

INDUSTRY MESSAGE

Work Hard, Work Smart, Work (Better) Together with NIA



I am incredibly honored to be the incoming President of the National Insulation Association. I own a small contracting company in North Carolina, and my family has been in the business for three generations. Mechanical insulation has been a source of pride for the Dover family for more than 100 years, since my grandfather took a job as a mechanical insulator at a newly built paper mill in Western North Carolina. Harry Dover needed a job, insulator was the job he could find, and the rest is history.

My company's story is not all that unique in our industry. There are many small, family-owned insulation companies in the United States, many of whom are members of NIA. What we do is as important today—and in many ways the techniques and materials are very similar—as when my grandfather started his career as a teenager. Insulators still save energy, provide personnel protection, assist with noise control, prevent mold, control moisture and condensation, and much more. Perhaps the most historically under-emphasized benefit of mechanical insulation is its very important role in protecting our environment. NIA's two previous Presidents, Dave Cox and Joe Leo, have worked hard to bring attention to the role of insulation in decarbonization. As NIA members often say, "insulation is greener than trees," and if you have been reading *Insulation Outlook* or attending NIA events, you have had the benefit of learning about mechanical insulation's role in global sustainability. This is a big deal, and NIA is working diligently to spread the word.

As a graduate of the University of North Carolina (UNC) and an avid basketball fan, I am a devotee of the late Dean Smith, the legendary coach who led the Tar Heels when I was a college student at UNC. Perhaps most importantly, Coach Smith was a mentor to many players off the basketball court and a top-notch leader. In his book, *The Carolina Way*, Smith says the Carolina mission was to "play hard, work smart, work together." For Smith and his teams over the years, emphasis on this simple mission led to incredible success for his players, on and off the basketball court.

In our industry, I would suggest that this motto can be used to reinforce how we should come together to deliver the message of mechanical insulation: Work hard, work smart, work together. My theme as NIA President this year is **Better Together**. To elevate and raise awareness of the value of our industry, mechanical insulation professionals—contractors (large and small, merit and union), as well as suppliers, distributors, fabricators, and manufacturers—can accomplish much more when we come together.

I am proud that my company has been a NIA member for almost 30 years—since 1996. NIA membership is impactful to even the smallest companies in our industry—perhaps even more so—because together we become an exponentially more powerful voice for our industry. My goal for this year is to *work hard, work smart, and work together* for NIA, for our membership, and for our industry.

Let's be **Better Together**,

Laura Dover
President
National Insulation Association