

THE Year in Review

NIA'S 2016 ANNUAL REPORT



PARTICIPATION SHAPES OUR FUTURE

NIA | National Insulation
Association™

2016–2017 BOARD OF DIRECTORS



Front Row (L-R):

Edward Mahoney, *Regal Insulation Corp.*
Dave Cox, *Owens Corning*
Jason Heath, *Zampell Companies*
J. Kenneth Freeman, *Petrin Corp.*
Mark Duppler, *Bay Insulation Supply*
Ronald L. King, *Past President Advisor*
Dana Vlk, *Distribution International, Inc.*
Joseph Leo, *Atlantic Contracting & Specialties, LLC*
Darrel Bailey, *Performance Contracting, Inc.*
Tim Stout, *Hudson Bay Insulation Co.*

Back Row (L-R):

Dan Bofinger, *FBM-SPI*
Jeffrey DeGraaf, *Industrial Construction
& Engineering Co.*
Mike McLain, *Bay Insulation Systems, Inc.*
Jim Gribbins, *Gribbins Insulation Co., Inc.*
Doug Bolen, *Knauf Insulation, Inc.*
Steve Luse, *Luse Thermal Technologies*
Alec Rexroat, *Past President Advisor*
J. David Gottlich, *Brace Integrated
Services*
John Lamberton, *Irex Contracting Group*

Not Pictured:

Matt Caldwell, *Caldwell Insulation, Inc.*
Rick Sutphin, *Performance Contracting, Inc.*
Michael G. Benoit, *General Insulation Co., Inc.*
Michele M. Jones, *NIA's Executive
Vice President/CEO*



NATIONAL INSULATION ASSOCIATION

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THE Year in Review

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LEADERSHIP MESSAGE

Another year has passed, and we are happy to report that the National Insulation Association (NIA), with the support and engagement of its members, has much to be proud of. In 2016, we took on a wide-scale website redesign process, saw some impressive victories on Capitol Hill, and hosted an extremely successful international Convention, among many other accomplishments.



Perhaps the largest project of the year was the website redesign. Our original website was designed in 2001 and had some issues with ease of navigation, as well as incompatibility with current search engine rules, making it difficult for users to find our site. Using member feedback, we evaluated all sections of our website and determined how to best organize and present information to benefit our members.

One of our primary goals in designing our new site was to give us the capability to continually update the site to give our members the latest information and news. We also wanted to enhance our members' ability to speak directly to the end-user audience about their specific segments of the insulation industry. Part of this process also entailed merging pages that had once had their own separate sites, such as *Insulation Outlook* magazine, into the larger site. Taking stock of where the website is now, it is clear that the redesign has been a complete success, and will enable us to continue to improve the website over time. We are absolutely thrilled with the outcome of this project, which would not have been possible with the support and feedback of our membership.

NIA's 61st Annual Convention/WIACO was also a tremendous success, and we were happy to welcome the international insulation community to this important meeting. Their participation also enabled the Manufacturer VIP Panels, in which industry leaders shared their thoughts on the most important issues facing the industry; a video recording of these panels is available on NIA's online training portal at <https://vimeo.com/niainfo>.

NIA's Foundation for Education, Training, and Industry Advancement also had some important victories this year. We updated the simple calculators; held Insulation Energy Appraisal Program (IEAP) classes; updated modules in the Mechanical Insulation Education and Awareness E-Learning Series; collaborated with a third party to create a 3D model of a mechanical system that will demonstrate heat loss due to lack of, insufficient, or damaged insulation; and supported insulation on Capitol Hill. Due to our work, the Department of Energy (DOE) has agreed to complete a report on the impact that insulation has when examining water and energy use within federal buildings and facilities. Additionally, NIA successfully included language in appropriations legislation to require an assessment of how mechanical insulation can improve energy and water efficiency. We are currently offering our expertise to these agencies to see where we can assist in guiding these assessments.

These are just some of NIA's many accomplishments in 2016, and we hope you will take the time to look through this report and see how much we have achieved by working together. The past year will certainly stand out as having a number of far-reaching accomplishments (including the Cubs finally winning the World Series!). NIA is so grateful to its members for the pivotal role they play in all of our successes, and we are excited to continue our partnership and achieve great things in 2017.

Steve Luse
NIA President
Luse Thermal Technologies

Michele M. Jones, CMP
NIA Executive Vice President (EVP)/
Chief Executive Officer (CEO)

Mission

NIA is a not-for-profit organization representing all facets of the commercial, industrial, and mechanical insulation industry. NIA is led and funded by its members, and it operates through a committee structure. These committees and various task forces review and assess issues and recommend actions to NIA's Board of Directors. Approved actions are then carried out by staff.

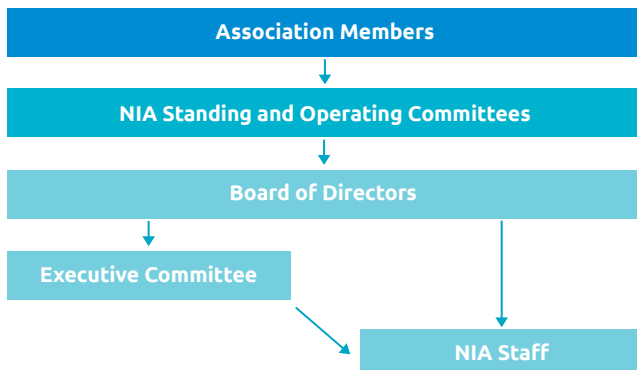
NIA's membership consists of merit (open shop) and union Contractors, Distributors, Fabricators, Laminators, and Manufacturers. These companies provide thermal insulation, insulation accessories, and components to the commercial, mechanical, and industrial markets throughout the nation. Since 1953, this Northern Virginia-based association has been the voice of the insulation industry, dedicated to keeping the commercial and industrial insulation industry up to date on the latest industry trends and technologies.

Mission Statement

NIA's mission is to increase the success and professionalism of its membership through:

- Strengthening and developing the insulation industry;
- Elevating the image of the standards of the industry;
- Keeping members informed of important industry-related developments; and
- Serving as an effective industry representative with outside groups, such as government and labor.

Association Organization Chart



2016–2017 NIA'S BOARD OF DIRECTORS

PRESIDENT

Steve Luse, *Luse Thermal Technologies*

PRESIDENT-ELECT

Darrel Bailey, *Performance Contracting, Inc.*

SECRETARY/TREASURER

Dan Bofinger, *FBM-SPI*

ASSISTANT TREASURER

Dana Vlk, *Distribution International, Inc.*

IMMEDIATE PAST PRESIDENT

J. Kenneth Freeman, *Petrin Corp.*

REGIONAL REPRESENTATIVES

Jim Gribbins, *Gribbins Insulation Company, Inc. (CSIA)*

Joe Leo, *Atlantic Contracting & Specialties, LLC (ESICA)*

Jeffrey DeGraaf, *Industrial Construction & Engineering Co. (MICA)*

Matt Caldwell, *Caldwell Insulation, Inc. (SEICA)*

J. David Gottlich, *Brace Integrated Services (SWICA)*

Rick Sutphin, *Performance Contracting, Inc. (WICA)*

AT-LARGE REPRESENTATIVES

Mike Benoit, *General Insulation Company, Inc.*

Mark Duppler, *Bay Insulation Supply*

Jason Heath, *Zampell Companies*

John Lamberton, *Irex Contracting Group*

Ed Mahoney, *Regal Insulation Corp.*

Mike McLain, *Bay Insulation Systems, Inc.*

ASSOCIATE REPRESENTATIVES

Doug Bolen, *Knauf Insulation, Inc.*

Dave Cox, *Owens Corning*

PAST PRESIDENT ADVISORS

Ronald King, *NIA Consultant*

Alec Rexroat

NIA EXECUTIVE VICE PRESIDENT (EVP)/

CHIEF EXECUTIVE OFFICER (CEO)

Michele M. Jones, *CMP*

GENERAL COUNSEL

Gary Auman, *Dunlevey, Mahan & Furry*

MEMBERSHIP

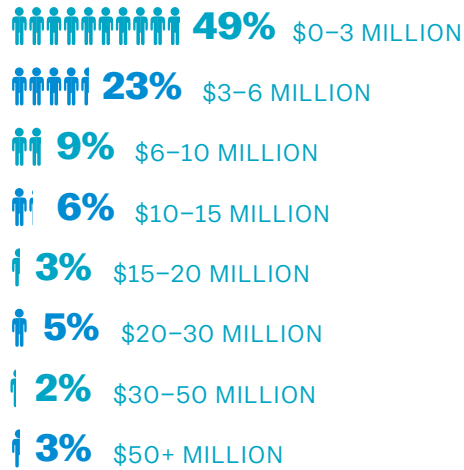
NIA is the voice of Contractors, Manufacturers, Distributors, Fabricators, Metal Building Laminators, and others in the commercial, industrial, and mechanical insulation industry. Membership in NIA is on an annual basis; in 2016, NIA represented 327 member companies as well as 391 branch locations of those companies, representing 718 locations.

NIA members lead the association through a committee structure. In 2016, 12 committees met to fulfill their purposes and objectives, including reviewing issues and recommending actions to NIA's Board of Directors during 2 main member events. We have 268 active members out of 327 total member companies.

ACTIVE MEMBERS BY REVENUE CATEGORY

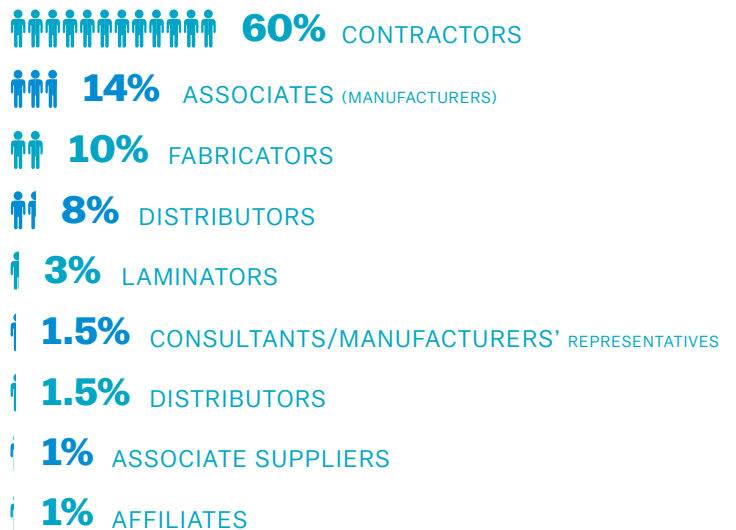
Active Members (Contractors, Distributors, Fabricators, Laminators) by Size (Annual Revenue in Millions)

Contractors, Distributors, Fabricators, and Laminators represent 82% of NIA's total membership. Of these members, 72% have annual sales of \$6 million or less.



MEMBERS BY MEMBERSHIP TYPE

Member Demographics



NIA COMMITTEE STRUCTURE

INDUSTRY-SPECIFIC OPERATING COMMITTEES

Associates Committee

Chairman: Dave Cox, Owens Corning

Vice Chairman: Jake Erickson, ROXUL Technical Insulation

Secretary: Jack Bittner, Industrial Insulation Group

The Associates Committee—composed of NIA's Manufacturers, Manufacturers' Representatives, and Associate suppliers—strengthens and expands the insulation industry through education, technical assistance, and association membership growth. In 2016, the Committee:

- Reviewed the Manufacturer by Product Listing and Buyer's Guide;
- Learned about spending trends, economic drivers, and the future outlook for the industrial sector from Brock Ramey, Power Specialist from Industrial Info Resources;
- Discussed the conceptual idea of a Certified Contractor Program, including the concept under consideration, program requirements, success drivers, and how Manufacturers would play an important role in the promotion of the program;
- Learned about system design and CUI, material selection, and design features to increase efficiency and the life of the system from Peter Bock, Consultant and CUI Mitigation Specialist;
- Received a presentation from Reed Exhibitions on the 2015 IEX USA trade show statistics and learned about the IEX USA 2017 trade show and what improvements are being made based on feedback from attendees and exhibitors; and
- Had members participate on 2 VIP Manufacturer Panels held during NIA's 61st Annual Convention/WIACO. The panels discussed several topics, including: projected industry growth, supply versus demand, globalization, industry consolidation, and much more.

Distributors/Fabricators Committee

Chairman: Michael Benoit, General Insulation Company

Vice Chairman: Mike Feehery, FBM-SPI

The Distributors/Fabricators Committee promotes the value of the distributor/fabricator to the mechanical insulation industry, helps grow the industry, and provides ongoing education and training to the Distributor/Fabricator members. In 2016, the Committee:

- Decided to review and update the *Distributors Safety Handbook* and created a task force to do so.
- Learned about customer analytics and how a cloud-based customer relationship management (CRM) platform like Salesforce could help. Committee members requested that Barry Stafford, Regional Vice President for Salesforce, come speak to the committee and help attendees better understand the features and benefits that are specific for insulation distributors and fabricators.
- Had a credit panel discussion at NIA's 61st Annual Convention/WIACO where 2 members volunteered to participate as panelists.

Credit Panel Q&A

Moderator: Dana Vlk, *Distribution International, Inc.*

Panelists: John Lamendola, Controller, *Distribution International, Inc.*, Scott Evans, *FBM-SPI*

Best practices shared:

- Proper staffing with focus and training in Accounts Receivable.
- Outside services can be helpful, but remember they are an extension of your company and can help or hurt. Need to use a reputable company and check them out beforehand.
- Credit limits are important—challenges with the availability of data specific to our industry. Use what information is out there to make as informed of a decision as possible.
- Communication between Sales and Credit departments in an effort to minimize risk while maximizing sales.

- Accurate invoicing.
 - Lien process.
 - Importance of a Credit Policy and following it.
 - Bring exposure down on Past Due or at-risk accounts.
 - Tax Exempt status, issues with consumables, and complexity with jurisdictions.
- Received a presentation from Reed Exhibitions on the 2015 IEX USA trade show statistics and learned about the IEX USA 2017 trade show and what improvements are being made based on feedback from attendees and exhibitors.
 - Updated its Purposes, Objectives, and Actions.
 - Discussed which topics would be of interest for Committee members and decided to include guest speakers at their meetings who would be able to address these topics. Assorted topics include:
 - Company culture;
 - Marketing the distribution/fabrication industry;
 - Using customer data metrics and analytics
 - The National Association of Wholesalers-Distributors (NAW) as a resource;
 - Relating to Millennials in the workforce;
 - Health care, insurance, and the Patient Protection and Affordable Care Act and its impact on businesses and employees;
 - Fraud;
 - Inventory management; and
 - Freight/truck-tracking software.

Merit Contractors Committee

Chairwoman: Delisa LeHew-Martz,
Wayne Insulation Company, Inc.

Vice Chairman: Rudy Nigl, L & C Insulation, Inc.

The Merit Contractors Committee promotes the growth of the industrial and commercial merit contractor through education, training, and network exchange. In 2016, the Committee:

- Discussed NCCER's 2015 Construction Craft Salary Survey;
- Received a presentation at Fall Summit 2016 from Pete Gauchel, *L & C Insulation, Inc.*, regarding the *NCCER—Mechanical Insulating* program update;
- Discussed how to increase Merit Contractor Committee participation; and
- Developed a task force to create a Merit Contractor page on the updated NIA website.

Metal Building Laminators Committee

Chairman: John Kuduk, API, Inc.

Vice Chairman: John Hinshaw, Distribution International

The Metal Building Laminators Committee is composed of laminators of metal building insulation who are dedicated to developing and promoting industry standards and educational programs that will help members become more professional, productive, and profitable. In 2016, the Committee:

- Monitored submittals to ASHRAE on wall and roof assemblies;
- Continued to recruit new NIA Laminator members;
- Contributed articles for a special metal building insulation issue of *Insulation Outlook*, which was published in February 2016;
- Continued research into developing a U-Factor Calculator;
- Invited other associations to attend Committee meetings; and
- Sent a liaison to the Health and Safety Committee to stay updated on safety developments.

Union Contractors Committee

Chairman: Steve Luse, Luse Thermal Technologies

Vice Chairman: John Lamberton, Irex Contracting Group

The Union Contractors Committee promotes the growth of industrial and commercial union contractors through education, training, productivity enhancement, and strong union relations. In 2016, the Committee:

- Welcomed leaders of the International Association of Heat and Frost Insulators and Allied Workers (International) to their April and October 2016 meetings;
- Updated its Purposes, Objectives, and Actions;
- Reviewed market conditions in each region of the country and other issues surrounding Union Contractors; and
- Discussed ideas for contributing articles to *NIA News* and content to NIA's newly updated website.

GENERAL OPERATING COMMITTEES

Health and Safety Committee

Chairman: Bill McCaffrey, Irex Contracting Group

Vice Chairman: Mike Hill, Performance Contracting, Inc.

The Health and Safety Committee is committed to the health, safety, and welfare of its members, customers, and the insulation industry.

Through professional safety leadership, the Committee actively promotes the highest standards of safety and health excellence to ensure a safe working environment. In 2016, the Committee:

- Created a mentoring program for the NIA Safety Award where platinum winners can act as mentors for those new to the awards program or wishing to improve their score;

NIA COMMITTEE STRUCTURE

- Discussed developing a hard hat sticker to be awarded to NIA Safety Award winners;
- Made revisions to the Theodore H. Brodie Distinguished Safety Award applications;
- Provided updates regarding the latest Occupational Safety and Health Administration (OSHA) issues;
- Received a presentation at Fall Summit 2016 from NIA's Legal Counsel Gary Auman, *Dunlevey, Mahan & Furry*, concerning best practices and first-hand experiences to help members prepare for an OSHA inspection; and
- Completed the review of the *NIA Safety Handbook for Insulation Workers*, which will be finalized and printed by mid-2017.

Membership Committee

Chairman: Todd Hamilton, Distribution International

Vice Chairman: Justin Rispoli, Aspen Aerogels

The Membership Committee represents all membership types, identifies and recruits potential member companies, increases awareness of membership benefits, and encourages participation by NIA members. In 2016, the Committee:

- Provided amenities to new members and first-time attendees at NIA's 61st Annual Convention/WIACO;
- Continued with its Ambassador Program, which helps to familiarize new members and first timers with the Annual Convention program of events, the benefits of membership with NIA, and introduces them to fellow industry members;
- Held a member orientation/reception for new and current NIA members at NIA's 61st Annual Convention;
- Continued the development of the member testimonial program;
- Ensured that the Membership Committee participants were representative of all member types, regions, and committees;
- Continued work on the initiatives related to NIA's Long Range Plan as directed by the Plan Leader; and
- Updated the Committee's Purposes, Objectives, and Actions.

Technical Information Committee

Chairman: Darrell Peil, Aeroflex USA, Inc.

Vice Chairman: Justin Rispoli, Aspen Aerogels

Secretary: Michael Kehr, HiCube Coating, LLC

The Technical Information Committee (TIC) serves as a forum for identifying and addressing technical issues confronting NIA members. In 2016, the Committee:

- Met 4 times to review technical materials for NIA and *Insulation Outlook* magazine;

- Provided technical assistance to NIA's partners and members;
- Reviewed technical articles for the *Insulation Outlook* magazine and suggested topics for future issues;
- Reviewed and updated the *Insulation Science Glossary, Guide to Insulation Product Specifications, and Insulation Materials Specification Chart* quarterly;
- Reviewed the products and services offered by NIA and made suggestions for 2017 offerings;
- Audited the technical accuracy of the Insulation Energy Appraisal Program (IEAP), a NIA training class; and
- Researched topics and speakers for the 61st and 62nd Annual Convention technical presentations.

STANDING COMMITTEES

2016 Convention Committee

Chairman: Steve Luse, Luse Thermal Technologies

The Convention Committee works with NIA staff to develop and coordinate educational programs and entertainment for NIA's Annual Convention. In 2016, the Committee:

- Successfully completed NIA's 61st Annual Convention/WIACO in Boca Raton, Florida (see page 22 for a summary).

Finance Committee

Chairman: Darrel Bailey, Performance Contracting, Inc.

The Finance Committee met in March 2016 to review the Fiscal Year (FY) 2016–2017 budget developed by NIA staff. This budget was approved by NIA membership at the Business Session during NIA's 61st Annual Convention in Boca Raton, Florida (see page 29 for audited financials).

Foundation Steering Committee

Co-Chairmen: Dan Bofinger, FBM-SPI and Dave Cox, Owens Corning

The Foundation Steering Committee develops and implements strategies and recommends processes to advance and expand the commercial and industrial insulation industry. See page 16 for a complete list of Foundation activities.

Nominating Committee

Chairman: Steve Luse, Luse Thermal Technologies

The Nominating Committee is responsible for identifying and appointing officers to NIA's Board of Directors, including At-Large Representatives. This Committee held meetings and presented a slate of nominations to the Board of Directors and the NIA membership for their approval.

PRODUCTS AND SERVICES

PRODUCTS

www.insulation.org/products

NIA creates product solutions to meet the needs of the membership and the concerns they share with us. In 2016, more than 50 products and services were offered by NIA in the following categories: Health and Safety Products, Educational Resources, Marketing Tools, and Certification and Training. Four new products were offered in the 2016 Products and Services brochure:

- *National Commercial and Industrial Insulation Standards Manual, 8th Edition*
- NIA's 2016 Leadership Webinar Series
- *OSHA Compliance Guide, 23rd Edition—26th Year*
- *Tools of the Trade: Modern Marketing for Construction Brands*

New: Vimeo On Demand Training Portal

In 2016, NIA launched a new Vimeo training portal to expand our educational offerings, and we now offer 29 videos. In addition to the **free** videos found on Vimeo, users can stream:

- The English version of NIA's *Mechanical Insulation Installation Video Series*;
- The Spanish version of NIA's *Mechanical Insulation Installation Video Series*; and
- NIA's Top Talent, Leadership, Financial, and Health and Safety Webinar Series.

Please visit www.vimeo.com/niainfo to stream these videos and more.

Note: The pricing that appears on Vimeo On Demand is the non-member pricing, and members receive a significant discount by using their NIA member promo code. Contact Kristin V. DiDomenico at kdidomenico@insulation.org to get your promo code.

For a complete list of NIA's product solutions, visit www.insulation.org/products



SERVICES AND OTHER RESOURCES

In 2016, NIA offered a number of free resources/services exclusively to members, including:

- *NIA News*, an exclusive member newsletter;
- *Insulation Advocate*, a monthly publication that provides an update on the activities of NIA's Foundation for Education, Training, and Industry Advancement;
- The NIA members-only website, featuring committee meeting minutes, a downloadable Proud Member of NIA logo, the Electronic Reprint Library, Human Resources Forms, and documents such as employment applications, employee termination forms, evaluations, job descriptions, new employee forms, offer letters, safety checklists, and time-off request forms;
- The online job board at www.insulation.org; and
- Exclusive meetings and discounts on registration for other events.

Updated online resources include the:

- *Guide to Insulation Product Specifications*;
- *Insulation Materials Specification Guide*;
- *Insulation Science Glossary*;
- Manufacturers' Technical Literature (MTL) Product Catalog; and
- Mechanical Insulation Design Guide (MIDG).

Additional NIA member services provided include special offers and discounts, such as:

- Advertising opportunities for NIA members in various media outlets, including *Insulation Outlook*, the *NIA Buyer's Guide: Insulation Products & Providers*, and the MTL website;
- Various sponsorship opportunities at Fall Summit and the Annual Convention;
- Associated Resource Group (ARG) discounts for all members' voice, data, and cloud service needs, along with a free initial analysis; and
- The Theodore H. Brodie Distinguished Safety Award.
(For more information, see page 26).



Top-Selling Items AND Member Favorites

Estimator's Handbook

Insulation Sampler

Mechanical Insulation Installation Video Series

Safety Handbook for Distributors and Fabricators

Safety Handbook for Insulation Workers

www.insulation.org/products

COMMUNICATIONS

SOCIAL MEDIA

NIA disseminates information through social media using the handle NIAinfo on Facebook, YouTube, Vimeo, and Twitter. Please follow and like us to receive updates. On Twitter, NIA has a second account, InsulationInfo, geared toward the insulation and construction audience rather than the NIA membership audience on NIAinfo. NIA created an account at Vimeo.com/NIAinfo to stream our training materials and the *Mechanical Insulation Installation Video Series*.

- At the end of 2016, NIA had 517 people who “like” our [NIA Facebook page](#), 1,102 Twitter followers for [InsulationInfo](#), and 520 following [NIAinfo](#). All numbers have increased an average of 18% since 2015.
- NIA events, products, publications, advertisers, and activities were promoted through social media.
- NIA created an account at www.Vimeo.com/NIAinfo to stream our training materials, webinars, and the *Mechanical Insulation Installation Video Series*, and we now have 29 videos available for streaming.
- [NIA's YouTube channel](#) features videos about NIA, membership in NIA, videos from members, and useful information about mechanical insulation. In 2016, NIA added the introduction for the Spanish version of the *Mechanical Insulation Installation Video Series*. There are also links to member videos that explain the benefits of insulation and how individual products are made and used.

NIA wants to follow our member companies on Facebook and Twitter. Please email your account name to Leslie Emery at lemery@insulation.org.



VISIT US AT:



www.facebook.com/NIAinfo



(NIA Information)

www.twitter.com/NIAinfo



(Mechanical Insulation Industry News)

www.twitter.com/InsulationInfo



www.youtube.com/NIAinfo



Vimeo.com/ondemand/NIAinfo

to stream the *Mechanical Insulation Installation Video Series* and other resources



WEBSITES

www.insulation.org

Before NIA's 2016 Fall Summit, NIA launched a new WordPress website. This allows staff to make improvements and updates on their own without going through a vendor. The websites are optimized for tablets and mobile devices and SEO rankings. The navigation was redesigned for easy access for both members and insulation end users searching for information. Our previous website was built in 2000–2001. Improvements included:

- Modern graphic design to highlight top stories and important news;
- Redesigned navigation making it easier to find information and tools;
- Updating the website on an almost daily basis to add new content or improve the member experience;
- More frequently updating NIA event content to keep members and users up to date on NIA events, including Convention, Fall Summit, the Insulation Energy Appraisal Program (IEAP), webinars, and more;
- Updating the Committee meeting minutes archive available on Members Only; and
- Posting NIA and Foundation news and updates;
- Adding digital editions of *NIA News* issues to Members Only; and
- Posting archived versions of the E-News Bulletin.

www.insulationoutlook.com

Improvements to the site in 2016 included:

- Posting each month's content in a visually appealing manner that is also easy to search;



- Including new graphics of the covers and a full listing of the articles in each issue;
- Updating content and the Insulation Outlook article archive, including adopting a standardized heading style to give more consistency to articles;
- Updating the 2016 advertisers page and advertising graphics for Premier 12 and 7 advertisers;
- Adding the 2016 *Media Kit* with updated editorial calendar; and
- Updating all pages to include the most current information.

[NIA's Metal Building Insulation Web Pages \(Formerly www.insulatemetalbuildings.org\)](http://www.insulatemetalbuildings.org)

This website is designed to provide up-to-date information on energy code compliance for pre-engineered metal building systems, the use of NIA Certified Faced Insulation® and metal building insulation assemblies, and proper installation that complies with ASHRAE 90.1 and state energy codes.

- In 2016, as part of the website redesign, the entire www.insulatemetalbuildings.org site was reviewed by a volunteer task force from NIA's Metal Building Laminators Committee. This task force made suggestions for updates to the content, which were then reviewed and approved by the full committee. The content was then redesigned in NIA's new website format. It now offers improved SEO functionality and enable us to make updates more easily in the future. The new link is www.insulation.org/about-insulation/metalbuildinginsulation, but the old link redirects to these pages as well.

EMAIL COMMUNICATIONS

Member Communications

In 2016, NIA's communications staff refined our email communications to provide members with more regular updates and targeted content. Our goal is to eliminate repetitive information and make it faster to find important information.

Our efforts will continue to evolve in 2017. In 2016, staff:

- Received 2 awards from Constant Contact, including the All Star Award for outstanding outreach and engagement with members, which puts NIA in the top 10% of Constant Contact's customer base and honors significant achievement in leveraging online communication tools to drive member interactions with NIA's events and member benefits. Was also named a Subject Matter Expert with VIP All Star Status for exceptional reader engagement;
- Used a mix of platforms (Microsoft® Outlook and Constant Contact) to maximize our outreach;
- Designed new mobile responsive templates for all emails (more than 1/3 of our audience opens emails on a mobile device);
- Focused on shorter text and more visual elements to save readers' time while providing the most pertinent information; and
- Created and deployed customized information to targeted email lists about NIA events, announcements, and press releases in graphically enhanced e-newsletters.

E-News Bulletin



The *E-News Bulletin (ENB)* is a free monthly e-newsletter that provides updates on NIA's events, training courses, products, and mechanical insulation industry news. Anyone may subscribe by filling out a short form on <https://tinyurl.com/jsmqeaw>. The contact list

currently contains more than 4,300 email addresses. In 2016, NIA communications staff:

- Deployed 12 monthly *ENBs* to provide association news; legislative updates, including the most current link to *Insulation Advocate*; and curated content through our email provider, Constant Contact.
- Included key dates and important deadlines in each monthly *ENB*.
- Offered members digital email advertising opportunities.

If you would like to receive *ENBs*, please visit www.insulation.org/news-publications/enewsbulletin/ or email Leslie Emery at lemery@insulation.org.

PUBLICATIONS



BUYER'S GUIDE: INSULATION PRODUCTS & PROVIDERS

In 2015, NIA changed the name of the membership directory to reflect the publication's purpose of promoting the members products and services to the magazine's audience of insulation purchasers and end users. We also changed the publication date so readers can use it for the full calendar year. It now mails with the December issue of *Insulation Outlook*. It contains an alphabetical listing of members, highlighting advertisers and Foundation contributors. Members are also listed by member category, state, and type of product or services offered.

NIA NEWS (AUDIENCE: NIA MEMBERS)



NIA News is written for members to provide updates on NIA's activities and events, and share useful business articles with the membership. It is a members-only print and digital newsletter that is produced 5 times per year for NIA members free of charge as part of

their membership dues. In 2016, it was distributed to over 1,700 NIA members in both printed and digital format. Highlights include:

- All 5 issues were increased to 16 pages, offering increased photos and coverage of NIA events, programs, and services, as well as industry and safety news.
- A new column, "News Near You," debuted in the September/October issue. As an ongoing member benefit, NIA will curate national and state information about topics—such as labor statistics, code compliance, maintenance, worker safety, and energy efficiency—that affect our industry.
- In response to member inquiries, NIA News ran a 4-part Q&A series on NIA's Foundation for Education, Training, and Industry Advancement.
- NIA rotated a number of regular features and columns in each issue of NIA News, including "Ask the Expert," "Safety Corner," and "Social Buzz."
- Geared toward small- and medium-sized contractor members, a 3-part series educational series, "Rehabbing Your Insurance Program," offered practical tips and insights.

A link to the Digital Edition of NIA News is emailed to members and is available in the Members-Only area of www.insulation.org. The Digital Edition was upgraded in 2016 to HTML 5, which offers an expanded menu of interactive features for readers, including:

- Embedded video links, such as the 2 VIP Panels from NIA's 61st Annual Convention/WIACO and previews of the Spanish and English versions of the *Mechanical Insulation Installation Video Series*;
- Photo galleries for events and expanded images for "News Near You" map illustrations;
- Accessible registration form insertions for NIA meetings; and
- Inclusion of bonus content, such as FMI's Millennial Construction Survey Report.

INSULATION OUTLOOK (AUDIENCE: INSULATION END USERS)



NIA publishes *Insulation Outlook* magazine to give members a forum to speak directly to engineers, plant/facility owners/managers, specifiers, code officials, and insulation end users. The best articles are written by NIA members to educate the construction industry

about proper installation techniques, specification and design best practices, and insulation material physical properties and applications. The NIA membership is not the primary audience for this publication, but it is mailed to members as a membership benefit.

Eleven times a year, *Insulation Outlook* provides practical information about mechanical insulation's value, uses, and applications to its audience of more than 11,500 subscribers in the construction industry.

Insulation Outlook's circulation metrics at the end of 2016 were:



75%
of our end-user readership is
ENGINEERS



INSULATION OUTLOOK, CONTINUED

Editorial

Topics and content are based on reader and member feedback and article submissions. *Insulation Outlook* magazine had a spectacular year in 2016 and won 2 publishing industry awards. Several planned features came into fruition and we had excellent member feedback from these efforts. A wide variety of editorial topics were covered in 50 articles during 2016 in *Insulation Outlook* magazine. As part of the website redesign, the www.InsulationOutlook.com website was modernized. The new website format allows us additional design-enhancement options for the article archive, where we upload all the articles approximately 1 month after publication. They are available at www.insulation.org/io/archives.

- In the February 2016 issue of *Insulation Outlook*, we featured metal building insulation, fulfilling a previously-stated goal to feature this segment of our membership. Members of NIA's Metal Building Laminators Committee created 5 articles for this issue.
- In the March 2016 issue of *Insulation Outlook*, we published an article on the insulation systems at a local brewery. During our interview and research process, we discovered that a member company had installed some of the insulation on this project, and we were able to include them in the article as well. NIA won an award for this article.
- In the July 2017 issue, to support our goal of using more reader-engaging stories, we featured a case study on the insulation systems at a penguin habitat in a zoo. These types of articles get an excellent response and help to draw in our readers.
- Our September 2016 issue focused on distributor issues and the supply chain, which was a request from our membership.
- In support of our reader-engagement goals, we developed a “spooky” motif for our October 2016 issue, relying on word play and fun imagery to draw in readers on articles about outdated specifications, thermal imaging to improve systems, and avoiding design nightmares.
- In November 2016, NIA staff wrote and published an article on the emerging workers and leaders in the engineering and construction management fields, shining a spotlight on how these industries interact with the insulation industry and appealing to a large segment of our *Insulation Outlook* audience, engineers.

Submissions

Send your articles and press releases to editor@insulation.org. Relevant press release are printed free of charge to enhance to readers' knowledge of the insulation industry.

New Enhanced Biography

While we ask that articles remain unbiased and that products are only discussed in generic terms, rather than by brand name, insulation companies do get recognition through the byline and author biography. We are now offering authors a chance to say a lot more about their background and their companies' products and services. Our authors usually have decades of experience and we want our readers to understand their knowledge and what their company does in the industry. This includes:

- Author's name, title, years of experience, and area of expertise.
- Author's company, and a description of their products and services offered and their common applications, so that the audience understands their expertise.
- Contact information—the author's email address and the company's website are also included.

This change will help our readers appreciate the author's depth of knowledge and will also help promote the author and the company's products. Readers frequently reach out to authors to learn more or inquire about products and this facilitates that communication.

Circulation

Insulation Outlook was sent to numerous industry-relevant trade shows and events, such as the World Energy Engineering Conference (WEEC), GlobalCon 2015, West Coast Energy Management Congress, MetalCon International, RCI Building Envelope Technology Symposium, Refrigerating Engineers and Technicians Association (RETA) Annual Conference, Thermal Insulation Association of Canada's (TIAC) annual conference, regional associations' annual meetings, and NIA's Annual Convention and Fall Summit meetings.

Advertising

When the new website launched, NIA added website advertising to allow members to reach engineers that are reading articles online. Authors can now purchase permanent ads within their articles for \$1000. Banner ads and promo boxes are also available. The March/April 2016 and Buyer's Guide issues of *Insulation Outlook* featured a Product Spotlight. *Insulation Outlook* advertisers were given the opportunity to showcase their products in the magazine. Each spotlight included company name, a product image, description, and contact information. In 2017, we are considering adding a Contractor Spotlight as an affordable way to allow contractors to advertise.

ADVERTISING, CONTINUED

Insulation Outlook offers individual ads as well as 3 advertising packages designed to reward frequent advertisers with extra exposure: Select 4, Preferred 7, and Premier 12. Descriptions of the package benefits can be found at www.insulation.org/io/wp-content/uploads/sites/3/2016/10/2017-MK-Advertising-Packages.pdf.

12**Premier 12**

Access Plug Flange, Inc.
Aeroflex USA, Inc.
Industrial Insulation Group, LLC
Johns Manville
Owens Corning
Polyguard Products, Inc.
Rock Wool Manufacturing Co.

7**Preferred 7**

Alpha Associates, Inc.
Armaceil
Distribution International, Inc.
Duna-USA, Inc.
Dyplast Products, LLC
Extol of Ohio, Inc.
K-FLEX USA, LLC
MFM Building Products Corp.
Midwest Fasteners, Inc.
Morgan Advanced Materials
Pittsburgh Corning
Proto Corp.
ROXUL Technical Insulation

4**Select 4**

Avery Dennison Corp.
FastEST, Inc.
General Insulation, Inc.
Ideal Products of America, LP
iSave Team
KD One
NO SWEAT Valve Wraps, Inc.
Shur-Fit Products
Unifrax I, LLC

WHAT SUBSCRIBERS ARE SAYING

For over 60 years, NIA has published *Insulation Outlook*, and we are proudly committed to continue making it the very best and only resource dedicated to the commercial and industrial insulation industry. Our loyal subscribers agree. Here is a small sample of the positive feedback we received on the quality editorial content in each issue.

87%

“brings products to my attention
that I would not have otherwise known about”

INSULATION OUTLOOK IS:

“extremely helpful to find products and items to help insulate various shaped custom designs that are here at NASA Kennedy Space Center.”

“‘required’ reading for our PMs and Estimators. As we hire younger guys into the industry with little or no experience, Outlook is a helpful tool in increasing their knowledge in our specialty industry and in the long run helps our company be considered a professional.”

“the overall # 1 insulation magazine that I read for new products. Most important is all the industrial information that I have gained from reading Outlook. I also. . . send copies to my industrial customers.”

“awesome! I find something helpful every month.”

“incredibly helpful. We are a consulting engineering firm, and specifying insulation properly, and not getting a poor quality job is a big concern. And something they don’t teach in engineering school.”

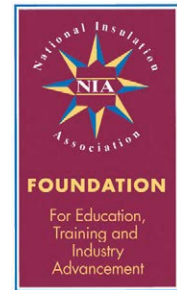
“some articles have made me revisit past projects to make sure that we are current with materials”

“I find it very useful to make decisions about the type of insulation products to be selected”

“It provides me with definitive information about insulation installation and maintenance issues and how to solve them”

“our design has improved based on the information in *Insulation Outlook*”

FOUNDATION FOR EDUCATION, TRAINING, AND INDUSTRY ADVANCEMENT



Now in its nineteenth year, NIA's Foundation for Education, Training, and Industry Advancement continued its work to uphold its role of promoting the commercial and industrial insulation industry to thousands of end users, specifiers, architects, energy managers, plant operators, building owners, facility managers, government agencies, and strategically aligned partners.

The Foundation is funded primarily through voluntary contributions and these funds are strictly used for Foundation-related initiatives and projects. Foundation programs and activities are determined by the Foundation Steering Committee and approved by the NIA Board of Directors. Our progress in the areas of legislation, strategic partner collaborations, outreach, education, communications, and training in 2016 was made possible through generous contributions from the following member companies and industry organizations:

Gold-Elite (\$15,000 Voluntary Annual Contribution)

- FBM-SPI
- Johns Manville Corporation
- Knauf Insulation, Inc.
- Owens Corning
- Performance Contracting, Inc.
- Pittsburgh Corning
- ROXUL Technical Insulation

Gold-Plus (\$10,000 Voluntary Annual Contribution)

- Industrial Insulation Group

Gold (\$5,000 Voluntary Annual Contribution)

- Alpha Associates, Inc.
- Armacell
- Bay Insulation Systems
- Delaware Valley Insulation and Abatement Contractors Association, Inc.
- Distribution International, Inc.
- Insulation Contractors Association of New York City
- Irex Contracting Group
- Lamtec Corp.
- Thermal Insulation Association of Canada

Silver (\$3,000 Voluntary Annual Contribution)

- Aeroflex USA, Inc.
- Dyplast Products, LLC
- Insulation Materials Corp.
- Integrated Marketing Group
- ITW Insulation Systems
- K-FLEX USA, LLC
- Luse Thermal Technologies
- Midwest Insulation Contractors Association
- R.P.R. Products, Inc.
- Southwest Insulation Contractors Association

Bronze (\$1,000 Voluntary Annual Contribution)

- Advanced Industrial Services, LLC
- Advanced Specialty Contractors, LLC
- Atlantic Contracting & Specialties, LLC
- Allied Insulation Supply
- Breeding Insulation Co., Chattanooga, Inc.
- Central States Insulation Association
- CertainTeed Corp.
- Crossroads C&I Distributors, Inc.
- Eastern States Insulation Contractors Association
- Farwest Insulation Contracting
- Geo. V. Hamilton, Inc.
- Heat Frost and Thermal Insulation Education Fund
- Hudson Bay Insulation Co.
- Industrial Construction & Engineering Co.
- I-Star Energy Solutions
- L & C Insulation, Inc.
- Master Insulators Association of Evansville, Indiana
- Pacor, Inc.
- Petrin Corp.
- Shook & Fletcher Insulation Co.
- Southeastern Insulation Contractors Association
- Western Insulation Contractors Association

EDUCATIONAL WEBINARS

Leadership Webinar Series

NIA offered a 2-part educational webinar series focused on leadership training, a topic that members expressed as being of importance to their businesses and employees. **Part I: "Position Your Company for Success: Prepare Now for the Top 10 Construction Industry Trends through 2020"** took place on January 27, 2016. **Part II: "Essentials for Leadership Recruitment and Transition Planning"** took place on February 24, 2016.

For those who were unable to participate in the live webinars, archives of the 60-minute webinars are available through NIA's Vimeo On Demand training portal.

Top Talent Webinar Series

In 2016, NIA developed an educational webinar series focused on finding and keeping talented employees, a topic that members expressed as being of importance to their businesses. Hosted by the FMI Corporation, a leader in training and development in the construction industry, the following webinars were offered:

- **Part I: "Hiring and Retaining the Right People"** took place on January 24, 2017.
Speaker: Paige S. Kelly, Consultant, FMI Corporation
- **Part II: "Using the Latest Construction Data to Guide Your and Strategic Plans"** took place on February 15, 2017.
Speakers: Tim Tokarczyk, Consultant, FMI Corporation



HIGHLIGHTS FROM OUR CAPITOL HILL LEGISLATIVE STRATEGIES, ACTIONS, AND INITIATIVES

While much of attention on Capitol Hill in 2016 was focused on the Presidential election, NIA and its legislative partner, The Keelen Group, continued work on the passage of legislation that contained language supporting the use of mechanical insulation and other initiatives.

January/February 2016

- Assisted a NIA contractor member in preparations for a meeting with their Congressman, Representative John Ratcliffe (R-TX), and provided various materials to help facilitate their discussions, including:
 - A talking points document that contained information on the benefits of insulation and information on current legislation activity to educate Congressman Ratcliffe.
 - NIA's *Power of Insulation* brochure, which highlights the benefits of mechanical insulation and answers the question, "Why Insulate?"
- NIA's Mechanical Insulation Industry Flyers, which promote commercial and industrial insulation data, the simple calculators, and the Mechanical Insulation Education & Awareness E-Learning Series.
- NIA's Most Wanted Poster, which contains impactful photographs outlining the consequences of poorly insulated systems and the savings that could result from proper insulation and maintenance.
 - Copies of *Insulation Outlook* magazine.
- NIA continued work with Senator Lisa Murkowski (R-AK) and Senator Maria Cantwell (D-WA) on following up with the Department of Energy (DOE) on their letter to Energy Secretary Ernest Moniz requesting that the DOE conduct a study on the affect that thermal insulation can have within federal buildings in terms of water and energy conservation.

March 2016

- In follow up to the letter sent to the DOE, we received a notification that they agreed to conduct a report on the impact that insulation has when examining water and energy use within federal buildings and facilities. They indicated that they would begin working on it and finalize it by the end of 2016.
- Continued meetings with officials on Capitol Hill.

April 2016

- The Senate passed S.2012, the Energy Policy Modernization Act, partner legislation to the House passed H.R.8, the North American Energy Security and Infrastructure Act. H.R.8 contains NIA's language requiring the DOE to conduct a study on the impact mechanical insulation has on energy and water savings in federal buildings.
- Worked with Representative Charlie Dent (R-PA), Chairman of the Military Construction, Veterans Affairs and Related Agencies Subcommittee to include language in the 2017 Military Construction and Veterans Affairs Appropriation bill encouraging the U.S. Department of Veterans Affairs (VA) to work with industry partners to conduct a mechanical insulation energy and water assessment at several representative VA hospitals. The assessment would calculate the energy and water savings possible through the use of insulation—this study could lead to the use of more insulation in hospitals and other commercial facilities.

May 2016

- The U.S. House of Representatives passed H.R.4974, the Fiscal Year 2017 Military Construction-VA Appropriations bill, which included the following language in the corresponding Committee Report:
 - Mechanical insulation assessments.—The Committee acknowledges the cost savings possible through energy savings associated with proper insulation, and encourages the VA to work in collaboration with industry partners to conduct a mechanical insulation energy and water assessment at several representative VA hospital. The assessment should study the potential for improved energy and water efficiency

of the selected medical center mechanical systems by applying mechanical insulation in repair, replacement, or upgrade applications.

June/July 2016

- The Senate voted 84–3 to officially go to a Conference Committee to finalize the compromise comprehensive energy bill that would meld together S.2012, the Energy Policy Modernization Act, and H.R.8, the North American Energy Security and Infrastructure Act, which includes NIA's language for an impact study of mechanical insulation on water and energy savings in federal buildings.

August/September 2016

- Joined numerous organizations in sending a letter to the Chair and Ranking Member of the Senate Committee on Energy and Natural Resources, and the Chair and Ranking Member of the U.S. House of Representatives Committee on Energy and Commerce, strongly encouraging the leadership to pass bipartisan energy legislation and requesting energy code legislation be included in any future energy bills.
- A continuing resolution (CR) was passed to continue funding the federal government and our language in the 2017 Military Construction-VA Appropriations bill was included.

November/December 2016

- Drafted an Open Letter to the Administration congratulating President-elect Donald J. Trump on his victory and stating that NIA stands ready to partner with him, his administration, and Congress in ensuring that we are investing in products that are American made, highly efficient, and will save billions of dollars well into the future. Insulation is one of those products. In addition, we offered our expertise and resources to the next administration to educate leaders on how our technology is crucial to creating jobs, ensuring energy-efficient buildings, and lowering carbon emissions. We also pointed out that mechanical insulation is a proven energy-efficiency and emission-reduction technology that improves personnel safety, reduces costs, and creates tens of thousands of jobs.

ADDITIONAL FOUNDATION ACTIVITIES:

- Throughout 2016, NIA, along with an appointed group of subject matter experts (SMEs), continued their work with The National Center for Construction Education and Research (NCCER) to update the insulation modules, which is one of more than 70 construction craft training resources. Included in the cover of the insulation module manuals will be a flyer promoting NIA's *Mechanical Insulation Installation Video Series*. The updated modules are scheduled to be released in late 2017.
- Participated in a panel at the Southeastern Construction Owners & Associates Roundtable (SCOAR) and presented Mechanical Insulation—The Often Overlooked and Forgotten Technology. Industry representatives, facility owners and engineering/construction firms discussed the opportunities and challenges within the industry. Panel topics include defining the potential of mechanical insulation in energy conservation and environment initiatives, personnel protection, prescriptive versus holistic code development (sustainable design), and what strategic initiatives industry participants should consider to take advantage of this often overlooked and forgotten technology.
- Made additional updates to the Insulation Energy Appraisal Program's course work and accompanying examination.
- Developed a battery-powered 3D model of a mechanical system, which includes pipes and valves, and shows insulation valve covers. When activated, it demonstrates heat loss in all areas that are uninsulated. (See photo below.) As this will be a valuable visual learning resource, NIA is working to determine ways to utilize this model during presentations, meetings, etc.
- Explored the development of an additional simple calculator: Energy Calculator for Valves and Flanges. This calculator would estimate the savings due to insulating bare valves and flanges and would be based in large part on the equations and data published in ASTM Standard Practice C1129-12 *Estimation of Heat Savings by Adding Thermal Insulation to Bare Valves and Flanges*.
- Continued to monitor the energy-water nexus issue.
- Maintained a prioritized project list that was reviewed by the Foundation Steering Committee during its 3 in-person meetings and conference calls.



STRATEGIC PARTNERSHIPS AND COLLABORATIONS

In 2016, NIA engaged in the following activities to support mechanical insulation initiatives and advocacy:

- Joined the National Institute of Building Sciences (NIBS) and dozens of other organizations in signing a joint Industry Statement on Resilience. The statement recognized the reality that natural and manmade hazards represent a threat to the public and the strength of the nation. The signing organizations committed to resilience, defined as “the ability to prepare and plan for, absorb, recover from, and more successfully adapt to adverse events.” NIA took this step and joined these other organizations to affirm our commitment to promote and advocate for sustainable technologies, including insulation.
- NIA added its name to the International Energy Conservation Code's (IECC's) proposed change to the 2018 IECC: an

Outcome-Based Pathway for Energy Use. Current code departments may struggle to meet community goals for energy-efficient buildings due to limited staff and funds. The proposed change will allow building owners or facility managers to use all potential pathways to save energy; this approach may lead to more efficient systems, since current codes rely solely on inspections and accurate construction to achieve a theoretical energy performance that may not actually manifest once the project is finished. Building owners who choose the outcome-based pathway to meet energy efficiency requirements will have to provide 12 months of data proving they are meeting the target within 2 years. Given insulation's quick return on investment (ROI) in terms of both energy and financial savings, we hope more buildings owners will choose to properly insulate their systems as they work to meet energy efficiency goals.

- NIA joined the American Institute of Architects (AIA), the National Institute of Building Sciences (NIBS), and 38 other leading organizations of America's design and construction industry in the White House Conference on Resilient Building Codes.
- Sent a letter to the National Institute of Standards and Technology (NIST) pledging to engage with the National Institute of Building Sciences (NIBS) to provide support to NIST on its disaster resilience objectives, including that proper insulation is an important part of disaster preparedness.
- Joined nearly 100 organizations in a signing a letter penned by the National Association of Wholesaler-Distributors (NAW) opposing the Department of Labor's (DOL's) proposed changes to the regulations governing which employees must be paid overtime. The proposals called for a 113% increase

in the minimum salary threshold that must be earned by any employee classified as exempt from overtime payments under the "white collar exemption" to the overtime regulations.

- Signed a letter from the Family Business Coalition opposing the proposed increase to the estate tax, which would increase the tax burden on family businesses.

NIA maintained a strong list of 15 strategic industry partners:

The American Institute of Architects (AIA)

Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE)

American Society of Mechanical Engineers (ASME)

The Association of Energy Engineers (AEE)

Association for Facilities Engineering (AFE)

The Construction Specifications Institute (CSI)

Department of Energy (DOE)

Energy Future Coalition (Rebuilding America Coalition)

Industrial District Energy Association (IDEA)

Mechanical Contractors Association of America (MCAA)

National Association of State Energy Officials (NASEO)

National Institute of Building Sciences (NIBS)

Plumbing-Heating-Cooling Contractors Association (PHCC)

Refrigerating Engineers & Technicians Association (RETA)

Technical Association for the Pulp & Paper Industry (TAPPI)

FOUNDATION COMMUNICATIONS TO MEMBERS

In 2016, NIA kept members informed about its Foundation activities by:

- Publishing 7 editions of NIA's **Insulation Advocate** e-newsletter, which is posted on the website; 5 articles in *NIA News*, including a 4-part Q&A series dedicated to helping the NIA membership understand the role the Foundation plays in the industry and our association; and columns and articles in *Insulation Outlook* magazine;
- Hosting a Foundation update at NIA's 61st Annual Convention and providing Foundation contributors with supporting materials to accompany the presentation;
- Providing a 2016 Presidential Election update at our Fall Summit;
- Updating the regional insulation associations and Thermal Insulation Association of Canada (TIAC) on NIA activities during their annual meetings; and
- Posting updates on [Facebook](#) and [Twitter](#).

TRAINING AND EDUCATION

NIA offered the following training programs to members and organizations in 2016: the [Insulation Energy Appraisal Program \(IEAP\)](#), [NIA's Leadership Webinar Series](#), and [NIA's Top Talent Webinar Series](#) in 2017.

IEAP

This 2-day accredited class teaches students how to review mechanical system specifics and use the 3E Plus® Version 4.1 software to determine the optimal insulation thickness and corresponding energy and dollar savings for a project. Students who attend the course and pass the exam become Certified Insulation Energy Appraisers. [All current NIA-member certified appraisers are listed on NIA's website.](#)

IEAP Course Updates

- A new practice problem was added to the course materials to include a removable/reusable cover.
- NIA had a member of the Technical Information Committee (TIC) audit the spring 2016 IEAP course. This was the first TIC audit with the new format and all comments and suggestions have been incorporated into the course materials and passed along to the instructor.



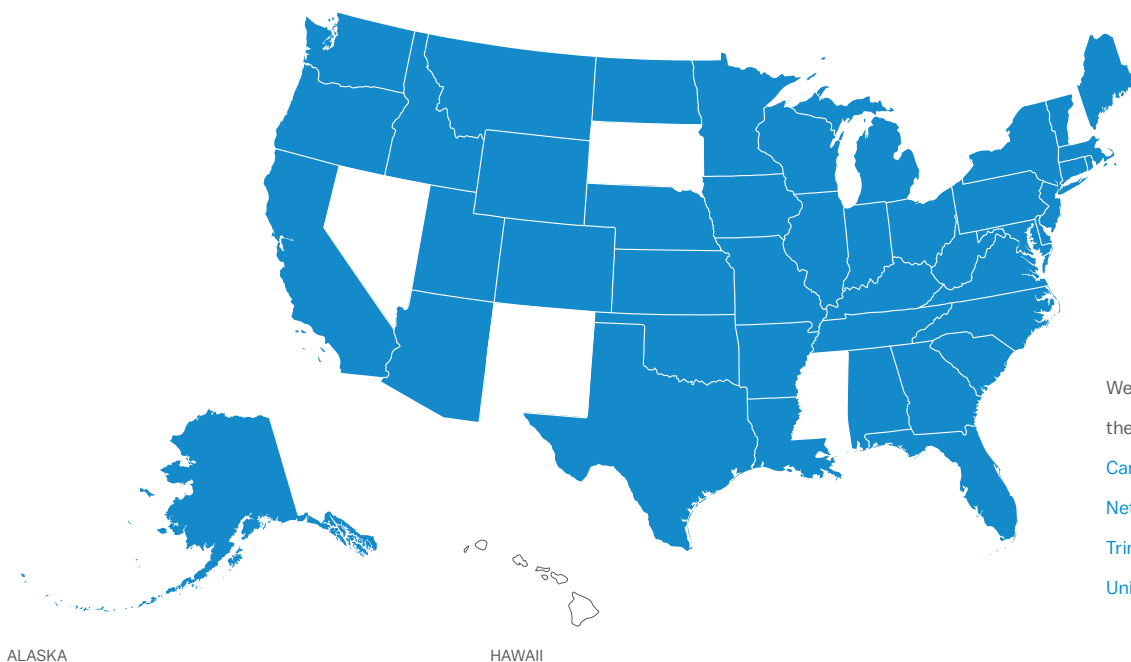
- With the redesign of NIA's website, a new vendor is being used for the IEAP Recertification Process. This vendor allows for additional flexibility and customization of the exams and the opportunity to review data analytics.

In 2016, NIA saw continued interest in training programs:

- NIA held 2 IEAP courses, certifying 29 new appraisers.
- NIA held 2 sponsored IEAP courses, certifying 27 new appraisers.

There were [383 Certified Insulation Energy Appraisers](#) as of December 31, 2016.

States with Certified Insulation Energy Appraisers



We also have appraisers in the following countries:
[Canada](#), [Columbia](#), [Mexico](#),
[Netherlands](#), [Spain](#),
[Trinidad and Tobago](#),
[United Arab Emirates](#)

MEETINGS



Thermal Insulation: MAKING A GLOBAL DIFFERENCE

NIA'S 61ST ANNUAL CONVENTION/WIACO Boca Raton Resort and Club Boca Raton, Florida April 20–23, 2016

In April, NIA held its 61st Annual Convention/WIACO in Boca Raton, Florida, with the theme “Thermal Insulation: Making a Global Difference.” NIA members and guests came together to gain industry knowledge from educational sessions and committee meetings, and connect with business partners and colleagues at multiple networking events, including the NIA Member Orientation; NIA & FESI President’s Reception; Welcome Reception; Appreciation Night; Manufacturers’ Dessert Hospitality Suites; NIA’s Silent Auction; Golf Tournament; and the President’s Dinner and Dance. The Convention had 474 attendees, 50 of which were first-time attendees, including 7 new members. The 129 Active members participating included 58 Contractors, 35 Distributors, 18 Fabricators, 16 Laminators, and 2 holding company representatives. There were 145 manufacturers/

consultants, 127 spouses and guests, 14 TIAC members, 17 FESI/Eiif members, 3 international affiliate, 11 Past Presidents, and 28 others, including speakers and industry guests. There were a total of 136 companies registered.

World Insulation & Acoustic Congress Organization (WIACO)

At the 2016 Convention, NIA hosted WIACO, which is held in the United States every 8 years and brings together insulation professionals from across the world, including the members of the European Federation of Associations of Insulation Contractors (FESI).

Educational Sessions presented at the Annual Convention included:

- “*The Levity Effect: Why It Pays to Lighten Up*” by Keynote Speaker Scott Christopher;
- “2016 U.S. Election Preview and Its Effects on the Global Economy,” by Matt Keelen, Founder and President, The Keelen Group; and
- “Update on the *National Commercial & Industrial Insulation Standards (MICA Manual)*, 8th Edition” by Pete Gauchel, President/CEO, L & C Insulation.



There were 2 Manufacturers VIP Panels presented at the Annual Convention. Panelists included:

- Ted Berglund, President and CEO, Dyplast Products, LLC
- Jens Birgersson, President and CEO, ROCKWOOL Group
- Marta Brozzi, President and CEO, DUNA-Group
- Patrick Mathieu, President and CEO, Armacell
- Fabio Staffolani, Vice President, Knauf Insulation, Inc.
- Fred Stephan, Senior Vice President and General Manager of Insulation Systems, Johns Manville
- Mike Thaman, Chairman of the Board and CEO, Owens Corning
- Dr. Pawat Vitoorapakorn, CEO and Vice Chairman, Eastern Polymer Group Aeroflex USA, Inc. (subsidiary of Eastern Polymer Group)
- Donald (Don) Young, President and CEO, Aspen Aerogels, Inc.

Topics discussed during this panel discussion included: projected industry growth over the next 5 years, supply versus demand, globalization of the industry, industry consolidation within various industry segments, value of continued and increased focus on energy conservation and the environment, life-cycle analysis, prescriptive versus holistic code development (sustainable design), and strategic initiatives that industry participants should be focused upon in the ever-changing mechanical insulation industry.

The [full-length video recordings](#) of the 2 VIP panels are available for NIA members to view on the Vimeo On Demand website.



CONVENTION SPONSORS

NIA extends a special thank you to sponsors, who contributed to the success of NIA's Annual Convention. NIA appreciates your continued support!

Mobile Meeting App: *Distribution International, Inc.*

Convention Badge Holder Sponsor: *Johns Manville*

Convention Bag Sponsor: *Owens Corning*

Welcome Reception Sponsor: *Caldwell Insulation, Inc.*

Hotel Key Card Sponsor: *ROXUL Technical Insulation*

Continental Breakfast and Coffee Break Sponsor:

Bay Insulation Supply

Convention Hat Sponsor: *Avery Dennison*

Convention Notebook Sponsor: *Industrial Insulation Group*

Registration Desk Sponsor: *Polyguard Products*

NIA & FESI President's Reception Sponsor: *Aeroflex USA, Inc.*

NIA Member Orientation Sponsor: *Performance Contracting, Inc.*

Promotional Pen Sponsor: *Price Manufacturing Corp.*

Golf Tournament Sponsors

Golf Package Sponsor: *Owens Corning*

Hole-in-One Sponsor: *Avery Dennison*

Longest Drive Sponsor: *Industrial Insulation Group*

Closest-to-the-Pin Sponsor: *Proto Corporation*

Individual Golf Hole Sponsors:

Avery Dennison

Dyplast Products, LLC

Johns Manville

K-FLEX USA, LLC

Knauf Insulation/Manson Insulation

Owens Corning

Petrin Corp.

Polyguard Products

Rockwool Manufacturing Co.

R.P.R. Products, Inc.

Registration Packet Sponsors:

Avery Dennison

FastEST, Inc.

FBM-SPI

Johns Manville

Knauf Insulation, Inc.

Pittsburgh Corning

ROXUL Technical Insulation

Technical presentations were presented by NIA and FESI.

Individual topics included:

- “Below-Ambient and Cryogenic Thermal Testing” by James Fesmire, Head Research Engineer, NASA Kennedy Space Center’s Cryogenics Test Laboratory;
- “Europe’s Holistic Approach to Combat CUI” by Gabriel Boncalo, Secretary of the FESI Thermal Technical Commission;
- “TIPCHECK: A Program to Increase Energy Efficiency and Grow Your Business” by Andreas Guertler, EiiF Foundation Director and FESI Secretary General and Michele Mannucci, EiiF and FESI Vice President and Certified Senior TIPCHECK Engineer; and
- “Understanding ASTM Test Methods Evaluating Corrosion” by Jack Bittner, Group Senior Product Manager, Johns Manville Industrial Insulation Group.

- “Strategic Credit Solutions Q&A” moderated by Dana Vlk, VP of Marketing, Distribution International, Inc. (Distributors/Fabricators Forum and Committee).

2016 NIA Silent Auction Raises over \$24,000

The third NIA Silent Auction was held on April 20, 2016, in conjunction with the Annual Convention. The event successfully raised over \$24,000 in net proceeds, which set a new fundraising record and was split evenly between **Stand Up To Cancer** and **NIA’s Foundation for Education, Training, and Industry Advancement**. There will not be a Silent Auction in 2017, as the Board of Directors has decided to hold the Silent Auction every other year. The next Silent Auction will take place in 2018.

The 2016 Silent Auction Task Force—Co-Chaired by Dan Bofinger, *FBM-SPI* and John Lamberton, *IREX Contracting Group*—was comprised of David Dzina, *Distribution International*; Jake Erickson, *ROXUL Technical Insulation*; John Kuduk, *API, Inc.*; David Gottlich, *Brace Industrial Group*; Bill McCaffrey, *IREX Contracting Group*; and Darrell Peil, *Aeroflex USA*.

Forum Presentations at the Annual Convention included:

- “Industrial Market Outlook” by Brock Ramey, Power Specialist, Industrial Info Resources (Associates Forum and Committee);
- “Safety Culture: An Interactive Best Practices Panel Discussion” facilitated by Gary Auman, NIA’s Occupational Safety and Health Administration (OSHA) Expert and General Counsel, Dunlevey, Mahan & Furry (Health and Safety Forum and Committee); and



Fall Summit

EDUCATE | ENGAGE | ELEVATE *7* 2016

FALL SUMMIT 2016

Hilton Crystal City

Arlington, Virginia

November 2–3, 2016

NIA's Fall Summit 2016 was attended by nearly 100 members from over 50 companies, including 13 First Timers and 3 new members. NIA offered a multi-registrant discount, which 20 companies took advantage of; 13 companies brought 2 employees, and 7 companies brought 3 or more employees.

The event offered attendees 15 hours of education and included: 8 committee meetings, including 5 with industry speakers; 2 breakfasts, 1 luncheon, and 1 evening reception. The schedule was designed to decrease attendees' time away from the office and maximize their time for education and networking. An effort was also made to highlight open committee meetings, and convey to members that they did not have to be a current or past committee member to participate. Committee meetings and forums also featured speakers, which further increased the value of committee participation.

Reed Exhibitions' Insulation Expo (IEX) USA trade show is a biannual event and was not held in 2016. The next **IEX USA** will take place September 12–13, 2017, in Houston, Texas, and will be co-located with **NIA's Fall Summit**.

Educational Sessions presented at the Fall Summit

included:

- "Build Your Brand Through Your Website and Social Media" by Joanna Pineda, CEO, Matrix Group International; and
- "Presidential Election and Legislative Update" by Matt Keelen, Founder and President, The Keelen Group.

Forum Presentations at the Fall Summit included:

- "Efficient Design to Mitigate CUI" by Peter Bock, Consultant and CUI Mitigation Specialist (Associate Forum and Committee);
- "Growing Your Business with Salesforce" by Barry Stafford, Regional Vice President, Mid-Atlantic, Salesforce (Distributors/Fabricators Forum and Committee);
- "Industry Update" by James P. McCourt, General President, International Association of Heat and Frost Insulators and Allied Workers (Union Contractors Subcommittee);
- "NCCER-Mechanical Insulating Program Update" by Peter Gauchel, President/CEO, L & C Insulation, Inc. (Merit Contractors Forum and Committee); and
- "Preparing for OSHA's Latest Requirements" by Gary W. Auman, Attorney, Dunleavy, Mahan & Furry (Health and Safety Forum and Committee).

FALL SUMMIT SPONSORS

NIA extends a special thank you to sponsors, who contributed to the success of NIA's Fall Summit. NIA appreciates your support!

Keynote Luncheon and Breakfast Sponsor:

Distribution International, Inc.

Key Card Sponsor: *ROXUL Technical Insulation*



AWARDS



NIA MEMBERS WIN THE 2015 THEODORE H. BRODIE DISTINGUISHED SAFETY AWARDS

The Theodore H. Brodie Distinguished Safety Award is NIA's highest industry honor and the only national award for outstanding safety performance in the mechanical insulation industry. The judging panel of expert safety professionals includes Health and Safety Committee leadership and NIA's General Counsel Gary Auman of *Dunlevey, Mahan & Furry*, who specializes in Occupational Safety and Health Administration (OSHA) issues. All applicant companies receive an individualized and detailed STAR (Safety Training Analysis Results) Report, which is based on each applicant's responses to application questions. Applications are typically available by November and due at the end of January. For more information or to download an application, visit www.insulation.org/membership/safety-award.

For the 2015 Safety Award, the number of Platinum winners doubled over the previous year with a new record of 28. The total number of Contractor applicant companies also increased. The winners were announced at NIA's 61st Annual Convention/WIACO in Boca Raton, Florida, on April 21, 2016.

PLATINUM ASSOCIATE WINNERS



PLATINUM CONTRACTOR WINNERS



PLATINUM METAL BUILDING LAMINATOR WINNERS

WINNERS PICTURED BELOW WERE THOSE PRESENT DURING AWARD CEREMONY.

CONTRACTORS

Platinum Winners:

Advanced Energy Protection, LLC, Lancaster, PA
Advanced Industrial Services, LLC, Toledo, OH
Advanced Nuclear, LLC, Lancaster, PA
Advanced Specialty Contractors, LLC, Aston, PA
Atlantic Contracting & Specialties, LLC, Yonkers, NY
Brace Integrated Services, Houston, TX
Cornerstone Services Group, LLC, Kansas City, MO
Farwest Insulation Contracting, Anaheim, CA
F & H Insulation Sales and Services, Inc., Kechi, KS
Geo. V. Hamilton, Inc., McKees Rocks, PA
Gribbins Insulation Company, Inc., Evansville, IN
Iowa Illinois Taylor Insulation Company, Davenport, IA
I-Star Energy Solutions, Lancaster, PA
L & C Insulation, Inc., La Crosse, WI
Luse Thermal Technologies, Aurora, IL
New States Contracting, LLC, Sayreville, NJ

Performance Contracting, Inc., Lenexa, KS
Summit Contracting, LLC, Salt Lake City, UT
Thermal Solutions—Ohio, Inc., Proctorville, OH
Zampell Companies, Newburyport, MA

Gold Winners:

Brand Energy & Infrastructure Services, Kennesaw, GA
DKB, Inc., Pasco, WA
Hudson Bay Insulation Company, Seattle, WA
Industrial Construction & Engineering Co., Saint Peters, MO
Petrin Corporation, Port Allen, LA
Redi Solutions, Murray, UT

Silver Winners:

ABMECH, Inc., W. Homestead, PA
Marquis Construction Services, Clute, TX

PLATINUM DISTRIBUTOR/FABRICATOR WINNERS



GOLD ASSOCIATE WINNERS

GOLD CONTRACTOR WINNERS

AWARDS

Silver Winners, continued:

Robinson Brothers Environmental, Inc., *Wauwaukee, WI*
Smart Energy Insulation—Michigan Mechanical, *Farmington, MI*
TGB Insulation, *Fort Smith, AR*

Bronze Winners:

Apache Industrial Services, Inc., *Houston, TX*
ATI, Inc., *Grand Junction, CO*
Axion Specialty Contracting, *Foxboro, MA*

DISTRIBUTORS/FABRICATORS

Platinum Winners:

Bay Insulation Systems, Inc., *Green Bay, WI*
Distribution International, Inc., *Houston, TX*
Pacor, Inc., *Bordentown, NJ*

Gold Winners:

FBM-SPI, *Lancaster, PA*

ASSOCIATES (MANUFACTURERS)

Platinum Winners:

Dyplast Products, LLC, *Miami, FL*
ITW Insulation Systems, *Houston, TX*
Pittsburgh Corning, *Pittsburgh, PA*

Gold Winners:

Armacellular, *Chapel Hill, NC*
CertainTeed Corporation, *Valley Forge, PA*
Industrial Insulation Group/Johns Manville, *Denver, CO*

Silver Winners:

Proto Corporation, *Clearwater, FL*
ROXUL Technical Insulation, *Milton, Ontario, Canada*

METAL BUILDING LAMINATORS

Platinum Winners:

Bay Insulation Systems, Inc., *Green Bay, WI*
Distribution International, *Dallas, TX*

GOLD DISTRIBUTOR/FABRICATOR WINNERS

SILVER ASSOCIATE WINNERS



SILVER CONTRACTOR WINNERS

BRONZE CONTRACTOR WINNERS

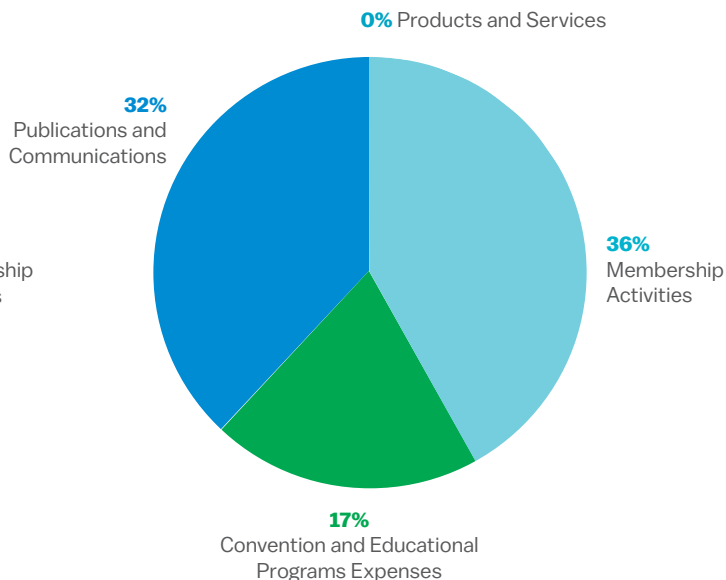
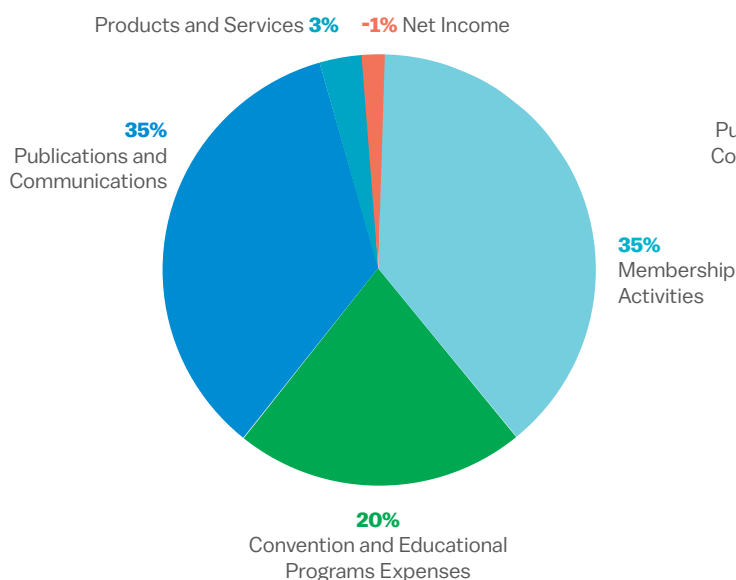
NIA FINANCIALS

NIA REVENUE

Publications and Communications	\$784,574
Membership Dues	\$865,874
Convention and Educational Programs	\$515,974
Net Investment Income	(\$22,032)
	\$2,211,143

NIA EXPENSES

Membership Activities	\$915,808
Publications and Communications	\$806,431
Convention and Educational Programs	\$421,870
	\$2,142,508



FOUNDATION

Foundation Revenue*	\$394,496
2015–2016 Carry Forward	\$33,903
Total Revenue	\$428,399
Foundation Expenses*	\$380,589

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NIA'S 2016 ANNUAL REPORT



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