



CHAPTERS: THE HEART AND SOUL OF IIBEC

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IIBEC Chief Executive Officer and Executive Vice President

While members are the backbone of IIBEC, our local chapters are the heart and soul. They engage local IIBEC members day in and day out while functioning as a direct link to local ideas, problems, and solutions. Chapters are an integral part of achieving IIBEC's vision to be "universally recognized as the leading authority in building enclosure consulting."

Over the course of the past few years, IIBEC chapters have adapted to our new normal, enhancing both educational and social offerings to allow for more hybrid models. Even now, as we are finally able to meet in person, these changes have allowed members across North America to join events far outside of their local area, bringing even more value to their membership.

CHAPTER EDUCATION AND EVENTS

It has been great to see the increase in activity of IIBEC chapters in 2022. To date, chapters have planned over 100 events this year alone. The commitment of our volunteer chapter leaders illustrates their dedication to their local peers and their commitment to strengthening the profession. While on an international level IIBEC provides annual events like our International Convention and Trade Show, our Building Enclosure Symposium, webinars, and on-demand learning, it is our chapters that consistently engage at a local level to create the

IIBEC community, working to enrich not only members' professional lives but their personal lives as well.

IIBEC is working diligently to showcase the activities and achievements of our chapters through our enhanced monthly "Chapter News" posts and a new "Chapter Spotlight" feature that highlights a different chapter every month on iibec.org. Additionally, we remade the **IIBEC events calendar** (iibec.org/chapter-events-calendar) to include a full listing of chapter events across North America. To make sure our members never miss out on a class or event, chapter event listings and announcements are now included in the IIBEC weekly newsletter, *See What We're Building This Week!*, as well as through our various social media channels.

The events and the work chapters do at the local level are a key part of increasing the recognition and value of IIBEC for all building enclosure professionals. This will be enhanced as the **Consultant Member marketing campaign** (iibec.org/consultant) continues to expand and add additional tools for IIBEC members.

CHAPTER ROLE IN ADVOCACY

Part of IIBEC's strategic plan focuses on helping chapters influence public policy on a local level. Part of achieving that goal was to hire a dedicated staff person to manage IIBEC's advocacy activities. John Boling joined the IIBEC team as director of government relations in 2021.

Since joining IIBEC, Boling has been working with the Advocacy Committee to develop a

series of policy statements that define IIBEC's positions on significant policy issues. These policy statements are approved by the IIBEC Board of Directors and can be used by IIBEC chapters and members to influence public policy at all levels of government. Visit iibec.org/advocacy to see the current list of policy statements.

These new IIBEC policy statements provide chapters a valuable assist in achieving the strategic goal of "influencing local public policy issues." IIBEC's role is to serve as a resource and partner rather than directing a chapter to take some action. IIBEC can help chapters establish an advocacy program, provide information on proposed state legislation, and provide strategic advice. I would encourage chapter leaders to identify one local member who is interested in public policy and willing to volunteer to be the chapter's advocacy contact. This will ensure IIBEC has the correct person to contact when an issue arises at the local level.

SEE YOU AT A CHAPTER MEETING

During the first half of 2022, I was able to visit five IIBEC chapters, and three of these visits were in person. It was great to connect face to face with IIBEC members, some of whom I hadn't seen in a couple years, some of whom I'd seen at our recent convention, and others I had not met before. What I took away from all of my interactions was a strong belief in IIBEC and its mission. These visits also provided opportunities to get real-time feedback on how IIBEC can better serve our members and chapters. I am looking forward to getting back on the road and visiting a chapter event near you.

If you are thinking about taking a more active role in shaping the profession, there is no better time than now at the chapter level. IIBEC chapters begin looking for new volunteers in September. If you're not sure you're qualified or ready, IIBEC provides year-round support and training to all of our volunteer leadership because member and chapter success *is*, after all, IIBEC's success.

I look forward to seeing you at a local chapter meeting.

All the best,