



By Brian Pallasch

AS WE PRESS ahead with the 2024–2026 IIBEC Strategic Plan, I wanted to highlight advocacy—one of the plan’s four areas of focus, and one where our efforts are seeing increasing success.

As IIBEC Director of Government Relations John Boling reminds me often, when it comes to advocacy, if you’re not at the table, you’re on the menu. I’m pleased to report that IIBEC has been at the table for a number of advocacy efforts—sometimes behind the scenes, sometimes quite publicly.

As to the latter, past IIBEC president Bob Card, F-IIBEC, RBEC, RRC, RWC, REWC, REWO, testified at the end of January before a Washington state House committee in support of legislation that would streamline the State Building Code Council’s process for considering new model codes. (Watch Card’s testimony, starting at 40:09, here: <https://tvw.org/video/house-local-government-2024011602/?eventID=2024011602>.)

This kind of high-visibility advocacy appearance doesn’t come out of nowhere. It takes coordination and effort to ensure IIBEC’s message gets to policymakers. In this case, IIBEC identified a pair of bills in Washington state that were moving quickly to improve how the code council works, with a goal that the state would update its codes on a more regular basis. That’s a policy position that IIBEC supports, so we teamed with Darbi Krumpus, the IIBEC Puget Sound Chapter president, to send a letter endorsing both bills.

But IIBEC didn’t stop there. When we found out the state’s House committee would be holding a hearing on the bill, we asked Card to provide testimony in favor of the bill.

The end result? Both the House and Senate committees approved their respective versions of the bill, moving them one step closer to reconciliation and approval by the state’s governor.

How to Take Advantage of Roofing Day in D.C. and Other Advocacy Opportunities

All Levels of Government

The Washington state advocacy effort is just one of the most recent examples of IIBEC’s advocacy success. While Card’s appearance was before a state legislative committee, IIBEC’s advocacy efforts extend to the national and provincial levels.

Last year the RCI-IIBEC Foundation released *An Analysis of Unit-Price Procurement*, highlighting problems in the procurement process. To advance the aims of that report, IIBEC published a series of policy recommendations that its members could use when interacting with policymakers. To date those recommendations have been cited in more than a dozen letters to US and Canadian procurement officials, and nearly half of those letters have led to positive changes in procurement practices.

Codes and Standards Too

While legislation at the local, national, and provincial levels is highly visible and has a major impact on our industry, the codes and standards that provide the foundation for today’s buildings are integral to our members’ work.

In February of this year IIBEC hosted a webinar, “Influencing Building Codes on the National, Provincial, State, and Local Levels,” providing an introduction to the world of code development and opportunities for proposing local amendments. We hope the webinar encourages members to make a difference by getting involved with the development of building codes, a process that can include notifying the IIBEC Technical Advisory Committee (TAC) and Codes and Standards Committee of topics, issues, or concerns that the committees might consider for possible advisory development. IIBEC Technical Advisories are developed and approved by the TAC, reviewed and approved by the IIBEC Board of Directors, and then posted to the IIBEC website for use. No topic is too large or small to be considered, so let us know!

IIBEC Advocacy Starts with You

So where do you come in when it comes to IIBEC advocacy? At all stages!

If you see something—a bad procurement (proprietary specifications, no QBS, no open bidding) or a piece of pending legislation or a regulation that is negative for design professionals—let us know. Contact John Boling at jobling@iibec.org, or drop me a note at bpallasch@iibec.org. We’ll make sure we investigate the issue and take needed action engaging with chapter leaders, organizational allies, and policymakers to ensure IIBEC’s views are heard at the “table” so that we can best achieve IIBEC’s vision: that we be universally recognized as the leading authority in building enclosure consulting.

To that end, I hope you’ll be joining me at Roofing Day in D.C. 2024, April 16–17. We’ll head to Capitol Hill to meet with members of the US Congress. Sponsored by IIBEC, NRCA, and eight roofing-related associations, Roofing Day in D.C. is a great opportunity to experience the impact building enclosure consultants can have on their elected officials. If you are unable to travel to D.C., I encourage you to contact your chapter’s leadership and volunteer to serve on their advocacy committee. A majority of chapters have a committee or are in the process of forming one and could use your help. I guarantee the time commitment will not be onerous, and advocacy will strengthen our profession while making your consulting services more valuable.

Thank you in advance for your participation—and for your continued efforts to make IIBEC’s advocacy effective for building enclosure consultants.