

IIBEC Launches Consultant-Member Marketing Campaign

By Christian Hamaker

Three years after RCI Inc. rebranded as the International Institute of Building Enclosure Consultants (IIBEC)—a name that better captures the many ways IIBEC's consultant members ensure the integrity of building enclosures—the organization has launched a multi-phased marketing, public relations, and education campaign. The goal of the campaign is to ensure that potential clients and the general public understand the scope and value of hiring an IIBEC Consultant.

"IIBEC is well recognized within the building sector, but we wanted to underscore the way our diverse, growing list of credentialed, ethical consultants can address the issues building owners and operators face," said IIBEC Chief Executive Officer and Executive Vice President Brian Pallasch, CAE. "We know IIBEC Consultant members can find solutions to those problems, and we want to ensure everyone else knows this as well."

To produce the new marketing campaign, IIBEC turned to Silva Brand—a marketing firm with roots in the architecture, engineering, real

estate, and construction industry—to develop the messaging, visuals, and video content. Deliverables for Phase 1 include:

- Two 4-minute videos showcasing IIBEC Consultants
- A photo shoot capturing IIBEC Consultant members
- Marketing tools for social media campaigns
- A new exhibit booth promoting IIBEC Consultants
- Marketing collateral for use in all media
- A dedicated website sharing how IIBEC Consultants add value (iibec.org/consultant)

BEHIND THE SCENES

To capture not only where IIBEC is going but how it has developed, the Institute reached

out to several longtime members—including chapter leaders and IIBEC board members—during the 2022 IIBEC International Convention and Trade Show in Orlando, Florida. At that March event, members were invited to answer questions about the importance of their IIBEC credentials, their own career experiences, and what they wanted potential clients to know.

The result is two videos available at IIBEC.org and other industry sites. The videos also will be shown at IIBEC conferences and other events.

The first video opens with Tom Gernetzke, F-IIBEC, RBEC, RRC, RWC, REWC, a past president of IIBEC, defining the holistic perspective a building enclosure consultant brings to a project. "It's not just roofing, not just sealants, not just windows, but the





What IIBEC Consultants Do

Knowledgeable in every facet of building enclosures, Consultants serve as the building owner's counsel for matters pertaining to both existing and new construction. Consultants can offer the following services:

Design and Specifications

Develop plans and specifications for the design and construction of roofing, exterior wall, and waterproofing systems.

Forensic Investigation

Conduct evaluations of roof, exterior wall, or waterproofing systems failures and identify potential future performance deficiencies.

Expert Testimony

Provide expert services in construction litigation.

Quality Assurance

Observe that materials are installed in accordance with specifications and satisfy manufacturer warranty terms.



[IIBEC.org/consultant](https://iibec.org/consultant)

Owner's Representation

Advise and serve as proxy for owners through all phases of the construction process.

Asset Management

Establish programs to monitor the performance of building enclosure systems, helping owners plan for repair or replacement of materials and systems.

Commissioning

Implement testing and verification programs to ensure that roof, waterproofing, and exterior wall systems are installed and perform as specified.



April L. McKelvey
RRC, RRO
President
Monarch Consulting Services, LLC

tion, IIBEC First Vice President Amy Peevey, RRO, REWC, PE, CDT, and others share real-world examples of building enclosure specification challenges and how consultants work within budgets to address them. The video concludes with Card distinguishing the consultant's approach to the building enclosure from the more limited interests of contractors and product manufacturers.

A DISTINCT URL

Although IIBEC runs a robust website at iibec.org, the organization wanted to brand the value and importance of IIBEC Consultants to potential clients through the creation of a "microsite" at iibec.org/consultant—with the new URL prominently featured across the campaign materials.

The hired marketing firm has also provided new print ads presenting key messages from the new campaign and showing images of building enclosure consultants at work. The ads debuted in the July issue of *IIBEC Interface* and in the

newly released *The Guide: An Overview of IIBEC Services 2022–2023*.

A new IIBEC exhibit booth made its debut at the 2022 BOMA International Conference & Expo, June 25–28, 2022, at Music City Center in Nashville, Tennessee, and will continue to be seen at other industry events. Against a blue and purple gradient, the eye-catching panels announce that IIBEC Consultants are "Your Building's First Line of Defense."

"IIBEC Consultants are building enclosure experts," the same panels states. "They specialize in the science of roofing, waterproofing, and exterior wall systems. They are singularly focused on providing unbiased design, repair planning, quality assurance, expert legal testimony, commissioning, and general enclosure management services."

The lower part of the panel asks, "Why Choose an IIBEC Consultant?" and presents three answers: They are experienced and credentialed, unbiased, and ethical.

A separate panel, "What IIBEC Consultants Do," highlights numerous areas of expertise: design and specifications, forensic investigation, expert testimony, owner's representation,

whole envelope," Gernetzke says. Adds Region VII Director Jennifer Hogan, RRO, LEED AP, Certified Passive House Consultant, "What we do helps to make sure that to people who are working or living in those buildings—they're safe... We're preventing damage to property."

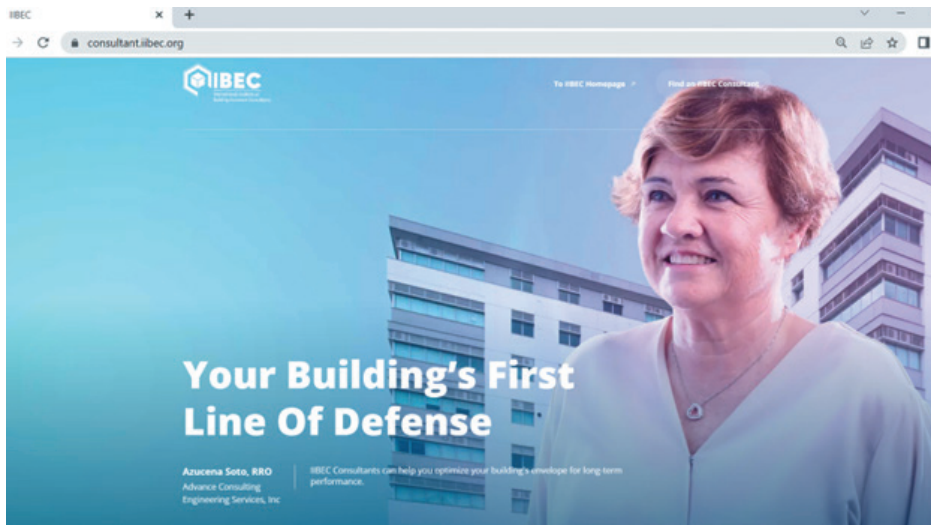
"We're really there to be an independent third party for them," explains April McKelvey, RRC, RRO. "The value that we bring to them is helping them to understand when you need to spend money, why you need to spend money, and then helping them to get the right contractors to perform that work."

The video also highlights other IIBEC members, the Institute's credential programs—which bolster the qualified expertise consultants bring to their clients—and the importance of IIBEC's Code of Ethics in a consultant's evaluations and recommendations.

A second video compiled from the marketing firm's interviews includes testimonials from IIBEC Second Vice President Robért Hinojosa, F-IIBEC, RRC, RWC, REWC, RBEC, RRO, PE, CDT, and former IIBEC Presidents Scott Hinesley, F-IIBEC, RRC, PE, and Bob Card, F-IIBEC, RBEC, RRC, RWC, REWC, REWO, all of whom explain the importance of the consultant's role when it comes to the building enclosure. In addi-



Robért Hinojosa
PE, RBEC, RRO, REWO, F-IIBEC, CDT
CEO
RJH & Associates, Inc.



quality assurance, asset management, and commissioning.

A second set of booth panels emphasizes IIBEC's place as a community—the world's most elite organization of building enclosure consultants, which offers curated learning and credentials that “represent the pinnacle of roofing, waterproofing, exterior wall, and building enclosure commissioning professionalism.”

The campaign extends to social media, including Facebook, Twitter, and LinkedIn, as well as to website banners for IIBEC's home page and for placement on other organizations' sites.

“By the time the campaign concludes,” Pallasch said, “we expect it to have increased recognition of IIBEC in the building enclosure marketplace, improved understanding of building enclosure consultant roles, improved relationships with building owners' groups, and heightened recognition of the value IIBEC Consultants bring to the building enclosure industry. All of that should lead to increased demand for IIBEC Consultants,” Pallasch said. 

Christian Hamaker is editor of IIBEC Interface. Contact him at chamaker@iibec.org.



special interest

How Small Businesses Can Compete for Potential Employees

How can small businesses compete for new employees against large companies, with their seemingly deeper resources to draw upon? Freelance writer Cheryl Winokur Munk cites several ways smaller companies can gain an advantage in the hiring game:

- *Use easily understandable job titles.* Company titles that might make sense internally can limit your applicant pool when posted publicly. Ensure job titles are easily understood.
- *Stress culture over salary.* If you can't match larger-company salaries, sell what makes your office welcoming—and the possibility of upward mobility.
- *Offer flexible interviews.* Smaller companies can have more flexibility to make interviews collaborative and convenient for potential workers who might want to interview in the evening or on weekends.
- *Be fast.* Smaller businesses with less red tape can make quick decisions about hiring. But don't sacrifice necessary vetting along the way.
- *Offer internships first.* Smaller companies should consider taking on entry-level candidates and interns who can grow into different roles. The time invested up front in training can pay off nicely once these new hires are up and running. 

Source: *The Wall Street Journal*

