VOLUME 46 NO. 08
AUGUST 2012

ANNUAL FALL BUSINESS MEETING

This year’s meeting is scheduled for Wednesday, October 17, and Thursday, October 18, 2012, in Omaha, Nebraska. Board and Committee members should plan to arrive on Tuesday, October 16, 2012. The site of this fall’s meeting is the Embassy Suites Downtown Hotel in Omaha. This will be our sixth year at this hotel. The hotel is located across the street from the Old Market area. The Old Market area has numerous restaurants and bars for your entertainment pleasure. The hotel provides complimentary shuttle to and from the airport for those of you who will be traveling by air. The hotel is located at 555 South 10th Street. If you will be driving, follow I-80 to I-480 East toward downtown/Council Bluffs. Take the 14th Street exit. Go two blocks south on 14th to Douglas Street. Turn left on Douglas Street for four blocks. Turn right (south) on 10th Street for two blocks. The hotel will be on your left at the corner of 10th and Howard. There is parking in the back of the hotel. Hotel parking is discounted at $4.00 per night.

The past several years we have combined an educational seminar with the fall business meeting. This year the Board decided to host a day-long educational seminar on “Developing Good Customer Relationships” presented by FMI, Inc. Registration information regarding this free seminar was sent to you earlier this month. If you wish to attend this seminar, you need to register as soon as possible. Space is limited and registrations are taken on a first come, first served basis.

This year’s fall business meeting will include updates and discussions on several topics crucial to your business operations. The technical sessions will include presentations on managing your healthcare premiums, cost and revenue improvement through effective business management, techniques for effectively managing your projects, legal concerns when using electronic media as part of your business operations, and OSHA updates. We will focus on providing the membership with new insights on these issues in order for you to become more active in your industry association as we become better business professionals with “Effective Business Practices”.

Have you asked yourself “what can you do to help control your health insurance premiums from either a business owner or employee perspective? Are you concerned about your health insurance program now that the federal insurance program has been deemed legal by the Supreme Court?” Mr. Rob Beeler with Benefit Source Inc., in Des Moines, Iowa, will provide us with Round Two as he updates us on his presentation from last fall.

Has your company ever had a project that started out on schedule and on time? Have you ever been asked to provide material to a project based on a schedule that started out on time only to find out that the original schedule was backlogged? Mr. Jon McCleary with Performance Contracting Group, will share with us methods to professionally and effectively deliver a project proposal from its inception, to issuance, and all the way through field execution. He will share with us how to sequence our work for actual vs. planned releases, material delivery pre-planning vs. actual needs, and manpower usage planned to actual. These steps play a vital role to assist our suppliers and our labor resources to come together to deliver success. Whether you are a small, medium or large contractor, a manufacturer, distributor, or fabricator, you will benefit from hearing the thought process expressed in this presentation on how to successfully manage an insulation project. These project management methods are applicable to both the commercial and industrial markets that we serve.

Developing effective business practices is vital to the success of
PRESIDENT’S MESSAGE
TO: THE MICA MEMBERSHIP

HELLO MICA FAMILY

Here we are; August has come and gone, and I am asking myself where has summer gone already? It won’t be long, and we will be putting away the lawnmower, getting out the rakes for the falling leaves, then getting out the snow blower and shovels. I am not looking forward to that.

I am looking forward to sharing some more thoughts about the mechanical insulation industry and the benefits of belonging to MICA. I just returned from two different MICA meetings that I get the pleasure of being a part of as your MICA President. The first and most recent meeting was attending the annual audit of our MICA office in Omaha. I would like to thank the Audit Committee consisting of Randy Leopold and Jeff DeGraaf for their effort, and also thank Tom and Cindy Shimerda for allowing us to come and do the audit. I must say that Tom and Cindy sure run a VERY tight ship. The Audit went very well. This just adds another to the many reasons why we are the leading regional association in our industry.

The second recent meeting I had the pleasure of attending was our summer planning meeting held at The Chateau on the Lake in Branson, MO. Now this is really a nice place, but more importantly, the MICA Board of Directors have worked really hard to put together a fantastic itinerary for this year’s fall business meeting in Omaha. The meeting will be held October 16th through the 18th. I think we really have an awesome line up so don’t miss it. I want to thank ALL the MICA Board members and their spouses that attended the recent planning meeting in Branson. You all took time out of your busy schedule to make this planning meeting a huge success.

If you recall last month, I wrote about new people or “Newbie’s” in our industry and trying to help them in the training process, and how long it takes these new employees to get up to speed in their respective positions. I would like to share another idea that may help in the training process. A simple rule of thumb for getting or being productive is this: teach them to “make a plan” of action every day. And then, help them work their plan.

If you make these new hires do this process every day and get into this habit, things will happen quicker. I find that it’s hard for a new person to make this plan of attack if they don’t know what they are doing. So “show them” not “tell them” how to do it. So this way, they do exactly what you want. This makes you both happy because you guided correctly, and they have a plan to work. Make them “make a plan” on paper every day but make them make tomorrow’s plan today! Make them show you this work plan on paper. Maybe have them email this to you daily and review this at the end of each day whatever works for you. This is great for time management skill building and an accountability tool as well.

We all get pulled a lot of different directions each day, and we have become successful because we learned to work our plan we made even with all the interruptions. Because of our busy schedules, it is really easy to neglect the “Newbie’s” because we get so busy. This “make a plan” concept may be a good tool to try even with your kids or spouse.

Thanks for reading.

Talk to you all next month.

Regards,

Rich Huseman
President of MICA
any business organization. Mr. Donavan Emery, CEO of Cearna will share with us his insight in helping companies develop effective business practices. His career spans more than 25 years and includes extensive work in manufacturing and distribution. His key roles include startup and successful management of his own company as well as executive roles responsible for business reengineering, new ventures, supply chain management, finance, sales & marketing, customer service and human resources.

As President of ProfitLink for 16 years, Don provided financial and management consulting services in North America & Europe focused on cost & revenue improvement, startups and turnarounds in 300+ companies. At ProfitLink, Don developed products designed to evaluate and implement large scale profit improvement strategies that work in all areas of a business from sales to operations. Don’s background working with owners and management teams helped generate significant improvements to the balance sheet and P&L. Don will discuss his approach in helping you to develop effective business practices.

The fall business meeting will address the above issues and more with a presentation by our legal counsel, Mr. Gary Auman. Gary will not only update us on OSHA regulations, he will provide us with a presentation on the legal issues of using electronic media. Do you send vital business documents to clients and customers using electronic media? Do you text or tweet your project managers or customers on job related issues? Gary will discuss the legal issues of using such media in your business practices. Gary continues to attend our fall meetings as a resource to our Board. He shares his knowledge and expertise with us to make us a better association. His advice can make you a better business professional.

We will once again have three concurrent forums dealing with member issues. We will have a union contractor forum, an open shop contractor forum, and an associate member forum all running simultaneously. This format continues to be overwhelmingly positive. This approach allows more of the members to participate in craft issues without being part of a formal committee. This fall, neither the labor committee nor the merit shop committee will formally meet during the fall business meeting. Rather, we will incorporate these items as discussion topics in our concurrent sessions. This format will give each of you the opportunity to interact with other MICA members with similar business concerns. The associate member forum will discuss several issues of interest to our associate members regarding their membership status in MICA.

Last year, our associate members classified as manufacturer member firms were invited to display their products at our fall business meeting. The table top displays were available for viewing by our membership during our extended Wednesday evening welcome reception. We will continue with such displays again this year for our fabricators, distributors or independent reps member firms. We will be limiting the size of the displays and limiting the participants to those associate

(Continued on page 5)
member firms that fabricate, distribute and sell insulation material and components used in our industry. These tabletop displays will be open for viewing during our Wednesday evening reception. Our reception will begin at 5:30 p.m. and conclude at 7:00 p.m. This will still leave you with plenty of time for dinner and socializing with your fellow MICA members.

The discounted room rate at the Embassy Suites is $147.00 per night, single or double occupancy. Included in this rate is complimentary wireless internet in your guestroom. **Room reservations are to be made directly with the Hotel.** You should call the hotel reservations department at (800) EMBASSY (362-2779) to make your individual room reservations. To receive the contract rate, you need to identify that you are with the Midwest Insulation Contractors Association group. **Please reserve your room by September 15, 2012.** This is our cut-off date for reducing our room block without any penalty. I will monitor our block of rooms and adjust our block accordingly. In order to assure yourself a room at the hotel at the discounted rate, we ask that you make your reservation prior to September 15, 2012. After this date, our room block will be released. Any room reservations made after that date will be honored on a space and rate available basis. You will not be guaranteed the $147.00 a night rate. Your cooperation in making this advance registration call as soon as possible is most appreciated.

This year’s program is a must attend for you and your key employees. We have tiered this year’s registration fee to encourage more participation by individual firms. The registration fee is $195.00 for the first attendee from a member company. Registration for a second attendee from a given company is reduced to $185. Registration for all additional attendees is $175 per attendee. Registration material was sent to you earlier this month. Please complete the fall business meeting registration form and e-mail/mail/fax it to the MICA office by **October 5, 2012.** Your prompt response helps us to plan a more efficient and effective meeting for you. Please note that you can pay the registration fee by credit card or by check.

Your Board of Directors is very conscious of meeting costs and again has attempted to make this meeting most affordable. We look to the fall meeting as an opportunity for you to bring one or two key employees to this meeting. It is an excellent chance for you to expose your key people to the benefits of participating in MICA activities.

**Make a concerted effort to inform one or two potential member firms about the fall business meeting. Invite them to attend, encourage them to join, and share your registration material with them.** The cost is minimal and the first-hand look at MICA is the best way to promote the benefits of belonging to MICA.

The fall business meeting is designed to help you with “Effective Business Practices”. We have designed a program that not only addresses problems but also provides you with solutions. Do not miss this opportunity to come together to share business concerns with your fellow MICA members. Make your plans now to attend the 2012 Annual Fall Business Meeting this October in Omaha!
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JOHNS MANVILLE ANNOUNCES ACQUISITION OF INDUSTRIAL INSULATION GROUP

Johns Manville (JM), a Berkshire Hathaway company and global building products manufacturer, announced it has purchased Industrial Insulation Group, LLC (IIG), a manufacturer of insulation for industrial, commercial and fireproofing applications.

IIG was formed in 2002 as a joint venture between JM and The Calsilite Group. JM previously owned a minority interest in IIG, but will now operate the company as a standalone LLC wholly owned by JM. IIG’s product line complements JM’s portfolio of insulation products, allowing JM to offer an even broader continuum of solutions that meet the insulation requirements for any project.

“Expanding JM’s interest in IIG is another way we are addressing customers’ needs by offering the industry’s most complete line of insulation products,” said Todd Raba, JM chairman, president and CEO. “IIG has a consistent track record of product performance, in keeping with the quality our customers expect from Johns Manville. We look forward to exploring opportunities to build on IIG’s strong market position and expand its product portfolio.”

IIG manufactures a wide range of insulation products for use in industrial, commercial and fireproofing applications and offers a unique “good, better, best” portfolio of high-temperature insulation, ranging from mineral wool to perlite to calcium silicate. Each product is designed to meet even the most demanding applications.

Industrial

IIG industrial mineral wool insulation is available as pre-formed pipe insulation, industrial boards, metal mesh blankets, flexible batts and pipe and tank wrap, including unique MPT, a range of products that includes v-groove pipe insulations and other products such as fittings, metal mesh blankets and more.

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(Continued on page 18)
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FUTURE MICA MEETING DATES

Fall 2012 FMI Day-long Seminar — October 16, 2012, Embassy Suites Downtown, Omaha, NE.

Fall 2012 Annual Fall Business Meeting — October 17 & 18, 2012, Embassy Suites Downtown, Omaha, NE.

56th Annual Spring Convention — June, 17 — 20, 2013, Waldorf Astoria Naples, Naples, Florida. [Please note that the convention will begin on the Monday after Father’s Day. This slight change in the schedule is the direct result of member feedback to the Board].

Fall 2013 Annual Fall Business Meeting — October 16 & 17, 2013, Embassy Suites Downtown, Omaha, NE.

MICA MEMBER ADDRESS/INFO. UPDATES

Be sure to inform the MICA office of any changes or corrections to your listing for either the MICA Directory, e-mail correspondence or mailing address. Even if you update your company listing on the MICA website, please inform the MICA office of the changes. We try to be as current as possible with your help.
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Commercial

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IIG Super Firetemp® board is a noncombustible fireproofing board used in assemblies requiring one- to four-fire ratings and is capable of withstanding temperatures in excess of 1,800 degrees Fahrenheit.

MinWool-1200® insulation, a fire resistant mineral wool, is available in a wide variety of shapes and forms for industrial and commercial applications.

Accessories

IIG’s accessory offerings include a variety of adhesives, finishing cement and coatings, each specifically designed to complement IIG insulation products.

"With our increased investment in IIG, JM will be able to offer the most complete line of mechanical insulation solutions to a broader commercial and industrial customer base," said Dave Skelly, director of sales for JM’s Performance Materials business. "We look forward to continuing IIG’s tradition of superior product performance and customer service."

JM does not plan to significantly change the operations at IIG. Existing IIG plants located in Brunswick, Ga.; Grambling, La.; Fruita, Colo.; Phenix City, Ala.; and Houston, Texas are a key part of JM’s future commercial and industrial strategy. IIG Chairman and Chief Executive Philippe Delouvrier will remain involved with the company in an advisory role.

“IIG is pleased to join the Johns Manville and Berkshire Hathaway families,” said Delouvrier. “This next chapter in IIG history sets us up for continued success with greater opportunity for growth in existing and new markets.”

“Philippe Delouvrier and his team have made IIG a recognized leader in industrial insulation,” said Fred Stephan, vice president and general manager of JM’s Insulation Systems business. “We’re delighted Philippe will remain involved with the business as we work to build on the
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2012 NATIONAL INSULATION ASSOCIATION COMMITTEE DAYS MEETING TO BE HELD IN RESTON, VIRGINIA

The National Insulation Association (NIA) is pleased to announce the 2012 NIA Committee Days meeting will be held November 6-7, 2012 at the Hyatt Regency Reston in Reston, Virginia. NIA holds this members-only event each fall for association committees to report on business, action items, and current NIA activities. This event attracts approximately 100 members each year, of which about 55 percent are contractor/distributor/fabricator/laminator members and 45 percent are associate members (manufacturer attendees). With 13 committees holding meetings, attendees will learn about industry trends, receive updates on programs covering the latest business topics, and gain a better understanding of NIA's industry education and legislative initiatives.

Along with committee meetings where attendees can share industry knowledge, the Committee Days meeting offers opportunities for networking among attendees at the luncheon presentation and a networking reception.

This year's luncheon presentation will be given by Matt Keelen, founder and president of the governmental affairs firm, The Keelen Group. With 20 years of experience as a Washington DC insider, Mr. Keelen also serves as a special political correspondent to Fox News, and his commentary has been published in The Washington Post, The New York Times, and The Wall Street Journal. Mr. Keelen will share his thoughts on the pivotal presidential election taking place the same day and give insight into NIA's efforts to strengthen mechanical insulation initiatives on Capitol Hill in the upcoming congressional session.

Committee Days information and online registration is available now. Please visit www.insulation.org/committeedays/12/ for details.

OSHA PUBLISHES REMOVAL CRITERIA FOR EMPLOYERS FROM THE SEVERE VIOLATOR ENFORCEMENT PROGRAM

WASHINGTON – The U.S. Department of Labor's Occupational Safety and Health Administration published criteria for removing employers from the agency’s Severe Violator Enforcement Program (SVEP). SVEP has been in effect since June 18, 2010, and is intended to focus agency resources on employers that demonstrate indifference to their responsibilities under the Occupational Safety and Health Act with willful, repeat or failure-to-abate violations.

On August 16, 2012, OSHA issued employer removal criteria from the SVEP program to all federal OSHA offices. Generally, an employer may be considered for removal from the program by an OSHA Regional Administrator after:

A period of three years from the date of the final disposition of the SVEP inspection citation items including: failure to contest, settlement agreement, Review Commission final order, or court of appeals decision.

All affirmed violations have been abated, all final penalties have been paid, the employer has abided by and completed all settlement provisions, and has not received any additional serious citations related to the hazards identified in the SVEP inspection at the initial establishment or at any related establishments.

In the event an employer fails to adhere to the terms and provisions of the agreement, the employer will remain in the program for an additional three years and will then be reevaluated. For additional details regarding employer removal criteria from OSHA's SVEP program, visit http://s.dol.gov/VD.

OSHA ISSUES DIRECT FINAL RULE TO APPLY WORKER SAFETY AND HEALTH REQUIREMENTS FOR CRANES AND DERRICKS TO DEMOLITION AND UNDERGROUND CONSTRUCTION

WASHINGTON – The Occupational Safety and Health Administration (OSHA) issued a direct final rule and notice of proposed rulemaking that applies the requirements of the August 2010 cranes and derricks in construction standard to demolition work and underground construction. The application of this rule will protect workers from hazards associated with hoisting equipment used during construction activities.

The direct final rule will apply the same crane rules to underground construction and demolition that are already being used by other construction sectors, and will streamline OSHA’s standards by eliminating the separate cranes and derricks standard currently used for underground and demolition work. The rulemaking also corrects several errors introduced in the 2010 rulemaking to make it easier for workers and employers to understand and implement these standards.

The direct final rule will become effective November 15, 2012, unless OSHA receives a significant adverse comment by September 17. If the agency receives significant adverse comments, the accompanying notice of proposed rulemaking will allow the agency to continue the notice-and-comment component of the rulemaking by withdrawing the direct final rule.

Individuals may submit comments electronically at http://www.regulations.gov, the Federal eRulemaking Portal. Submissions may also be sent via facsimile or mail. See the Federal Register notice for details. Comments must be submitted by September 17, 2012.
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FMI SEMINAR IN CONJUNCTION WITH MICA FALL 2012 BUSINESS MEETING

In past years, we have combined an educational seminar with the fall business meeting. This combination of business meeting and seminar was designed to keep your travel costs to a minimum, yet allow you to participate in both educational activities. This year, the Board decided to sponsor free a day long educational seminar conducted by FMI, the largest provider of management consulting, investment banking and research to the engineering and construction industry. The Board is sponsoring this seminar as one of the many benefits that come with your membership in MICA. This day-long seminar will be held on Tuesday, October 16, 2012, from 9:00 a.m. until 4:30 p.m. at our fall business meeting hotel, the Embassy Suites Downtown, in Omaha.

If you are interested in registering for this educational seminar, please complete the registration sheet that was sent to you earlier in August, and send it back to the MICA office. Space is limited and registration will be taken on a first-come, first-served basis. The number of attendees per company may have to be restricted depending on the overall interest shown by the membership.

Cynthia C. Paul, Managing Director with FMI, Denver, will be conducting our seminar. Cynthia is FMI’s practice leader for business development. She will be covering the following topics during the seminar:

- Customer Needs and Benefits
- Negotiation and Conflict Resolution
- The Nine Commandments of Superior Client Services

The list is an informational piece, and it is designed to get you to begin thinking about what you will learn and experience during the session. The order of topics listed is not necessarily the order that they will be presented. The exact order of topics will be at the discretion of the seminar leader.

The seminar is free, but travel and lodging is at your expense. Space is limited so do not delay in registering. Lunch is not provided during the seminar. There are several restaurants within walking distance from the hotel. General registration for the seminar will continue until the class is filled.

Take advantage of this seminar offering in conjunction with our annual fall business meeting. The fall business meeting will be held on Wednesday and Thursday, October 17 & 18, 2012. Save yourself time and travel by registering and attending both the seminar and fall business meeting.
AN UPDATE TO THE BUDGET AND ECONOMIC OUTLOOK: FISCAL YEARS 2012 TO 2013

The following are excerpts taken from an article on the website of the Congressional Budget Office, a nonpartisan analysis for the U.S. Congress.

For fiscal year 2012 (which ends on September 30), the federal budget deficit will total $1.1 trillion, CBO estimates, marking the fourth year in a row with a deficit of more than $1 trillion. That projection is down slightly from the $1.2 trillion deficit that CBO projected in March. At 7.3 percent of gross domestic product (GDP), this year’s deficit will be three-quarters as large as the deficit in 2009 when measured relative to the size of the economy. Federal debt held by the public will reach 73 percent of GDP by the end of this fiscal year—the highest level since 1950 and about twice the share that it measured at the end of 2007, before the financial crisis and recent recession.

CBO expects the economic recovery to continue at a modest pace for the remainder of calendar year 2012, with real (inflation-adjusted) GDP growing at an annual rate of about 2¼ percent in the second half of the year, compared with a rate of about 1½ percent in the first half. The unemployment rate will stay above 8 percent for the rest of the year, CBO estimates, and the rate of inflation in consumer prices will remain low.

CBO has prepared—as it does under its routine procedures—baseline projections that incorporate the assumption that current laws generally remain in place; those projections are designed to serve as a benchmark that policymakers can use when considering possible changes to those laws. However, the outlook for the budget deficit, federal debt, and the economy are especially uncertain now because substantial changes to tax and spending policies are scheduled to take effect in January 2013. Therefore, CBO has also prepared projections under an alternative fiscal scenario, which embodies the assumption that many policies that have recently been in effect will be continued. Key aspects of our projections are illustrated in the figures below.

What Policy Changes Are Scheduled to Take Effect in January 2013?

Among the policy changes that are due to occur in January under current law, the following will have the largest impact on the budget and the economy:

- A host of significant provisions of the Tax Relief, Unemployment Insurance Reauthorization, and Job Creation Act of 2010 (Public Law 111-312) are set to expire, including provisions that extended reductions in tax rates and expansions of tax credits and deductions originally enacted in 2001, 2003, or 2009. (Provisions designed to limit the reach of the alternative minimum tax, or AMT, expired on December 31, 2011.)
- Sharp reductions in Medicare’s payment rates for physicians’ services are scheduled to take effect.
- Automatic enforcement procedures established by the Budget Control Act of 2011 (P.L. 112-25) to restrain discretionary and mandatory spending are set to go into effect.
- Extensions of emergency unemployment benefits and a reduction of 2 percentage points in the payroll tax for Social Security are scheduled to expire.

What Is the Budget and Economic Outlook for 2013?

CBO’s Baseline: Taking into account the policy changes listed above and others contained in current law, under CBO’s baseline projections:

- The deficit will shrink to an estimated $641 billion in fiscal year 2013 (or 4.0 percent of GDP), almost $500 billion less than the shortfall in 2012.
- Such fiscal tightening will lead to economic conditions in 2013 that will probably be considered a recession, with real GDP declining by 0.5 percent between the fourth quarter of 2012 and the fourth quarter of 2013 and the unemployment rate rising to about 9 percent in the second half of calendar year 2013.
- Because of the large amount of unused resources in the economy and other factors, the rate of inflation (as measured by the personal consumption expenditures, or PCE, price index) will remain low in 2013. In addition, interest rates on Treasury securities are expected to be very low next year.

An Alternative Fiscal Scenario: To illustrate the consequences of possible changes to current law, CBO has produced projections under an alternative fiscal scenario that incorporates the following assumptions: that all expiring tax provisions are extended indefinitely (except the payroll tax reduction in effect in calendar years 2011 and 2012); that the AMT is indexed for inflation after 2011; that Medicare’s payment rates for physicians’ services are held constant at their current level; and that the automatic spending reductions required by the Budget Control Act, which are set to take effect in January 2013, do not occur (although the law’s original caps on discretionary appropriations are assumed to remain in place).

That set of alternative policies would lead to budgetary and economic outcomes that would differ significantly, both in the near term and in later years, from those in CBO’s baseline:

- In 2013, the deficit would total $1.0 trillion, almost $400 billion (or 2.5 percent of GDP) more than the deficit projected to occur under current law.
- The economy would be stronger in 2013: Real GDP would grow by 1.7 percent between the fourth quarter of 2012 and the fourth quarter of 2013, and the unemployment rate would be about 8 percent by the end of 2013, CBO projects.

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