

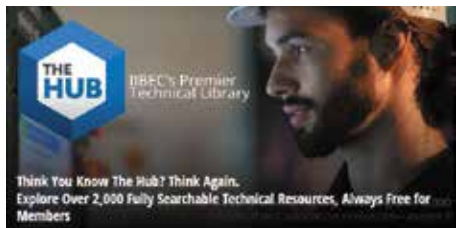


By **Brian Pallasch, CAE**

IT'S BEEN A busy—a *wonderfully* busy—2024 for IIBEC and building enclosure consultants. As I write this, our members in Canada are wrapping up their thanksgiving celebrations and US Thanksgiving is just around the corner. The holiday has me reflecting on a year of change and growth that has moved IIBEC forward in its pursuit of the advancement of the profession of building enclosure consulting.

Here are some of the highlights 2024 has brought so far. Join me in giving thanks for these developments at IIBEC.

- IIBEC continues to serve our growing membership with new ways to highlight IIBEC credentials (digital credentials badges, a new credentials FAQ at iibec.org/credential-faq/), a growing number of IIBEC webinars and education sessions, *IIBEC Interface* and *The Weekly Enclosure* newsletter, a mentorship program (Project Excel), and continued chapter growth and development. We've also added Heidi Arsenault as manager of credentials and Tiffany Camperos-Brizuela as our credentials specialist.
- Our meetings in the spring and fall—already premier industry gatherings—grew stronger, whether it was our well attended 2024 International Convention and Tradeshow in Phoenix convention or the 2024 IIBEC/OBEC BES in Toronto, Canada, which drew record attendance! I'm sure I wasn't the only person



In a Thankful Mood

who left BES encouraged by our successful partnership with OBEC, and our first meeting in Canada in six years. We brought together nearly 350 industry leaders to share their knowledge and expertise about building enclosures.

- Our record meeting attendance is fueled by strong membership growth. Three-quarters of the way through the calendar year, IIBEC has welcomed 604 new members, for a total of 3,682 active members. The latter number has already exceeded our total-member goal for all of 2024! (And our new member goal is on track to be surpassed soon—maybe by the time you're reading this column.)
- Our new awards program, the Excellence in Building Enclosure Consulting Awards, debuted in March, with an outstanding group of inaugural winners in 2024. In the second year we received more nominations than the year before, and we look forward to announcing those winners at the Awards Ceremony in Orlando in March 2025.
- Recognizing that there are many ways to tell IIBEC's story, we're also reaching our members in new ways, building on a still robust legacy of print materials (*IIBEC Interface*, *The Guide: An Overview of IIBEC Services*) with our widely read weekly e-newsletter, *The Weekly Enclosure*; informative emails highlighting IIBEC opportunities; a digital edition of our magazine; and a growing number of social media platforms. Have you followed us on Instagram, our newest social media channel? Just search "IIBEC2020."
- This year, we have made available a series of videos that tell the story of how IIBEC consultants improve building enclosure projects. Check them out in the "Why Join IIBEC?" part of our homepage (iibec.org) or at our YouTube channel (youtube.com/@iibec2020). There you'll find a rotation of videos that includes:

- *Roofing: IIBEC Consultants: Your Best Building Advocate*
- *Roofing: IIBEC Consultants: Your Ally in Insurance Claims*
- *Exterior Walls: Should You Fix or Replace Your Exterior Walls*

- *Exterior Walls: The Guardians of Your Exterior Walls*
- *Building Enclosures: Why You Should Care about Enclosures*
- *Building Enclosures: IIBEC Consultants Solve Conflicts of Interest*
- *Building Enclosures: IIBEC Consultants: Your Complete Building Solution*
- *Building Enclosures: IIBEC Certifications and Material*
- *Building Enclosures: IIBEC Consultants, Your Total Building Experts*
- *Waterproofing: Waterproofing Buildings Is a Priority*
- *Waterproofing: IIBEC Consultants Fix Water Intrusion*
- *The Value of IIBEC Membership*

We know how important and valuable IIBEC's technical content is to members. That's why I'm thankful we've made *IIBEC Interface* technical articles and proceedings available, anytime, to IIBEC members via the Hub—IIBEC's technical library, with more than 2,000 fully searchable technical articles.

Finally, what I am most thankful for is the tremendous work and contributions made by the IIBEC staff and volunteers during the past year. The staff has embraced the IIBEC mission and works tirelessly to serve IIBEC and the profession. Additionally, chapter leaders, committee members, and the IIBEC Board of Directors give their time and expertise to make IIBEC the leading organization for the building enclosure profession. These contributions include leading our committees, speaking at our meetings, mentoring emerging professionals (or being a mentee), and running local chapters. To all the volunteers, thank you for all you do on behalf of IIBEC!

It's been a very good year—thanks to all of you. Next month, I am excited to share with you how we have advanced the IIBEC strategic plan during 2024. Let's keep the momentum going by building on what we've accomplished this year.