of a company that could benefit from becoming a member of NIA?
For more information or to refer a potential member, please call Rianna Gleeson at 703-464-6422, ext. 113, or email *membership@insulation.org*.

A Study on INSULATION'S POSITIVE IMPACT on Energy Efficiency and Emission Reductions

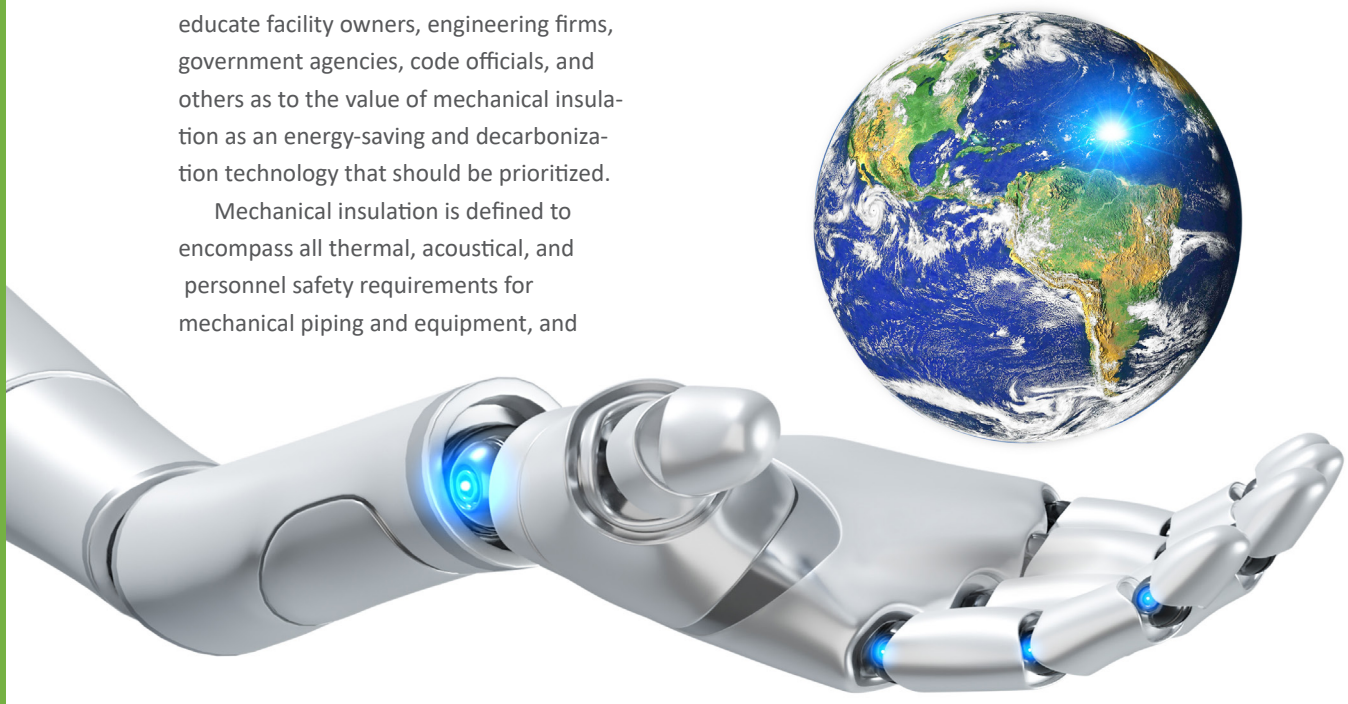
By Ronald (Ron) L. King

In 2023, the Foundation for Mechanical Insulation Education, Training, and Industry Advancement (Foundation) and the National Insulation Association (NIA) commissioned Industry Insights to perform an independent, third-party survey of manufacturers of ready-to-use insulation products for higher operating service temperatures to assess the amount of energy saved and the reduction in carbon and other greenhouse gas (GHG) emissions. This study sought to determine the value and role mechanical insulation systems have in assisting industries in the United States and Canada to achieve and maintain their respective decarbonization goals. A secondary goal was to educate facility owners, engineering firms, government agencies, code officials, and others as to the value of mechanical insulation as an energy-saving and decarbonization technology that should be prioritized.

Mechanical insulation is defined to encompass all thermal, acoustical, and personnel safety requirements for mechanical piping and equipment, and heating, ventilation, and air conditioning applications. The operating or service temperatures for those applications can range from cryogenic levels -423°F (-253°C) to above 1,000°F (538°C). This study's scope examined mechanical insulation used at "higher operating service temperature," which was defined to be between 150°F (66°C) and 800°F (427°C). This study did not include some materials that were suitable for all or a portion of the 150 – 800°F temperature range and did not include other operating temperature ranges.

The study covers a time span of 11 years, broken into three segments:

- 2017 to 2021,
- 2022, and
- 2023 to 2027.



The study objective was to answer two questions:

1. How much energy is saved, and GHG emissions reduced, over time by the use of mechanical insulation systems in the higher operating service temperatures in the commercial/building and industrial market segments?

2. Conversely, how much is at risk or lost due to under-insulated areas in the higher temperature market segments?

While those questions have been asked for years, the industry has never had adequate visibility to core information from which to calculate the answers. The questions appear to be simple, but the answers have been unknown, and unknowable, until now.

Decarbonization

Decarbonization is the term used to describe efforts to keep our planet from warming more than 1.5°C above pre-industrial levels. Most countries, including the United States and Canada, have goals to reach net zero emissions by 2050, meaning that all GHG emissions produced are counterbalanced by an equal number of emissions that are eliminated.

There are two basic aspects to decarbonization. The first entails reducing the GHG emissions produced by the combustion of fossil fuels, and the second is energy efficiency—to reduce the demand for energy.

As decarbonization strategies are developed and implemented, energy efficiency is more important than ever. The impact all insulation industry segments can contribute to that effort should not be overlooked or underappreciated. This study confirms the significant contribution the mechanical insulation market segment in particular can make to energy efficiency and, accordingly, carbon reduction initiatives.

If all insulation systems deliver energy savings and emission reduction benefits, why should mechanical insulation be viewed differently? The answer is related to temperature differential and heat loss/gain. The greater the temperature differential between ambient and service/operating temperature, the greater the opportunity for energy savings and reduction in carbon emissions. Accordingly, mechanical insulation applications, on a unit basis compared to other insulation segments, will yield much greater savings.

Renewable energy sources and electrification will not by themselves bring us to net zero emissions. Mechanical insulation can and should play a substantial role alongside the transition to renewable energy and electrification.

The study points out the obvious and impressive savings, but more importantly, it highlights what could be saved if mechanical insulation systems were viewed as a decarbonization technology that is proven and available now.

When you consider the potential of complete and intact mechanical insulations systems, the total energy savings and emission reduction findings are impressive, and the potential loss of even a portion of those savings should not be overlooked. The study findings, summarized in *Table 1*, are conservative, and do not include possible loss of benefits from partial or under-insulated areas. "Under insulated" is defined as items left uninsulated that could have been insulated, or where insulation has been removed and not replaced; items that are either not code compliant or are compliant but do not follow the most current model energy or building codes; items that are not specification compliant; and/or items that are damaged. More information is provided in the body of the report.

Table 1. Summary of Study Cumulative Findings

Cumulative Findings			
Study Results – Savings			
Past 5 Years	Base Year	Next 5 Years	Total 11-Year Window
2017–2021	2022	2023–2027	2017–2027
Savings – Kbtu			
35.0 Trillion	9.7 Trillion	62.3 Trillion	85.9 Trillion
Dollar ($) Savings			
$91.0 Billion	$25.2 Billion	$162.1 Billion	$ 278.3 Billion
CO_2 Savings – lbs.			
5.4 Trillion	1.5 Trillion	9.7 Trillion	16.6 Trillion

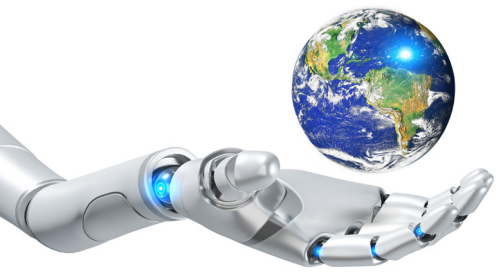


Table 2. Reduction in GHG and CO_2 Emissions from Mechanical Insulation Compared to Other Initiatives

Equivalencies	Savings			
	Past 5 Years 2017–2021	Base Year 2022	Next 5 Years 2023–2027	Total 11-Year Window 2017–2027
Greenhouse Gas (GHG) Emissions from:				
Gasoline-powered passenger vehicles driven for 1 year	549.4 Million	151.8 Million	978.1Million	1.7 Billion
CO_2 Emissions from:				
Homes' energy use for 1 year	311.1 Million	86 Million	553.9 Million	951 Million
Barrels of oil consumed	5.7 Billion	1.6 Billion	10.2 Billion	17.4 Billion
Coal-fired power plants in 1 year	661	183.0	1,176	2,020
Natural gas-fired power plants in 1 year	6,204	1,714	11,044	18,962
GHG Emissions Avoided by:				
Wind turbines running for 1 year	686,474	189,653	1,222,153	2.1 Million
Incandescent lamps switched to LEDs	93.6 Billion	25.9 Billion	166.6 Billion	286.0 Billion
Carbons Sequestered by:				
Acres of U.S. forests in 1 year	2.9 Billion	813.3 Million	5.2 Billion	9.0 Billion

The United States represents 91% +/- of the findings, and the Canadian portion equates to 9% +/-.

It is important to note the study results are cumulative, beginning in 2017 and ending in 2027. "Cumulative," for the purposes of the study, means successive inclusion from year to year, so what exists in one year will exist in the next, and every year thereafter, unless something happens that changes the basis of the information.

For example, if a mechanical insulation system saves 1 metric ton of carbon emissions in 2021, it is assumed that it will save the same amount in 2022, 2023, and each year thereafter. Similarly, if 2% of the insulation system is under insulated in 2021, 2% will be considered to be under insulated in 2022 and each year thereafter.

How do these results compare to other carbon reduction initiatives or GHG reduction equivalents? We turned to the U.S. Environmental Protection Agency Greenhouse Gas Equivalencies Calculator to answer that question.[1] Results appear in *Table 2*.

A significant portion of the savings are at risk due to areas that are under insulated.

The questions are, how much is under insulated; and, over time, does the problem turn into a much bigger number? Once again, what that percentage is by industry segment, facility, or nationally has been unknown.

The discussion and degree of under-insulated areas applies to all mechanical insulation systems. The industrial segment typically represents a larger percentage of the issue than the commercial segment. Many of the insulated piping systems in the commercial segment are located in wall cavities or above ceilings, and so are not exposed to weather elements or potential mechanical or personnel abuse on a regular basis.

Defining "Under Insulated"

For purposes of the study, "under insulated" was defined as including the following:

- Items left uninsulated that could have been insulated (unions, flanges, valves, etc.)
- Items that are not code compliant
- Items that are code compliant but do not follow the most current model energy or building codes
- Items that are not specification compliant
- Items that are damaged by/as a result of:
  - Other crafts working on site
  - Weather-related events (wind, hail, flooding, etc.)
  - Moisture intrusion or intrusion of other contaminants (product, oil, grease, etc.)
  - Mechanical equipment (forklifts, scaffolding, ladders, etc.)
  - Maintenance and/or other facility personnel
  - Environmental elements (corrosive or contaminant environment)
  - Being used as a walking surface or work platform (pipe rack, for example)
  - System penetration for inspection purposes (destructive testing) and not being repaired in a proper and/or timely manner
  - Washdown or similar occurrences
  - Fire or similar events
- Installation quality issues
- Insulation removed for maintenance and/or other purposes and not replaced
- Insulation removal for maintenance and/or other purposes exposing the remaining insulation system to potential damage
- Improper and/or not timely maintenance
- Improper insulation system replacement

There are, however, multiple areas in both market segments that are under insulated. While the specific scope of those areas can only be determined on a facility-by-facility or project-by-project basis, the study examines the impact at various levels. Under-insulated areas offer an opportunity to regain potential loss of energy and reduction of carbon emissions while improving mechanical insulation systems in support of other goals, such as personnel safety, process control, mitigating corrosion under insulation (CUI), etc.

On average, based upon the variable percentages of under-insulated areas, the potential loss equates to 10%: 1.7% for the commercial market segment, and 8.3% for the industrial market segment, for an approximate ratio of 1 to 5 (see *Table 3*).

Conservatively, the study indicates a potential average loss of under-insulated areas in the two market segments combined of 751 million metric tons of carbon over the 11-year span of the study, which equates to more than 827,000,000 carbon offsets. (1 ton = 1 carbon offset).

This loss simply should not be overlooked by companies, industries, or governing agencies. The opportunity is there, and the technology is real and proven. Mechanical insulation represents a massive and immediately available GHG reduction opportunity.

How do these results compare to other carbon reduction initiatives or GHG reduction equivalents? The answers are provided in *Table 4*.

The service operating temperature range of 150 to 600°F represents 80%+/- of the total savings and potential loss due to under-insulated areas. That is significant because many facilities do not experience process temperatures above that range.

Given the reality of what little data was available, manufacturers that produced "ready-to-use" insulation (sectional pipe insulation and board products that can be taken from the manufacturers' packaging and installed) were asked to provide their 2022 annual linear footage sales by pipe size and thickness, and square footage of board product by thickness.

Table 3. The Cost of Under-Insulated Areas

	Summary of Cumulative Findings vs. Potential Loss Due to Under-Insulated Areas			
	Study Results – Savings			
	Past 5 Years 2017–2021	Base Year 2022	Next 5 Years 2023–2027	Total 11-Year Window 2017–2027
	CO_2 Savings – Metric Tons			
	2,468,748,389	682,044,289	4,395,195,149	7,545,987,828
	Average Potential Loss			
Commercial Market Segment	(41,474,973)	(11,458,344)	(73,839,279)	(126,772,596)
Percent of Total Savings	*-1.7%*	*-1.7%*	*-1.7%*	*-1.7%*
Industrial Market Segment	(204,494,658)	(56,496,002)	(364,068,665)	(625,059,325)
Percent of Total Savings	*-8.3%*	*-8.3%*	*-8.3%*	*-8.3%*
Combined Total	(245,969,631)	(67,954,346)	(437,907,944)	(751,831,921)
Percent of Total Savings	-10.0%	-10.0%	-10.0%	-10.0%

Table 4. Summary of Potential Loss Compared to Other Carbon or GHG Reduction Initiatives

	Potential Average Lost – Under-Insulated Areas			
Equivalencies	Past 5 Years 2017–2021	Base Year 2022	Next 5 Years 2023–2027	Total 11-Year Window 2017–2027
Greenhouse Gas (GHG) Emissions from:				
Gasoline-powered passenger vehicles driven for 1 year	54.7 Million	15.1 Million	97.4 Million	167.3 Million
CO_2 Emissions from:				
Homes' energy use for 1 year	31.0 Million	8.6 Million	55.2 Million	94.8 Million
Barrels of oil consumed	568.9 Million	157.2 Million	1.00 Billion	1.7 Billion
Coal-fired power plants in 1 year	65	18	117	201
Natural gas-fired power plants in 1 year	618	171	1,100	1,889
GHG Emissions Avoided by:				
Wind turbines running for 1 year	68,396	18,896	121,767	209,059
Incandescent lamps switched to LEDs	9.3 Billion	2.6 Billion	16.6 Billiom	28.5 Billion
Carbons Sequestered by:				
Acres of U.S. forests in 1 year	293.3 Million	81.0 Million	522.2 Million	896.6 Million

Elastomeric type insulation is produced in sectional, "ready-to-use" forms and is used across multiple industry segments. Its primary use is in the lower service temperature ranges, however, and as a result, it was not included in the study.

The exclusion of elastomeric and non-ready-to-use mechanical insulation material such as aerogel, cellular glass, polyisocyanurate (polyiso), ceramic fiber, removable/reusable insulation cover, and other products makes the results of this study extremely conservative by anyone's measure. Many of these non-ready-to-use materials are heavily used in commercial and industrial applications, particularly at extreme temperature ranges.

While the study results were based on four ready-to-use materials from two primary groups, those materials are NOT the only ones subject to under-insulated areas.

Every 2 years since 1997, the NIA and the Foundation have conducted a separate measurement survey to gauge the size of the mechanical insulation industry. (See "Industry Studies and Survey Results" on page 25 to read the results of the latest measurement study.) By using the information from the 2020 to 2022 measurement survey, we were able to extrapolate insulation usage looking backwards 5 years, and by using historical trends we could look forward 5 years, netting an 11-year window of information from 2017 to 2027, including the base year.

Determining the energy, emissions, and dollars saved was accomplished with the use of the 3E Plus® software developed by the North American Insulation Manufacturers Association.

Only 2" to 12" iron pipe sizes (IPSs) and 1" to 3" pipe and board single-layer thicknesses were used in the study. The limited IPSs and thicknesses again highlight how extremely conservative the study findings are. There is a significant volume of larger sizes, especially in the industrial higher temperature ranges. Those large-diameter applications often exhibit more extreme heat loss and energy savings.

In addition, the scope of the study did not include operating temperatures below 150°F, which excludes a significant portion of the commercial market, as well as portions of the industrial market.

Again, these scope exclusions underscore the conservative nature of the study findings.

Mechanical insulation systems are not a "one and done" initiative. You do not install it and forget it. The negative impact of areas not insulated is easy to understand. The efficiency impact of damaged insulation is always subject to varying opinions and interpretations as to the scope and extent of efficiency loss.

The efficiency level of a damaged insulation system is important in determining the amount of heat loss. The actual level of efficiency can only be determined on case-by-case basis and may require product testing.

A level of energy efficiency has been considered by the professionals who designed and specified the insulation system. In order for an insulation system to be as effective as anticipated, it needs to remain as close to each component's manufactured state as possible, and the system must be intact and operating as designed.

Mechanical insulation systems are not a 1- or 5-year initiative. Properly designed, installed, and maintained mechanical insulation systems will last longer than the 11-year span upon which the study's cumulative results are based, and may last the lifetime of the facility.

As with all facility systems, mechanical insulation systems should have regular inspection and timely and proper maintenance. Lack of proper and timely maintenance only makes any problem with the system worse. What today may be a simple repair could be a major problem tomorrow. Additionally, there are other potential consequences—such as personnel and process safety concerns, process control, and CUI—to consider.

History has proven that mechanical insulation simply has not been installed in some areas, or it has been removed for one reason or another. Further, mechanical insulation, if not protected, can be damaged, as mentioned above. The study attempted to recognize and account for these under-insulated areas by using a consistent methodology to determine the potential loss of energy and the emission reduction opportunities.

Each facility or project would need to determine its estimated percentage of under-insulated areas. The percentages used in the study are not meant to imply that every facility has that level of under-insulated areas; some will have less, and some may have more.

Recognizing the risk level difference between the market segments, a potential loss percentage scale was developed (*Table 5*).

Table 5. Percentage Scale of Potential Loss Due to Under-Insulated Areas

Commercial Market Segment	Industrial Market Segment
2.0%	5.0%
4.0%	10.0%
6.0%	15.0%
8.0%	20.0%
10.0%	25.0%
N/A	30.0%

Because the exact breakdown between market segments is unknown, through a series of estimates, assumptions, and extrapolations, the total savings was allotted between the two market segments.

For each potential percent of under-insulated areas, calculations were made as follows:

- 50% of the percentage was assumed to contain no insulation; and
- 50% of the percentage was assumed to be damaged and the insulation system performing at a 50% efficiency level, which may be conservative.

Conclusion and Next Steps

The impressive results of insulation are not surprising to those within the mechanical insulation industry. The magnitude of the savings, and what could be lost, is the data the industry has been missing. Again, it is important to remember that the energy and emission findings are ultra conservative.

While there are hundreds of case studies that confirm the energy savings, emission reduction, and return on investment on specific items or even processes, this study provides industry information that has never before been available.

The study began with two core questions, and in answering those questions, its ultimate purpose is to educate facility owners, engineering firms, government agencies, code officials, and others as to the value of looking at mechanical insulation as a critical energy saving technology.

This study offers a unique view of mechanical insulation's potential, looking at it holistically, rather than focusing singularly on individual products or systems. Each uninsulated or damaged area plays its own important role, but governmental agencies and individual companies need to look at the full potential impact of how effective installing mechanical insulation systems can be for their energy savings and carbon/GHG emission reductions.

The discussions as to the value of having clear, concise, and complete mechanical insulation specifications, inspecting initial installations, having industry-endorsed application and repair/replacement standards, and maintaining insulation in a timely and proper manner is not new; but those discussions are more important now than ever before.

The solutions are complex, there are many opinions as to the best paths to follow, and effective change will take time. But the one change that can happen immediately is to view mechanical insulation as a proven technology that will help achieve a company's—and our country's—decarbonization and sustainability objectives.

Achieving short- and long-term decarbonization goals is not simple. Continuing the research and development of new, revolutionary energy efficient and carbon reduction technologies is important, but equal focus should be put on proven solutions that are available now.

Mechanical insulation will help businesses, states, and provinces obtain their regulatory or voluntary carbon reduction goals now, tomorrow, and for years to come, if only it is recognized as a primary contributing technology that is part of the solution.

One facility at a time making a commitment to look at mechanical insulation in new construction and existing facilities can make a difference now. Taking small steps can lead to significant, large-scale results. To achieve decarbonization goals, many aspects of the economy must change—from how energy is generated to how we produce and deliver goods and services; and how we manage lands, our businesses, and our lives.

The challenge for the business and finance communities, as well as policymakers, is to identify how best to use the time and resources we have—especially solutions that are available now—to advance the changes needed.

Next Steps

While each business, company, agency, etc., may have unique circumstances, structures, and procedures to consider, there are a few common "next steps" that should be considered in determining how and to what level mechanical insulation can help achieve energy savings and decarbonization goals.

1. Commit to investigating and developing a better understanding as to the benefit(s) of mechanical insulation and the consequences of not having up-to-date specifications and dealing with improper installation and/or insufficient or improper maintenance.

2. With the support of internal subject matter experts (SMEs) and the help of external resources (manufacturers, contractors, fabricators, associations, etc.) complete a thorough and objective review of current project or company specifications or standards, and develop recommended changes as needed.

3. Develop and implement specific mechanical insulation energy efficiency and emission reduction appraisals/audits with inspectors and appraisers certified in those fields.

4. Determine the internal and/or external hurdles or barriers to implementing mechanical insulation energy and carbon reduction initiatives.

5. Commit to and maintain a commitment to continuing education related to all aspect of mechanical insulation systems for the operating systems and environments specific to the company or area of operations.

6 Hold internal company/department meetings to educate all parties on the value of mechanical insulation within your organization, the environment, and the local community, as well as on the consequences of damaged insulation.

7 Share your success with others. There is great value in sharing best practices or case studies. Your organization benefits not only from being recognized as a leader, but also from helping others in addressing climate change.

8 "Inspect what you expect"—not only in monitoring and recording progress of specific plans, but also with initial installation and maintenance processes. If mechanical insulation is not installed or repaired/replaced properly, the expected benefits may not be realized, and it could lead to other areas of concern and additional unexpected cost.

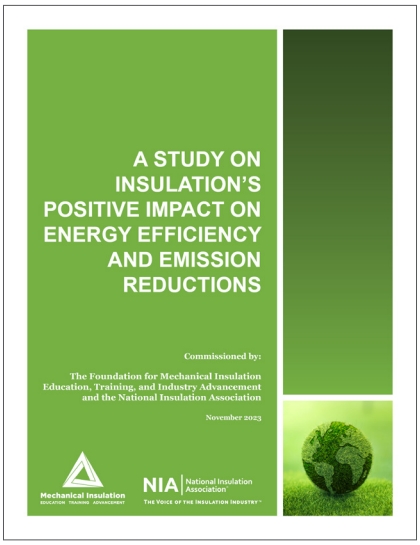
9 Develop an annual inspection and maintenance program for existing facilities. This will benefit short- and long-term operational and capital budget planning, and the information could be used in internal and external climate change/sustainability programs.

10 Ensure you have transition plans to transfer the mechanical insulation expertise and technology. Often—whether by right-sizing, downsizing, attrition, changes in responsibility, change of ownership, or mergers, etc.—knowledge is lost. That is especially true with mechanical insulation. The decarbonization and other benefits of mechanical insulation are not limited by time.

The study confirms the contribution the mechanical insulation industry can make to decarbonization efforts. It is available now, and it impacts every state, county (province) and city, labor group, all direct or indirect related businesses, and this and future generations—if only we think about mechanical insulation systems differently.

That is potentially the industry's greatest challenge. It is hoped that this study can be the impetus for change.

The full report can be obtained at *www.insulation.org/carbon* and *www.insulation.org/foundation/data*.



Additional Information

- View the results infographic here.
- Read the press release here.
- Read the Executive Summary here.
- Read the article from the November 2023 issue of *Insulation Outlook* magazine.
- Read the full Energy and *Emissions Study* here.
- Download the presentation slides from NIA's Fall Summit—To request a presentation of this research, email *research@insulation.org*.
- Watch the recorded webinar.

For questions about this study or requests for interviews and articles, email *research@insulation.org*. To learn more, visit *www.insulation.org/carbon* or *www.insulationeducationfoundation.org*.

RON KING *is a Past President and honorary member of the NIA, the World Insulation and Acoustic Organization, and the Southwest Insulation Contractors Association. He was awarded the NIA's President's Award in 1986 and again in 2001. He is a 50-year veteran of the commercial and industrial insulation industry, during which time he held executive management positions at an accessory manufacturer and specialty insulation contractor. He retired (2004) as the Chairman, CEO, and President of a large national insulation distributor/fabricator. He currently serves as a full-time Consultant to NIA (www.insulation.org) on a variety of educational, outreach, and governmental initiatives, including coordinating association alliance-partnership activities. He is a Past Chairman of the National Institute of Building Sciences' National Mechanical Insulation Committee and Consultative Council. He also is NIA's liaison to the Federation of European Insulation Societies, which represents the European mechanical insulation market. Ron is the current Head Instructor for NIA's Thermal Insulation Inspector Certification Program™ and is a frequent industry author and speaker. He also serves as a director and advisor on several private company boards.*

REFERENCE

1. *https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator#results*

ACKNOWLEDGEMENT

The study would not have been possible without the support of:

- Johns Manville, a Berkshire Hathaway Company
- Knauf Insulation, Inc.
- Owens Corning
- ROCKWOOL Technical Insulation

Elevating and Celebrating Our Industry at Fall Summit 2023

From craftsmanship to energy efficiency and workforce safety and protection, NIA's Fall Summit addressed highly targeted industry topics for members only.

100%
rated the Fall Summit as excellent or good

NIA President Laura Dover's yearlong theme of **Better Together** truly captured the atmosphere at NIA's Fall Summit, our members-only gathering held October 25–26, 2023, at the MGM National Harbor, where we enjoyed better-than-typical attendance (140 attendees, including 29 first-timers) with even higher levels of satisfaction (100% of survey respondents rated the Fall Summit excellent or good)! This year's Summit had an updated schedule and featured more than 20 hours of education, two keynote speakers, and seven industry-specific sessions. Laura and the NIA Board of Directors shared **Better Together** stickers, and by the end of the meeting, everyone who wanted one had a **Better Together** sticker for their badge. It was a fun way to share her message and start a conversation around working together to achieve our goals and advance the industry. Keep an eye out for these stickers again at NIA's Annual Convention in April!

New at Fall Summit, NIA debuted the Insulation Project Art Gallery Showcase and Competition, which was suggested by members to highlight the creativity, artistry, and craftsmanship of contractor mechanical and industrial insulation system projects. We were delighted to have 13 participants. Fall Summit attendees voted for their favorite project. Congratulations to First Place Winner Elite Insulation, Inc. Turn to page 17 to see more on the competition.

The two keynote presentations addressed industry workforce and energy savings topics vital to NIA members and the entire industry.

NIA Consultant and Past President Ron King kicked off the breakfast keynote with critical facts and figures. Not only did he share early results for the biennial study, Mechanical Insulation and Metal Building Insulation for Commercial and Industrial Markets (also referred to as the Industry Measurement Survey), he also stressed that continued growth in both insulation industry segments demonstrates the strength, commitment, and continued enthusiasm of the companies and people in the industry. The pandemic, consolidation, and ever-fluctuating economy may have changed the way people live, work, travel, shop, and interact, but it has not changed the importance and value of insulation, nor the commitment and resolve of the people who work in the insulation industry.

Ron also gave Fall Summit attendees the first opportunity to see the astounding results of the first-of-its kind study on Insulation's Positive Impact on Energy Efficiency and Emission Reductions to educate facility owners, engineering firms, government agencies, code officials, and others on the value of looking at mechanical insulation as a critical energy-saving and carbon-reduction technology, and not something to be taken for granted. Attendees were quite impressed with the results and volume of data. Ron implored attendees to "Talk about it. Share it. The more often it is shared, talked about, and used, the better the odds of impacting real change." Visit *www.insulation.org/carbon* to see the full report, infographics, executive summary, and more. On December 1, NIA hosted a free webinar with Ron King on the *Emissions Study*, and the recording will be available to everyone on NIA's Education Center. Visit *https://niaeducationcenter.org/courses/61234#* to access it. (If you do not have a free Education Center login, you will need to create one.) Contact *membership@insulation.org* for assistance with creating a login.

Keynote Speaker Jessica Bunting of the Center for Construction Research and Training (CPWR) encouraged attendees to invest in mental health resources for employees and offered a multitude of free resources. Creating a "culture of care" can not only help your employees, but it can also help your company retain talent, improve productivity, and reduce time out of the office. Keep an eye out for more helpful information, tools, and links from CPWR as part of NIA's Education Center. More information will be available in early 2024.

96%
plan on attending NIA's Fall Summit in 2024

INDUSTRY SECTOR AND COMMITTEE SESSIONS HIGHLIGHTS

Associates

- Enjoyed an extremely engaging presentation from Hamzah Shanbari, Director of Innovation Strategic Initiatives for Haskell, on the types of technologies that are shaping the industry, including reality capture (e.g., drones, laser scanning, and 360 imagery), augmented and virtual reality, artificial intelligence (e.g., design, quantity take-offs, scheduling, and tracking), and robotics to create a safer, faster work process.
- Suggested that Hamzah be considered as a speaker for future meetings, including for contractors and distributors.

FIRST-TIME FALL SUMMIT ATTENDEE INSIGHTS

"Attending the NIA Fall Summit was an awesome experience. At times, I felt I had imposter syndrome and thought, 'I'm not well versed in the world of insulation. What if the topics are completely over my head?' But it was honestly SO helpful to have an immersive experience that allowed me to see the bigger picture of the industry we work in. For anyone wondering if attending an NIA Summit would be beneficial for them, I assure you the answer is yes. The amount of information made available to you as an attendee is invaluable, and it really is a great opportunity to meet other people outside of your realm of the industry and deepen your understanding of the importance behind what we do."
— Nicole Barwick, DKB, Inc.


Nicole Barwick (left) and her DKB colleague Reagan Burows

94% learned new information


YPAC Mentor Session Overview

- Examined the point system for the Premier Industry Manufacturer Awards. Chair Sandy Shattles encouraged all Associate members to sign up by filling out the four-question form.
- Heard from NIA Consultant and Past President Ron King about the most recent NIA research. He detailed the Industry Measurement Survey for the group.

Distributor/Fabricator

- Provided feedback for the sustainability panel at Convention and how this topic is important to distributors.
- Heard a presentation from Doug Wyatt of SPARXiQ on how to develop a next-gen sales talent strategy and how to attract and retain talent.
- Discussed future initiatives and programs for the committee.

Health and Safety

- Received a presentation from Justin Azbill of Milwaukee Tools on personal protective equipment and the design differences, and pros and cons between hard hats and helmets.
- Listened to an OSHA update from NIA's General Counsel, Gary Auman of Auman, Mahan and Furry.
- Discussed the 2023 Safety Award and the number of applicants. (Winners will be announced at the 2024 NIA Annual Convention.)
- Brainstormed potential speakers and topics for the 2024 Convention.

Membership

- Discussed continued efforts to obtain feedback from small contractor members on communication methods and engagement opportunities.
- Planned for the committee's January meeting topics, including data analytics, member recruitment and retention strategies, and new member communications.
- Reviewed NIA's Ambassador Program, including recent new members and Fall Summit first-time attendees.

94% said the program content/education exceeded or met expectations

THANK YOU SPONSORS!

AEROFLEX

IMC INSULATION MATERIALS CORPORATION

ROCKWOOL

spi

Merit Contractors

- Discussed regional market conditions, focusing on workforce topics and project delays.
- Considered future meeting topics, such as labor productivity and opioid epidemic as a safe work/life topic.
- Shared insights on how to make the Education Center even more valuable and provided feedback on how to use NIA survey data.

Technical Information Committee

- Having conducted an intensive review of the Insulation Science Glossary this summer, the TIC approved one last definition, and a new digital version has been published on NIA's website. The TIC will continue its work on two new specifications charts for accessories and jacketing.
- Established two new task forces to review new NIA training materials and the DOE's Steam Best Practices Guide.
- Discussed topics and speakers for the upcoming Annual Convention in Florida.

Union Contractors Subcommittee

- Engaged in a productive discussion with General President Terrence Larkin and General Secretary–Treasurer Robert Reap of the International Association of Heat and Frost Insulators and Allied Workers about labor challenges, leadership roles, training, and other topics.
- Discussed the potential for a joint contractors session at the 2024 NIA Annual Convention.
- Provided responses to a survey related to the biennial Industry Measurement Survey.

Young Professional Advisory Committee (YPAC)

- Heard from the Mentor Program's latest pairing—Luse Contracting Group's Ashley Luse DeBoer and PCI's Rick Sutphin—on strategic planning: how to define it, how to create plans, and how to build engagement throughout the organization.
- Received a Board update from Secretary/Treasurer Rick Sutphin that focused on the NIA budget and progress on strategic goals.
- Got an update from two YPAC task forces: The Diversity, Equity, and Inclusion Task Force is seeking input through a committee survey; while the Engineering Student Outreach Task Force is putting together a pilot program for outreach to Washington, DC-area engineering colleges.

94% said business networking with new/potential customers exceeded or met expectations

Two committees met prior to Fall Summit: the Education and Training, and the Metal Building Laminators.

Education and Training Committee

- Met virtually on September 25, with 10 members in attendance, and discussed the upcoming courses for NIA's Education Center that will be available in early 2024 (7 to 10 courses), and what is in the pipeline for later in the year.
- Explored potentially providing more courses in Spanish, as that may be of benefit to members.
- Received an update on NIA's Thermal Insulation Inspector Certification™ marketing and upcoming presentations, and discussed the format of the course.

Metal Building Laminators Committee

- Met during METALCON in Las Vegas on October 19, with 33 members in attendance, where the committee discussed the review of potential testing facilities to test the certification of the NIA 404 Certified Faced Insulation Standard.
- Heard a presentation from Bob Zabcik, Metal Building Manufacturers Association (MBMA) Consultant, on several topics, including interpretation request of ASHRAE 90.1 items related to fiber glass reference properties, the American Iron and Steel Institute, and the MBMA best practice guide for installation regarding air leakage.
- Discussed developing a presentation topic for the 2024 METALCON meeting.

80% gained new business contacts

RECONNECTING FOR HAPPY HOURS!

With daytime temperatures in the upper 70s, both happy hour events took place outdoors, giving attendees a chance to enjoy fresh air and each other's company. Wednesday's kick-off reception allowed attendees to reconnect before a very full day of industry meetings, and Thursday's happy hour gave everyone an opportunity to say farewell until next time, which will be NIA's 68th Annual Convention and Silent Auction, April 17–19, 2024 at the Naples Grande Beach Resort in Florida. If you missed the NIA Fall Summit, make your plans now to join us in April! See page 22 for the latest details about the 2024 Annual Convention.

Congratulations NIA Contractors!

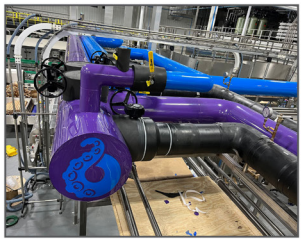
NIA's Insulation Project Art Gallery Showcase and Competition

Congratulations to the winners and all the participants in NIA's inaugural Insulation Project Art Gallery Showcase and Competition! The goal of the showcase was to highlight the creativity, artistry, and craftsmanship of contractors for mechanical and industrial insulation system projects. We were excited to have 13 companies participate.

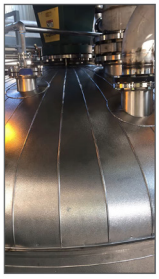
The projects were showcased anonymously at Fall Summit, and all attendees had a chance to vote on their favorite. The judging criteria were: most parts insulated, aesthetics, difficulty of installation, and well-installed application.

The winners are:

FIRST PLACE: **Elite Insulation, Inc.**



SECOND PLACE: **Thermal Solutions, Inc.**



THIRD PLACE: **Argus Contracting, LP**

Thank you to all entrants, who helped highlight the diversity and creativity of the mechanical insulation industry:

- Coastline Insulation
- DKB, Inc.
- Gribbins Insulation
- Hudak's Insulation, Inc.
- I&I
- Kerco, Inc.
- Luse Thermal Technologies
- Performance Contracting, Inc.
- Taurus Insulation
- Texoma Industrial Insulation, Inc.

Visit NIA's website at *https://tinyurl.com/548t5d9f* for project photos and more information on all projects. NIA is excited to promote the winning entries, including in the January 2024 issue of *Insulation Outlook* magazine.

Start Strong in 2024: Earn a New Certification

NIA's 2024 training lineup is now available. Registration is open, with eight opportunities for both virtual and in-person courses, beginning in February and running through December.

NIA | Understanding MECHANICAL INSULATION

Understanding Mechanical Insulation
Training Level: Intermediate
Course Length: 2 days
Member Registration Fee: $1,665

This course is excellent training for new employees to gain an overview of the mechanical insulation industry and products, focusing on a review of industry market segments; the need for and importance of inspection; the purpose of mechanical insulation systems and why that is important to the inspection process; primary insulation materials and protective coverings; the importance of Safety Data Sheets; and codes, standards, regulations, and guidelines, and how they are intertwined.

2024 COURSE DATES
February 27–28
Registration Deadline: February 12
Location: Houston, Texas

June 5–6 (Virtual Course)
Registration Deadline: May 20

December 4–5 (Virtual Course)
Registration Deadline: November 14

NIA is increasingly seeing the requirement for inspections in specifications. Get your team certified before your next bid!

Thermal Insulation Inspector Certification™
Training Level: Advanced/Certification
Course Length: 4 days
Member Registration Fee: $2,805

This certification-level course is designed for experienced insulation professionals ready to learn a new specialty, and for companies ready to add insulation system inspection as part of their services. Who should take this course? Anyone who has responsibility for contracts, maintenance, business development, quality assurance/quality control, project oversight, safety, inspections, estimating, management, product development, mechanical insulation system design, and specification development.

2024 COURSE DATES
February 27–March 1
Registration Deadline: February 12
Location: Houston, Texas

June 5–6 and June 11–12 (Virtual Course)
Registration Deadline: May 20

December 4–5 and December 11–12 (Virtual Course)
Registration Deadline: November 14

Insulation Energy Appraisal Program™
Training Level: Advanced/Certification
Course Length: 2 days
Member Registration Fee: $1,555

This certification-level course teaches students how to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. Learn how to conduct a facility walk-through, use the 3E Plus® software, utilize infrared cameras during inspections, understand steam efficiencies, analyze and complete an appraisal spreadsheet, and present your customer with a final report that outlines the potential savings and emission reductions mechanical insulation can provide.

2024 COURSE DATES
March 20–21 (Virtual Course)
Deadline: March 4

November 12–13 (Virtual Course)
Registration Deadline: October 24

Gain a Better Understanding of Specs and Submittals—on Demand

Two of NIA's popular intermediate-level courses are now available on demand through NIA's Education Center. Turn to page 21 to learn more about each course.

- Understanding Specifications
- Understanding the Submittal Process

Discounted Pricing Available

Interested in getting 10 or more team members registered to take these courses in 2024? Special pricing is available. For more information, or for answers to questions, please visit *www.niaeducationcenter.org* or email *training@insulation.org*.

For more information or answers to questions about hosting a course for your company, please visit *www.insulation.org/training-tools* or email *training@insulation.org*.

Want to Grow Your Sales?

Advertise in *Insulation Outlook* magazine or in the National Insulation Association's publications or websites to reach engineers, specifiers, facility/plant managers/owners, mechanical contractors, manufacturers, distributor/fabricators, metal building insulators, and insulation contractors

WITH ONE AD!

NIA National Insulation Association®

What a Year 2023 Has Been for NIA's Education Center

Even More to Come in 2024!

A Few 2023 Achievements

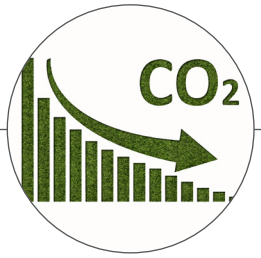
- More than 50 microlearning courses (ranging from a few minutes to an hour to complete) available on demand
- 22 total hours of educational content available
- Nearly 950 unique users have logged onto the platform
- 56 NIA member companies have become Premier Training Subscribers
- 12 courses offering professional development hour (PDH) credits

In its first full year, NIA's Education Center has far exceeded expectations. NIA's Education Center is a new concept in training and education for the insulation industry,developed to meet the growing need for easily accessible, on-demand training from a trusted industry source. It is the go-to national resource for information and training tools specifically designed for anyone involved in the mechanical insulation industry. We are also excited about what we have in store for 2024!

COURSES COMING IN EARLY 2024

- Construction Safety Orientation
- Culture of Early Reporting
- Defining a Mechanical Insulation Contractor
- Hazard Communication for Construction: How to Use Labels and Safety Data Sheets
- Mitigating Corrosion under Insulation (CUI)
- Understanding the Decision Process for Specification Development

NIA, with the help of our subject matter experts, develops 20 to 30 new courses each year, so there is always something new being added to NIA's Education Center!



NIA | National Insulation Association®

THE EDUCATION LEADER FOR THE INSULATION INDUSTRY

POWERED BY: KNAUF INSULATION FOR THE WORLD WE LIVE IN.

Now on Demand: Two Courses to Help You Understand Specifications and Submittals

Understanding Specifications

Level: Intermediate
Course Length: 6 hours (6 PDHs offered)

Learn how a specification is developed; how codes, standards, regulations, and guidelines are intertwined; how conflicting information in specifications could be problematic; how increased knowledge of mechanical insulation and insulation inspections can improve specifications; how to identify challenges and opportunities created by specifications; and how to understand the consequences of a "bad specification."

Visit *https://niaeducationcenter.org/courses/47943#* to view the on-demand course.

Understanding the Submittal Process

Level: Intermediate
Course Length: 3 hours (3 PDHs offered)

Learn 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.

Visit *https://niaeducationcenter.org/courses/47942#* to view the on-demand course.

Premier Training Subscribers

If your company is a current Premier Training Subscriber (January–December 2023), your primary representative received a subscription renewal for 2024 along with your company's 2024 membership renewal via email in late November. Current subscribers are encouraged to renew prior to the end of 2023, and no later than January 12, to keep your current rate without a fee increase for 2024.

Marc Napolitano of Insulation Materials Corporation is adding a Premier Training Subscription in 2024 for his company. Marc noted, "When I joined the mechanical insulation industry, much of my training was informal and came from gaining what I could from those around me with more experience. Back then, there was no such thing as NIA's Education Center. But now, with this resource, my new hires will have a structured way to learn from a trusted industry source."

For information on becoming a new Premier Training Subscriber, including pricing, visit *www.insulation.org/niaeducationcenter*.

Course Materials

A professionally printed, full-color course manual will be sent to participants once they purchase the Specification and/or Submittal course.

Education Center Resources: Learn More about Learning Opportunities!

- Visit our FAQ web page at *www.insulation.org/educationcenterfaqs*.
- Visit our NIA Education Center Information web page: *www.insulation.org/training-tools/niaeducationcenter* (there is a 4-minute video demo, too).
- Visit *www.niaeducationcenter.org*.
- Email *training@insulation.org* or call 703-464-6422 and ask for Ashley Bartley (ext. 118) or Erin Penberthy (ext. 114).

Interested in a custom package or in learning more about sponsorship? Erin Penberthy can help you match your needs to NIA's resources. Email *training@insulation.org* or call 703-464-6422, ext. 114.

NIA | 68th Annual Convention Naples, Florida

See You Next Spring in Sunny Naples!

NIA's 68th Annual Convention and Silent Auction

April 17–19, 2024

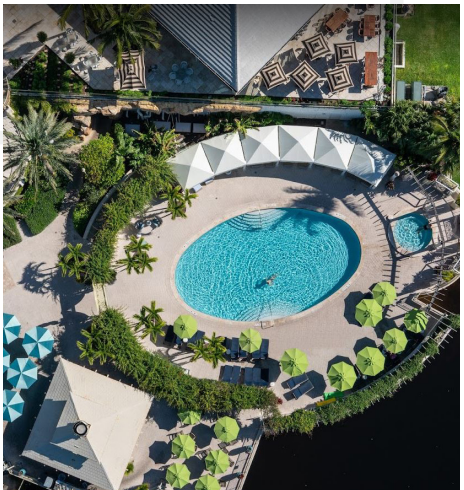
Naples Grande Beach Resort Naples, Florida

Key Dates and Deadlines

March 15, 2024: Early-Bird, Hotel Reservation, and Golf Tournament Deadlines

March 25, 2024: Silent Auction Donation Deadline

April 1, 2024: Regular Registration Closes



Before the end of 2023, check one item off your list by making plans for yourself, your team, and your family to join your national industry network for the annual spring gathering of all segments of the insulation industry at NIA's 68th Annual Convention and Silent Auction, April 17–19, 2024, at the Naples Grande Beach Resort in Naples, Florida. With NIA President Laura Dover's theme of **Better Together**, the 2024 Convention promises to be a must-attend event! Visit *www.insulation.org/convention2024* to learn more and register.

TARGETED INDUSTRY KEYNOTE PRESENTATION AND EDUCATION SESSIONS

KEYNOTE PRESENTATION: Becoming an Idea Factory:
How to Turn Yourself (and Your Organization) into an Innovation Machine
Kyle Scheele, The Patron Saint of Crazy Ideas

If there is one belief holding you back from getting the most out of your team, it is this one: Some people are creative, and some people are not. In fact, creativity is a skill that can be learned. During this session, Kyle Scheele will inspire attendees to harness their own capacity for creativity, give practical tips on how to get more (and better!) ideas out of yourself and your team, and share how to build a culture where innovation thrives.

2024 Economic Outlook
Chris Kuehl, Managing Director, Armada Corporate Intelligence

Economic forecasts are constantly changing, and Chris Kuehl knows which trends to watch so that you know what to expect for the rest of 2024. Chris will share his expertise and provide a comprehensive overview of the latest data, along with his expectations for the various segments of the U.S. economy, focusing on domestic construction industry spending for manufacturing, transportation, and the insulation sector.

Sustainability Panel Discussion

One more highlight will be a sustainability panel, with representatives from the full mechanical insulation supply chain: manufacturers, distributors, and merit and union contractors. Attendees at the 2023 Fall Summit offered their input on questions for the panelists, and more details on this informative panel will be coming soon.

More Sessions

Many more sessions and educational programming will be added in the coming months, so stay tuned to *NIA News* and check out the Convention website, where you can find all the latest information.

NETWORKING OPPORTUNITIES EVERY DAY!

- **Cocktail Reception:** New this year, join fellow attendees on Tuesday evening for an extra networking opportunity.
- **Welcome and Appreciation Evening:** NIA's White Linen Party will welcome you to a private beach with live music, beach games, a full dinner, and an open bar, with the perfect backdrop for wonderful family photos and connecting with industry friends.
- **Honoring NIA's Award Winners:** Attend NIA's Premier Industry Manufacturer Award presentation and find out the winners of NIA's Safety Excellence Awards.
- **NIA's Golf Tournament:** Gather your industry colleagues and friends for an afternoon of networking and friendly competition! Pre-registration is required, and the per-player fee of $295 includes all tournament costs.

Donate in 2023 for a Fun Night of Fundraising at NIA's Silent Auction in 2024

A fun evening of friendly, competitive bidding is ensured for NIA's 6th Silent Auction. This popular event normally takes place every 2 years, and in 2024, we will be raising funds for the Sunshine Kids and the Foundation for Mechanical Insulation Education, Training, and Industry Advancement (Foundation).

The Sunshine Kids is a nonprofit organization dedicated to children with cancer. Established in 1982, they provide positive group activities and emotional support for young cancer patients free of charge. The Foundation creates awareness and promotes the benefits of commercial and industrial insulation to outside audiences. Both Silent Auction charities are tax-exempt 501(c)(3) organizations.

The Silent Auction relies on donations from companies and individuals, and we encourage you to consider making a donation prior to the end of 2023. Suggested donations include golf equipment or outings, trips or vacation home-stays, jewelry, designer handbags, hunting/fishing excursions, electronic items, artwork, Broadway show tickets, sporting event tickets, spa packages, fine wine and spirits, sports/entertainment memorabilia, credit card loyalty program gifts, hotel or airline loyalty reward credits/miles, and external industry consulting hours.

For your convenience, donors may also make cash donations, which NIA staff will use to purchase items for the auction on their behalf. Please consult your company's tax advisor for information on your contribution's deductibility. If you would like to donate or would like more information, please email *events@insulation.org*, call 703-464-6422, or visit *www.insulation.org/2024SilentAuction*. The deadline to send a donation for the auction is March 25, 2024.

- **Farewell Reception and Dinner:** Join us for the finale of NIA's Convention—an outdoor event that includes a cocktail reception with a full meal and open bar. Celebrate our accomplishments at a cocktail reception and share a fabulous meal together.
- **Dessert Hospitality Suites:** Taste all the sweet treats and marvelous concoctions from participating Associate member companies. Visit each suite for a chance to win NIA's raffle prize!
- **Silent Auction:** A highly anticipated evening of friendly bidding to benefit two nonprofit organizations, Sunshine Kids and the Foundation for Mechanical Insulation Education, Training, and Industry Advancement. See the sidebar, "Donate in 2023 for a Fun Night of Fundraising at NIA's Silent Auction in 2024," to learn more about the event and how to make a donation prior to year end.

ADDITIONAL SPECIAL EVENTS FOR SPOUSES, GUESTS, AND FIRST-TIME ATTENDEES

- **Member Orientation:** Join NIA's Membership Committee and NIA staff for a focused, informational session to help you learn how to make the most of your time at Convention.
- **Convention First-Timer and VIP Reception:** If this is your first NIA Convention, be sure to RSVP to this invitation-only cocktail reception, where you will have the opportunity to network with NIA leadership and industry leaders, and enjoy getting to know fellow members of NIA.
- **NIA's Spouse and Guest Event:** Enjoy a chef-led, hands-on, pasta-making class with fellow Convention guests.

RESERVE YOUR DISCOUNTED ROOM EARLY

Take advantage of NIA's discounted rate at the Naples Grande (savings of close to $300 per night off the hotel's regular rates!) by making your reservation before March 15, 2024. NIA's discounted room block will sell out—make your reservation early! NIA's discounted rate is $269 per night, plus state and local taxes. The hotel service fee has been waived (normally $40 per room, per night). These rooms are available on a first-come, first-served basis. All guest rooms feature a view of the water and a large balcony. Book your room by visiting *https://tinyurl.com/mr3mazd*.

The Naples Grande Beach Resort features 3 miles of powdery white sand beachfront, an option for private cabanas, three amazing pools, the on-property Naples Day Spa (to receive a 10% group discount, mention NIA when booking a service), top-rated tennis courts, six on-site restaurants and lounges, and the Naples Grande Golf Club, where NIA's Golf Tournament will take place.

To learn about activities in the surrounding area, visit *www.insulation.org/convention2024* and click on "Naples Area."

For more information about Convention, visit *www.insulation.org/convention2024* or email *events@insulation.org*.

From the Foundation Board of Directors

Update on the Foundation for Mechanical Insulation Education, Training, and Industry Advancement

Mechanical Insulation
EDUCATION TRAINING ADVANCEMENT

The Foundation's Board of Directors met in October to discuss the many initiatives currently underway. One key area of focus is developing funding strategies to ensure the long-term success of the Foundation and enable it to plan and implement future programming. Diversifying the Foundation's funding sources is critical to ensuring overall financial stability. Since 1998, the Foundation has cultivated long-standing relationships with organizations that have supported it since its inception, and it is with great appreciation that we celebrate the impact and effectiveness of their commitment to the work that has been done over the last several decades.

The Foundation is focusing its efforts on the following funding strategies.

Legacy Circle Endowment Fund

The Foundation, and the work it does to advance the industry, is currently supported solely by voluntary contributions. To ensure that the future of the Foundation is secure, the Board of Directors has approved the creation of an endowment fund program. With commitments already from two inaugural donors, the endowment fund will be a welcome addition, securing funds needed to create and sustain programs to advance the mechanical insulation industry. Information about the endowment fund will be promoted in the coming weeks.

Grants

The Foundation is open to, and interested in, federal grant opportunities that can help scale its current programs, including training and education efforts, and assist in launching new programming. The Foundation is supporting the development of many of the courses available through NIA's Education Center, and it developed certification training programs, including the Thermal Insulation Inspector Certification™ Program and the Insulation Energy Appraisal Program™.

End-of-Year Contributions

It is not too late to support the Foundation in 2023! The Foundation is a tax-exempt 501(c)(3) organization, and annual contributions are tax deductible. Contribution levels include:

Platinum—$30,000	Gold—$5,000
Gold Elite—$15,000	Silver—$3,000
Gold Plus—$10,000	Bronze—$1,000

If you would like to make a 2023 contribution, please contact Kristin V. DiDomenico at *foundation@insulation.org*.

Industry Studies and Survey Results

Industry data and analytics are critical to the Foundation and help with understanding trends, measuring the effectiveness of its work, and charting the course of its future. For the mechanical insulation industry, this data supports its enormous impact on energy savings and carbon reduction strategies.

Results are now available for two major industry data initiatives. Having this information will help with decision-making for future industry initiatives, prioritizing programming to address the needs of industry members and end users, and understanding industry challenges.

Insulation's Positive Impact on Energy Efficiency and Emission Reductions (Emissions Study)

The first-of-its-kind *Emissions Study* provides data on the impact mechanical insulation systems can have on reducing the demand for energy and, as a result, reducing greenhouse gas emissions. This study of higher service temperature ranges (150°F–800°F) examines and interprets an 11-year window of information. To review the results of this study, turn to page 5. To access the results online, visit *www.insulationeducationfoundation.org*.

Mechanical Insulation and Metal Building Insulation for Commercial and Industrial Markets

Every 2 years, the Foundation conducts a survey to gauge the size of the insulation industry. The survey data goes back to 1997, and the survey seeks to gain information about the size of the insulation industry and growth rates for the U.S. commercial and industrial mechanical insulation markets. Companies that participate in the survey provide information to an independent, third-party company. The results of the survey were featured in the November issue of *Insulation Outlook* and are posted online at *www.InsulationOutlook.com*.

For questions about the Foundation, or to request a meeting to discuss your company's involvement, please contact Kristin V. DiDomenico at *foundation@insulation.org*.

The Foundation extends its sincerest thanks for the support received from the following companies and industry organizations:

Gold Elite
Distribution International, Inc.
Johns Manville
Knauf Insulation, Inc.
Owens Corning
Performance Contracting, Inc.
ROCKWOOL Technical Insulation
Specialty Products & Insulation

Gold
Aeroflex USA
Alpha Engineered Composites, LLC
Armacell
Caldwell Insulation, Inc.
Eastern States Insulation Contractors Association
Insulation Contractors Association of New York City
Insulation Materials Corporation
Irex Contracting Group
Lamtec Corporation
Thermal Insulation Association of Canada

Silver
Midwest Insulation Contractors Association
R.P.R. Products, Inc.
Southwest Insulation Contractors Association

Bronze
Advanced Industrial Services, LLC
Advanced Specialty Contractors, LLC
Argus Contracting, LLC
Atlantic Contracting & Specialties, LLC
Cornerstone Services Group, LLC
Coverflex Manufacturing, Inc.
Delaware Valley Insulation and Abatement Contractors Association, Inc.
DKB, Inc.
Dover Insulation, Inc.
Geo. V. Hamilton, Inc.
Heat Frost and Thermal Insulation Education Fund
Hudson Bay Insulation Company
Ideal Products of America Holdings, LLC
I-Star Energy Solutions
Kennedy Insulation Systems, Inc.
K-FLEX USA, LLC
L & C Insulation, Inc.
Luse Thermal Technologies
Midwest Materials Company
Petrin, LLC
Southeastern Insulation Contractors Association
Western Insulation Contractors Association

Safety Corner

OSHA Legal and Practical Update

By Gary Auman

OSHA has continued to be extremely busy with rule changes and enforcement issues since my last update in *NIA News*. OSHA also continues to update and clarify topics it began to address earlier this year. These actions include the following.

Instance-by-instance inspections: A clarification issued by OSHA since this policy became effective March 27, 2023 states that these types of inspections are to be under the control of the Area or Regional Director. They are to be issued to employers who have received a willful, repeat, or failure to abate violation within the preceding 5 years; to employers who failed to report an injury or fatality as required by OSHA Standard 1904; or when the proposed citation is related to a fatality, catastrophic injury, or proposed recordkeeping citation related to an injury or illness that was the result of a serious hazard. Serious hazards have been identified as those involving falls, trenching, machine guarding, respiratory protection, permit-required confined spaces, and lockout tag out.

A National Emphasis Program on Falls went into effect on May 1, 2023, and it authorizes OSHA Compliance Officers to inspect

any site at which they observe any employee working more than 6 feet above the ground, whether or not they observe the employee to be adequately protected. This program will get the OSHA Compliance Officer access to any such jobsite. Obviously, even if he/she does not observe a fall protection violation, he/she still will be able to cite the employer for any other safety violations observed while confirming there are no fall protection violations. As always, DO NOT forget that usually a Compliance Officer will request OSHA 300 logs for the year of the inspection and the preceding 3 years. You have only 4 business hours to get those logs to the Compliance Officer after he/she makes the request.

With regards to the electronic recordkeeping rule, it is still scheduled to go into effect on January 1, 2024. Electronic submissions will be due by March 2, 2024. Although OSHA has not yet fine-tuned what it will require under this standard, employers should begin now ensuring that they have OSHA 301 accident reports completed so they may be submitted under this standard, since part of the requirement will be submission of the OSHA 300, the OSHA 300A, and OSHA 301s. If you are using your own accident report form in lieu of the OSHA 301, you may be required to submit that form even though it may contain information that could be prejudicial to you, if you do not have the OSHA 301.

Next, I urge employers to be very careful when dealing with OSHA citations that are issued alleging a violation of OSHA Standard 1926.20(b)(2). This standard requires frequent and regular inspections of construction sites by a competent person. Please remember, a competent person is defined as someone who is capable of identifying existing or predictable hazards on the work site and who has the authority to take prompt corrective measures to eliminate them. Some Compliance Officers are issuing violations under this standard anytime they see a safety violation at a jobsite under the belief that, had the employer been in compliance with OSHA Standard 1926.20(b)(2), the violation would not have occurred. Obviously, the competent person is there to identify hazards and to correct them, and not necessarily there to enforce safety rules. But, putting this aside, you must remember that just because an OSHA Compliance Officer observes a safety violation does not mean that there is no competent person on the jobsite or that the employer has not had a competent person making frequent and regular inspections of the jobsite.

Finally, all employers should carefully consider the actions they choose to take after receiving an OSHA citation. Please understand that negotiating a lower penalty, or even a reclassification to other than serious, will still leave the violation on your record. Remember, even though OSHA is currently using the rule of thumb of repeat violations for substantially similar safety violations within 5 years of a previous citation, there is nothing in the Occupational Safety and Health Act that mandates this time limit on repeat violations. Therefore, just because the Occupational Safety and Health Review Commission (OSHRC) took a unilateral action several years ago to change the rule of thumb from 3 to 5 years, the OSHRC is not prevented from taking such action again.

As OSHA standards and enforcement policies continue to evolve, it is critical that all employers remain current in their knowledge of these topics.

GARY AUMAN *(www.amfdayton.com) is a Partner in the law firm of Auman, Mahan, and Furry in Dayton, Ohio. His practice focuses on counseling and defending employers in safety and health matters. He frequently works with employers and OSHA to find workable solutions to OSHA enforcement actions. He represents four national and regional trade associations in the construction industry and can be reached at* gwa@amfdayton.com.

OSHA Announces Switch to Safety Helmets

OSHA is replacing traditional hard hats used by its employees with more modern safety helmets to protect them better when they are on inspection sites. The agency recommends safety helmets be used by people working in the construction industry and the oil and gas industry; in high-temperature, specialized work and low-risk environments; for performing tasks involving electrical work and working from heights; and when required by regulations or industry standards.

On November 22, 2023, OSHA published a Safety and Health Information Bulletin (*https://tinyurl.com/mr48wmbw*) detailing key differences between traditional hard hats and more modern safety helmets and the advancements in design, materials, and other features that help protect workers' entire heads better. Today's safety helmets may also offer face shields or goggles to protect against projectiles, dust, and chemical splashes. Others offer built-in hearing protection and/or communication systems to enable clear communication in noisy environments.

OSHA wants employers to make safety and health a core value in their workplaces and is committed to doing the same by leading by example and embracing the evolution of head protection.

In 2020, the Bureau of Labor Statistics reports head injuries accounted for nearly 6% of non-fatal occupational injuries involving days away from work. Almost half of those injuries occurred when workers came in contact with an object or equipment while about 20% were caused by slips, trips, and falls.

Visit *www.osha.gov* for more information.

Celebrating MEMBERS!

Luse Thermal Technologies Celebrates 100 Years

Evolving Family of Companies

What started as Luse-Stevenson Company in 1923 and is now a family of companies under the umbrella of Luse Holdings—which includes Luse Thermal Technologies, Luse Contracting Group and Amerisafe Group, among other entities—celebrates 100 years of continuous business in the Greater Chicago, Illinois, area for five generations of Luse family members.

A NIA member company since 1958, Luse Holdings (Luse) has been active in NIA, and you may know their past and present leadership: Duane "Dee" Luse; Steve Luse; and Ashley Luse DeBoer, the fifth generation and current Luse Contracting Group President. Being active in NIA and getting perspectives from insulation industry professionals across the country has been a constant source of wisdom.

History

Dee Luse's great uncle, D. Claude Luse, was originally a salesperson for Johns Manville before founding Luse-Stevenson Co., a small, corkboard insulation importer and roofing contractor in Chicago, with his partner, Jack Stevenson, who was bought out after a few years. Early Luse construction projects included the Field Museum, Shedd Aquarium, and the original Chicago Stadium, which housed the Chicago Bulls and Chicago Blackhawks. After World War II, in 1945, Dee's father, Duane Claude Luse, joined the company, and became the President in 1955. Shortly thereafter, Dee started as an estimator. Dee's son Steve, the current CEO, joined the family business on the accounting side in 1981. In 2017, Steve's daughter Ashley joined the business after working in finance. Through the years, 12 family members have worked for the company. One of Ashley's initiatives was to put together a family constitution that outlined expectations about education and experience to become involved in the business. Ashley is thrilled to have had six of the nine cousins in her generation active in the business in some capacity.

In the last 100 years, Luse has survived World War II, the Great Depression, the Great Recession, a COVID pandemic, and more. "We had a client base that had known us since 1923," Steve noted. "For some companies, we were there when the [facilities] were built and we are still [providing] maintenance. You feel part of the city. It is neat to drive in your city that your family has been in generations and point out buildings and say, 'We did that. We helped them.'" Many jobs have crossed generations, like the Willis Tower (formerly known as the Sears Tower), where Luse did insulation work in the 1970s and then worked on the major renovations that were just completed in 2022. The 100-year anniversary celebration gala took place on the 99th floor of the Willis Tower (pictured above).

Being Involved in NIA Is Part of the Luse Legacy

"My father told me at 30 to join and get involved in the national association. Back then, the NIA was called IDC&A. It's where you will meet the manufacturers and contractors that are really making a difference across the country." advised Dee Luse. Steve Luse added, "Through NIA, you share best practices, and do better projects. The relationships that we have built over the years are worth their weight in gold. That conversation that my granddad had with my dad, my dad had with me, and I've had with Ashley [Luse DeBoer]."

Not only did they get involved in NIA, Dee served as NIA President in 1992, and Steve served as NIA President in 2017. Ashley served as the Chair of the Young Professional Advisory Committee and helped establish NIA's Mentor Program.

Is your company commemorating a milestone?
Send your article and photos to *editor@insulation.org* so the NIA family can celebrate with you!

EVENT CALENDAR

NIA National Insulation Association®

703-464-6422
www.insulation.org/events/calendar
events@insulation.org

NIA MEETINGS

NIA's 68th Annual Convention
April 17–19, 2024
Naples Grande Beach Resort
Naples, Florida

NIA's Fall Summit 2024
October 28–29, 2024
MGM National Harbor
National Harbor, Maryland

NIA EDUCATION AND TRAINING

For information about education programs and training opportunities, please visit *www.insulation.org/training-tools*

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REGIONAL INSULATION MEETINGS

www.insulation.org/events/regionalcalendar
events@insulation.org

Central States Insulation Association (CSIA)
Contact: Rachel Pinkus
937-278-0308, *www.csiaonline.org*
2024 CSIA Spring Labor Conference
April 29–May 1, 2024
Lexington Griffin Gate Marriott Golf Resort & Spa
Lexington, Kentucky

Eastern States Insulation Contractors Association (ESICA)
Contact: John F. DeLillo
516-922-7855, *www.esica.org*
ESICA 2024 Spring Conference
May 8–10, 2024
PGA National Resort
Palm Beach Gardens, Florida

Midwest Insulation Contractors Association (MICA)
Contact: Rachel Pinkus
937-278-0308, *www.micainsulation.org*
MICA 2024 Winter Board & Committee Meetings
January 25–27, 2024
Scottsdale Plaza Resort
Scottsdale, Arizona

Southeastern Insulation Contractors Association (SEICA)
Contact: Erin Penberthy
571-266-3129, *www.seica.org*
SEICA 2024 Spring Conference
June 23–25, 2024
Hyatt Regency Aruba Resort and Spa and Casino
Palm Beach, Aruba

Southwest Insulation Contractors Association (SWICA)
Contact: Lindsay Konlande
832-971-5989, *www.swicaonline.org*
66th Annual SWICA Conference
June 1–4, 2024
Hyatt Regency Hill Country Resort and Spa
San Antonio, Texas

Thermal Insulation Association of Canada (TIAC)
Contact: Robin Baldwin
613-724-4834, *www.tiac.ca*
2024 TIAC Conference
August 21–24, 2024
Delta Hotels St. John's Conference Centre
St. Johns, Newfoundland

Western Insulation Contractors Association (WICA)
Contact: Robert Bergman
801-364-0050, *www.wica1.com*
WICA Annual Convention
September 15–17, 2024
Fairmont Orchid Resort
Kamuela, Hawaii

NIA'S ONLINE RESOURCES

Insulation.org
InsulationOutlook.com
www.niaeducationcenter.org
InsulateMetalBuildings.org
www.linkedin.com/company/NIAinfo
www.twitter.com/niainfo
www.youtube.com/NIAinfo

Instructions on how to use NIA's new membership and educational portals are available at:
https://insulation.org/about-nia/makingthemostofyourmembership