



A FOND FAREWELL TO A SUCCESSFUL 2022 FOR THE BUILDING ENCLOSURE PROFESSION

By Brian Pallasch, CAE

IIBEC Chief Executive Officer and Executive Vice President

It feels like a good time to reflect on a productive year for IIBEC and the building enclosure profession, and to celebrate the IIBEC staff and volunteers who worked hard during 2022 to provide value to IIBEC members.

CONSULTANT MARKETING CAMPAIGN PROMOTES BENEFITS OF CONSULTANTS

Three years after rebranding as IIBEC, we launched a multiphased marketing, public relations, and education campaign to promote IIBEC Consultants as an integral part any building enclosure project. The goal of the campaign is to ensure that potential clients and the general public understand the scope and value of hiring an IIBEC Consultant.

We wanted to underscore the way our diverse, growing list of credentialed, ethical consultants can address the issues that building owners and operators face. A successful campaign will bring increased recognition of IIBEC in the building enclosure marketplace, improved understanding of building enclosure consultant roles, improved relationships with building-owner groups, and heightened recognition of the value of IIBEC Consultants. The campaign features a number of tools, including a website www.iibec.org/ consultant, five videos that help explain the role of building enclosure consultants, and a reimaged online membership directory to

better serve those seeking building enclosure consultants.

EDUCATION FOR BUILDING ENCLOSURE PROFESSIONALS

A core focus of IIBEC will always be ensuring that building enclosure professionals have the knowledge needed to be successful within their daily professional lives. After nearly two years of delays caused by the pandemic, over 1200 building enclosure professionals joined us in March for IIBEC's signature event—the IIBEC International Convention and Trade Show, featuring over 45 hours of education, a full exhibit hall, and, most importantly, in-person networking amongst peers for the first time since March 2019.

The IIBEC Education team updated IIBEC core courses. The following courses were updated in 2022: Rooftop Quality Assurance and Roof Technology and Science I. In addition, we worked with IIBEC's Mexico City Branch to offer courses in Spanish.

In November, nearly 300 building enclosure professionals attended the 2022 IIBEC/AEI Building Enclosure Symposium (BES) in Milwaukee, Wisconsin. This BES marked a first-time partnership between IIBEC and the Architectural Engineering Institute (AEI) of the American Society of Civil Engineers. We took some new approaches for the meeting—it featured dual tracks and three gen-

eral sessions—and we have been pleased by the response from those who attended.

ADVOCATING FOR BUILDING ENCLOSURE PROFESSIONALS

In 2022, IIBEC worked at the state, provincial, and national levels advocating on behalf of IIBEC Consultants. Specifically, we opposed bad procurement legislation in multiple states, urged a province to maintain smart building policies, and commented on federal programs and initiatives in Canada and the United States.

After advocating for five years, two IIBEC code change proposals related to minimum slope and secondary drainage during reroofing were adopted for the 2024 *International Building Code* (IBC) and *International Residential Code* (IRC). Adoption of these proposals will be a significant safety benefit for structures once these code changes are adopted.

CHAPTERS SERVING MEMBERS AT THE LOCAL LEVEL

A core of IIBEC's success has been the work of our 27 chapters and 9 branches, and in 2022 this has been especially true, with a record of more than 115 chapter events across North America. I was lucky enough to engage with chapters at 10 of those events, and I look forward to visiting more chapters in 2023. A new tool for IIBEC members looking for a chapter event is our event calendar, which can be found at <https://iibec.org/events/>

MEMBERSHIP AND CREDENTIALS GROWTH

We continue to see more individuals interested in being a part of this great organization, and in 2022 we saw nearly 4% growth in membership and a nearly 3% growth in credential holders, with over 2200 credentials held by building enclosure professionals.

CODE OF ETHICS UPDATED

IIBEC's Code of Ethics is integral to the organization's success in the building enclosure profession. It makes IIBEC stand apart from other organizations. In September, the IIBEC Board of Directors approved an update to the IIBEC Code of Ethics that addresses diversity and inclusion, and personal conduct. This new Code of Ethics can be found at www.iibec.org/code-of-ethics.

Thank you for your continued membership and participation. We look forward to serving you in 2023.

All the best,