



A Year in Review: 2024

NIA | National Insulation Association®

THE VOICE OF THE INSULATION INDUSTRY™

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. 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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About NIA

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.

Association Organizational Chart



NIA's 2024-2025 Board of Directors

PRESIDENT

Jack Bittner, *Johns Manville*

PRESIDENT-ELECT

Rick Sutphin, *Performance Contracting, Inc.*

SECRETARY/TREASURER

John Stevens, *JT THORPE*

ASSISTANT TREASURER

Lee Stuckenschmidt, *Systems Undercover, Inc.*

REGIONAL REPRESENTATIVES

Brian Willett, *Gribbins Insulation & Scaffolding (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*

Russ Huff, *Bay Insulation Systems, Inc.*

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

Marc Napolitano, *Insulation Materials Corp.*

Jon Perry, *Specialty Products & Insulation*

ASSOCIATES COMMITTEE APPOINTEE

Louis Walton, *Proto Corp.*

PAST PRESIDENT ADVISORS

Laura Dover, *Chaparral Insulation*

J. Kenneth Freeman, *Petrin, LLC*

NIA EXECUTIVE VICE PRESIDENT/CEO

Michele M. Jones

GENERAL COUNSEL

Gary Auman, *Auman, Mahan & Furry*

NIA'S BOARD OF DIRECTORS

Front Row (L-R)

Russ Huff, Matt Hymer, Rick Sutphin, Jack Bittner,
Laura Dover, R. Dean Burows, Mellanie Askew

Back Row (L-R)

Rob Elsey, John K. Freeman, Jr., Shawn Reichenbach,
Brian Willett, Mike McCowan, Louis Walton, Jon Perry,
David B. Patrick, Rick Baptista, J. Kenneth Freeman

Not Pictured

Matt Caldwell, Marc Napolitano, John Stevens,
Lee Stuckenschmidt, Gary Auman, Michele M. Jones



NIA Adopts New Mission Statement and Strategic Objectives

Mission Statement

In July 2024, as part of the Long Range Planning (LRP) session, NIA's Mission Statement was reviewed and discussed to determine how its priorities had evolved over time. The group suggested revisions that emphasize current activities and focus. The new Mission Statement is below.

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

- Strengthening and developing the industry with education, training, and advocacy;
- Promoting and elevating the image and value of the industry;
- Serving as the resource to exchange and communicate industry information; and
- Providing effective industry representation of our membership.

Long Range Plan

Every 3 years during NIA's July Board of Directors Meeting, a special 2-day LRP session is held to review NIA's activities and goals over the last several years and strategically determine how resources should be allocated to improve the insulation industry to benefit the membership in the future. These decisions are made by the LRP Committee, which includes members of the NIA staff and volunteers hand-picked by NIA's President.

2024-2027 Strategic Objectives		
1	Carbon/Emission Reduction Elevate the Decarbonization Benefits of Mechanical Insulation	
	Partnerships Develop Strategic Relationships with Stakeholders That Align with and Support NIA's Mission and Core Values	2
3	Education Utilize Education to Elevate the Professionalism of the Industry	

Membership Overview

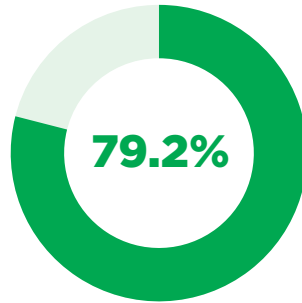
NIA Membership

293 Member Companies

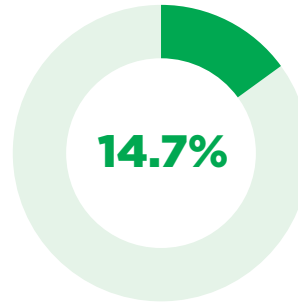
407 Branch Locations

More than **2,000** Member Representatives

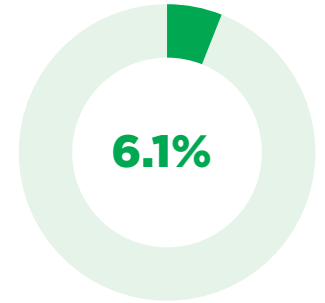
28 New Members Joined in 2024



Active
(Contractors, Distributors, Fabricators, and Laminators)



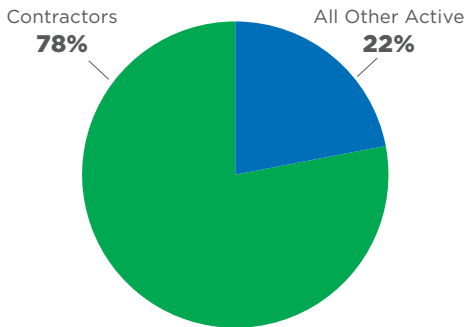
Associate
(Manufacturer)



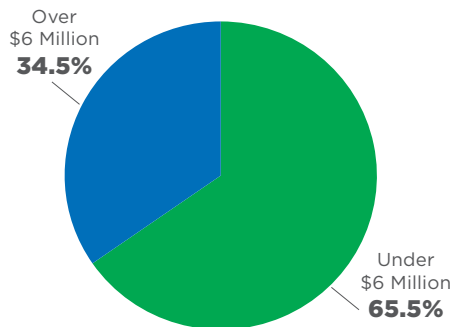
International, Consultant, Manufacturers Representative, Associate Supplier, Affiliate

NIA Contractor Members

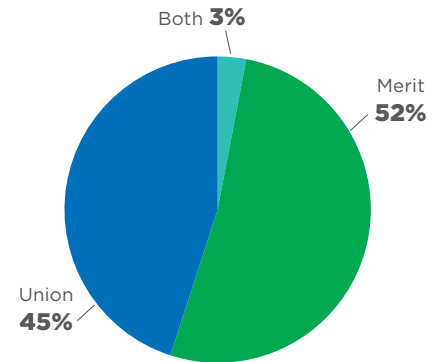
Active Members by Member Type



Contractors by Revenue Category

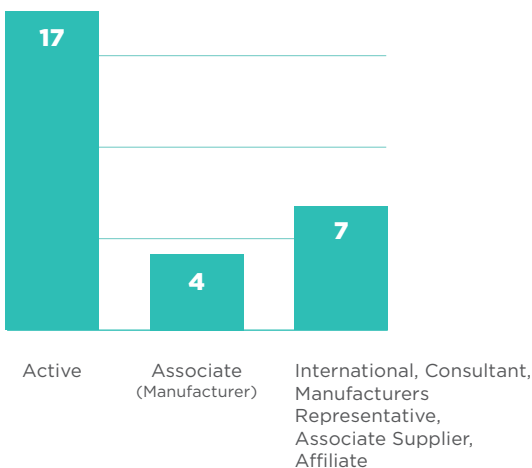


Merit & Union Contractor Membership

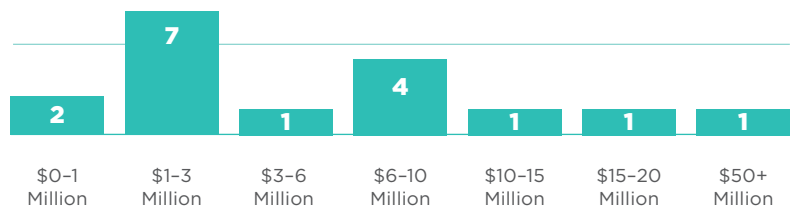


NIA Welcomes 28 New Member Companies

New Members by Member Category



New Active 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.

50 Hours

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



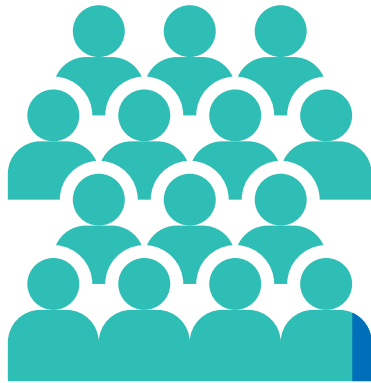
Percentage of first-time attendees



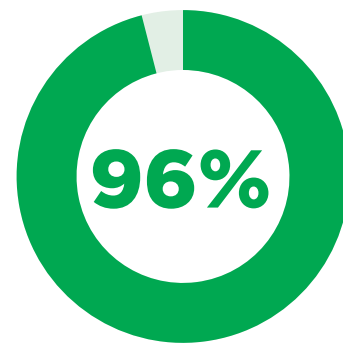
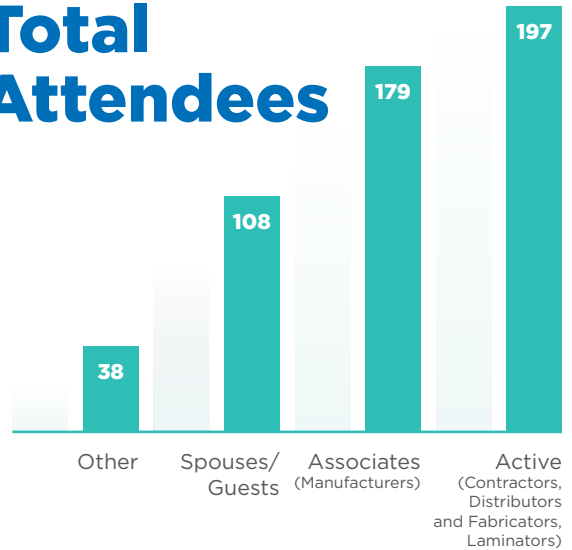
93% of attendees who completed the survey learned new information.

99%

of survey respondents would recommend NIA events to a peer.



540 Total Attendees



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

15 Hours of dedicated networking time at the events.

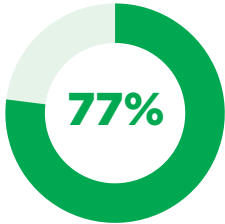


To learn more about NIA Events, visit www.insulation.org/events or email events@insulation.org.

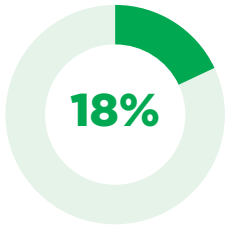
Member Awards & Recognition

NIA's Safety Excellence Award

- 44** Applicants
- 13** Associates (Manufacturers)
- 25** Contractors
- 4** Distributors
- 2** Fabricators/Laminators
- 6** First-Time Applicants



Achieved Platinum Recognition



Achieved Gold Recognition



Achieved Bronze Recognition



All applicants received a written STAR Report from our Safety Expert

NIA's Premier Industry Manufacturer Winners



NATIONAL INSULATION ASSOCIATION®
NIA'S SAFETY EXCELLENCE AWARD



NATIONAL INSULATION ASSOCIATION®
PREMIER INDUSTRY MANUFACTURER



NIA's Insulation Project Art Gallery Showcase and Competition



1ST PLACE
Insul-Tech, Inc.



2ND PLACE TIE
Fit Tight Covers



2ND PLACE TIE
Performance Contracting, Inc.

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)



1,921
Total Professional
Development
Hours Awarded

NIA's Education Center



Course Pages Viewed

Registered Users

Hours of Educational Courses Offered

Course Views

New Courses Added Each Year

69

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

MOST POPULAR COURSE:
Mechanical Insulation Basics



167

Number of Certified Insulation Energy Appraisers™ as of 12/31/24

148

Number of Certified Thermal Insulation Inspectors™ as of 12/31/24



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

- Alliance to Save Energy (ASE)
- High Performance Building Caucus (HPBC)
- National Association of Wholesaler-Distributors (NAW)
- National Association of Energy Officials (NASEO)
- National Center for Construction Education & Research (NCCER)

Letters of Support

- Insulation Industry Comments Regarding Colorado's Proposed Model Green Code
- Supporting Building Code Investments, Letter to the Energy, Climate, and Grid Security Subcommittee
- Supporting Energy Efficiency Tax Credits, Letter to Congressional Leadership
- Contributed comments for the National Definition for Zero Emissions Buildings



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



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

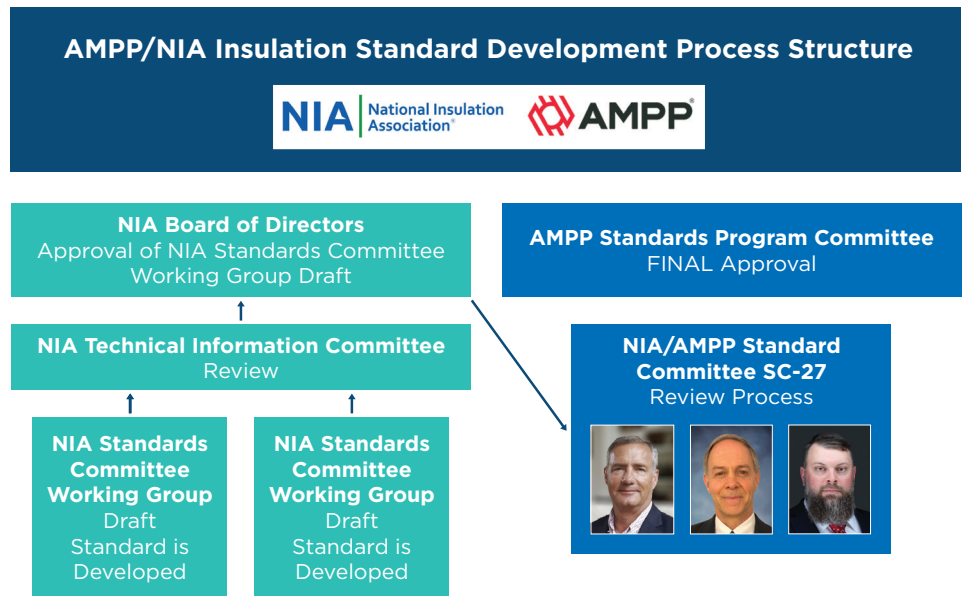
As part of the Better Climate Challenge, the DOE created the Industrial GHG Emissions Reduction Audits and Assessments Working Group. As a DOE Better Climate Ally, NIA was invited to join this working group, along with more than 15 industrial organizations, to discuss the Emission Reduction Planning 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.

Development of Insulation Installation Standard Practices

In March 2024, NIA and the Association for Materials Protection and Performance (AMPP) partnered to develop standard practices in areas related to mechanical insulation in the commercial and industrial markets. March 2024 Press Release AMPP's Standard Practices (SP) define the requirements and recommendations for the selection, design, installation, or operation of a material or system and provide detailed descriptions of requirements for the quality of a product or process that can be incorporated into a procurement document. Drafts of standard practices will be developed through NIA's working groups and after the approval of the NIA Board of Directors, will be submitted to the joint NIA/AMPP SC 27 Mechanical Insulation committee for review, comment, and eventual recommendation to AMPP's Standards Program Committee for final approval.

Insulation Standards Development Process

Through the joint working agreement between NIA and AMPP, the mechanical insulation standards will be developed through NIA's Standards Working Groups and then sent over to the NIA/AMPP SC 27 for a full committee review before being submitted to the AMPP Standards Program Committee for final approval.



Ronald (Ron) L. King

As a NIA Past President and full-time NIA Consultant, Ron King poured his time and talents into improving the insulation industry. His final project for NIA was a true passion: establishing national standards for the mechanical insulation industry. To accomplish this task, Ron worked with the Association for Materials Protection and Performance to secure an agreement under which the new standards will carry the joint NIA-AMPP copyright. Without Ron's dedication, knowledge, and foresight, NIA would not have been able to undertake this endeavor.

SC 27 Leadership

Jeff DeGraaf, NIA Consultant, SC 27 Chair
Scott Sinclair, Johns Manville, SC 27 Vice Chair
Michael Pardo, S&B Engineers and Constructors, SC 27 Secretary

Temperature ranges will be used to organize the development of primary standards practices (degrees Fahrenheit):

- Cryogenic: -50 and below
- Low Temp: -49-75
- Intermediate: 76-450
- High Temp: 451-1,500

To maintain clarity and usability, the intent is to keep the primary standard practices concise and focused on the full scope of actions required within each temperature range. These documents will serve as high-level guides. In parallel, "sub-standards" will be developed that provide detailed technical guidance on specific tasks within the primary standards.



Learn more about the Insulation Standard Practice Development Process at www.insulation.org/resources/nia-insulation-standards

Communications & Publications

NIA maintains ongoing dialogue with members and insulation end users throughout each month via our strategic communications initiatives.

For Members and Insulation End Users



Insulation Outlook Magazine serves as a platform for NIA members to inform and connect with engineers, architects, facility owners, and industry professionals. It is the only global mechanical insulation publication, delivering essential insights on cutting-edge system design practices, emerging trends like energy efficiency optimization, and the latest insulation technologies and materials.

11
issues
and
93
articles and
columns

72%
of our almost 11,500
subscribers are
engineers, facility
owners, architects,
and end users

Only for Members



NIA News is an exclusive quarterly digital-only publication designed specifically for NIA members. This member-focused publication keeps insulation industry professionals informed about NIA's latest activities, programs, and available resources with features on legal and safety updates, Foundation news from its Board, announcements about upcoming meetings and events, and comprehensive wrap-up coverage that ensures all members stay connected to key industry developments.

2024
Welcome New Members
was expanded to facilitate
networking opportunities
for new members

109
pages
and
47
articles

Email Communications

E-News Bulletins deliver time-sensitive news and deadline-oriented updates to our members' inboxes twice monthly. Content includes upcoming activities, training opportunities, and health and safety information, reaching NIA members as well as regional organizations and strategic partners.

NIA also sends specialized emails with highly targeted content to ensure information reaches the right people at the right time. All communications are directed only to company-designated employees. For changes to your company's distribution list, contact membership@insulation.org.

20
E-News Bulletin
Digital
Newsletters

9
Insulation
Discovery Series
(Sponsored
Content eblasts)

Websites



6
Websites

insulation.org
niaeducationcenter.org
insulationoutlook.com
insulatemetalbuildings.org
insulationappraisers.com
insulationinspectors.com

New on *Insulation.org*

- NIA's Long Range Planning Committee through the Years
- Safety Resources
- Welcome New Members



Popular Pages

- Benefits of Insulation
- Membership Directory
- Simple Calculators

Social Media **Find us at NIAinfo on LinkedIn, X, and YouTube**



We gained
594
people

totaling
3,585
followers

reaching
88k
users

with
461
posts

resulting in
163k
impressions

Thank You to Our 2024 Advertisers

INDUSTRY LEADERS



COMPETITIVE ADVERTISERS



BASIC ADVERTISERS



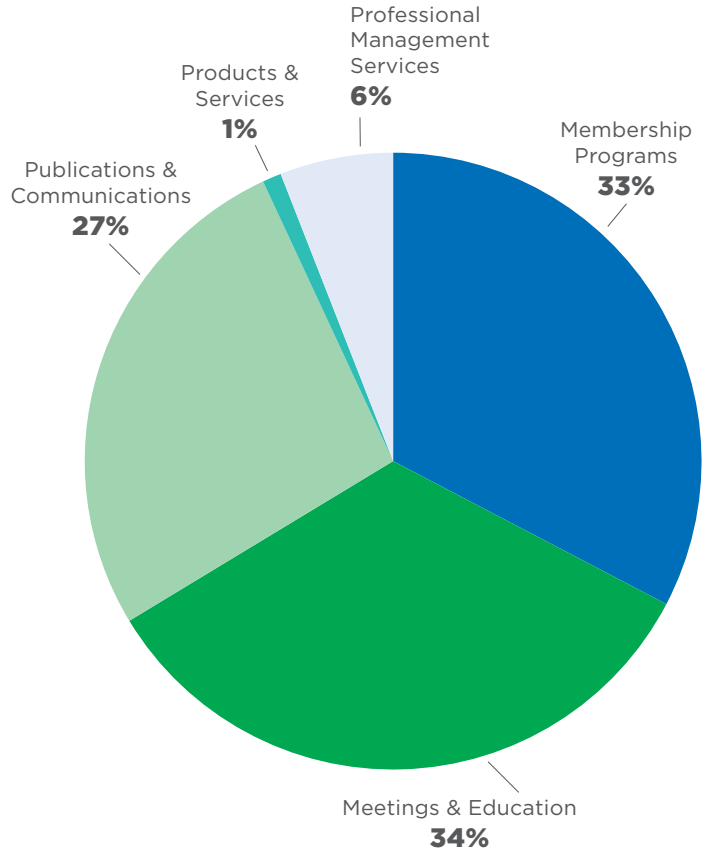
2024 Financials (Unaudited)



NIA Revenue

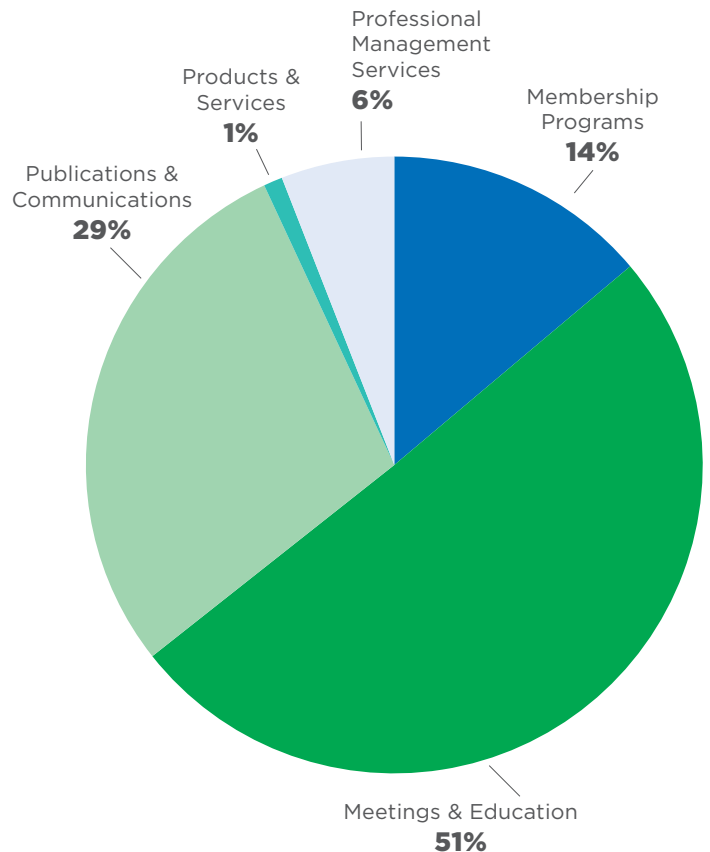
Meetings & Education	\$1,001,292
Membership Programs	\$952,862
Products & Services	\$15,177
Publications & Communications	\$789,533
Professional Management Services	\$167,987
Total Revenue	\$2,926,851

*Investment balance as of December 31, 2024: \$834,965



NIA Expenses

Meetings & Education	\$1,410,188
Membership Programs	\$390,591
Products & Services	\$16,654
Publications & Communications	\$810,225
Professional Management Services	\$158,340
Total Expenses	\$2,785,998
Foundation Contribution	\$86,667



NIA's fiscal year is from January to December.