

NIA's 67th Annual Convention
Friday, March 17, 2023 | 10:15 a.m. – 12:15 p.m.
Meeting Room Monarchy 6-7

Associates Committee Meeting Agenda

1. Anti-Trust Policy Review, Roll Call, and Introductions
2. Approval of 2022 Fall Summit Meeting Minutes
3. Download the Convention App to get the Agenda Packet
4. **Speaker: Ron King on the Industry Measurement Survey (10:20-10:23 am)**
5. **Ask an Engineer Speakers Panel (10:23-11:15 am)**
During this session, engineers will share their expertise and unique perspectives on a wide range of topics that impact the mechanical insulation industry.

Speakers:

- Jason Harris, CTC - Coatings/Insulation/Refractory, Chevron
 - Michael Pardo, Non-Metallic Engineering Specialist, Coatings, Insulation, & Fireproofing SME, S&B Engineers and Constructors
 - Session Moderator:
Scott Sinclair, National Specification Manager, Industrial Insulation, Johns Manville
6. Announcement of New Board Representative
 7. Feedback on the Point Opportunities for Premier Industry Manufacturer Awards
 - Award winners will be announced Thursday
 - Should we offer points for offering EPDs?
 - What items should be removed? What should be added and for how many points?
 8. Update on NIA Programs and Resources
 - Reminder: If you haven't already, please register for your new username and password to access NIA's new member portal:
<https://nia.users.membersuite.com/auth/portal-login>
 - NIA's Education Center: Available at www.niaeducationcenter.org
 - For the latest updates, follow NIA on LinkedIn and all social media
 - www.linkedin.com/company/NIAinfo
 - www.twitter.com/InsulationInfo

9. *Insulation Outlook* Magazine: Members' Forum to Speak to Engineers

- We are offering a number of free member sections this year. The next one will be on the technical and product solutions that member companies offer to end users for free. Submit your 1000-word column by April 3, 2023.
- Read the bimonthly e-News Bulletin to hear about the latest member section.
- Visit www.insulation.org/io/authors for the 2023 editorial calendar or to participate in an upcoming Q&A. Email ads@insulation.org to personalize your marketing program for 2023.

10. Committee Purposes/Objectives/Actions Items

ASSOCIATES COMMITTEE

Chairman: Sandy Shattles, Armacell

Vice Chairman: Louis Walton, Proto Corp.

Secretary: Ginny Gier, Owens Corning

Purpose: As manufacturers of products and services, the Associates strengthen and expand the insulation industry through education, technical assistance, and association membership growth.

Key Objectives:

- Educate NIA members and industry segments on their products and services.
- Expand the industry through the promotion of a greater use of insulation and accessory products.
- Identify and help secure new Active and Associate members for the Association.
- Work closely with each operating committee.

Actions:

1. Work with committees to ensure proper links with the NIA website and promote this resource as a benefit.
2. Generate articles and find authors and advertisers for *Insulation Outlook* magazine.
Task Force to review Buyer's Guide with staff.
3. Actively promote and solicit Associate member companies in Board-approved funding efforts for the Foundation.
4. Continue to help refine and add to NIA's potential member list and solicit new members.
5. Support Foundation programs and sub-committee with high priority.

11. Next Meeting: Suggestions for Speaker and Topics

12. Complete the Speaker Survey on the App

13. Upcoming Events:

April 24–25, 2023

NIA's Understanding Mechanical Insulation (virtual)

Registration Deadline: April 5, 2023

April 24–25, 2023 and May 1–2, 2023

NIA's Thermal Insulation Inspector Certification (virtual)

Registration Deadline: April 5, 2023

June 13–14, 2023

NIA's Insulation Energy Appraisal Program (virtual)

Registration Deadline: May 25, 2023

October 25–26, 2023

NIA's Fall Summit 2023

MGM National Harbor, National Harbor, Maryland

April 17–19, 2024

NIA's 68th Annual Convention

Naples Grande Beach Resort, Naples, Florida

14. Adjourn

NIA's 2022 Fall Summit
Wednesday, November 2, 2022 | 10:05 a.m. – 12:00 p.m. ET
Salon B

Associates Committee Meeting Minutes

Attendees:

- Dan Aiken, ROCKWOOL
- Eric Alley, JM
- Jack Bittner, Johns Manville
- Nate Brink, Polyguard Products
- Thomas Butzen, Thermal Ceramics
- Jake Carrigan, CertainTeed
- Dave Cox, Owens Corning
- Marissa Davis, Ideal Products
- Jeff Dineen, Aeroflex USA
- Jake Erickson, Armacell
- Ginny Gier, Owens Corning
- Michael Goard, Textiles Coated International
- Kurt Gobreski, Victaulic
- Bill Gregg, Promat
- Andrew Hiatt, Buckaroos
- Lotte Jensen-Holm
- Elyse Inglese, CertainTeed
- Sheramy Jonsson, CertainTeed
- Imran Khan, Kingspan Insulation
- Mike Kozokowsky, Rockwool
- Rudy Latzlsberger, Rudco
- Nate Ledbetter, Bostik
- Thomas MacKinnon, Armc cell
- Mackenzie Michalski, Owens Corning
- John Mogensen, ROCKWOOL
- Charlie Petty, Lamtec
- Mel Rasco, Johns Manville
- Larry Rice, Ideal Products of America
- Sandy Shattles, Armacell, Chair
- Wayne Shaw, CertainTeed
- Alan Shepherd, Alkegen
- Craig Shirley, R.P.R. Products
- Brad Smalling, Victaulic
- Collin Smith, Owens Corning
- Owen Sommers, ROCKWOOL
- Sam Stamtis, Aeroflex
- Kent Stapleford, Armacell
- Michael Stoner, Knauf
- Louis Walton, Proto Corp., Vice Chair
- Scott Sinclair, JM
- Juan Vasquez, Morgan Thermal Ceramics
- Jessica Zahn, Morgan Thermal Ceramics
- Rob Glass, YGS Group, Speaker
- Julie McLaughlin, NIA staff
- Ron King, NIA Speaker

Minutes:

1. Anti-Trust Policy Review, Roll Call, and Introductions
 - Sandy Shattles, Associates Chair, reviewed the NIA Anti-Trust Policy and welcomed everyone.

2. Approval of 2022 Convention Meeting Minutes
 - The committee reviewed the Minutes and Bill Gregg made a Motion to approve them as is and Jack Bittner seconded it. All approved.
3. Speaker: Ron King—Surveys Updates
 - Mechanical Insulation Energy and Carbon Reduction Impact Study
 - Upcoming Industry Measurement Survey (January 2023)
 - Updates to Survey Methodology
 - Ron shared that NIA had worked with Industry Insights since 1999 for this survey, which is published every other year. We found that our industry typically follows a recession by 18 to 24 months. The results of the next survey should be available in March 2023.
 - Impact of mechanical insulation to industry's carbon footprint. Within 1 to 3 years after installation, 10 to 30% of insulation on mechanical systems gets damaged and this could impact to the environment.
4. Update on NIA Programs and Improvements
 - Julie McLaughlin shared the following updates with the membership.
 - NIA's new association management system (AMS) with a user-friendly portal for member access
 - NIA's Education Center (www.niaeducationcenter.org) has over 30 topics and courses.
 - The Foundation for Mechanical Insulation Education, Training, and Industry Advancement is now a separate 501(c)(3) tax-exempt organization, managed by NIA.
5. *Insulation Outlook* Magazine: Content by members for engineers
 - Julie McLaughlin shared the following educational and marketing opportunities.
 - **Editorial:** Suggest a topic or volunteer to be interviewed at editor@insulation.org.
 - **Advertising:** Sign up for your 2023 digital and print marketing plans with NIA by November 15, 2022 to avoid the 2023 price increase. The 2023 media kit and editorial calendar are available. Email ads@insulation.org to personalize your marketing program for 2023.
6. Premier Industry Manufacturer Award
 - Points and participation will be discussed at the next meeting.
 - Application deadline was 11/11/23 and it is free to apply.
7. Review & Update the Committee Purposes/Objectives/Actions Items
 - Promoted by Chair Sandy Shattles. She requested 100% participation.

ASSOCIATES COMMITTEE

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Vice Chairman: Louis Walton, Proto Corp.

Secretary: Vacant

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Key Objectives:

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- Identify and help secure new Active and Associate members for the Association.
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Actions:

1. Work with committees to ensure proper links with the NIA website and promote this resource as a benefit.
 2. Generate articles and find authors and advertisers for Insulation Outlook magazine.
Task Force to review Buyer's Guide with staff.
 3. Actively promote and solicit Associate member companies in Board-approved funding efforts for the Foundation.
 4. Continue to help refine and add to NIA's potential member list and solicit new members.
 5. Support Foundation programs and sub-committee with high priority.
8. Nominations & Election of New Secretary — One vote per company
 9. Group Picture
 10. Upcoming Events:

November 30–December 1, 2022

[**NIA's Understanding Mechanical Insulation \(virtual\)**](#)

Registration Deadline: November 14, 2022

November 30–December 1, 2022, and December 7–8, 2022

[**NIA's Thermal Insulation Inspector Certification \(virtual\)**](#)

Registration Deadline: November 14, 2022

December 5–6, 2022

[**NIA's Insulation Energy Appraisal Program \(virtual\)**](#)

Registration Deadline: November 14, 2022

March 15–17, 2023

[NIA's 67th Annual Convention](#)

Hyatt Regency Maui Resort & Spa, Maui, Hawaii

Hotel Reservation Deadline: February 8, 2023

Early-Bird Registration Deadline: February 13, 2023

**11. Speaker for Associates & Distributor/Fabricator Session
What Does the Future of Transportation Look Like?**

Transportation trends have significantly impacted the insulation industry, so what does the future of transportation look like? Alex Leslie provided an overview on some of the current logistics and distribution challenges, including labor shortages and retention, supply chain disruption, fuel surcharges, and more. Alex shared solutions to these challenges and discussed how digitization of logistics companies may impact your business in the future. Here are some additional notes.

- Fuel costs make a big impact.
- Driver shortage
 - 60% of younger drivers say factors other than money are important.
 - Company culture
 - More training than ever
 - Younger employee retention
 - Annual change 12.7%
 - Wages and rates will continue to go up
 - For drivers, truck parking and “no vacancy” are a major issue.
 - Insurance Premium cost up 47% per mile over the last 10 years

Speaker:

Alex Leslie, Research Associate, American Transportation Research Institute

12. Buyer's Guide Category Review

- The Associates Chair and the TIC Chair will review this in the spring.

13. Adjourn

- Motion to adjourn by Jack Bittner and seconded by Jake Erickson.



Opportunities to Earn Points

There are over 500 points available for companies to earn, and over 150 points can be earned without any cost.

Note: No-cost opportunities are noted with a (*) symbol. More opportunities will be added to this list as they are developed. Have an idea for earning points? Email training@insulation.org.

NIA Membership

- **Maintain NIA Membership in Good Standing (25 Points)**
- **Recruit a New Member* (15 Points)**
 - *Non-member company must become a member.*

Attendance at NIA Events and Trainings

- **Attendance at the NIA Convention (1–3 registrants) (20 Points)**
- **More than 3 registrants at NIA’s Convention (10 Points)**
- **Attendance at the NIA Fall Summit (1–3 registrants) (15 Points)**
- **More than 3 registrants at NIA’s Fall Summit (7 Points)**
- **Attendance at a NIA IEAP Training Class with a Passing Grade (10 Points)**
 - *Maximum of 2 people per company per year.*
- **Attendance at NIA’s Thermal Insulation Inspector Program Training Class with a Passing Grade (10 Points)**
 - *Maximum of 2 people per company per year.*
- **Attend a Webinar* (2.5 Points)**
 - *Points allocated per registrant, up to 5 per company per webinar.*

Participation at NIA’s Events, Trainings, and Programs

- **NIA Safety Award Program Applicant (15 Points)**
- **Writing an Original Article for *Insulation Outlook* or *NIA News** (15 Points)**
 - *To qualify, the article must be published in an issue of Insulation Outlook.*
- **Submitting a Previously Published Article or Blog in *Insulation Outlook** (7 Points)**
 - *To qualify, the article must be published in an issue of Insulation Outlook.*
- **Participate in a NIA Committee or Task Force* (2.5 Points)**
 - *One person/per company/per committee.*

- **NIA Committee Leadership or Task Force Participation* (5 Points)**
 - *One person/per company/per committee.*
- **Invite a First-Time Industry Member to Convention* (5 Points)**
 - *To qualify, the individual must attend the event. Does not include spouses or guests. Applicable for up to 3 people per event.*
- **Invite a First-Time Industry Member to NIA's Fall Summit* (5 Points)**
 - *To qualify, the individual must attend the event. Does not include spouses or guests. Applicable for up to 3 people per event.*
- **Social Media Post at Convention or Fall Summit Using the Hashtag #NIAMeets* (2.5 Points)**
 - *Maximum of 1 post per event, per company.*
- **Giving a Presentation or Speaking at a NIA Event* (7 Points)**
- **Successfully Recertify for IEAP (7 Points)**
 - *One person per company.*
- **Provide an Insulation Energy Appraisal Case Study for Publication* (15 Points)**
 - *Case study must be published.*
- **Complete the Industry Measurement Survey* (10 Points)**
 - *Every other year opportunity.*
- **Provide a Video Testimonial for NIA* (5 Points)**
 - *Maximum of 2 videos per year, per company.*
- **Link the Proud Member of NIA Logo in a Prominent Area on Your Company's Website* (2.5 Points)**
- **Include the Proud Member of NIA logo and Link in Your Email Signature* (2.5 Points)**
 - *One person per company.*
- **Include NIA Logo on Marketing Materials, Literature, and/or Data Sheets* (2.5 Points)**
 - *Maximum of 2.5 points per company.*

No-cost opportunities are noted with a (*) symbol

Foundation Contributor

- **Gold Elite (20 Points)**
- **Gold Plus (15 Points)**
- **Gold (10 Points)**
- **Silver (7 Points)**
- **Bronze (5 Points)**

If you are interested in participating, contributing, or serving, please contact Kristin V. DiDomenico, at 703-464-4622, ext. 115.

NIA Advertising

- ***Insulation Outlook Premier 12 (25 Points)***

- **Insulation Outlook Preferred 7 (20 Points)**
- **Insulation Outlook Select 4 (15 Points)**
- **Three ads or fewer in *Insulation Outlook* (7 Points)**
- **Buyer's-Guide-Only Advertiser (5 Points)**
- **Digital Website Ad (5 Points)**
- **Digital Email Blast Ad (1/2 Point)**

If you are interested in learning more about NIA's advertising opportunities, please contact Rob Glass at 717-430-2212.

Convention Sponsor

- **Sponsorship—Greater than \$5,500 (20 points)**
- **Sponsorship—Lower than \$5,500 (10 points)**
- **Dessert Hospitality Suites Sponsor (5 points)**
- **Golf Tournament Sponsor (2.5 points)**
- **Silent Auction Sponsor (10 points)**
 - *Every other year opportunity.*

Additional Sponsor Opportunities

- **Host a Thermal Insulation Inspector Certification course (20 points)**
 - *Maximum of 1 class per year.*
- **Host an Introduction to Mechanical Insulation course (15 points)**
 - *Maximum of 1 class per year.*
- **Sponsor an IEAP course (15 points)**
 - *Maximum of 1 class per year.*
- **Sponsor a NIA Webinar (10 points)**
- **Webinar Calendar Listing (2.5 points)**
- **Member Presented Webinar (10 points)**
- **Fall Summit Sponsor (10 points)**

If you are interested in learning more NIA's sponsorship opportunities, please contact Erin Penberthy at 703-464-6422, ext. 114.

Industry Memberships

- **Central States Insulation Association (CSIA) (3 points)**
- **Eastern States Insulation Contractors Association (ESICA) (3 points)**
- **Midwest Insulation Contractors Association (MICA) (3 points)**
- **Southeastern Insulation Contractors Association (SEICA) (3 Points)**
- **Southwest Insulation Contractors Association (SWICA) (3 points)**
- **Western Insulation Contractors Association (WICA) (3 points)**

NIA's Premier Industry Manufacturer Program

2022 Application for Eligibility

A NIA Members-Only Program

NIA's Premier Industry Manufacturer Program

Created by Associate members for Associate members, NIA's Premier Industry Manufacturer Program recognizes and distinguishes exemplary companies as industry advocates and leaders. Through this program, NIA's Associate (Manufacturer) members demonstrate to their customers that they are recognized leaders.

Available exclusively to NIA Associate member companies, this program has been developed to reward Associate members for their actions. NIA continues to develop the program to ensure it provides the most value to NIA's Associate members and brings recognition from peers and clients.

Application Process and Eligibility

There is no cost to apply to the program and NIA encourages all Associate (Manufacturer) companies to apply.

- Applicants must be NIA Associate members in good standing for their application to be considered. (i.e., your company's 2022 NIA membership dues must be paid in full, at the appropriate dues category, by the time your application is submitted). To check your company's membership status, please email membership@insulation.org.
- The deadline to apply for the 2022 calendar year is **Friday, November 11, 2022**. Once the application is complete, NIA will begin tracking your points (retroactively to January 1) for the 2022 calendar year.
- NIA will track the majority of the point opportunities available to Associate member companies after the application is completed and submitted. Some activities will require the individual member company to complete a [Point-Tracking Form](#) (available at www.insulation.org/membership/premier_manufacturer). This form will outline all eligible activities, including their assigned point value, and must be completed and submitted to training@insulation.org by **Friday, December 30, 2022**, to receive points for these activities.
- Companies that reach a minimum of **175 points** throughout the 2022 calendar year will be recognized as Premier Industry Manufacturers. Program benefits include:

- Recognition at NIA's 67th Annual Convention, March 15–17, 2023, at the Hyatt Regency Maui Resort & Spa, in Maui, Hawaii.
- Companies will have access to the **Premier Industry Manufacturer** name designation and logo for the year they receive the designation. The logo can be added to marketing and promotional materials, email signatures, and the company's website.
- Companies who achieve the recognition will be promoted on NIA's website and in marketing materials.
- For a full list of program benefits, please visit http://insulation.org/membership/Premier_benefits/.

Instructions

Please complete this application and submit it no later than **Friday, November 11, 2022**, by emailing it to training@insulation.org or by mailing to the address below:

National Insulation Association (NIA)
 Attn: Erin Penberthy
 516 Herndon Parkway, Suite D
 Herndon, VA 20170

Section 1: General Information

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Primary NIA Contact: _____

Phone: _____ Email: _____

Recognition Program Contact: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Section 2: Application Questions

1. My company is a NIA member in good standing (2022 NIA membership dues have been paid).

- Yes
- No

(To confirm your company's membership dues status, please email membership@insulation.org. Please note that no exceptions will be made to this requirement.)

2. Is your company a Foundation for Mechanical Insulation Education, Training, and Industry Advancement contributor?

- Yes
- No
- Check here if you would like information on this program.

3. Have you contributed articles to *Insulation Outlook* magazine that will be published in 2022?

- Yes
- No
- Check here if you would like to contribute.

4. Is your company a current 2022 member in good standing of any of the following regional associations?

(check all that apply).

- Central States Insulation Association (CSIA)
- Eastern States Insulation Contractors Association (ESICA)
- Midwest Insulation Contractors Association (MICA)
- Southeastern Insulation Contractors Association (SEICA)
- Southwest Insulation Contractors Association (SWICA)
- Western Insulation Contractors Association (WICA)
- The Insulation Association of Canada (TIAC)

Points will be awarded to your company for being a member of any of the above associations.

Questions

If you have any questions regarding the application process or the Premier Industry Manufacturer Program, please contact Aimee Doyle at training@insulation.org or call 703-464-6422, ext. 113.

Winners of the Premier Industry Manufacturer Program will be announced and recognized during NIA's 67th Annual Convention, March 15–17, 2023, at the Hyatt Regency Maui Resort & Spa, in Maui, Hawaii.

NIA's Premier Industry Manufacturer Program

2022 Member Point-Tracking Form

NIA's Premier Industry Manufacturer Program

With the help of our Associate (Manufacturer) Committee, NIA has created the Premier Industry Manufacturer Program. This program recognizes and distinguishes exemplary manufacturing companies as industry advocates and leaders. Through this program, NIA's Associate members demonstrate to customers that their company is a recognized leader amongst their peers.

Member Point-Tracking Activities

NIA will track the majority of the point opportunities available to NIA Associate member companies. The activities listed below require the individual member company to complete this form to receive points for these activities in 2022. This form outlines all eligible activities and their assigned point value. The form must be completed and submitted to training@insulation.org by **Friday, December 30, 2022**.

- Companies that reach a minimum of **175 points** throughout the 2022 calendar year will be recognized as Premier Industry Manufacturers. Program benefits include:
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Attn: Erin Penberthy
516 Herndon Parkway, Suite D
Herndon, VA 20170

Section 1: General Information

Company Name: _____

Recognition Program Contact: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Section 2: Activities to Be Tracked by Member

- 1. My company has recruited a new NIA member (*non-member company must become a member*). (15 points per recruited company)**

- Yes
 No

Name of new member company: _____

- 2. My company has invited a first-time industry member to NIA's Convention. (*Does not include spouses or guests. Individual must attend the event. Applicable for up to 3 people per event.*) (5 points per registrant)**

- Yes
 No

Name of individual(s): _____

- 3. My company has invited a first-time industry member to NIA's Fall Summit. (*Does not include spouses or guests. Individual must attend the event. Applicable for up to 3 people per event.*) (5 points per registrant)**

- Yes
 No

Name of individual(s): _____

- 4. My company has linked the Proud Member of NIA logo in a prominent area on our company's website. (2.5 points)**

- Yes
 No

List the specific URL where the logo is located: _____

5. My company has included the Proud Member of NIA logo and link in our email signature (one person per company). (2.5 points)

- Yes
- No

Note: Include a screen shot or email training@insulation.org.

6. My company has included the Proud Member of NIA logo on marketing materials, literature, and/or data sheets (one item per company). (2.5 points)

- Yes
- No

Note: Send a copy of the material with the NIA logo to training@insulation.org.

7. My company has shared a NIA social media post (Twitter, LinkedIn, or Facebook). (2.5 points per share, maximum of 10 points per company)

- 1 share—2.5 points
- 2 shares—5 points
- 3 shares—7.5 points
- 4+ shares—10 points

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