



“Takin’ It to the Streets”

Just in time for the holidays, another trip down music memory lane . . . This ‘70s classic was written by Doobie Brothers keyboard player and lead singer Michael McDonald, who joined the group when guitarist Tom Johnson fell ill in 1975. While this song takes me back to high school, it also feels in tune with the moment, as our mechanical insulation sustainability messaging is now hitting the streets. We are taking our message directly to the people: “Take this message to my brother. You will find him everywhere.”

It has been a busy month for the insulation industry: the NIA Annual Convention in Washington, D.C.; the Midwest Insulation Contractors Association (MICA) convention in Omaha; and the Southeast Insulation Contractors Association (SEICA) convention in Charleston. Seeing everyone was energizing and thrilling after so many months apart. Let me elaborate on why this moment is so exciting. Our industry’s message—that mechanical insulation plays a big role in helping countries, states, cities, and companies achieve their greenhouse gas emissions goals—is beginning to resonate. Our industry helps make the world a better place. We are not just insulation. We are no longer that quiet and unassuming product that gets covered up. We are not a side act, but the star of the show! Mechanical insulation is not just low-hanging fruit. It is finally reaping rewards from years of effort! After the World Climate Summit and COP26 in Scotland, what does responsible energy use look like in the real world? Well, on this side of the pond, we have an example right in our own industry. Joe Mlachak from Fit Tight Covers submitted an outstanding case study documenting how an energy appraisal helped his client save on CO₂ emissions: saving energy and saving the planet. Who says you can’t have it all?

Our message that insulating just 8 feet of 4-inch pipe running at 350°F (the temperature at which we bake cookies, incidentally) with 2 inches of pipe insulation can offset the CO₂ emissions of a 2021 F150 2.7-liter truck driven 20,000 miles speaks to the power of mechanical insulation. We are taking this message to the streets so more and more companies can see mechanical insulation as an efficient and cost-effective way to help them reach their greenhouse gas reduction goals—while saving greenbacks, achieving better process control, providing burn protection, and helping prevent issues when a cold weather event hits like it did this past winter in Texas.

I want to keep this month’s message short to share photos of all that’s been going on around the country. The magazine challenge has been fun. And speaking of fun, be sure to check out my wife Trudy, as she became a spokesperson for our industry. Trudy talked about offsetting the CO₂ of my new truck with insulation as compared to light bulbs and trees. View the video here: <https://vimeo.com/639933994>.

Happy holidays! We are all grateful for the great people in this terrific industry, and for those who are taking our message to the streets!

David J. Cox
President
National Insulation Association

NIA’S 65TH ANNUAL CONVENTION



Tuesday Luncheon



Reconnecting at the Networking Breakfast



Executive Committee member Laura Dover, Dover Insulation, and Grammy-Nominated Songwriter and NIA Keynote Speaker Jimmy Yeary



NIA President Dave Cox and NIA Immediate Past President John Lamberton from the stage at the NIA Annual Convention.



Performance Contracting, Inc. employees visit the Pink Panther in Owens Corning’s Dessert Suite. Shown: Health and Safety Chair Mike Hill, NIA Board member Rick Sutphin, and Corey Dean.

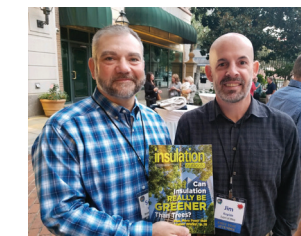
INSULATION OUTLOOK SHOWS UP AROUND THE COUNTRY AND AT REGIONAL MEETINGS



Welcoming Trudy Cox and Bill Lucas, R.P.R. Products, to SEICA



With Katie Burell, Breeding Insulation Company, the new SEICA President



Scotty Burnette from Breeding Insulation Company and Jim Kopish from Extol of Ohio



With Mark Duppler

HOW FAST CAN WE SPREAD GOOD NEWS ABOUT INSULATION?

Bob Fligg, L&L Insulation, poses beside the supersonic T-38 he flew in the Air Force. The plane has a top speed of about 1100 mph and had the world’s climbing record from sea level to 41,000 feet in 94 seconds.



Bill Rose, Owens Corning, reading on a 40 foot sailboat in the Gulf of Mexico.