

INDUSTRY MESSAGE



Working Together, Three Feet at a Time

As part of my role as NIA President, I have been traveling this year, attending regional meetings across the country, as well as the Thermal Insulation Association of Canada (TIAC) Summer Convention in Whistler, Canada. It has been such an honor to represent NIA and to spend time in so many wonderful locations with fellow mechanical insulation professionals. It is inspiring and encouraging to see how much common ground we share with different regions and with our neighbors in Canada, and it is extremely satisfying to explore how we can work together to elevate and bring attention to the mechanical insulation industry.

A sense of camaraderie and connection was palpable in Whistler and has been evident at all the U.S. regional meetings—the Southeastern Insulation Contractors Association in Alabama, Southwest Insulation Contractors Association in Oklahoma, Midwest Insulation Contractors Association in Colorado, Eastern States Insulation Contractors Association/Central States Insulation Association in Florida, and Western Insulation Contractors Association in Montana. My takeaway from all this travel: Although we may live in different areas and have varying roles, mechanical insulation professionals worldwide share many challenges—as well as many blessings—and a collaborative spirit among associations benefits us individually in our own work as well as collectively as an industry.

As a group, we are all fortunate to be doing important work. At one of the TIAC sessions, Canadian contractor David Matkovic made the comment, “We are saving the planet, three feet at a time!” This line has been a recurring thought since my time in Whistler—it lightheartedly speaks to our core values but also to the simplicity of our shared message. The potential benefit of exploring synergies between NIA and TIAC, as well as with regional associations, is exactly what is meant by our tagline this year: Better Together. By using open lines of communication and holding joint meetings and events, we can mobilize to advocate for the mechanical insulation industry much more efficiently and effectively than any one person, company, or region can.

NIA is working hard to share information and best practices, and to create space and facilitate connections so these important partnerships can flourish. The Regional Association Committee and the Can-Am Committee (both of which meet annually at Convention) are just two examples of these efforts. Bridging the gap between our national association and our regionals and Canada is a vital part of NIA's role in our industry.

I'd like to send a heartfelt thanks to TIAC and all the U.S. regional associations for welcoming me this year; and having just attended NIA's members-only Fall Summit, I want to invite our Canadian colleagues and companies from every U.S. region to attend Annual Convention in April 2024.

We are all saving the planet, three feet at a time.

Let's be **Better Together**,

Laura Dover
President
National Insulation Association