WINTER BOARD MEETING HIGHLIGHTS

The Board of Directors and selected standing committees held meetings this past month, January 20 — 23, 2011, at the historic Driskill Hotel in downtown Austin, Texas. Those attending the meeting enjoyed the sites and sounds of Austin, from its music to its Tex-Mex cuisine.

Prior to the start of the meetings, President Jim Markham and his wife, Constance, invited the attendees to join them for an afternoon visiting their Arabian Horses.

The meetings were not all social in nature. The Past Presidents Planning Committee reviewed the investment portfolio of MICA, developed a list of responsibilities for Board members, and identified several topics of interest to MICA and the insulation industry.

The Merit Shop Committee met and discussed business concerns unique to our open shop members. The members discussed and identified several technical topics for presentation at the upcoming spring and future conventions of MICA.

The Marketing & Membership Committee reviewed the list of potential member firms and developed a strategy to invite more members to become involved in future MICA meetings, especially the upcoming June meeting.

The Safety & Environmental Committee discussed the process for applying for the 6th annual MICA “Safety Awards”. The application questions have been restructured to capture current trends in OSHA requirements. The committee is also encouraging all member firms to apply for this prestigious award.

The Board of Directors met to plan the technical programs for the June convention and set the registration fees. In their deliberations, they have approved a registration fee structure that encourages more participation by member firms. Complete registration packets will be mailed to the MICA membership in February. The technical programs were set and speakers identified. The entire program agenda will be finalized and presented to you in your registration packets.

Below is MICA’s President Jim Markham enjoying a Texas sized slab of Beef Ribs. As Jim says, “Everything is Big in Texas!”
PRESIDENT’S MESSAGE

TO: THE MICA MEMBERSHIP

A recent article I read, on the way to our Winter Board Meetings in Austin, really caught my interest. I felt the following to be noteworthy of sharing. It is a follow up to one of my past messages regarding Joy vs. Happiness. My reference is our good old Southwest Airlines, Spirit Magazine for this month.

You have heard the adage, “Don’t Worry, Be Happy”. While I am not suggesting, certainly, to play the proverbial Ostrich with the head in the sand, I would like you to consider these bits of wisdom and facts:

- To be happy, or Joyful, is a choice, an overall characteristic, a disposition. It is not, however, about a constant high. It does not entail being silly or naïve. We need what we are experiencing to be meaningful.
- It takes less energy to be happy, than to operate in the worry, uptight mode.
- Managers who Praise their employees just one more time each day can raise productivity 31 percent.
- The more ways in which we are happy, the greater our overall happiness. Be good to yourself. Know what you truly enjoy and pursue it!
- According to one expert, only 10% of our happiness hinges on external forces. The rest is, yes, up to you.

You see, happiness is not money. It is not youth. It is not about that constant high. It is not the opposite of sadness. I again point to that “Joy” spoken of months back. It needs to center around things that are of a lasting nature.

Some “Pleasure Principals” we may want to include in our daily activities may include:

- Put your own happiness before your kids. Children imitate their parents. They adapt to the pace and tone we set. Get yourself “squared away” and bring it home.
- Get a handle on the needs of your spouse, or the people you care most about. High-Conflict relationships tear us down quickly.
- Take the time to eat your meals with your family. Make the children you may still have within your sphere of influence, sit down and have that meal time together. No kids at home? Break bread with your spouse, without the TV on!!
- Researchers believe exercise is the single most effective activity in providing an instant happiness boost.

Words and advice for us all, especially me, to practice and live by!

I mentioned the Winter Board Meetings. We enjoyed Austin, Texas. Thanks to all who attended and participated. We set a great course for the Spring Convention in St. Louis this coming June. A quality program that we look forward to detailing with ya’ll…. Thanks for the opportunity to serve.

Sincerely,

James Markham, MICA President

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MICA MEMBERSHIP DUES FOR 2011

It is time once again to remind the MICA membership of the dues requirement for 2011. Our long-term growth and survival as a professional trade association is dependent upon our ability to seek and keep active and associate member firms. We need members who have a love for our industry and a genuine desire to improve their business practices. We need members like you, our current members. We have structured our member dues in order to maintain our long-term financial stability and yet be perceived as an association that adds value to our core members and to potential new member firms.

Your Board of Directors has voted to maintain the membership dues for 2011 at last year’s rate. The fixed annual fee for all contractor members remains at $650 for 2011, while the annual dues for associate member firms is again set at $450. Your Board feels that it is prudent not to increase the dues structure in 2011. Keeping your dues affordable in uncertain financial times will help your association maintain its membership base and will allow MICA to continue to offer quality programs, conventions, and educational seminars at an affordable cost to you, our valued members. We are confident that you will continue to see value in what MICA does for you, your company, and your industry. We are looking forward to not only 100% renewal, but to a significant increase in our membership base during 2011. Your help in identifying potential new members is always appreciated. Contact the MICA office with your prospective member’s name and address.

A formal dues notice and invoice was sent to each member firm in December. All you need to do is to remit your payment as reflected on the dues invoice. The MICA office will also be processing renewal notifications for advertising in the MICA Messenger in 2011. Advertising rates will remain the same as last year. Advertising in our monthly newsletter is an excellent way for you to keep your company’s name and product visible to your customers. Remember, if you plan to make any changes to your existing ad, you will need to send the updated ads to the MICA office by the 15th of the month. Be sure the ad files are sent in either .tif or .jpeg format to our e-mail address at mica@tconl.com. PDF formatted files do not copy clean. Any pdf formatted ads will have a fuzzy print to them.

Please remember to inform the MICA office of any address or phone number changes, or any changes to the names of your key employees. We need your help in keeping your membership listing up to date.
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U.S. LABOR DEPARTMENT'S OSHA TEMPORARILY WITHDRAWS PROPOSED COLUMN FOR WORK-RELATED MUSCULOSKELETAL DISORDERS

WASHINGTON – The U.S. Department of Labor's Occupational Safety and Health Administration announced that it has temporarily withdrawn from review by the Office of Management and Budget its proposal to restore a column for work-related musculoskeletal disorders on employer injury and illness logs. The agency has taken this action to seek greater input from small businesses on the impact of the proposal and will do so through outreach in partnership with the U.S. Small Business Administration's Office of Advocacy.

"Work-related musculoskeletal disorders remain the leading cause of workplace injury and illness in this country, and this proposal is an effort to assist employers and OSHA in better identifying problems in workplaces," said Assistant Secretary of Labor for Occupational Safety and Health Dr. David Michaels. “However, it is clear that the proposal has raised concern among small businesses, so OSHA is facilitating an active dialogue between the agency and the small business community.”

According to the Bureau of Labor Statistics, MSDs accounted for 28 percent of all reported workplace injuries and illnesses requiring time away from work in 2009.

The proposed rule would not change existing requirements about when and under what circumstances employers must record MSDs on their injury and illness logs. While many employers are currently required to keep a record of workplace injuries and illnesses, including work-related MSDs, on the OSHA Form 300 (Log of Work-Related Injuries and Illnesses), the vast majority of small businesses are not required to keep such records. The proposed rule would require those employers already mandated to keep injury and illness records, and to record MSDs, to place a check mark in the new column for all MSDs.

Prior to 2001, OSHA's injury and illness logs contained a column for repetitive trauma disorders that included noise and many kinds of MSDs. In 2001, OSHA separated noise and MSDs into two columns, but the MSD column was deleted in 2003 before the provision became effective. This proposal would restore the MSD column to the Form 300.

OSHA and the U.S. Small Business Administration's Office of Advocacy jointly will hold a meeting to engage and listen to small businesses about the agency's proposal. Small businesses from around the country will be able to participate through electronic means, such as telephone and/or a Web forum. Details of the meeting will be announced within 30 days. OSHA also will conduct a stakeholder meeting with other members of the public if requested.
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NEW SIMPLE CALCULATORS ILLUSTRATE THE BENEFITS AND VALUE OF MECHANICAL INSULATION

Three new simple calculators related to mechanical insulation have been introduced in the Mechanical Insulation Design Guide (MIDG):

- **Energy Loss, Emission Reduction, Surface Temperature, and Annual Return Calculators:** These calculators estimate the performance of an insulated system given the operating temperature, the ambient temperature, and other details about the system. As an aid to understanding the relationships between energy, economics, and emissions for insulated systems, two simple spreadsheet calculators have been developed: one for equipment/vertical flat surfaces and one for horizontal pipe applications.

- **Financial Calculator:** This calculator was developed to provide a simple example of specific financial returns related to investments in mechanical insulation: Simple Payback in years, Internal Rate of Return (IRR or ROI), Net Present Value (NPV), and annual and cumulative Cash Flow. It can be used for an overall mechanical insulation project or for a small mechanical insulation investment such as insulating a valve or replacing a section of insulation.

These calculators will be useful for the beginner or experienced professionals in the construction, design, specification, maintenance, management, and budgeting fields. The Mechanical Insulation Design Guide is currently used by design professionals, corporate management, facility owners and managers, energy and environmental consultants, mechanical engineering teachers, and mechanical insulation industry manufacturers, distributors, and contractors, among others. The new calculators, located at [www.wbdg.org/midg](http://www.wbdg.org/midg), join several existing calculators: Time to Freezing for Fluid in an Insulated Pipe, Temperature Drop, Simple Heat Flow, and Controlling Surface Temperature.

The new simple calculators were developed for MIDG by the Mechanical Insulation Education and Awareness Program, part of efforts by the Department of Energy's (DOE) Industrial Technologies Program's Save Energy Now initiative to improve the energy efficiency of the U.S. industrial and commercial sectors. Project Performance Corporation and the National Insulation Association, in conjunction with its alliance with the International Association of Heat and Frost Insulators and Allied Workers, are working together to design, implement, and execute the Mechanical Insulation Education and Awareness Program.

NIA ENDORSES CONSENSUSDOCS DOCUMENTS

The National Insulation Association has endorsed the ConsensusDOCS contract documents, joining 30 leading construction industry organizations in supporting these documents. NIA members can now receive a discount on ConsensusDOCS; members should contact nia-info@insulation.org to receive the promotional code.

ConsensusDOCS offers a catalog of more than 90 contract documents covering all methods of project delivery. ConsensusDOCS contracts incorporate fair risk allocation and best practices to represent the project’s best interests. ConsensusDOCS are the only standard contract documents written and endorsed by 29 Coalition members representing Designers, Owners, Contractors, Subcontractors, and Sureties (DOCS).

ConsensusDOCS standard construction contracts are organized into five convenient series providing more than 90 individual documents, including:

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ConsensusDOCS were drafted by expert construction practitioners and professionals with hundreds of years of combined experience. ConsensusDOCS will be publishing revised editions of its core agreement on January 19, 2011.
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FMI EXAMINES THE BENEFITS OF SCENARIO PLANNING WITH LATEST STUDY ON HOW TODAY’S LEADERS ARE USING FUTURE CONTINGENCIES TO PLAN STRATEGICALLY

Raleigh, N.C., January 10, 2011– A new study by FMI, the largest provider of management consulting and investment banking to the engineering and construction industry, examines the benefits of scenario planning to prepare for the uncertain future. The study, entitled “Visionaries: How today’s leaders are using future contingencies to plan strategically” uses real cases studies to demonstrate how firms can proactively prepare for the unknown, minimizing the effects of changing events.

With so many companies impacted by the recent recession, preparing for future uncertainties has become ever more crucial. Firms that emphasize anticipation of and adaptability to changing circumstances will not only survive the changes the design and construction industry is undergoing, but thrive on those shifts. Scenario planning – the practice of developing strategic plans for possible future outcomes – is a critical discipline that helps companies remain prepared and nimble in the context of both internal and external change.

“Not knowing what the world was going to be like,” said Mike Yoeman, COO, Pertee Engineering “the idea of having vetted these options against more than one future gives us some confidence that we can adapt what we’re doing as we move forward.”

From the perspective of companies who have successfully adopted the practice, FMI’s research discusses some of the different methods leading design and construction firms have used to explore scenario planning and provides a brief guide to the process. Download the report: “Visionaries: How today’s leaders are using future contingencies to plan strategically” go to www.fminet.com/assets/research/StrategyandScenarioPlanning.pdf

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Top picture: The MICA Board of Directors hard at work.
Bottom picture: The First Couple of MICA, President Jim Markham and First Lady Constance.
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NEW CONSTRUCTION STARTS IN DECEMBER JUMP 19 PERCENT; ANNUAL TOTAL FOR 2010 SLIPS 2 PERCENT TO $412 BILLION

New York, N.Y. – January 21, 2011 – New construction starts in December climbed 19% to a seasonally adjusted annual rate of $450.2 billion, according to McGraw-Hill Construction, a division of The McGraw-Hill Companies. Nonresidential building rebounded after a weak November, and non-building construction was lifted by the start of several large electric utility projects. Meanwhile, residential building in December showed slight growth, continuing the gradual upward trend of recent months. For 2010 as a whole, total construction starts dropped 2% to $412.5 billion, a less severe decline than the 24% plunge for 2009.

The December statistics produced a reading of 95 for the Dodge Index (2000=100), up from November’s 80. For all of 2010, the Dodge Index came in at 87. “The construction start statistics during the past year fluctuated over a set range, with December coming in at the high end of that range while November was at the low end,” stated Robert A. Murray, vice president of economic affairs for McGraw-Hill Construction. “In effect, the pace of contracting has stabilized, after the steep correction of prior years, although renewed expansion for total construction has yet to take hold given this ongoing up-and-down pattern.

The year 2010 did include some positive developments, such as the initial stage of recovery for housing while the rate of descent for commercial building eased. However, institutional building lost further momentum, and public works construction began to retreat. For 2011, overall construction activity would benefit if the U.S. economy can show more solid job growth and loan availability improves, but tight government budgets will remain a constraint.”

Nonresidential building in December climbed 25% to $159.2 billion (annual rate). Leading the way was a 172% surge for healthcare facilities, which reflected the start of six massive hospital projects valued each at $200 million or greater. At the top of the list was the $1.0 billion medical center for the University of California at San Francisco, followed by the $690 million Parkland Hospital replacement in Dallas TX. Transportation terminal work also showed a large increase in December, rising 127%, with the push coming from the start of a $450 million airport terminal modernization at Love Field in Dallas TX. The educational building category in December rose 7%, helped by the start of the $225 million George W. Bush Presidential Library in Dallas TX, while amusement-related work increased 3%. Institutional categories that lost momentum in December included public buildings, down 19%; and churches, down 15%.

(Continued on page 25)
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On the commercial side, office construction in December advanced 56%, aided by the start of four large data centers located in Pryor OK ($300 million), Chaska MN ($100 million), Quincy WA ($36 million), and Forest City NC ($25 million). Hotel construction in December rose 11%, due to the start of a $100 million hotel renovation project in New York NY. Store construction in December grew 4%, but warehouse construction fell 35%. Manufacturing plant construction in December plummeted 68%, following its elevated amount in November.

For 2010 as a whole, nonresidential building dropped 9% to $152.0 billion. The commercial sector retreated 17%, not as steep as the 43% decline that was reported for 2009. Store construction fell a relatively moderate 8%, as a steady volume of renovation work partially offset decreased activity for projects classified as new and additions. The other major commercial categories were not able to show the same resilience, as they registered these 2010 declines – warehouses, down 21%; offices; down 24%; and hotels, down 29%. The office category in 2010 continued to see large government-related projects reach groundbreaking (such as the $369 million headquarters for the U.S. Coast Guard in Washington DC), although not to the same extent as what took place in 2009. At the same time, the office category in 2010 received support from more data center work, groundbreaking for several corporate headquarters, and a few instances where deferred projects resumed construction, such as the World Trade Center Tower 3 in New York NY. Manufacturing plant construction in 2010 fell 15%, a more moderate loss of momentum compared to the 68% slide for 2009.

The institutional sector in 2010 dropped 6%, as tighter fiscal conditions restrained construction for several institutional structure types. The educational building category fell 6%, reflecting weaker activity for K-12 school construction while university-related projects held steady in dollar terms. The public buildings category plunged 35%, as groundbreaking for new courthouses and military-related work subsided. Church construction in 2010 retreated an additional 31%, and amusement-related projects slipped 6%. On the plus side, healthcare facilities increased 12% in 2010, aided by the start of numerous large hospital projects, as this category began to rebound after its 33% downturn in 2009. Transportation terminal work in 2010 grew 20%, helped by the start of such massive projects as the $3.0 billion transit hub in lower Manhattan NY and $1.1 billion for terminal work at Los Angeles International Airport.

FUTURE MICA MEETING DATES

54th Annual Spring Convention — June 19 — 22, 2011, The Four Seasons Hotel St. Louis, St. Louis, Missouri.

Fall 2011 Annual Fall Business Meeting — October 19 & 20, 2011, Embassy Suites Downtown, Omaha, NE.

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

The following is an update from Michele M. Jones,
CMP, Executive Vice President/CEO of NIA:

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

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

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

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

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

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

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

NEW MICA MEMBERS

As we begin 2011, we are pleased to recognize two new member firms in MICA. The Board of Directors has approved the applications for membership of All Thermal Insulation Co., in Park Ridge, Illinois, and Visionary Industrial Insulation in Kapolei, Hawaii.

All Thermal Insulation is a merit shop contractor in the Chicago area. The company has been in business for over 25 years. Mike Jasinski, President of All Thermal is pleased to be a member of MICA and is looking forward to attending upcoming meetings and seminars. Please add the following contact information into your MICA Directory:

All Thermal Insulation Co.
831 West Touhy Avenue
Park Ridge, IL 60068
Mike Jasinski, President
847-698-7543
Fax; 847-698-7545

Visionary Industrial Insulation is the master distributor for HITLIN Industrial Insulation, a revolutionary new product with superior thermal conductivity, great workability and water resistance. The company is represented throughout North America. Dan Plaskett, Vice President and CFO for Visionary attended our spring convention in Wisconsin and is excited about becoming a participating member of MICA. Please add the following contact information into your MICA Directory:

Visionary Industrial Insulation
2112 Lauwiliwili Street
Kapolei, HI 96707
Daniel Plaskett, Vice President, CFO
888-984-7776
Fax; 866-439-7415
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FSJ Vapor Seal Squares
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