



*Michael E. Clark*

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## The Choctaw Academy Initiative and Rebranding of RCI

The theme of this month's *RCI Interface* is "Historical Restoration." Many of you, I would bet, have worked on a project that involved a historical building. Whether it is a reroofing project or one intended to deal with leaky windows or deteriorated exterior walls, I believe we all should attempt to accomplish our work in such a way as to maintain the historical fabric of the building. RCI, as an association, also believes that the principle of preserving history should, wherever feasible, be incorporated into building envelope/enclosure projects involving historical structures. The RCI Foundation (RCIF) is of like mind.

Speaking of historical restoration, earlier this year, RCI and the RCIF joined with various stakeholders to form The Choctaw Academy Initiative. Perhaps you saw the Newsfeed article by RCI's own Tara Wilson in July 2018 (<http://rci-online.org/rci-to-preserve-a-piece-of-american-history/>) and the August 2018 *RCI Interface* article describing the initiative? We are putting our money where our mouth is. On October 30, the first phase of the project began with \$27,200 in funding provided by the RCIF.

On behalf of RCI and the RCIF, I am asking our members and industry colleagues to join us with their support for this important initiative. We need your help to raise funds in the amount of \$400,000 over the course of the next two years to restore the roof and exterior walls of the surviving Choctaw Academy building. If each member of RCI contributes just \$150, our \$400,000 goal will be reached in no time. In addition to monetary donations, support is also welcome in the form of donations of materials and marketing support.

We are fast approaching the end of the

calendar year. This is traditionally the time when RCI chapter leaders meet to decide to which worthy causes and how much their chapter will donate this year. I ask that RCI chapter leaders, as well as individual RCI members, consider donating to RCI's Choctaw Academy Initiative ([http://www.rcifoundation.org/choctaw\\_academy\\_initiative.aspx](http://www.rcifoundation.org/choctaw_academy_initiative.aspx)).

Several of my President's Messages have touched on the state of RCI's brand. Starting in the May/June issue, continuing in July, and lastly in November, I outlined the brand assessment process that has been underway this year. To recap: the full Brand Assessment Report was made available for download by RCI members. We solicited input from RCI members at region meetings, chapter meetings, the online discussion board, and, most recently, at a meeting of the Fellows. And two open letters written by Fellows concerning branding were emailed to voting members. Taking all this information and member input into account, and in accordance with the provisions of Article 20 of the RCI bylaws, the RCI Board of Directors recently voted to amend RCI's bylaws and rebrand. By the time you read this message, RCI's Consultant and Consultant Affiliate members will be in the midst of the mandatory four-week voting period. If you are eligible to vote and have not yet voted, please vote.

I would also like to take this opportunity to wish everyone a Merry Christmas, Happy Hanukkah, Happy Boxing Day, and a prosperous New Year in 2019.

Lastly, be safe, have fun, and...

Keep Pushing the Envelope!

P.S. Don't forget Chapter of the Year Award applications are due to RCI by January 15, 2019!