



INDUSTRY MESSAGE

Listening and Leading: Shaping NIA Initiatives

Effective associations listen to their members and then act on what they hear, and in this month's column I'm happy to report on another successful NIA event and share some insights from member and industry feedback.

First, our Fall Summit had record attendance and brought together our members with thought leaders and stakeholders to discuss the latest challenges and opportunities within our industry, including two keynote presentations on economic outlooks and design-build trends. NIA committees had an opportunity to educate members and update the NIA Board on their initiatives.

As always, there was ample time for networking and highlighting the insulation industry, including the Insulation Project Art Gallery Showcase and Competition. Congratulations to JT Thorpe for their first-place project (turn to p. 8 to learn more)! NIA appreciates all the contracting companies that displayed their projects for this one-of-a-kind craftsmanship competition. Looking ahead, this competition will be held every 2 years and the next competition will be in 2027.

The Fall Summit displayed the dynamism and resilience of the mechanical insulation industry, reinforcing the industry's commitment to progress and sustainability.

In last month's column, I shared the results of regional polling conducted by the NIA leadership team during our presentations at each regional association's summer meeting. We asked questions about industry segment representation, sources for industry knowledge and training, *Insulation Outlook* readership habits, and the types of training that they want for their teams (for the survey results, see the November 2025 Industry Message). The feedback reveals key opportunities to create new growth for our members, NIA, and the mechanical insulation industry.

The results provide four key takeaways to shape future NIA initiatives:

- Expand mentorship and leadership programs. Our Education Center will be launching a new Leadership 102 Track in 2026 to supplement the current Leadership 101 Track.
- Refresh *Insulation Outlook* with more engaging, digital content.
- Design events that maximize networking and interaction.
- Tailor regional communications by dominant member type.

Across all regions, members value experience-based learning, leadership development, and connections. NIA can use these results to help guide our priorities for the Education Center, publications, and events.

As the industry moves forward, NIA will continue to listen to member feedback and use those insights to guide our initiatives. The lessons learned and connections made will undoubtedly help shape a brighter, more efficient, and environmentally responsible future for mechanical insulation.

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