



INDUSTRY MESSAGE

Association Strong—70 Years

The insulation industry is demonstrating momentum, driven by collaboration, innovation, and advocacy. Regional meetings this summer have highlighted our industry's commitment to performance, safety, and sustainability, reinforcing the strength and unity of our association. I've included a few highlights from these events.

- **ESICA/CSIA Meeting**

The joint Eastern States Insulation Contractors Association and Central States Insulation Association meeting in Amelia Island, Florida, set a new attendance record. A standout moment was the keynote by Michael Feuz of ITR Economics, who shared valuable forecasts for 2026 and beyond. His analysis of market trends, labor dynamics, and investment cycles provided attendees with strategic insights to help navigate the evolving economic landscape.

- **WICA Meeting**

The Western Insulation Contractors Association's annual meeting in Lake Tahoe, Nevada, featured Olympic skier Jonny Moseley as keynote speaker. His presentation, "And They Have a Name for Performance Like That – It's Called Fourth Place," drew powerful parallels between athletic perseverance and business leadership, emphasizing the importance of grit and resilience. Chris Carr's seminar on artificial intelligence (AI) further enriched the event, offering practical advice on how contractors and suppliers can harness AI.

WICA was my final regional association meeting as NIA President. I thoroughly enjoyed meeting so many new insulation industry professionals, and was inspired by the enthusiasm and professionalism that exists in the insulation industry.

Two key areas that unite our industry across all sectors and regions are our value in saving energy and emissions, and our commitment to safety.

- **Advocacy for Energy Efficiency**

NIA remains at the forefront of environmental and energy advocacy, collaborating with policymakers and industry partners to promote the benefits of mechanical insulation. Through ongoing outreach and education, NIA is positioning insulation as a vital solution for reducing energy consumption and supporting national sustainability objectives.

- **Safety: A Core Industry Value**

Safety is a foundational priority for the insulation industry. NIA is committed to elevating safety standards through comprehensive training and resources. By fostering best practices and a culture of safety, we protect our workforce and enhance productivity and quality. Key initiatives include the Safety Excellence Award, STAR Report™, Health and Safety Committee, safety handbooks, "Safety Corner" column in NIA News, and online OSHA updates.

Together, we are building a stronger, safer, and more sustainable future for the insulation industry.

Rick Sutphin
NIA President