



By Brian Pallasch, CAE

**WITH FALL ARRIVING** this month, kids have returned to school and my alma mater is sending me reminders about upcoming class reunions and the fall football schedule. It's enough to make me nostalgic for my own college experience, when I was figuring out the career direction I wanted to take.

But memories of my time at school aren't limited to nostalgia. They also stir thoughts of *lifelong learning*—the learning we pursue and profit from well past the day we receive our undergraduate or graduate degrees. Education extends into our working lives, helping us achieve and sustain business success.

I just returned from Cleveland, Ohio, where I spent 4 days at the annual convention of my professional association, the American Society of Association Executives (yes, there's an association for associations), continuing to engage in lifelong learning to ensure that IIBEC is on the cutting edge for associations and is providing the best value to its members.

How do we achieve that lifelong learning? By keeping up with professional and industry developments. For building enclosure professionals to continue their learning and professional development, IIBEC must deliver its educational resources, whether in person or online, in the most efficient, effective way possible, ensuring that our consultants are the best educated in the world.

That's why we've been making improvements to the platforms that allow you to access IIBEC's technical and educational content. For instance, our technical library, the Hub ([iibec.org/hub/](http://iibec.org/hub/)), now has more

## Education Season Is Upon Us

than 2,000 fully searchable resources to help bolster your knowledge and give you the guidance you need to confidently address today's building enclosure-related challenges. (On top of that, Hub access is completely free for IIBEC members.)

Beyond the Hub, we have our online learning platform, LearnUpon, where you'll find abundant webinars and education courses to keep you informed about industry trends. The platform features more than 100 on-demand presentations from industry experts on roofing, waterproofing, exterior walls, and building commissioning, as well as material that focuses on ethics, diversity and inclusion, and how you can become an expert witness during litigation.

### IN-PERSON LEARNING

While online learning is increasingly popular with the building enclosure consulting community, there's something about in-person learning that just can't be duplicated when pursuing education on your own. Our fall meeting this year, the 2024 IIBEC/OBEC BES—the first time IIBEC has come together with the Ontario Building Envelope Council—will deliver 20 concurrent sessions plus 2 general sessions, including cutting-edge, relevant solutions for design, construction, below-grade waterproofing, restoration, sustainability, and building enclosure commissioning. And it's all happening in Toronto, Ontario—a chance for our hundreds of Canadian members to show off their beautiful country! I can't wait to take it all in. I hope you'll be there, in person, to join me.

In-person learning will continue next year, when our annual convention and trade show, March 6–9, 2025, returns to the Rosen Shingle Creek in Orlando, Florida.

We've learned what it takes to bring you the industry's premier event, and we're determined to make it even better with each passing year. As I write this, our Annual Convention Committee already has reviewed submitted abstracts to ensure that the 24 concurrent and 3 general sessions in Florida feature can't-miss content.

IIBEC's 26 local chapters also provide the opportunity to participate in local learning opportunities and frequent education events, allowing IIBEC members to pursue lifelong learning at the local level. You can find a listing of these events on the IIBEC calendar under the "Education & Events" tab at [iibec.org](http://iibec.org).

Beyond everything already mentioned, the IIBEC education team is working hard to bring new educational offerings to our members next year, including such updated IIBEC Core Courses as *Reroofing*, *Architectural Sheet Metal Flashing*, *Professional Building Consulting*, and new courses on roof drainage design and stucco. On top of all of that, the committee is developing new webinars on concrete and sealants, and the IIBEC education team will be rolling out new monthly educational offerings soon.

As you can see, there are a lot of opportunities for lifelong learning this fall and for all of 2025. We hope you'll take advantage of these improvements—both online and in person—as we advance the profession of building enclosure consulting.