



NIA IS LOOKING

DOWN THE ROAD TO YOUR FUTURE

NIA & the NIA Foundation are communicating the insulation message by Charting the Course for Success.

“NIA’s commitment to energy efficiency is illustrated through the allied partnerships and its training programs with DOE and other energy-conscientious organizations.”

—Bob Gemmer, Technology Manager, Department of Energy



THE ROADS TA

NIA's goal is to reach and educate as many engineers, specifiers and other insulation end-users as possible about the benefits of insulation through training, conventions and presentations, print and Web communications and outreach activities. Here are some of the ways in which NIA has reached out to insulation decision-makers.

PRINT & WEB COMMUNICATIONS

Insulation Outlook. NIA's trade publication provides practical information about the value of insulation, its uses, applications and economic benefits. Select insulation end-users can receive a free subscription.

Power of Insulation. This 10-page brochure created by the NIA Foundation serves to re-introduce insulation to end-users and remind specifiers what a powerful, problem-solving technology insulation can be.

Insulation Materials Specification Chart.

This chart provides users with physical and material properties of various insulation materials as specified in ASTM Materials Specifications.

www.insulation.org. NIA's website is devoted to the industrial and specialty insulation industry. No other source delivers such a broad range of resources on both the association and the industry as a whole. The site is newly redesigned with more content specifically aimed at the insulation end-user audience.

Steam Digest Articles. *Steam Digest: Volume IV*, published by the Alliance to Save Energy and the U.S. Department of Energy (DOE), contains four articles previously published in *Insulation Outlook*. This publicity helps NIA continue educating those responsible for improving the efficiency of steam systems through the proper use of insulation.

TRAINING

Industrial Assessment Centers (IACs). The DOE created IACs to perform more than 200 free energy assessments per year on plants. Specific insulation appraisal training is being conducted to ensure that NIA's insulation assessment tool is used during these assessments.

National Insulation Training Program

(NITP). More than 300 students have benefited from this course, which outlines basic insulation science, system design and materials, insulation thickness determination, general insulation system installation considerations, the specification process and system maintenance.

Seminars. Insulation presentations are made during the DOE's Alliance to Save Energy Optimizing Steam System Performance Workshops, held throughout the United States on a monthly basis.

Insulation Energy Appraisal Program (IEAP)

Certification. More than 325 students have attended this two-day certification program. It teaches how to perform insulation energy appraisals and demonstrates scenarios that may improve energy efficiency and the environment. To date, 17 classes have been held throughout the United States and Canada. Students receive up to 1.5 continuing education units.

AKEN

OUTREACH

Legislative Involvement. Through its work with NAIMA, the NIA Foundation has contributed to the creation of an energy tax credit bill. We lobbied in 2003 to advance our efforts.

Researching Climate Leaders' Energy-saving Trends. An ongoing project of the NIA/NAIMA joint task force is to reach out to the EPA list of identified "Climate Leaders" and other leading manufacturers to determine why insulation is not more widely recognized and utilized as a primary resource to reduce greenhouse gas emissions for energy savings and process improvements.

Partnering with DOE. Work is underway to develop training partnership programs with participating universities. NIA and NAIMA have ensured that the DOE has included insulation information and appraisal training in their "Qualified Specialist" training programs.

PRESENTATIONS

White Paper Presentations. NIA representatives speak at venues such as the Industrial Energy Technology Conference and the World Energy Engineering Conference to reiterate the benefits of insulation to end-users, as well as highlight training programs for interested parties.

Regional Insulation Presentations. NIA representatives visit the regional U.S. associations and Canada to promote the foundation's message and programs.

MILEAGE STATS

LOOK AT THE NUMBERS WE'VE ALREADY REACHED.

27,000	Engineers, specifiers and facility engineers received the article on "Insulation Improves Economic Returns in Manufacturing" that appeared in the 2004 <i>Energy Matters</i> , the DOE newsletter.
25,000+	Average weekly page views at www.insulation.org .
6,000+	Engineers, NIA members and members of the academia receive <i>Insulation Outlook</i> each month.
325+	Students have earned their certification as an insulation appraiser through the IEAP training class.
300+	Students have taken the NITP training class.
300	Engineers, specifiers and facility engineers have been educated through our participation in the DOE and Alliance to Save Energy's awareness workshops.
200+	People attended the "Insulation: The Forgotten or Lost Technology" seminar. Sixteen presentations have been reported, reaching audiences such as the World Energy Engineering Conference, American Society of Plumbing Engineers, Process Industry Practices, ASTM, ASHRAE and the DOE.
65	Insulation presenters have obtained the "speaker ready" PowerPoint presentation entitled, "Insulation: The Forgotten or Lost Technology."
26	Universities and industrial assessment centers are eligible to receive insulation training by contacting NIA.

World Insulation and Acoustic Organization Congress. Presentations were given on “Insulation, the Proven Technology” and “Certified Energy Appraisal—The Value of Insulation.”

NIA's Annual Convention. A presentation on the foundation's programs and goals is made to the

attendees of the annual convention, averaging more than 425 industry leaders each year.

Speakers Bureau. Qualified industry individuals volunteer to present “Insulation: the Forgotten or Lost Technology” to audiences looking to learn more about insulation and its benefits.

Funding the Superhighway

Looking toward our future. Our progress has been steady, but there's still a long road ahead. In order to reach our ultimate goal of growing the industry, there is much more we need to do:

- Develop more training programs to hit all levels of insulation decision-makers. With research completed by the end of 2004, we can forge ahead by combining our training with national associations and their chapters, such as ASHRAE, ASME, AIA, CSI, PHCC and MCAA, just to name a few.
- Improve representation at trade shows to make sure the insulation message is broadcast to a larger audience.
- Continue public relations efforts by developing and placing independent articles on the value of insulated systems into industry publications.
- Enhance university curriculum to educate on the value of insulation: incorporate insulation training into university mechanical engineering and architectural programs.
- Research and partner with energy efficiency organizations to incorporate insulation information and training tools into their programs.
- Develop a 3E Plus[®] training program to educate users on utilizing this software program.
- Develop case studies, technical papers and professional presentations that can be used to educate insulation decision-makers.

For more information, please visit www.insulation.org/foundation



We've Mapped Out Multiple Routes

OUR DESTINATION. We aim to educate key decision-makers on the benefits of insulation. To that end, we provide technical and communications support, accredited training programs, participation in key government agency programs, as well as enhanced publicity through *Insulation Outlook* and www.insulation.org.

DRIVERS WANTED. Industry outreach has changed as insulation “gurus” are no longer the primary purchasing drivers. We now need to reach a wider audience of engineers, specifiers, energy managers, facility managers, CFOs, CEOs, students, professors, government officials and legislators with our message.

MAPPING MULTIPLE ROUTES. There's more than one way to get from Point A to Point B. We've provided insulation end-users a variety of different directions, to make sure no one gets lost along the way.