



**By Brian Pallasch, CAE,
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YOU'VE READ IT in these pages before (From the CEO: "The Power of Partnerships," July 2022), but it bears repeating: partnerships continue to benefit IIBEC and the broader building enclosure industry.

As I wrote in that previous column, "IIBEC's vision—to be 'universally recognized as the leading authority in building enclosure consulting'—can't be achieved without partnerships with members, manufacturers, chapters, and peer associations. These partnerships provide IIBEC with new ideas, insights, momentum, and member value. As we strive to reach that vision, IIBEC has renewed its focus on partnerships—and the benefits are starting to be realized by IIBEC members."

Nearly four years later, those benefits can be seen in the key partnerships we've struck with, among others, the Building Owners and Managers Association International (BOMA) and with IFMA, the international association for facility management professionals. We also continue to co-sponsor Roofing Day in D.C.—during which we educate federal policymakers on Capitol Hill about pressing issues in the building enclosure industry.

These partnerships have paid big dividends, helping us educate clients of IIBEC members about the benefits of using IIBEC consultants on their building enclosure projects, and educating lawmakers on policy issues affecting building enclosure professionals.

Working with BOMA and IFMA, we have raised the profile of building enclosure professionals in both organizations. At BOMA we were asked to provide comments on their new *Building Maintenance* manual, with a focus on the building enclosure and improving

How Partnerships Help the Industry

energy efficiency. Working with IFMA, we published *A Facility Managers Guide to Roof Replacement* in *FMJ*, IFMA's magazine. We will continue outreach with both organizations this spring at their upcoming meetings.

Focusing on advocacy partnerships, we have been busy engaging policymakers across Canada and the US who are in a position to advance—or to oppose—legislation that will have an impact on the members of IIBEC and other building enclosure organizations.

Most recently, in February of this year, IIBEC was alerted to legislation in Mississippi that had passed its House of Representatives and would prohibit flat and low-slope roof systems on all new publicly funded buildings in Mississippi.

We responded in two ways. First, we joined an industry letter to the chairman of the state senate's Public Property Committee, signed by IIBEC and 11 other industry groups: Asphalt Roofing Manufacturers Association, Coated Fabrics & Film Association Inc., the Coalition for Sustainable Roofing, Metal Construction Association, National Roofing Contractors Association, National Women in Roofing, Polyisocyanurate Insulation Manufacturers Association, Roof Coatings Manufacturers Association, Spray Polyurethane Foam Alliance, Singly Ply Roofing Industry, and Extruded Polystyrene Foam Association.

"By requiring all new public facilities to use roofs with a minimum slope of 3:12, the legislation introduces a prescriptive requirement that conflicts with Mississippi's adopted commercial, building, and residential codes" the letter stated. "This restriction limits the ability of roofing professionals to design and install roof assemblies appropriate to each building and deliver resilient, performance-based roof solutions. This restriction increases the risk of unintended consequences and higher construction costs without clear evidence of improved performance."

The letter to Mississippi legislators also came with a fact sheet about the unintended consequences of mandating 3:12 roof slopes and increased costs associated with such roofs.

But that's not all we did to fight the Mississippi legislation. We also sent our own IIBEC letter to key legislators in Mississippi. This was followed up by outreach and education of IIBEC members in Mississippi about the issue, and a request to engage with their legislators on this important issue.

So, two letters—one of which was a joint industry effort—and member engagement. We continue to monitor, with your help, legislation in the states and provinces that need IIBEC's attention. When needed, we'll keep joining other organizations in responding to issues that affect the broader industry.

PROCUREMENT

We are still partnering with IIBEC members to ensure that policymakers follow procurement laws and regulations. Recently, in British Columbia, we followed up our letter by meeting with the procurement officials from a local hospital authority. This provided the opportunity to further educate the officials on improving their practices.

If you know of a questionable procurement, just fill out our Public Procurement Questionnaire at <https://iibec.org/questionable-public-procurement-questionnaire/>.

Finally, as we are putting the finishing touches on the upcoming IIBEC International Convention & Trade Show, it is important to acknowledge the industry partners who help us make that event possible. Our sponsors ensure that we deliver the high-quality meeting IIBEC members expect, and our exhibitors bring their cutting-edge products to share with the building enclosure professionals in attendance.

Together with our partners, we're strengthening the building enclosure industry. We're glad to have your support through your membership and through your willingness to let us know when IIBEC and the broader industry need to step in.