



### “Don't Stop Believin'”

No two ways about it—the world has been singing a different tune the last few years. And while we've been moving to a different beat, this is no time to stop believin'.

The Journey anthem, circa 1981, has got to be one of the most contagious songs ever written. You can be in an awful mood and this song takes you to a better place the moment you hear it. The backstory to the song is that the lyrics germinated from keyboardist Jonathan Cain's stretch of bad luck when he moved to Hollywood from Chicago. His dog had gotten hit by a car, and he was struggling to pay the vet bill on top of his other bills. So, he did what many of us have done in our lives: He called his parents and secured a loan. His dad also gave him some encouraging advice, “son, don't stop believing.”

Ok, I can hear the wheels turning in the minds of readers: Dave, what does this have to do with mechanical insulation? Don't stop believing... it's coming.

Recently, I had the good fortune to visit with our industry colleagues at the Eastern States Insulation Contractors Association meeting. After a long dry spell of isolation and distancing, the event was a refreshing opportunity to see fellow industry folks smiling and happily reconnecting. A speaker named Dr. Kevin Snyder spoke passionately about the need to think differently, emphasizing that “each of us has absolute control over one thing—our thoughts.” Kevin got us all to stand up and sing the song “Don't Stop Believin'” as our way to envision our goals and stretch our limits.

It was great, though perhaps not worthy of *American Idol* or *The Voice*.

One insight I took away from the meeting, aside from it being great to see each other again, is that the industry's generally hectic pace is bringing an element of stress to all our lives as we climb the backside of the “V” recovery. Folks are asking how they can possibly keep this pace up. How can we be doing so good, but feeling so bad? Distributors are struggling to retain truck drivers, secure supplies, and deal with rising inflation. Contractors are dealing with jobsite safety uncertainties due to the pandemic, workforce

shortages, increased design responsibility, liability transfer, schedule pressures, and that same inflation pressure.

As I mentioned in the May message, my theme for this year is *Together for Tomorrow*. We don't know what tomorrow will bring, or how long it will take to get to the bright future we all want. While we can't go back to yesterday, we don't have to resign ourselves to an overwhelmed tomorrow. We do control our thoughts—and the choice to unify together to support the power of insulation as individuals, companies, an association, and an industry. Together, we can use the NIA's resources to answer our questions, better our businesses, inform and educate ourselves and our customers, and strengthen our connections. NIA exists solely to support and improve the insulation industry and help its members. That's it! There is no fine print! If your company provides insulation services or products, join NIA. What an incredible investment in your company, your people, and our industry. I encourage you to attend NIA's events, conferences, and webinars to spend time with each other (and me!) to discuss solutions and see how others are addressing today's challenges. And if you know of a customer that is looking for ways to identify new opportunities and grow their business, talk to them about joining NIA so they can benefit, too.

Expanding on Journey's lyrics, “hold on to that feeling”—not the feelings of stress, but the unity and spirit of triumph over challenges to shape our great industry. In the spirit of that fatherly advice Jonathan Cain received, “Don't Stop Believin'!”

I look forward to seeing everyone later this year as we come together to further promote this great mechanical insulation industry.

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P.S. Keep posting and sending in your *Insulation Outlook* selfies to [editor@insulation.org](mailto:editor@insulation.org) and use #NIAmeets on social media as a fun way to publicize our industry.