

2023: A YEAR IN REVIEW



NIA's 2023-2024 Board of Directors

Front Row (L-R):

John Stevens, *Thermal Solutions, Inc.*; Joseph P. Leo, Jr., *Atlantic Contracting & Specialties, LLC*; Rick Sutphin, *Performance Contracting, Inc.*; Laura Dover, *Dover Insulation, Inc.*; Jack Bittner, *Johns Manville*; Dana Vlk, *Retired*; David J. Cox, *Owens Corning*

Middle Row (L-R):

Mike McCowan, *L.C. Insulations, Inc.*; Rick Baptista, *Irex Contracting Group*; R. Dean Burows, *DKB, Inc.*; Ronald L. King, *NIA Past President and Consultant*; Mellanie Askew, *Coverflex Manufacturing, Inc.*; David B. Patrick, *Specialty Products & Insulation*; Matt Hymer, *Midwest Materials Co.*

Back Row (L-R):

Matt Caldwell, *Caldwell Insulation, Inc.*; Jon Perry, *Specialty Products & Insulation*; Louis Walton, *Proto Corp.*; Shawn Reichenbach, *Performance Contracting, Inc.*; Rob Elsey, *Cornerstone Sales, Inc.*; Brian Willett, *Gribbins Insulation Co., Inc.*

Not Pictured:

John K. Freeman, Jr., *Petrin, LLC*; Marc Napolitano, *Insulation Materials Corp.*; Gary Auman, *NIA Legal Counsel, Auman, Mahan & Furry*; Michele M. Jones, *Executive Vice President/CEO, NIA*

NIA Committee Structure

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

The operating committees include the Associates, Distributors/Fabricators, Education and Training, 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 Board of Directors, Convention, Executive, Fall Summit, Finance, and Nominating 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.

To join a committee, please email membership@insulation.org.

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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 Organizational Chart



NIA's 2023-2024 Board of Directors

PRESIDENT

Laura Dover, *Dover Insulation, Inc.*

PRESIDENT-ELECT

Jack Bittner, *Johns Manville*

SECRETARY/TREASURER

Rick Sutphin, *Performance Contracting, Inc.*

ASSISTANT TREASURER

John Stevens, *Thermal Solutions, Inc.*

IMMEDIATE PAST PRESIDENT

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

REGIONAL REPRESENTATIVES

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

Rick Baptista, *Irex Contracting Group (ESICA)*

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

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

David B. Patrick, *Specialty Products & Insulation (SWICA)*

Shawn Reichenbach, *Performance Contracting, Inc. (WICA)*

AT-LARGE REPRESENTATIVES

Mellanie Askew, *Coverflex Manufacturing, Inc.*

R. Dean Burows, *DKB, Inc.*

Rob Elsey (Associate), *Cornerstone Sales, Inc.*

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

Mike McCowan, *L.C. Insulations, Inc.*

Marc Napolitano, *Insulation Materials Corp.*

Jon Perry, *Specialty Products & Insulation*

ASSOCIATE'S COMMITTEE APPOINTEE

Louis Walton, *Proto Corp.*

PAST PRESIDENT ADVISORS

David J. Cox, *Owens Corning*

Dana Vlk, *Retired*

NIA EXECUTIVE VICE PRESIDENT/CEO

Michele M. Jones

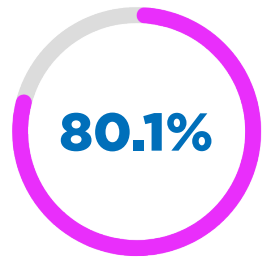
GENERAL COUNSEL

Gary Auman, *Auman, Mahan & Furry*

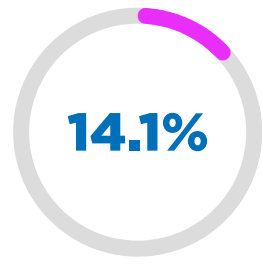
Membership Overview

NIA Membership

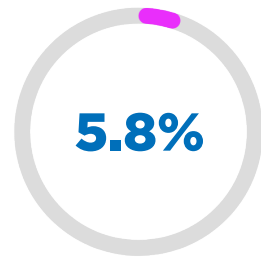
- **291** Member Companies
- **348** Branch Locations
- More than **1,700** Member Representatives
- **27** New Members Joined in 2023



Active
(Contractors, Distributors, Fabricators, and Laminators)



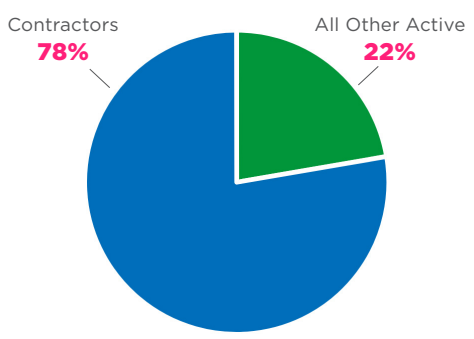
Associate
(Manufacturer)



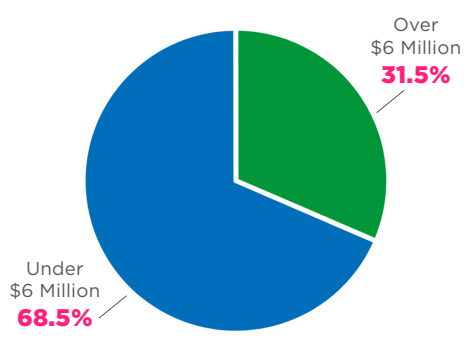
International, Consultant, Manufacturers Representative, Associate Supplier, Affiliate

NIA Contractor Members

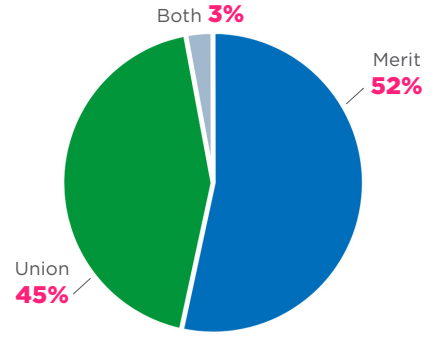
Active Members by Member Type



Contractors by Revenue Category

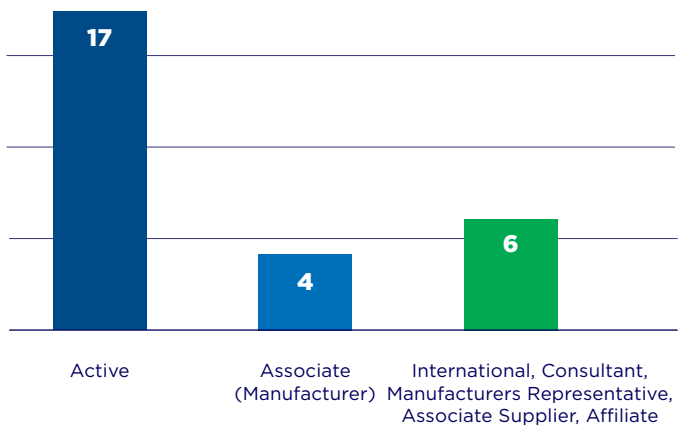


Merit & Union Contractor Membership

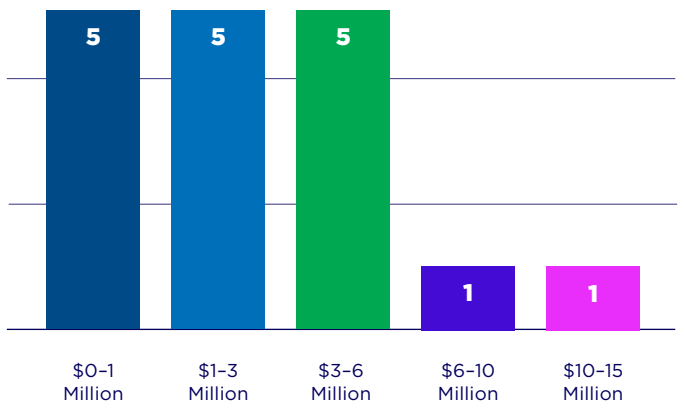


NIA New Members

New Members by Member Category



New Members by Revenue Category



Learn more about NIA's Membership at www.insulation.org/membership or email membership@insulation.org.

Events

NIA's Annual Convention is an event focused on education and networking to allow attendees opportunities to gain new business contacts, network, and build relationships. Attendees focus on the business of the industry and discuss the latest industry issues from a peer-to-peer, national perspective.

NIA's Fall Summit is an annual members-only event that brings together the mechanical insulation industry for education, training, and networking. Fall Summit is designed to "Educate, Engage, and Elevate," by providing actionable content for attendees that companies can implement immediately to build their businesses.

46+ Hours

Number of hours of educational content and committee meetings available at both events.

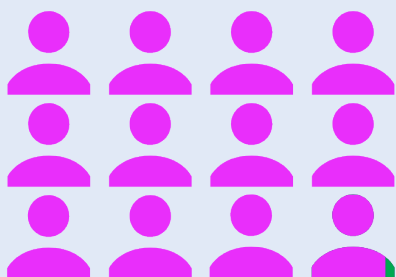


Percentage of first-time attendees



87% of attendees who completed the survey learned new information.

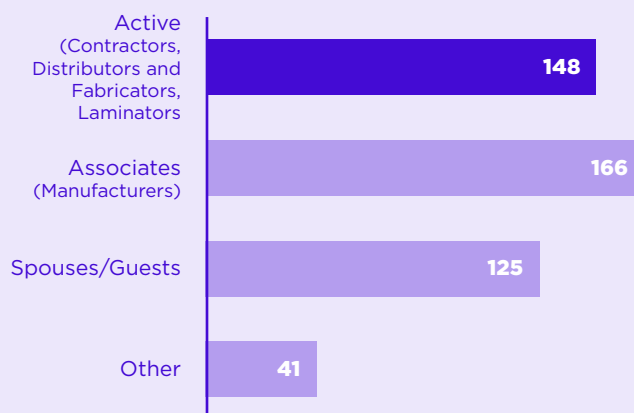
99%



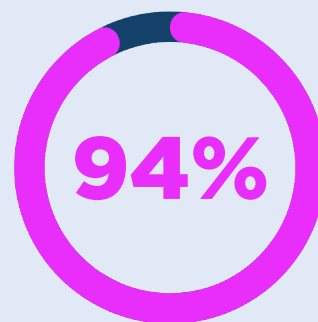
of survey respondents would recommend NIA events to a peer.

480 Total Attendees

Highest attendance for both events since 2015



The percentage of survey respondents who indicated that networking with new/potential customers met or exceeded expectations.



20 Hours of dedicated networking time at the events.

To learn more about NIA Events, visit www.insulation.org/events or email events@insulation.org.

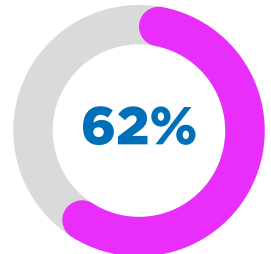


Member Awards & Recognition

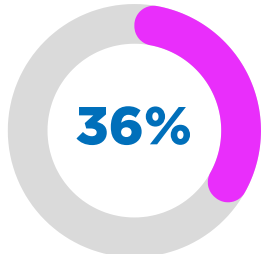


NATIONAL INSULATION ASSOCIATION®
NIA'S SAFETY EXCELLENCE AWARD

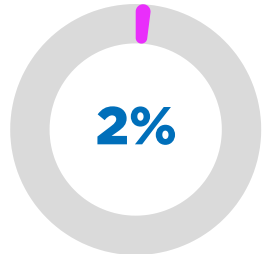
- 39** Applicants
- 10** Associates (Manufacturers)
- 23** Contractors
- 4** Distributors
- 2** Fabricators/Laminators
- 3** First-Time Applicants



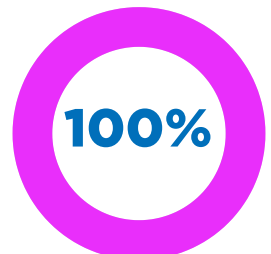
Achieved Platinum Recognition



Achieved Gold Recognition



Achieved Silver Recognition



All applicants received a written STAR report from our Safety Expert

NIA's Inaugural Insulation Project Art Gallery Showcase and Competition



Elite Insulation, Inc.



Thermal Solutions, Inc.



Argus Contracting, LLC

NIA's Premier Industry Manufacturer Program Winners



NATIONAL INSULATION ASSOCIATION®
PREMIER INDUSTRY MANUFACTURER



Learn more about NIA's awards at www.insulation.org/membership or email membership@insulation.org.

Education & Training

Certification Courses

- Understanding Mechanical Insulation (Intermediate)
- Insulation Energy Appraisal Program™ (Advanced)
- Thermal Insulation Inspector Certification™ (Advanced)



2,473

Total Professional
Development
Hours Awarded

50

Courses offered through
the Premier Training
Subscription specifically
curated for our industry

Most Popular
Course: Mechanical
Insulation Basics



NIA's Education Center

5,320

Course Pages
Viewed

1,003

Registered
Users

2,527

Hours of Educational
Courses Offered

825

Course
Views

15-20

New Courses
Added Each Year

173

Number of Certified Insulation Energy
Appraisers™ as of 12/31/23

128

Number of Certified Thermal Insulation
Inspectors™ as of 12/31/23



Learn more about NIA's Education
Courses at www.insulation.org/training-tools
or email training@insulation.org.



Learn more about NIA's
Education Center at
www.niaeducationcenter.org.

Activities & Strategic Partnerships

Insulation Industry Advisory Council (IIAC)

An informal forum for association executives from all insulation industry-related membership organizations that support the commercial, industrial, mechanical, and residential insulation industries. Participating organizations include:

- American Chemistry Council (ACC)
- Cellulose Insulation Manufacturers Association (CIMA)
- EPS Industry Alliance
- Insulation Contractors Association of America (ICAA)
- National Insulation Association (NIA)
- North American Insulation Manufacturers Association (NAIMA)
- Polyisocyanurate Insulation Manufacturers Association (PIMA)
- Spray Polyurethane Foam Alliance (SPFA)
- Structural Insulated Panel Association (SIPA)

NIA is a Member of the Following Organizations:

- National Association of Wholesaler-Distributors (NAW)
- National Association of Energy Officials (NASEO)
- High Performance Building Caucus (HPBC)

Letters of Support



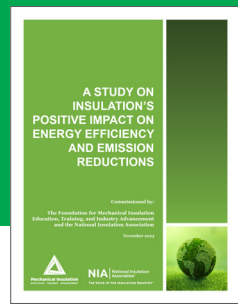
- 199A Letter (Main Street Certainty Act)
- SPS 363-Commercial Building Energy Code
- CTA Joint Trades Letter
- Federal Mechanical Insulation Act of 2023
- FEMA's Building Resilient Infrastructure and Communities (BRIC) 2023 Stakeholder Engagement Effort
- Idaho Veto of HB 287
- Support of School Infrastructure Assessments
- Adding Insulation to DOE Asset Score Tool

DOE Industrial Greenhouse Gas (GHG) Emissions Reduction Audits and Assessments Working Group



As part of the Better Climate Challenge, the DOE created the Industrial GHG Emissions Reduction Audits and Assessments Working Group. As a DOE Better Climate Ally, NIA was invited to join this working group, along with more than 15 industrial organizations, to discuss the Emission Reduction Planning Framework and its five milestones, with a specific focus on Milestone 3, which relates to identifying emissions reduction measures (ERMs). These sessions provided valuable insights into emission reduction planning processes and practical strategies for achieving decarbonization goals. These partners, along with DOE technical experts, shared strategies, lessons learned, and ERM analysis approaches in terms of costs, benefits, and risks.

Energy & Emission Study



NIA and the Foundation for Mechanical Insulation Education, Training, and Industry Advancement commissioned a study—for the first time in the history of the mechanical insulation industry—to determine the impact mechanical insulation systems can have on reducing the demand for energy and greenhouse gas emissions. This analysis of high-service temperature ranges (150°F-800°F) examines and interprets an 11-year window of information.



Learn more about NIA's Activities and Strategic Partners: please visit www.insulation.org or email niainfo@insulation.org.

Communications & Publications

NIA uses many different communication channels to educate both members and insulation end users.

For Members and Insulation End Users



Insulation Outlook Magazine

is a forum for NIA members to educate engineers, architects, owners, and others. It is the only global mechanical insulation magazine devoted to informing insulation end users about insulation system design best practices, trends like decarbonization, and insulation products and materials.

11
issues

94
articles &
columns

72%
of our almost
12,000 subscribers
are engineers

Only for Members



NIA News is only for NIA members. This quarterly digital publication is specifically tailored to inform insulation industry professionals about NIA's activities and resources. It contains legal and safety updates, a contractors' column covering topics requested by members, an update on the Foundation from its Board, news about upcoming meetings, and event wrap-up articles to inform members who couldn't attend about the key highlights of the events.

2023
Fully digital for
the 1st time

95
pages

41
articles

Email Communications

Our members are busy, so the **E-News Bulletin** was created to reduce the number of emails our members receive by curating time-sensitive and deadline-oriented news into a twice-monthly emailed newsletter. It covers upcoming activities, training, and health and safety information and is also received by regional organizations and strategic partners.

Other NIA emails contain highly targeted content to ensure that information is timely and accessible. Emails are only sent to the company-designated employees. Please contact membership@insulation.org to add or remove individuals from your company.

16

E-News Bulletin
Digital
Newsletters

12

Insulation
Discovery Series
(Sponsored Content eblasts)

Websites



6

Websites

*insulation.org, educationcenter.org,
insulationoutlook.com,
insulatemetalbuildings.org,
insulationinspectors.com, and
insulationinspectors.org*

Popular Pages:

- **Energy & Emissions Study**
- **Carbon Reduction**

26

New releases

Social Media: Find Us at NIAinfo



We gained
562
people

totaling
2,990
followers

reaching
55k
users

with
394
posts

resulting in
109k
impressions



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INDUSTRY LEADERS



COMPETITIVE ADVERTISERS



BASIC ADVERTISERS



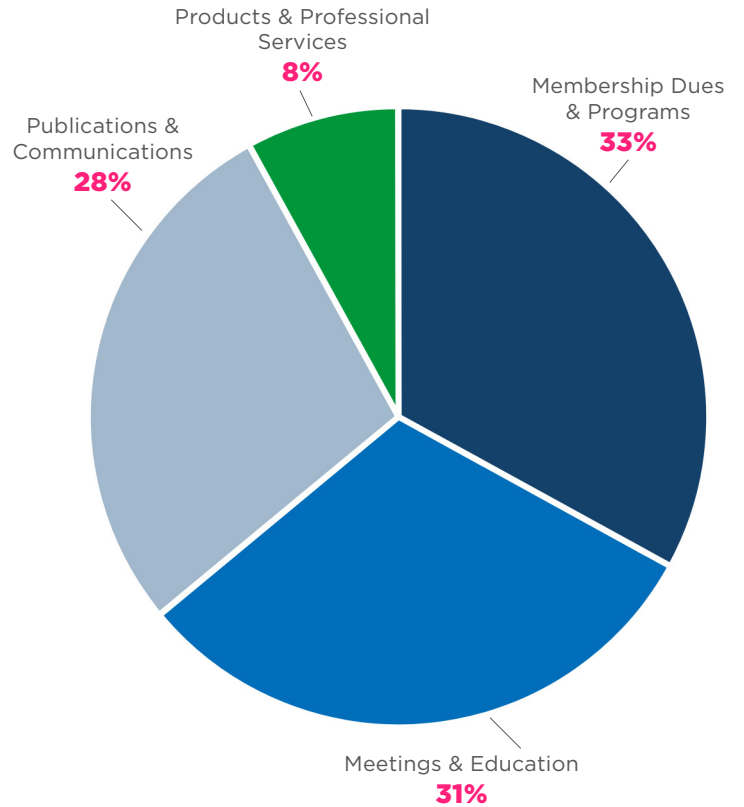
2023 Financials (Unaudited)



NIA Revenue

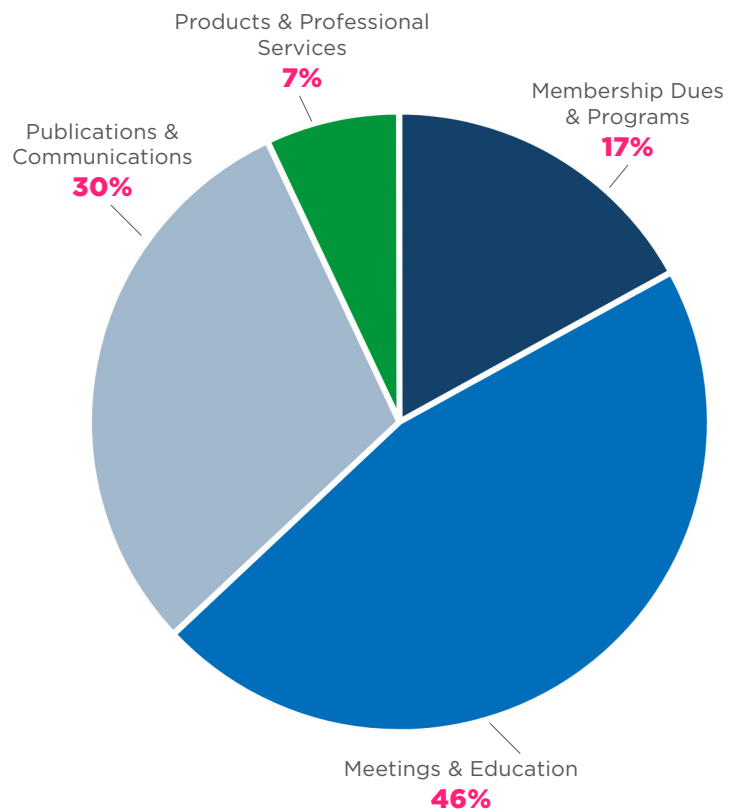
Meetings & Education	\$838,886
Membership Dues & Programs	\$884,030
Products & Professional Services	\$196,126
Publications & Communications	\$750,246
Total Revenue	\$2,669,288

*Investment balance as of December 31, 2023: \$760,353



NIA Expenses

Meetings & Education	\$1,165,503
Membership Dues & Programs	\$420,905
Products & Professional Services	\$180,417
Publications & Communications	\$750,748
Total Expense	\$2,517,573



NIA's fiscal year is from January to December.