



INDUSTRY MESSAGE

Connections and Insights—Regional Roundup

As President of NIA, one of the most rewarding experiences is attending the regional association meetings. These gatherings provide a valuable chance to connect with members across different regions—including both NIA members and regional association members—and gain insight into each region's unique opportunities and challenges, and to share updates about NIA's initiatives. These conversations help us understand how NIA can continue to deliver value to our members and the industry.

My presentation focused on NIA's journey, highlighting our past achievements, current successes, and future goals. We also engaged attendees with a poll to better understand the industry segments represented, sources of industry knowledge, *Insulation Outlook* magazine readership, preferred learning levels for our Education Center, and what members find most valuable at industry events. Here is a summary of the responses:

1. Which industry segment do you represent?

- Contractor: 31.5%
- Distributor/Fabricator: 34%
- Manufacturer: 31.5%
- Other: 3%

2. Where did you gain most of your industry knowledge?

- Company training program: 4%
- Vendor training opportunities: 1%
- Mentors in the industry: 30%
- On-the-job training/experience: 65%

3. What percentage of *Insulation Outlook* magazine do you read each month?

- 10–20%: 54%
- 25–35%: 21%
- 40–50%: 9%
- More than 50%: 16%

4. What level of learning would benefit you most from the NIA Education Center's 70+ modules?

- Beginner: 13%
- Intermediate: 20%
- Management: 20%
- Leadership: 47%

5. What do you value most when attending an industry event?

- Meeting new industry participants: 5%
- Ability to schedule business meetings: 9%.
- Obtaining the latest industry and business trends: 19%
- Networking with as many attendees as possible: 67%

In next month's column, I'll share my observations on how these results reveal key opportunities to create new growth for our members, NIA, and the industry.

As we move forward, your feedback will continue to shape our priorities and programs. Thank you for your engagement and commitment to our industry. Together, we are building a stronger, more connected community—one that is prepared to meet tomorrow's challenges and seize new opportunities. I look forward to working with all of you as we advance our shared goals and drive the industry forward.

Rick Sutphin
NIA President