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IIBEC: A Cut Above the Rest

EVERY IIBEC MEMBER is an ambassador for our association. We each have opportunities to share our vision statement—"IIBEC is universally recognized as the leading authority in building enclosure consulting"—and tell stories from our own experiences about what sets IIBEC apart in the construction industry. Here is a piece of my IIBEC story, plus some bullet points you might consider when telling your own.

As a young engineer, I struggled to find specialized resources to expand my knowledge of building enclosure consulting. I found organizations that offered certifications or courses, but once I completed those limited offerings, I had to begin my search anew. Then I found IIBEC. For over 15 years, I have relied on IIBEC education and IIBEC resources to help me sustain and expand my building enclosure knowledge, and I have proudly displayed my IIBEC credentials to showcase my specialized expertise.

- **IIBEC education and resources:** IIBEC explores the full building enclosure (all six sides of the building) as well as related investigation, analysis, and reporting techniques. IIBEC delivers education in multiple ways to accommodate the needs of our members: in person at national symposiums and conventions, in person at local workshops and speaker presentations, through online virtual presentations, and via on-demand learning platforms. Also, to supplement the knowledge we accumulate through project experience, IIBEC offers a *Manual of Practice* and other guidance to comprehensively address project requirements and key considerations related to building enclosure projects.
- **IIBEC credentials:** As consultants, we leverage our knowledge as our primary commodity. IIBEC provides building enclosure credentials in a largely unregulated industry. Unlike a certification, which acknowledges that an individual completed a course or program and has demonstrated specific knowledge at a point in time, an IIBEC credential establishes that the individual has achieved substantial knowledge and experience in our specialized profession, is up to date with current practices, and continually seeks to improve their expertise. That is why many institutions in charge of critical services, such as the US Army Corps of Engineers, universities, and major hospital systems, require IIBEC-credentialed professionals for their building projects.

Once I was engaged with IIBEC, I discovered additional benefits. I soon realized that IIBEC was exposing me to a diverse range of perspectives and priorities that would make me a better engineer, one who is more capable of helping my clients make fully informed decisions. Specifically, my IIBEC experiences have enlightened me about how contractors' means and methods, construction contracts, owners' operational needs, material availability, product development, and other matters all impact and influence a project.

- **Our diverse membership:** IIBEC members represent every aspect of building enclosure practice—we are consultants in the fields of design, contracting, engineering, and inspection; owners; manufacturers; end users; students; and others. Through our exchange of ideas, collaborations, and networking, we can understand each perspective as it relates to a building enclosure's life cycle. The diversity of IIBEC's member types and member backgrounds continually supports industry-wide collaboration to ensure project success.

Another benefit of IIBEC membership is our organization's dedication to advocacy (iibec.org/advocacy). IIBEC's advocacy initiatives empower me to understand and communicate how business practices such as cooperative procurement, which is a popular construction approach for public and private owners in my home state, pose ethical dilemmas and scope limitations that can significantly impair a project's intent and overall value and performance.

Additionally, I rely on IIBEC policy statements (iibec.org/iibec-policy-statements) and technical advisories (iibec.org/advocacy/technical-advisories) when I need to articulate how important industry-related topics affect my clients and projects. For example, many owners resist the idea of a regular inspection program for their facilities, believing it to be an unnecessary and costly expense. IIBEC's policy statement on periodic facade inspection not only explains the value of a regular inspection program but also outlines how such a program can be imperative to ensure the health and safety of the occupants and the public. I like to use this statement to help my clients understand that proactive, strategic long-term facade/enclosure inspection and planning provide long-term cost savings and minimize the risk of building enclosure failures.

- **IIBEC advocacy:** IIBEC is on the frontline of legislative and regulatory battles over policies that shape how we do our work and serve our communities. Whether the issue involves building codes, sustainability incentives, occupational safety requirements, procurement, or another critical matter, we can count on IIBEC to help us understand what the stakes are and advocate for meaningful, impactful, and positive change.

What is your IIBEC story? How has IIBEC benefited you and others in the built environment? I'd love to hear the points you emphasize when you discuss IIBEC's role as the leading authority in building enclosure consulting.

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