



**By Brian Pallasch, CAE,
EVP & CEO**

IT'S COLD HERE on the East Coast as I sit down to write this—with snow on the ground (yes, even this morning in Raleigh, North Carolina), more cold temps on the way, and two months of winter still ahead. I'm prepared (I think) for another North Carolina winter, but days like these remind me how grateful I am that my work for IIBEC allows me to visit members across North America.

Soon enough, it will be time to travel to the 2026 IIBEC International Convention and Trade Show—and I hope you'll be able to join your fellow IIBEC members and me there. For the first time in a couple years, our convention and trade show are heading to the West Coast, to a brand-new location for IIBEC: Sacramento, California.

Here are just a few reasons you'll want to be there March 12-15:

- **More than 1,700 building enclosure professionals** from around the world will gather at the SAFE Credit Union Convention Center in downtown Sacramento—the heart of the city's performing arts district.
- **A vibrant, welcoming host city**, offering everything from Gold Rush-era attractions to farm-fresh dining and local craft breweries.
- **The industry's best education and trade show**, packed with networking opportunities, our Annual Meeting of the Members, and the President's Banquet.

See You Out West for Our Annual Convention

- **Year Three of the Excellence in Building Enclosure Consulting Awards**, recognizing exceptional contributions to the performance and advancement of building enclosures.
- **Over 12 hours of in-person IIBEC learning**, with opportunities to earn Continuing Education Hours.
- **A two-day trade show** featuring exhibitor conversations, six live product demonstrations, a sponsored breakfast, and a reception right on the show floor.

AUXILIARY SEMINAR—AND MORE

This year's auxiliary seminar, held Thursday, March 12, is *Reroofing*, co-presented by longtime convention favorite Aaron B. Nelson, RBEC, RRO, and IIBEC Region VII Director Stephanie Robinson, BASc, PEng. This full-day seminar requires separate registration, so be sure you're signed up.

SUPPORT THE RCI-IIBEC FOUNDATIONS

Attendees can begin the conference and enjoy a great day of golf, fundraising, and networking at the 2026 RCI-IIBEC Foundations Golf Outing at the Haggin Oaks Alister MacKenzie Course. Proceeds from the event will benefit the Joe Hale Student Sponsorship Fund and the Lyons and Newlan academic scholarship funds.

Additional highlights include:

Friday, March 13

- Two education blocks featuring six separate sessions
- Trent Cotney's "State of the Industry" address, *A Look at Contract Provisions and Other Emerging Trends*
- Opening Ceremony and keynote speaker Brett Culp, an award-winning documentary filmmaker who helps leaders and teams

rediscover clarity, courage, and connection in times of transformation

- Grand opening of the trade show, with 140 exhibitors showcasing the latest tools and services
- Region Meetings, where you can connect with IIBEC members from your area

Saturday, March 14

- Day Two of the trade show and a sponsored breakfast
- Annual Awards Ceremony and EBEC Awards presentations
- Two more education blocks
- The increasingly popular **Emerging Professionals Networking Reception** (for attendees age 40 and under)

Sunday, March 15

- Additional education and networking opportunities
- Annual Meeting of the Members, where you'll learn who will serve on the 2025-2026 IIBEC Board of Directors
- RCI-IIBEC Foundations' Live Auction and Reception
- The President's Annual Banquet to close out the event

That's a full slate—everything you expect from our annual convention, plus all the opportunities that come with a first-time, West Coast host city. Once you arrive, I'm confident you'll see why Sacramento was the right choice.

See you soon—out West, in Sacramento.