



**By Brian Pallasch, CAE**

**IIBEC IS A** diverse organization that includes thousands of architects, engineers, design professionals, quality assurance observers, manufacturing representatives, and facility managers—experts in all that goes into the full building enclosure. But our expertise is most useful when we share it with others involved in building management, construction, maintenance and repair.

While building enclosure consultants often “speak the same language” as contractors and suppliers, there are two groups of industry stakeholders that benefit drastically from understanding the value of IIBEC consultant member services: building owners and facility managers

IIBEC continues to improve the public’s awareness and understanding of the role building enclosure consultants serve, which elevates the stature of consultants. In 2022 IIBEC launched a robust campaign to educate owners about the important role of consultants in successful building enclosure projects. This included a dedicated website ([www.iibec.org/consultant](http://www.iibec.org/consultant)), an online directory of IIBEC consultant members where owners can search by location and specialty; and a series of videos explaining how building enclosure consultants help solve problems. We are continuing to improve our education and credentialing programs for those seeking knowledge and choose to distinguish themselves in the industry.

We are also engaging and partnering with other organizations. That’s why IIBEC has partnered with both the Building Owners and Managers Association International (BOMA) and the International Facilities Management Association (IFMA) to promote the benefit of involving IIBEC members in helping them solve problems as well as avoiding problems with new designs.

# The Importance of Educating Building Owners

IIBEC exhibited at the last two BOMA conventions in 2022 and 2023 and we had numerous conversations about the need for owners to engage with IIBEC members and view them as trusted partners. The IIBEC International Member Directory, which was distributed at the shows, was a huge hit and resource for these building owners and decision makers. In January 2024, I was able to participate in BOMA’s Annual Business meeting in Washington, DC. The highlight for IIBEC was a 90-minute “speed-networking session” where I was able to connect with a dozen building managers and explain the value and benefit of engaging with IIBEC members.

I’m looking forward to this year’s BOMA conference, July 13-16, 2024, in Philadelphia, Pennsylvania, where IIBEC will speak with building owners, ensuring that they know how IIBEC members can assist in ensuring the safety and sustainability of their properties. At the Philly show, IIBEC members will present a 30-minute education session on the benefits of working with a building enclosure consultant to maintain and improve the enclosure.

In early 2024, IIBEC also entered into a strategic partnership with IFMA, the world’s largest and most widely recognized association for facility management professionals, supporting over 24,000 members in more than 100 countries. IIBEC is working with these folks—in charge of some of the largest assets and management budgets on the globe—to show the cost-effectiveness that results when building enclosure professionals are brought in on the front end of design and repair projects.

Among its many benefits, our new IFMA partnership will include:

- Discounted IFMA Professional Development courses for IIBEC members.
- IIBEC delivering thought leadership to the IFMA audience, which will help position IIBEC members as the best available technical resource for enclosure-related building challenges.
- IIBEC members presenting papers or seminar topics at IFMA conferences and meetings.
- Collaboration between our respective foundations working together on research projects.
- Shared reports, newsletters, and access to other technical data across our organizations.



*IIBEC Manager of Marketing and Sales Arissa Cooper and Senior Director of Membership and Credentials Alec Jeffries at the IIBEC Booth during the 2023 BOMA conference.*

Finally, IIBEC just created a new Task Force on Owner Education with a goal of creating tools for use by IIBEC and building enclosure professionals. These tools will be used to educate owners about the benefits of using building enclosure consultants and credentialed professionals. This task force—made up of building enclosure consultants, manufacturers, and facility managers—will deliver tools to build more effective partnerships between consultants and owners.

Back in 2022, I wrote the following in *IIBEC Interface* about the power of partnerships: “IIBEC’s vision—to be ‘universally recognized as the leading authority in building enclosure consulting’—can be achieved only through partnerships with members, manufacturers, chapters, and peer associations. These partnerships provide IIBEC with new ideas, insights, momentum, and member value. As we strive to reach that vision, IIBEC has renewed its focus on partnerships—and the benefits are starting to be realized by IIBEC members.” That renewed focus extends to building owners and facility managers—another phase in pursuing IIBEC’s vision and maximizing its impact across the building enclosure space. Our outreach to these industry professionals is only one of the many benefits of IIBEC membership. With your continued support, we can continue to advance our cause, increase our visibility, and make the future stronger and more sustainable for our industry.