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New Year's Resolutions

HAPPY NEW YEAR! I hope you are feeling optimistic and excited for what lies ahead in 2025. Have you made any new year's resolutions? Let's consider how attending the 2025 IIBEC International Convention and Trade Show in Orlando, Florida, March 6-9, can help you keep them.

- **I resolve to expand my horizons and learn something new.** If you want to become more knowledgeable about building enclosure sciences, technology, and best business practices, you definitely should attend the IIBEC International Convention and Trade Show. IIBEC will be offering 3 general and 24 concurrent education sessions, on topics such as roofing, waterproofing, exterior walls, and building commissioning. Whether you are new to the building enclosure profession or an experienced consultant, there will be multiple sessions suited to your needs and interests, and you can earn continuing education hours.
- **I resolve to advance my career or grow my business.** In my opinion, one of the best ways for building enclosure professionals to network, exchange ideas, and identify new business avenues is to attend the IIBEC convention. As I've mentioned before, I met one of my first mentors at the 2002 convention in Galveston, Texas, and that was a game-changing event in my career. Since then, I have met numerous other tremendous individuals at the convention, including past, present, and future IIBEC leaders. Many of these people have been invaluable to me as advisers, collaborators, and partners in business. A similar opportunity may be waiting for you at this year's convention in Orlando.
- **I resolve to reconnect with old friends and make new ones.** Come to the convention! If you have attended the IIBEC convention in the past, you know that these events are a great chance to catch up with long-time friends and to find new ones among your colleagues from across North America. Some

of my best friends to this day are industry colleagues who I met through IIBEC. If you are thinking about attending for the first time but are nervous that you might not know anyone else there, don't worry. You'll find that we're a welcoming community, and we want you to join us.

- **I resolve to contribute to deserving causes.** There are, of course, many ways that you might fulfill this resolution, including (you guessed it!) attending this year's IIBEC convention. Among the highlights of our time together will be two fun events that support the good work of the RCI-IIBEC Foundation and RCI Foundation Canada: the golf tournament and the auction. Also, you'll be able to see firsthand the impact that giving to the foundation has on the next generation of building enclosure leaders—more than 30 of the students attending the convention will be sponsored by the foundation.
- **I resolve to fight the winter blues.** According to some weather forecasts, this winter could be a rough one in parts of the US and Canada, with more precipitation than usual. Register now for the IIBEC convention, and you can daydream about your upcoming trip to sunny Orlando while you shovel your driveway.
- **I resolve to practice self-care.** The site of this year's convention is, again, the luxurious Rosen Shingle Creek, which has proven to be an IIBEC crowd favorite over the years. While the convention schedule is jam-packed, you can also plan some time to use the spa services, eat in fabulous restaurants, order room service, and otherwise "treat yourself."

IIBEC and I have resolved to make this year's convention the best one yet, and I will bet that we succeed in that commitment. For more information about what we've planned, visit <https://iibeconvention.org>. I can't wait to see you in Orlando!

Robért Hinojosa

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