

air barrier

abaa
association of
america

OPEN EDITORIAL

BY ROY SCHAUFFELE, FCSI, CCPR, FABAA, CABS

HEAR YE! HEAR YE!

There is no one reading this that will miss 2020! Hello, 2021 and let's all of us hope and strive for a better year at every level of our lives.

You'll notice an aggressive ABAA marketing approach for 2021. The Marketing Committee, under the direction of Craig Wetmore, CDT, FABAA, has launched several initiatives:

HAVE COMMENTS?

Roy F. Schaufele, FCSI, CCPR, FABAA, CABS
Executive Advisor to the ABAA Board
ABAA Regional Advocate for Texas
Certified Air Barrier Specialist (CABS)

Ph: 210-859-3749 E: roys@division7.com

1. Construction Industry recognition and advertising for the QAP Award Winning ABAA Contractors and providing those winners with their own media package to promote their individual firms.
2. Advertising, across several construction market segments, regarding the inclusion of ABAA Certified Contractors into projects.
3. The QAP has undergone rebranding and will be advertised throughout the year in print and electronic media.
4. The introduction of the ABAA Learning Unit Café. Live LUs can be scheduled by any firm (Architect, Consultant, Contractor) or association (AIA, CSI, IIBEC) between the hours of 8 AM to 8 PM EST. Video On-line LUs are available 24/7.
5. The CABS (Certified Air Barrier Specialist) program is being well received and advertised to all in our industry. This Certification would be of excellent benefit to both ABAA Contractors and ABAA members in general.

There are many folks that contribute to the success of the ABAA. One of the great contributors is Craig Wetmore, CDT, FABAA of York Flashings. His tireless efforts and many long hours of professional input have greatly increased the visibility and professional image of the ABAA. Craig, after 7 short volunteer years, is stepping down as Chair of the ABAA Marketing Committee. Craig, all of us thank you for making ABAA a better organization!