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****MEDIA ADVISORY****

FOR IMMEDIATE RELEASE

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Emerging Markets Task Force Tool Box for Contractors

The National Energy Management Institute (NEMI) is pleased to announce the availability of an Emerging Markets Toolbox. This toolbox was developed over a course of years by NEMI's Emerging Markets Task Force, who concentrated on the future markets of building commissioning, recommissioning, indoor air quality (IAQ) and energy management.

Pursuing its stated mission *to identify emerging markets and employment opportunities and to develop programs to capitalize on them*, NEMI completed comprehensive analyses of building commissioning, energy management and IAQ practices. Each of these three markets offers significant, but varying, growth potential. With the proper training and tools the sheet metal industry can position itself to capture a significant share of these emerging markets.

These three markets, although unique, do share one important perspective – total facility cost. Proper application of these three practices can significantly lower a building owner's total out-of-pocket costs, ranging from operational to legal. Despite the cost savings that commissioning, energy management and IAQ can deliver the building owner, these practices remain the exception rather than the rule. This is caused by the typical construction project delivery process, traditional contracting practices, and industry structure.

This Emerging Markets Toolbox contains a CD and a book of instructions that will assist contractors in making a successful transition into these markets. Contact NEMI at 703.739.7100 or info@nemionline.org to order this helpful material.

The National Energy Management Institute (NEMI) is a not for profit organization sponsored by the Sheet Metal Workers' International Association (SMWIA) and the Sheet Metal and Air Conditioning Contractors' National Association (SMACNA). NEMI's mission is to identify emerging markets and employment opportunities and to develop programs to capitalize on them.

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