

JANUARY 5, 2011

**LOOKING BACK, MOVING FORWARD:  
DEVisING A WINNING STRATEGY FOR MECHANICAL INSULATION IN 2011**

Dear Member,

As 2010 has come to an end, so too has the 111<sup>th</sup> Congress. During this time of year, many of us reflect on our personal and professional lives and have made resolutions for the New Year. Here at NIA we've conducted a similar year-in-review for our legislative efforts in Washington. I'd like to share some of our reflections, achievements, and most importantly how we will make the most of these in the future.

First, we must recognize the great progress our organization has made in educating Members of Congress, their staff, and countless others on the benefits of mechanical insulation. As we know well, mechanical insulation is often the "forgotten industry" in a crowded field of building energy efficiency and maintenance measures. With your support, however, we reached elected officials in nearly every state in the country. These efforts led to the introduction of the Mechanical Insulation Installation Incentive Act in both the House and Senate, and earned the strong support of nearly 70 Members of Congress.

While our final efforts to pass H.R. 4296/S. 3716 were unfortunately impeded by a crowded lame duck session and limited legislative vehicles, we cannot overlook the immense growth we've achieved for our industry within the halls of the federal government.

Although January has brought about a new Congress, we are by no means starting from scratch. For one, our Mechanical Insulation Education and Awareness Campaign (MIC) afforded by the Department of Energy will continue through the first part of this year—another important milestone stemming from our work in the 111<sup>th</sup> Congress. This work allows us to continue educating the public while also building further evidence of our commitment that can be leveraged with Congress and other federal agencies in 2011.

Another more recent achievement that is sure to help us this year is the recent appointment of our past president Ron King as Vice Chair of the National Institute of Building Sciences Consultative Council (NIBS-CC). The Consultative Council brings together representatives from the building community to develop recommendations for improving our nation's buildings and infrastructure exclusively for the executive and legislative branches of government. We are pleased to have Ron representing us in this high profile role and know it will support our overall work to make mechanical insulation a core component of all commercial and industrial efficiency efforts.

Of course there will be challenges ahead, among them educating and gaining the support of freshmen members unfamiliar with our priorities and messages. But with 54 returning cosponsors and better-informed members and staff, we are well positioned to build upon last year's success for our organization and industry.

On a personal note, I do my best to note the invaluable support of our members in each issue of *Insulation Advocate*, but let me take another opportunity to thank you for your continued dedication and commitment to the work we do in Washington. Not only do you afford us the ability to advocate for mechanical insulation with elected officials, but your letter writing, local outreach, and daily contribution to your own communities is what makes lawmakers truly take notice. We have already begun arranging meetings for the 112<sup>th</sup> Congress and identifying our legislative priorities and approach. As we begin to put these plans into action, we are confident both new and returning Members of Congress will be impressed with the tremendous impact of our members and industry.

As we continue devising our strategy for success in 2011, I look forward to another great year ahead for you, your families and businesses, and our organization. I wish everyone a joyous new year.

Regards,  
Michele M. Jones  
Executive Vice President/CEO