



Together for Tomorrow

“It was the best of times, it was the worst of times...” This is the opening of Charles Dickens’ novel *A Tale of Two Cities*, first published in 1859. It continues, “...it was the season of Light, it was the season of Darkness, it was

the spring of hope, it was the winter of despair...” This aptly describes the paradox and contradiction we are going through now. The freedom technology gives us today also shackles and tethers us. The stock market is at all-time highs, but the United States’ GDP in 2020 came in at negative 3.5%—the worst decline since 1946. The passage of time confused us: Some days felt like weeks, some weeks felt like days.

In my first message as the first-ever Associate (Manufacturer) President of this terrific organization, I want to pause and pay respect to many of our members I know personally have been impacted immensely by this pandemic—folks who cannot see their grandkids except through some fancy app or FaceTime, folks who must work from a dining table that also serves as student learning center, and folks who have lost loved ones. But if there is anything I have learned from being in the insulation/construction business for 40 years, it is that this industry is teeming with people who are full of hope, optimism, and confidence in their future. They also believe in connections and relationships—the backbone and very foundation of NIA.

Like every incoming NIA President, I must choose a theme for my tenure year. I thought, why not use now-despised terms like pivot, Zoom, apocalyptic, doomscrolling, V shape, panic shopping, Quarantini, or Blursday? And let’s not even start on resilience or unprecedented. But I kept coming back to what has made NIA special to me over the last 20-some years

of being involved in this organization—the metamorphosis of people you meet here who start out as strangers only to become special to you as friends, acquaintances, advisors, and mentors. So, against the backdrop of relationship building and confidence in the future, *Together for Tomorrow* will be my overarching theme during this upcoming year.

Together for Tomorrow. We do not know what tomorrow will bring, or when the bright tomorrow we all want will get here, but what we can control is that we are together to support the power of insulation—as individuals, companies, an association, and an industry. The opening line of Dickens’ work of literary genius penned more than 160 years ago speaks to the timeless realities our world is dealing with today. While disruptions posed by the pandemic have led to more distancing and a sense of “being alone together” (I learned that saying from NIA’s Michele Jones!), it is amazing to see how our industry is uniting to address the challenges that lie before us.

Our mechanical insulation industry future is very bright and front dead center in the action as the world pivots (there is that magic word) on its journey of sustainable development in the areas of climate change, carbon emissions, energy efficiency, circular economy, renewable energy, and embodied carbon, to name just a few. As we look ahead, I am confident that the unity that has helped our association navigate a tumultuous year is bringing us together for tomorrow. We all look forward to seeing each other again this year, and I look forward to serving the organization.

David J. Cox
President
National Insulation Association