President Rich Huseman and his wife, Judy, wish to extend a warm MICA invitation to you to join them as our association engages in “Growth Through Participation”. One of the key benefits of belonging to MICA is your ability to work with fellow members to improve your business acumen and to better your industry. Come and participate as we share ideas at our annual convention this June 17 – 20, 2013, at the four-star, four-diamond Waldorf Astoria Naples in Naples, Florida. Set on 23 waterfront acres, this eco-smart beach resort offers a Golden Door spa, championship golf and tennis, three pools, and modern accommodations. Flawless service is woven intricately with eco-modern design and premium facilities to create a unique luxury experience at a price you can’t imagine! The hotel is also a 2012 TripAdvisor Certificate of Excellence Award recipient.

Indulge yourself in luxury at the Waldorf Astoria Naples. Come prepared for some special pampering during your stay. We have reserved a block of rooms at the hotel. Our convention rate is $135 per night plus tax, single or double occupancy. It is highly suggested that you book your hotel reservations now! Call the reservations office at 888-722-1270 and ask for the Midwest Insulation Contractors Block, Reference Number MICA13. Please note that we have blocked a limited number of rooms. If you wait until the last minute to reserve your room, you run the risk that our block will be filled, and the hotel will not have any additional rooms available. As we have stated in the past, if you reserve your hotel room now, you can always cancel it later, but you may not be able to reserve a room if you wait too long. We will be monitoring our block and making room adjustments accordingly. Our block of rooms will be released on May 24, 2013, but if you wait until May 24th, the block of rooms will be filled, and we may not be able to accommodate your needs.

(Continued on page 4)
PRESIDENT’S MESSAGE

TO: THE MICA MEMBERSHIP

HELLO MICA FAMILY,

I want to talk a little this newsletter about how much experience, satisfaction and value I have gained by being a member of MICA. Yes, I will admit, that I have met some really intelligent business savvy professionals who I now call my friends. I look forward to seeing and sharing stories with these business professionals whenever possible and especially at the regular MICA meetings. But the reality is all of these friendships, I feel, have been built because MICA people care about each other.

A lot of these friendships have been made with some pretty fierce competitors that I duke it out with on a regular basis. This is the same as all of you reading this letter, whether you are a union or merit shop contractor, a distributor, a fabricator, or a manufacturer. One of the experiences learned from coming to the MICA meetings and getting involved is we have so much to sell our customers and not just sell them a price. It’s really easy to sell price, in fact, you don’t even need any knowledge about what you’re selling. But price alone does not keep good customers.

I can remember the days when I wanted every job that I bid, and for a while, I got most of them only to find out after the job was done, I had very little to no profit because I bid the job too cheap, or I even cut my price when my customer told me “If I could do it for this number, I could have the job”. Boy, did I ever get suckered; sound familiar?

What I learned from coming to MICA meetings was that the same customer who was telling me to cut my price was really telling me that he does not see enough value to pay the price I was asking. Why not ask your customer some questions the next time they want you to lower the price. Remember, the easiest thing to do is lower the price, but who wins?

MICA taught me to build a better value into my price. If it is an installation of an insulation system, maybe ask them if quality materials are important to them? Of course, they will say “yes” and then explain to them the quality, or the warranties, or the reputation of the materials you are proposing to utilize. Maybe try to explain the installation techniques you are proposing to provide, and that your proposed installation are in accordance with the standards established in the MICA manual. By asking a few questions like this and getting your customer to give you feedback, you will start to breakdown the price barrier. Try it out on a customer the next time they want you to discount your price and see what happens. The worst thing that could happen is they say “No, quality is not of any importance to me, and I don’t care how it’s installed, I just want the cheapest price I can get”. If that happens, then you have to ask yourself, do you really want to work for a customer like that? There is a good chance that they would be the one that will create the most grief for you afterwards anyway and because you have no profit in the job, you have a lot more difficulty servicing them.

I really would like to encourage you business owners and managers to grab a co-worker and bring them to the next MICA meeting. We all learn something every day just by experiencing a different task, and by being an active member of MICA; I can’t think of any faster way to gain knowledge of our every changing industry. I have to say that I have really had a lot of fun writing these newsletters. This is my last message, but you will get to experience the words of wisdom from Mr. Ben Pfister, your next MICA President, in the June newsletter.

Judy and I, as well as the whole MICA Board of Directors, hope to see all of you members and your families in Naples next month.

Thanks for reading and “thank you” all for your kind words over the past 11 newsletters.

Regards,

Rich Huseman
President of MICA
The Board of Directors is most excited about the technical topics and speakers for the spring convention. The topics and speakers were selected to help educate and inform you on a variety of industry topics pertinent to our current business climate. We are going to have presentations that cover a wide array of topics that will help you grow your knowledge as a business professional. Blaine Millet, President and Chief Advocate of WOM 10 will provide the keynote address at our opening breakfast with a presentation on how to effectively use social media channels in your business and at home. He will follow up the breakfast session with a more focused discussion of social media and its potential impact on your business. David A. Harvey, CEBS will update us on all of the important decision dates in the Affordable Care Act that will affect you in 2013. David is a Sales Associate with the International Foundation of Employee Benefit Plans (IFEBP). Founded in 1954, the IFEBP is the oldest and largest non-profit, non-lobbying organization in North America whose sole mission is employee benefits education and training. We will hear from Angus Crane with NAIMA discuss the current Administration’s viewpoint on the EPA’s vast power, agenda, and the impact on both solar alternate energy sources and on coal fired power plants. Mr. Crane is Executive Vice President, General Counsel to the North American Insulation Manufacturers Association (NAIMA) in Alexandria, Virginia (1995-present). Prior to joining NAIMA, Mr. Crane was an environmental lawyer with the Washington, D.C. law firm of Dickstein, Shapiro & Morin (1990-95). Angus brings a wealth of experience and expertise in the insulation industry to our convention. Gary Auman will update us on OSHA requirements and the potential impact on your business that will be coming from the Mine Safety and Health Administration’s (MSHA) rulings. You will be updated on the new MICA plates that have been added to the 7th edition of the National Commercial & Industrial Insulation Standards manual in 2013.

We will have a union contractor forum, an open shop contractor forum, and an associate member forum all running simultaneously. This approach allows more of the members to participate in craft issues without being part of a formal committee. This spring, neither the labor committee nor the merit shop committee will formally meet during the convention. 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.

In June, we will recognize those companies that participated in our eighth annual “Best Practices in Safety” Award. This award was established to formally recognize our member firms’ efforts in safety and safety practices. This year, we again use the changes that we made to the “Best Practices in Safety” Award program last year. We will use the grading system that recognizes each applicant’s achievement in developing a quality safety program. With this system, companies are not competing against each other for awards. Instead each applicant will try to achieve the highest award level where (Continued from page 1)
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multiple applicants can receive the same award level. On our second day of meetings, representatives of the participating firms will meet in a roundtable discussion on safety. They will share with us their efforts in promoting safety and establishing best practices in safety.

The Board of Directors feels that each presentation will add value to your understanding of the technical topics discussed. You will come away from the convention more informed and better prepared to successfully manage your business. It is the Board’s intent to make this convention attractive to our membership in its location, cost and program content. In this light, our registration fee has been adjusted to encourage additional member participation. The registration fee is $525.00 for the first attendee from a member company. Registration for all additional attendees from a given company is reduced to $500. The registration fee is $900.00 for the first member and spouse registered from a member company. Registration for all additional registered couples from a given company is reduced to $875. This year we have included a children’s registration for the Welcome Reception and Farewell Brunch events only. The fee is $100.00 per child. The Board is delighted to offer this new incentive for multiple attendees from member companies. The benefit of joining an association comes from participating in association activities.

The fourteenth annual “Mick Van Horn Memorial Golf Tournament” is set for Tuesday afternoon, June 18, 2013, at the Naples Grande Golf Club. We have a lunch cookout beginning at 12:00 p.m. followed by a shotgun start at 1:00 p.m. The course is about a 20 minute drive from our hotel, and a shuttle to the course will be provided for those who do not want to drive to the course. We still have the four-person scramble format for you to enjoy. This year’s fee is $150.00 per golfer, which includes a lunch, cart, green fees, complimentary use of practice and range area, and, of course, prizes.

The program also affords you ample time for fun and relaxation and to interact with your fellow contractors and distributors. We have the traditional opening evening Welcome Reception. This year’s reception is sponsored in part by the contributing associate members. We will feast on hors d’oeuvres, libations, and renew friendships. Our gala dinner and dance will be on Wednesday evening. This year’s gala is casual dress with a topical theme in keeping with our Florida location. No suit and tie, but no jeans, shorts, or t-shirts either!

Your cooperation in completing the pre-registration material early and making your hotel reservations early is most appreciated. Your promptness helps us to plan a better, more efficient and effective convention for you. We ask that you complete and mail your registration material along with payment to the MICA office no later than May 24, 2013. It is MICA’s policy to refund 90% of your registration fee if we are notified prior to June 1, 2013. Once we have committed to the hotel with meal guarantees, we are then obligated to pay these guarantees. We will work with you on refunds if you inform us on a timely basis. Your help and understanding on this matter is most appreciated. Make plans to bring your family to the MI-
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CA convention and extend your business to include some quality family time. Now is the time to plan for your participation at MICA’s 56th annual spring convention. Make your hotel reservations today by calling the Waldorf Astoria reservation line at 888-722-1270. Please join Rich, Judy, the entire Board of Directors and fellow MICA members in Florida, June 17 – 20, 2013, for our annual spring convention and be a part of “Growth Through Participation”.

EMPLOYERS MUST USE REVISED FORM I-9, EMPLOYMENT ELIGIBILITY VERIFICATION

USCIS will no longer accept previous versions of Form I-9

WASHINGTON—U.S. Citizenship and Immigration Services (USCIS) reminds employers that beginning May 7, 2013, they must use the revised Form I-9, Employment Eligibility Verification (Revision 03/08/13)N for all new hires and reverifications. All employers are required to complete and retain a Form I-9 for each employee hired to work in the United States.

The revision date of the new Form I-9 is printed on the lower left corner of the form. Employers should not complete a new Form I-9 for existing employees, however, if a properly completed Form I-9 is already on file.

A Spanish version of Form I-9 (revision 03/08/13)N is available on the USCIS website for use in Puerto Rico only. Spanish-speaking employers and employees in the 50 states, Washington, D.C., and other U.S. territories may use the Spanish version for reference, but must complete and retain the English version of the form.

The revised forms are available online at www.uscis.gov/I-9. For more information, please call 888-464-4218. Representatives are available Monday through Friday, from 8 a.m. to 5 p.m. USCIS maintains a website, I-9 Central, to support Form I-9 users. USCIS has also scheduled free webinars to help employers learn about the new form.

To order forms, call USCIS toll-free at 1-800-870-3676. For free downloadable forms and information on USCIS programs, immigration laws, regulations, and procedures, please visit www.uscis.gov. Follow us on Facebook, Twitter (@uscis), YouTube (/uscis) and the USCIS blog The Beacon.
ASA HAILS PROPOSED LEGISLATION TARGETING CONSTRUCTION ‘BID SHOPPING’

ASA hailed legislation introduced by Rep. Carolyn Maloney, D-N.Y., on May 9, 2013, as a significant step to improve the management of the federal government’s construction projects.

By requiring contractors to use the subcontractors identified in the contractors’ bids, the Construction Quality Assurance Act of 2013 (H.R. 1942) would promote open competition among subcontractors and ethical bidding practices and ensure that the highest quality subcontractors bid and work on projects paid for with federal taxpayer dollars.

“As the federal government continues to tighten its belt, taxpayers deserve to get absolutely the best construction projects for their tax dollars,” said ASA Chief Advocacy Officer E. Colette Nelson. “Under the current acquisition system, federal contracting officers must accept prime contractor bids without any assurance of which subcontractors will actually perform the work. This lack of oversight diminishes the quality of and threatens the security of federal construction. Taxpayers deserve better, and mandatory bid listing is the responsible solution.”

Rep. Maloney’s bid listing legislation would require prime contractors that bid on federal construction projects over $1 million to list each subcontractor they plan to use for $100,000 or more work. After the contract award, if a prime contractor replaced a listed subcontractor without the permission of the contracting officer, the prime contractor would be subject to penalties in an amount equal to the greater of: 10 percent of the amount of the subcontractor’s bid; the difference between the amount of the listed subcontractor’s bid and the replacement subcontractor’s bid; or the difference between the amount of the bid by a substituted subcontractor and the dollar value specified by the contractor to self-perform the work. A subcontractor that knowingly participates in the prime contractor’s failure to comply with the bid listing requirements also would be subject to penalties.

“The bid-listing requirement would eliminate post-award price negotiations between contractors and subcontractors that can lead to corner cutting and wasteful spending, and can drive quality contractors and subcontractors out of federal construction markets,” Nelson said. “And, by requiring contractors bidding on federal agencies’ construction projects to inform agencies of the major subcontractors they would use on projects and the types of work that those subcontractors would perform, the bill would add a welcome measure of protection to the nation’s infrastructure.”
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FUTURE MICA MEETING DATES

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.

57th Annual Spring Convention — June 16—19, 2014, Eagle Ridge Resort, Galena, Illinois. [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 2014 Annual Fall Business Meeting — October 22 & 23, 2014, 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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The following article is taken from the “Insulation Advocate” which is an open letter to the NIA membership written to by the NIA’s Executive Vice-President, Michele Jones.

With sequestration occupying most of the headlines over the past few months, we are encouraged that attention is shifting back to a topic that continues to gain momentum: energy efficiency. While there is a large degree of consensus on the economic and environmental importance of energy legislation, there is disagreement on the best strategy for energy reform. There is hope, however, in the reintroduction of a piece of energy legislation that may be the most viable course of action for solving our nation’s energy crisis.

On April 18, Senators Jeanne Shaheen (D-NH) and Rob Portman (R-OH) reintroduced the Energy Savings and Industrial Competitiveness Act, (S.761), which aims to promote greater energy efficiency to increase the number of manufacturing, construction, and retrofitting jobs. Often referred to as the "Shaheen-Portman bill," it does not explicitly mention insulation or other specific energy conservation initiatives, but it may be a good vehicle for our current legislation, S. 775, the Mechanical Insulation Installation Incentive Act of 2013. We have planned several meetings in May to address this legislative option. For more information on this bill, please visit www.govtrack.us/congress/bills/113/s761.

On April 3, Stephen Borg, of the Keelen Group, and Chip Gardner, of the International Association of Heat and Frost Insulators and Allied Workers, met with Representative Chris Gibson’s (R-NY) Defense Fellow, Curt Owens, to discuss the benefits of mechanical insulation audits and encourage their use on military installations throughout the country. Additionally, they discussed getting the Department of Defense to consider placing report language regarding mechanical insulation in the defense authorization bill.

Mr. Borg and Mr. Gardner also met with representatives from Senator Kirsten Gillibrand (D-NY) and Mike Johanns’ (R-NE) offices and successfully facilitated the introduction of the Mechanical Insulation Installation Incentive Act of 2013, a bill that establishes a tax incentive for the installation and maintenance of mechanical insulation. (This bill was previously introduced by the Senators in 2011 and 2012). The companion bill in the House of Representatives, H.R. 184, introduced January 4, 2013, is also gaining some momentum due to our efforts. The bill now has 15 co-sponsors, including Timothy Bishop (D-NY), Michael Burgess (R-TX), André Carson (D-IN), Bill Foster (D-IL), Richard L. Hanna (R-NY), Michael Honda (D-CA), Marcy Kaptur (D-Ohio), Peter King (R-NY), Daniel W. Lipinski (D-IL), Gary C. Peters (D-MI), Mark Pocan (D-WI), Mike Quigley (D-IL), Cedric Richmond (D-LA), Jon D. Runyan (R-NJ), and Linda Sánchez (D-CA).

In addition to our legislative successes, we are developing some well-placed strategic partners. Mr. Borg and Mr. Gardner met (Continued on page 19)
with members of Representative Mike Thompson's (D-CA) office. Representative Thompson is a member of the House Ways and Means Committee and we are confident he will be an excellent ally moving forward.

Matt Keelen, head of the Keelen Group, and Mr. Borg also sat down with the Committee Staff from the House Small Business Committee on April 15 to discuss the mechanical insulation industry and its impact on small manufacturers. It was a productive meeting and the Committee is very interested in keeping us in the loop for potential participation in future energy-related hearings and hearings on small manufacturers in the United States.

For those of you who attended NIA’s 58th Convention on April 17-20, in Bonita Springs, Florida, thank you! According to the initial responses we are receiving on our survey, our members agree that it was an extremely productive meeting. Part of the education sessions included an update from Matt Keelen on the current conditions on Capitol Hill. Fortunately, according to Mr. Keelen, tax reform and energy issues are priorities in Congress as they look towards reducing costs and increasing energy efficiency. Additionally, Speaker of the House John Boehner (R-OH), announced that major tax reform legislation will be given the bill number H.R.1; historically speaking, bills numbered H.R.1 through H.R.10 are set aside by the Speaker for his or her use on top priorities.

There are, of course, obstacles to passing this legislation. The 113th Congress is one of the most politically divisive, not only between the two major parties but within the parties as well. In spite of this, there is reason for optimism for our legislation. In addition to Speaker Boehner’s prioritization of tax reform legislation, there is strong bipartisan support for bills dealing with tax reform. This is demonstrated by the formation of bipartisan working groups in the House of Representatives’ Ways and Means Committee. The sponsors of H.R.184, Representatives Michael Grimm (R-NY) and Timothy Bishop (D-NY), have written specifically to these groups to express the bipartisan support for and importance of the Mechanical Insulation Installation Incentive Act of 2013.

Our leaders and strategic partners hope to capitalize on these conditions to pursue our legislative goals. As we work toward advancing the industry’s interests, it is important to remember that one of our most significant strengths is our members. Do not hesitate to call your representatives and express your strong support for these bills. Together we can move the industry forward down a path of growth and prosperity.

Regards,

Michele M. Jones
Executive Vice President/Chief Executive Officer
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DETERMINING SEVERE WEATHER SHELTER AREAS IN BUILDINGS; FROM THE METROPOLITAN EMERGENCY MANAGERS’ ASSOCIATION

With the outbreak of severe weather throughout the country, the Metropolitan Emergency Managers’ Association has provided a check list for determining shelter areas within buildings. You may find the following article a nice “refresher” for you as you consider safe shelter areas for your employees:

BEST AREAS
Basements.
Rooms constructed of reinforced concrete, brick or block with no windows and a heavy concrete floor or roof system overhead.
Small interior rooms with no windows such as locker rooms and lavatories.
Hallways, away from doors and windows and not open to direction of tornado.
Any protected area away from doors and windows.

WORST AREAS
Gymnasiums and auditoriums.
Rooms with large windows and doors.
Hallways exposed to direction of tornado.
Rooms with chimneys or beneath large, heavy roof-mounted equipment.
Mobile homes are not considered to be “buildings.” They are considered to be dangerous in any severe wind storm and occupants are urged to take shelter in designated shelter areas.

These factors were used in making up the checklist that follows. To use the checklist, simply select an area based on the above factors that you wish to check as a possible shelter area. Assign the point values indicated and total them. The highest total point value of any area evaluated would indicate the best location within the building.

Remember, you are simply trying to locate the safest area in your building. Even if point totals are relatively low, the area with the highest total in your building would still be much safer than being in a car, a mobile home or outside. These guidelines should be used with considerable caution and judgment to establish only the relatively better severe weather shelter areas. It may be noted that a severe weather shelter in the absolute sense may not exist in an existing building unless there are areas designed for that specific purpose.

SUMMARY
The factors covered by the checklist (see next column) are considered to be of major importance but in no way are intended to be a complete list. There are other additional factors which could affect the final choice of a shelter area. Among these are concern over the direction of the windstorm or tornado, age of occupants, required floor space per person, “two ways out,” and many others.

If you feel the need for professional assistance in a making a “Severe Weather” shelter decision, please contact your local Emergency Management Office.

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<table>
<thead>
<tr>
<th>CHECKLIST FOR DETERMINING SEVERE WEATHER SHELTER AREAS IN BUILDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lowest Level in Building</td>
</tr>
<tr>
<td>A. Basement (below grade) with 2 exits</td>
</tr>
<tr>
<td>B. Basement (below grade) with 1 exit 30</td>
</tr>
<tr>
<td>C. First floor (at grade level)</td>
</tr>
<tr>
<td>NOTE: If point value is 30 points or more after this first evaluation, you may disregard all the following factors. Basements (A or B above) will be the preferred location.</td>
</tr>
<tr>
<td>2. Interior location within building or number of walls to outside</td>
</tr>
<tr>
<td>A. Three or more walls - including outside wall</td>
</tr>
<tr>
<td>B. Two walls - including outside wall</td>
</tr>
<tr>
<td>C. Hallways with turns or other baffle walls</td>
</tr>
<tr>
<td>D. Outside wall only Avoid</td>
</tr>
<tr>
<td>3. Glass area of walls in selected room</td>
</tr>
<tr>
<td>A. No glass</td>
</tr>
<tr>
<td>B. Up to 4% reinforced glass or glass block</td>
</tr>
<tr>
<td>C. Over 5% glass Avoid</td>
</tr>
<tr>
<td>4. Inside wall construction of selected area within building</td>
</tr>
<tr>
<td>A. Concrete block</td>
</tr>
<tr>
<td>B. Stud wall with sheetrock</td>
</tr>
<tr>
<td>5. Ceiling span between supporting walls in selected room</td>
</tr>
<tr>
<td>A. Less than 15 feet</td>
</tr>
<tr>
<td>B. Over 15 feet but less than 25 feet</td>
</tr>
<tr>
<td>C. Over 25 feet Avoid</td>
</tr>
<tr>
<td>6. Ceiling construction in selected room</td>
</tr>
<tr>
<td>A. Pre-cast concrete</td>
</tr>
<tr>
<td>B. Standard wood joists with sheetrock</td>
</tr>
<tr>
<td>C. Standard wood joists with ceiling tile Avoid</td>
</tr>
<tr>
<td>Disregard the next two items if construction of roof or outside walls is the same throughout entire structure.</td>
</tr>
<tr>
<td>7. Roof construction of building</td>
</tr>
<tr>
<td>A. Pre-cast concrete</td>
</tr>
<tr>
<td>B. Standard corrugated steel, insulation, tar, gravel</td>
</tr>
<tr>
<td>C. Wood frame, shingles</td>
</tr>
<tr>
<td>8. Outside wall construction of building</td>
</tr>
<tr>
<td>A. Reinforced concrete</td>
</tr>
<tr>
<td>B. Pre-cast concrete</td>
</tr>
<tr>
<td>C. Concrete block and/or brick</td>
</tr>
<tr>
<td>D. Wood frame</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>
“SIZE DOES MATTER”

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