

INDUSTRY MESSAGE



Embracing What Doesn't Change

The Greek philosopher Heraclitus was attributed with saying that “change is the only constant in life.” As we turn the corner and begin a new year, it is typical to pause and take stock of the changes we want to see and make going forward. We know from experience that there are many uncontrollable aspects of the world around us, and that changes always loom ahead.

As I head into 2024 and enter the final months of my term as NIA President, I have been thinking about my time in NIA leadership, about what the future holds for my company (approaching 60 years in business), and about the industry that has been so good to me and to my family. I am grateful for all that has *not* changed in the world of mechanical insulation—and for what most likely will remain unchanged in 2024 and beyond.

Perhaps most significantly, the fundamental stability of our value as mechanical insulation professionals is constant: We save energy, protect personnel and promote fire safety, protect the environment, reduce carbon footprints, and much more. Systems and processes work best when properly insulated, and this has been the case since the first pipe was covered. What we do is critical to construction and industry, and it will remain so.

Mechanical insulation projects are plentiful, and the pool of customers who can benefit from our work consistently grows. In addition, the quality of our work still matters. Our customers value workmanship and customer service. If we don't install insulation properly, things don't work as they should.

Ours is still a relationship business. We are much more successful and effective when we maintain personal relationships with customers, suppliers, and fabricators. The National Insulation Association (NIA) is an important component of relationship-building and continues to serve our industry, as it has for decades. I am extremely proud to be part of NIA, and I am continually impressed with the thought and intention that NIA staff and leadership put into elevating our industry. I am also confident that future NIA leaders will continue to work hard toward this same end.

I think of my grandfather and my father often, about how they would see our industry today. Yes, a lot has happened since my grandfather, Harry Dover, learned the trade more than 100 years ago. The paper mill where he began his career shut down last year, after 115 years in operation. But today I am thankful for the many aspects of our business that have remained unchanged, and I am optimistic for the future of mechanical insulation.

Let's be **Better Together**,

Laura Dover
President
National Insulation Association