



INDUSTRY MESSAGE

Setting the Course for a Sustainable Future

First Regional Event

My year as President is off to a great start, with the theme **Association Strong—70 Years!** I recently attended my first regional event with the Southwest Insulation Contractors Association (SWICA). The level of engagement, quality of discussions, and innovative ideas exchanged were remarkable. One key takeaway was SWICA's emphasis on family values, providing scholarships and their charitable commitment to Combat Marines Outdoors. This dedication to community and support truly stood out to me. I'm eagerly anticipating the upcoming MICA and SEICA events.

July Board Meeting

The July Board Meeting is an important opportunity to set the direction for the coming months. We will review progress on our strategic objectives: carbon emission reduction, partnerships, and education. Additionally, we will discuss strategies to improve operational efficiency and foster growth within the organization. An exciting part of the agenda is beginning the planning process for next year's 70th Annual Convention in Puerto Rico. This milestone event promises to be a significant celebration of our association's achievements and future aspirations.

Promotion of Insulation Awareness

Last month, I highlighted some of NIA's significant accomplishments, and this month I would like to delve deeper into the value-add NIA provides to the industry and our members by promoting insulation awareness. NIA actively promotes insulation awareness through a variety of initiatives, campaigns, and educational programs that highlight the crucial role of insulation in energy efficiency, cost savings, and environmental sustainability. Our campaigns include distributing informative brochures, running advertisements, and creating online resources that explain how insulation can significantly reduce energy consumption. To further our educational outreach, NIA conducts workshops, webinars, and training sessions. These sessions cover the latest insulation technologies and best practices, and are designed for construction professionals, architects, engineers, and energy managers. By providing this knowledge, we aim to empower industry stakeholders to make informed decisions that enhance energy efficiency in their projects.

NIA also collaborates with government agencies, industry organizations, and environmental groups to promote insulation awareness in a unified approach. Our advocacy efforts focus on influencing policies and regulations that support insulation and energy efficiency, including incentives and programs that encourage adoption of energy-efficient practices.

Further, NIA publishes case studies and success stories that showcase real-world energy savings on commercial and industrial projects. These publications serve as a valuable resource to demonstrate the tangible benefits of insulation and encourage wider adoption.

Through this multifaceted approach, NIA continues to promote insulation awareness, educate the public, foster partnerships, and advocate for supportive policies. These efforts contribute to creating a more energy-efficient and sustainable future, aligning with the association's long-term goals and values.

ASSOCIATION STRONG—70 YEARS!

Sincerely,

Rick Sutphin
NIA President