



By Robért Hinojosa,
F-IIBEC, RBEC, RRO,
REWO, PE, CDT
President

Focusing on the First "I" in IIBEC

IN MY TYPICAL president's message, I tend to emphasize the "BEC" (building enclosure consultants) in "IIBEC." This, of course, makes sense because our shared profession is the foundation of the IIBEC community. This month, however, I want to focus on the first "I"—*international*. IIBEC is an international organization, and I believe that international outreach is a key to our future success:

- We can help advance our profession by sharing our body of knowledge with colleagues worldwide.
- We can learn from the best practices of building enclosure professionals in other countries.
- We can expand our businesses by being open to—and prepared for—international opportunities.

IIBEC's position as an international organization was on full display at the 2024 IIBEC/OBEC BES, which, as I write this column, just concluded. The conference was held in Toronto, Ontario, and it drew nearly 350 registrants—a BES record! The range of educational sessions at BES reflected the range of technical and professional issues that concern building enclosure professionals regardless of their place of business. What's more, the camaraderie at the event demonstrated the strength of the ties between the Canadian IIBEC members who hosted the event and those of us from other countries who attended.

IIBEC is making great strides to expand our international ties beyond the borders of Canada and the US. While most of our membership is from those two countries, we have members from nine other countries: Mexico, Australia, Barbados, Cayman Islands, Chile, Indonesia, Italy, New Zealand, and Qatar.

One of our top international outreach priorities is expanding IIBEC's presence in Mexico, which has a construction industry valued at approximately US\$120.6 billion. IIBEC is one of the sponsors of Mexico Roofing Day, a two-day conference being held this year on November 7 and 8 in Monterrey, Mexico (iibec.org/iibec-events/mexico-roofing-day). Like the

BES education sessions, the sessions at Mexico Roofing Day illustrate the common interests of building enclosure professionals across North America. Topics include sustainability, FM and ASCE 7 standards, reroofing, coverboards, and single-ply membranes. I attended Mexico Roofing day in 2023, and it was an outstanding event! This year, our first vice president, Chris Dawkins, PE, will be attending and presenting on behalf of IIBEC.

Language barriers are an ongoing challenge in any organization's efforts to serve an international community. IIBEC is tackling this challenge by offering translations of our website into several languages: Arabic, Chinese, French, German, Italian, and Spanish. The translation option is found at the bottom of every web page, under the IIBEC contact information. We have also recently debuted a video in French about the history and influence of IIBEC chapters in Canada (vimeo.com/1009167277) and another video in Spanish about how IIBEC is helping advance the Mexican building enclosure profession and address issues such as air quality in Mexico City buildings, safety in hurricane zones, and navigation of building code requirements (vimeo.com/1009167705). It is our hope that building enclosure professionals worldwide will benefit from IIBEC's body of knowledge and will feel welcome to join us.

While we are part of an international community, each of us is also profoundly shaped by our local and national identities. In Canada, Thanksgiving is celebrated in October. In the US, we celebrate Thanksgiving this month. Beyond the football and the feasting, the point of this holiday is to express gratitude for what we hold dear. In the spirit of that tradition, I want to express my thanks to every IIBEC member. I am grateful for what you contribute to our organization, your communities, and the entire world.

CONNECT



Instagram

www.instagram.com/IIBEC2020



FACEBOOK

www.facebook.com/IIBEC2020

X @IIBEC

www.x.com/IIBEC2020



LINKEDIN

www.linkedin.com/company/iibec2020



The IIBEC website features an option to translate pages into several languages.