

**SUPPORT**  
**CONNECT**  
**PROMOTE**  
**ADVANCE**  
**INFORM**  
**ADVOCATE**  
**NETWORK**

# MEMBER SERVICES

*Building Relationships with our Valued Members*

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All activities of our dedicated **Member Services** staff center on a primary purpose: to provide exceptional support to our most important resource—our Members. Member Services includes Member Support, Chapter Relations and the new Customer Call Center. Member Support maintains Membership accounts for existing ICC Members and works diligently to recruit new Members. Voting eligibility for Governmental Members as well as Member benefits also are managed through Member Support.

The new ICC Customer Call Center manages all inbound telephone calls, answering basic questions and directing customers to the appropriate subject matter expert as needed.

Chapter Relations supports chapters and regions as they provide significant support for the code development process, I-Code adoptions and other important Code Council activities. Chapters receive valuable benefits and services designed to support and strengthen local, state, professional and regional chapters.

The goal of all these service areas is to use the best technology available to enhance, not replace, the relationships we build with our most valued customers, ICC Members. The ICC website, for example, is available 24/7 for Members to place an order, check job listings, designate voters for their Governmental Memberships or file a Chapter Annual Report. When Members need more personal support, the Member Services staff is ready to help.

## Accomplishments

### Member Support

ICC provides services to nearly 57,000 individuals who access their member benefits. Member Support staff assisted with the launch and continued growth of the Membership Councils. These Councils provide discipline-specific arenas where Members may network with their colleagues and provide feedback to ICC leadership about issues such as Member benefits.

### Customer Call Center

The ICC Customer Call Center launched on April 1. It has been received with enthusiasm by our Members. Since the Center's launch, staff has fielded more than 20,000 calls and continues to average more than 5,000 calls per month. Approximately 99% of the calls are answered within 30 seconds. Call Center representatives are available 12 hours a day, Monday through Friday, covering working hours in all time zones of the continental United States.

### Chapter Relations

The number of ICC Chapters grew to 350 this year with the addition of chapters from Wisconsin, the Cayman Islands and Mexico. Code Council Chapters, by type, consist of 202 local, 106 statewide, 20 professional, eight regional, eight international and six student chapters. Chapters heralded the return of the complimentary day of training, a benefit that plays an important role in the success of our Chapter's education programs. Available since April, qualifying Chapters can choose from a variety of seminars essential to understanding and applying the I-Codes.

Chapter officers now have the ability to view and update their chapter information online, 24/7, in the new "My Chapters" area of an individual's My ICC account. Many Chapters used this new management tool to file their annual reports in June, qualifying for future benefits. A new service is available to Chapter Members who need assistance requesting attendance at local chapter meetings or ICC events. ICC will write letters intended for your employer or supervisor, justifying and encouraging their support for your efforts in activities that are important to your job and career advancement.

A new, enhanced Chapter Recognition program is being proposed. The new program will simplify two existing programs by replacing Chapter Rewards and improving the Chapter Awards program. Feedback from Chapters has been positive.

# MEMBER SERVICES

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## Challenges

Membership numbers continue to recover at a slow pace, similar to the fiscal recovery of the industries we serve. Recruitment of new Members to replace those who lost jobs and/or businesses has been an especially difficult challenge. However, new activities and benefits such as the Membership Councils, as well as the return of some former benefits such as the Call Center and New Member kits, should help ICC grow.

Another challenge staff is addressing this year is simplifying our benefits structures, both for Members and Chapters. Feedback from our Members indicates access to the ICC and its benefits should be as clear and simple as possible. Our Members are busy people who are often dealing with small staffs and busy schedules. ICC is focused on simplifying access to be an efficient resource available to Members each and every day.



**Karla Higgs**  
Vice President

### Looking Forward

Our focus is to support programs that respond to the needs of our Members and Chapters and incorporate a direct, personal approach with each service we deliver.

# TECHNICAL SERVICES

Timely Information of Exceptional Quality

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**Technical Services** consists of two primary activities: Codes and Standards Development and Architectural and Engineering Services. The Technical Services professional staff is responsible for the ICC core mission: the development, maintenance and support of the entire family of International Codes, standards and corresponding code commentaries. We also pursue the resolution of technical issues as directed by the Board through ad-hoc committees and the Code Technology Committee. Technical Services provides related technical support services, including free code opinions for Members, committee interpretations, plan reviews and technical consulting. Our uniquely skilled and experienced team is dedicated to providing timely information of exceptional quality to all ICC Members and other code users.

We are in the middle of the 2015 edition code change cycle. Administering the code change cycle in exact compliance with code development procedures in support of 15 individual codes is a challenge the Department is prepared to tackle. All published deadlines must be met while processing numerous proposed code changes and public comments. The last cycle concluded with the publication of the 2012 International Codes. New to this cycle is the completion of the move to a single, three-year code development cycle. The next cycle is the only chance to impact the 2015 codes, starting with the Group A codes in 2012, followed by the Group B codes in 2013, and the Group C codes in 2014.

Our team also provides staff support to code development committees and numerous other codes and standards committees. We also support the activities of the new Codes and Standards Council and the four new Code Action Committees. The Code Technology Committee will meet several times this year along with study groups on various topics. Continuing on this year is the Ad Hoc Committee on Health Care. Three meetings are scheduled along with numerous work group calls to feed issues and code text to the full committee. The work groups are Egress, Fire Safety and General. The third and final meeting will be in December in support of the Group B code change deadline of January 3, 2013.

Standards development continues to be very active. Most recently, it filed a Project Initiation Notification (PINS) with the American National Standards Institute (ANSI) for a standard for solar collection system design and installation. The following ICC standards are maintained through the ANSI process as directed by the ICC Board of Directors: ICC® 300-2012: *Bleachers, Folding and Telescopic Seating, and Grandstands*; ICC 400-2012: *Standard on the Design and Construction of Log Structures* ICC® 500-2008: *ICC/NSAA Standard for the Design and Construction of Storm Shelters*; ICC® 600-2008: *Standard for Residential Construction in High-Wind Regions*; ICC® 700-2008: *National Green Building Standard* and ICC/ANSI A117.1 - 2009: *Accessible and Usable Buildings and Facilities*. The 2012 ICC 300 and ICC 400 are currently referenced in the 2012 I-Codes, along with the 2009 ICC A117.1. The ICC 500 and ICC 600 are being updated and expected to be referenced in the 2015 I-Codes. Also, the *Landscape Irrigation Sprinkler and Emitter Standard* is in development and expected to be referenced in the 2015 I-Codes.

## Accomplishments

The Code Council's technical support is one of the most sought-after services we provide to our Members. Our knowledgeable technical staff provides expert advice, code opinions (verbal or written) and committee interpretations to more than 50,000 ICC Members as a benefit, at no additional cost beyond the Membership fee. Code opinion calls received through the telephone queue average 80 per day. Additional opinions provided over the telephone, on the website and through letters bring that number up to approximately 275 per day or 69,000 per year. Requests for committee interpretations average five per month. Since the first request on August 29, 2002, we have processed approximately 548 requests. Currently there are 216 committee interpretations posted on the ICC website. Pending interpretations also are posted for Member review and comment.

Additionally, ICC Technical Services provides on-demand plan review services to aid Member and other jurisdictions in the timely examination of construction documents submitted with a building permit application. The Code Council's plan review team provides the highest quality reviews because of its extensive, first-hand experience with and knowledge of the codes. In addition to plan reviews, we also offer fee-based technical consulting for the evaluation of code topics as applied to a specific project or circumstance. More information on all of our services is available on the ICC website.

# TECHNICAL SERVICES

Timely Information of Exceptional Quality

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## Challenges

In addition to the design and implementation of cdp ACCESS, the development of the 2015 codes and commentaries and providing technical support to Members are our primary objectives. Another major initiative is the development of a comprehensive package of code changes to facilitate the efficient regulation of hospitals.



A handwritten signature in black ink, appearing to read 'Tom Frost'.

**Tom Frost, AIA**  
Senior Vice President

### Looking Forward

Our team's focus will continue to be on providing Code Council Members and our other customers with technical support found nowhere else to aid in their use of the I-Codes.

# CERTIFICATION AND TESTING

*Building Regulatory Confidence and Effectiveness through Validated Certification*

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The **Certification and Testing (C&T)** Department is responsible for developing, maintaining, and administering a broad spectrum of certification examinations and contractor tests. It also manages and facilitates the renewal process for more than 180,000 active certifications. The certifications and services provided by ICC C&T are used by individuals – ICC Members and nonmembers alike – within local jurisdictions and states, both nationally and globally. The examinations assess the competency of individuals charged with the responsibility of helping ensure safety in the built environment. To this mission, ICC C&T continues to refine and expand its services as necessary, to domestic and global communities, in support of the adoption of the I-Codes and where having a certified regulatory function can have a dramatic impact on future building safety.

With the release of the 2012 I-Codes, this year and the last half of 2011 have been a particularly busy and productive time for Certification and Testing. Financially, the department remains on track to meet or exceed the 2012 forecast, fueled by solid year-over-year increases in both certification exam and contractor test volume, growth in the Underground Storage Tank (UST)/Above-ground Storage Tank (AST) certification program, and targeted expansion of our jurisdiction-specific Contractor Testing Services. Our legacy certification programs, as expected, are decreasing in candidate volume, as their demand reflects today's difficult economic conditions. Overall, C&T administered approximately 34,000 exams in 2011 and expects to exceed that total in 2012. Notable accomplishments to date in 2012 include both business development successes as well as process and efficiency improvements. We are proud of the following highlights:

- Development and release of a full suite of certification exams based on the 2012 I-Codes. All exams, which were released on January 1, are being administered via paper-and-pencil through 2012, and will be available on our Pearson VUE computer-based testing network in 2013.
- Release of the inaugural version of the International Green Construction Code™ (IgCC) Inspector and Plans Examiner certification examinations in support of the 2012 IgCC.
- Expansion of our certification program in Canada, including the upgrading of all 10 exams to the 2010 *Canadian National Building Code* and the introduction of ICC testing to additional provinces served by the Alliance of Canadian Building Official Associations (ACBOA).
- Migration of the national certification program to an enhanced Pearson VUE computer-based testing platform, resulting in a more convenient exam registration process and improved exam seat availability.
- Introduction of electronic plan sets, eliminating bulky and worn paper plan sets.
- Enhancement of the UST/AST program via a relationship with PASS Testing to provide UST/AST prep training to individuals preparing for the ICC tests.
- Extended availability of exams based on the 2006 I-Codes for those jurisdictions who have not yet adopted the 2009 or 2012 codes.
- Improved Certification and Testing web pages to better serve Members and other customers.
- Continued enhancements to the online certification renewal program.
- Incorporated use of ICC-owned laptops during Exam Development Committee (EDC) meetings, for greater accuracy, efficiency and exam item security by Exam Development Committee Members.

As ICC Members and stakeholders continue to adapt to economic realities, the Certification and Testing team streamlined the functionality and process of EDC meetings to accomplish more in a shorter amount of time, including increased use of secure web conferencing in managing more than 630 exams. Certification candidates who test at our network of computer-based testing sites now receive Pass-Fail notification immediately upon test completion, instead of having to wait for notification by mail. We also continue to take advantage of new and developing business opportunities, including business outside of the United States (e.g., Virgin Islands, Guam, Canada, and Jamaica).

## Looking Forward

We look toward 2013 with some key goals and objectives in sight: increasing the frequency and quality of personal contact with all stakeholders (candidates, jurisdictions, partners); refining and improving the skill set of the Certification and Testing team; continued streamlining of operational processes to increase product quality and Member satisfaction; and developing new certification programs to increase ICC's work toward safety and sustainability in the built environment.

# TRAINING AND EDUCATION

## Developing World-Class Experts through World-Class Education

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The **Training and Education (T&E)** Department delivers the most comprehensive portfolio of code and code-related courses available today to meet the needs of code officials, building and fire inspectors, and design professionals. Through high-quality seminars, the most knowledgeable instructors in the industry, and growing innovative online options, ICC's training and education programs help ensure that ICC Members are qualified to perform their duties as well as advance and grow in their profession.

For the past year, ICC's Training and Education Department has been hard at work implementing the many facets of the broad strategic plan unveiled in 2011. As presented to the Board of Directors and the Membership last year, the plan is designed to improve the quality of our training offering, increase the ways Members and nonmembers can access training, expand our reach and capabilities through innovative partnerships, and maximize and focus our internal skill set toward future growth and continued superior service. Specific areas of focus this year included:

- Enhanced instructional design model that makes the classroom content more engaging, encourages discussion and interaction, and increases retention and knowledge transfer.
- Redesigned online certification exam study courses with greater flexibility, ease of use, and tighter alignment with certification exam content outlines.
- New partnerships and opportunities that added third-party online and classroom training to our growing portfolio of content.

This year, the T&E Department was pleased to be able to participate in ICC's "Year of the Member" with an enhanced Chapter Education Benefit. For the first time since 2008, qualifying ICC Chapters were able to receive a full day of complimentary on-site education as part of the package of Chapter benefits. Officially available in April 2012, a significant number of Chapters have taken advantage of the enhanced benefit. Not only have these Chapters been able to provide a day of training at little or no cost, but they have also been able to expose their local Members to ICC's high-quality, improved training. ICC continues to explore ways to bring this kind of benefit to our Chapters and Members in the years to come.

As part of our primary, overall mission, we remain focused on the Code Council's Membership by providing a variety of training programs based on the I-Codes, including the 2012, 2009 and 2006 editions. Recognizing that not all jurisdictions adopt the I-Codes in the same way and on the same cycle, this year we introduced new "transition" courses that assist building officials in moving directly to the 2012 I-Codes from the 2006 editions. The economic climate continues to be a difficult one for Chapters and jurisdictions. We have tried to offset the impact by providing additional ways for our Members to obtain ICC training, including additional, lower-priced online options, an expanded Authorized Education Partner Program and content licensing options for chapters.

Notable accomplishments in 2012 include the development and rollout of a comprehensive set of Update and Significant Changes courses for the 2012 I-Codes, live and online training in support of the *International Green Construction Code*,™ and the completion of significant training in Puerto Rico to support adoption of the I-Codes. We also continued a strategic initiative to expand and enhance online training capabilities, including revamped webinars, redesigned online certification exam study courses, new full-featured online training classes, and the marketing and reselling of partner-developed courses on ICC Campus Online. These join a growing family of available training and education options for our Membership and beyond, including:

- **Classroom training** with seminars available on the 2012 and previous editions of the codes, including: Fundamental series (one-day seminars highlighting basic code provisions); Performing series (multi-day seminars teaching a how-to approach); Special topic series (one-day seminars with focus on a specific code subject); Update/Significant Change series (half-day seminars that overview major code changes); administrative series (one-day seminars addressing leadership and management skills); and Architects/Engineers series (seminars that address topics of interest for the design professional).
- **Online training** with more than 100 course titles available.



# GOVERNMENT RELATIONS

## Targeted Advocacy and Strategic Alliances

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The **Government Relations (GR)** Team advances the mission of ICC through its work to support the adoption and use of the I-Codes and the code process used to develop the codes. GR also promotes related ICC services and advocates on behalf of the interests of our Members. The GR team does this by targeted, direct advocacy and by forging strategic alliances with entities having objectives compatible with the Code Council's objectives and the ICC code development process.

### GR Services Provided to Members

The GR staff is available to support our Members, Chapters and all stakeholders to work in collaboration with interested parties on adoption-related issues, to facilitate interaction with other ICC departments and, in general, to provide an integral interface between ICC and its Members and constituents, including:

- Providing political and public policy development support.
- Identifying legislation that may affect Members or the organization.
- Identifying developing trends to assist our Members with managing and coordinating their legislative agendas with other associations, stakeholders and decision makers.
- Developing and maintaining strategic relationships with businesses, design professionals, policy advocates, homebuilders, building owners and managers, and state and local agencies—strengthening key relationships with ICC and our Members.
- Serving as liaisons to ICC Chapters, state and regional associations, state and local units of government, and assisting in the dissemination of information to ensure collaborative and cooperative discussion on issues of mutual interest to ICC Members and other code users.
- Facilitating or providing technical support to Members on the I-Codes and their application, and providing technical briefings on current topics and codes that assist to achieve professional goals and objectives.
- Coordinating with other ICC departments and subsidiaries to facilitate the delivery of services.
- Providing technical and nontechnical information to state agencies, councils or commissions with the authority to adopt and/or implement codes.
- Acting as a clearinghouse for questions and comments on national and local issues.

### Accomplishments and Highlights

The Government Relations Department develops annual work plans for each state and program area that drive our focus throughout the year. The goals for each state and program area reflect the overall goals identified in the ICC business plan. Several factors are considered, including the economic and political environment, and feedback received from Members, Chapters and other stakeholders. We have been working hard in our states and programs to achieve our goals this year. As part of our communications effort, a new column in *ICC eNews*, Grapevine, was created to keep our Members informed on GR activities throughout the country. A monthly GR report is also submitted to all the Chapters. Additionally, GR staffs several ICC committees and councils, including the Fire Service Membership Council, the Fire Code Action Committees and Regional Work Groups, the Building Officials Membership Council and the Major Jurisdictions Committee.

The **State and Local** Activities team is spread throughout the United States to better serve the organization and its Members. This team is responsible for the implementation of the Code Council's state and local goals such as securing new and retaining existing code adoptions, and raising the level of awareness of the Code Council's infrastructure to support the jurisdictions and all users of the I-Codes. The State and Local staff are uniquely qualified to assist and support our Members, including the building, fire, plumbing, mechanical, energy, sustainability and fuel gas communities. The staff also interacts on a regular basis with broad-based coalitions that represent diverse interests.

Adoptions in the first half of 2012 include the adoption of the 2009 *International Energy Conservation Code*® (IECC®) in Alabama and Arkansas. One or more of the 2012 I-Codes have also been adopted in Arizona, Delaware, Maryland, Mississippi, Missouri, New Hampshire, South Carolina, South Dakota, Texas, Washington and Wyoming. Other states are in the process of reviewing codes for adoption with effective dates expected in 2013 and some in 2014.

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In early 2012 we celebrated the opening of the first building to be constructed in compliance with the *International Green Construction Code*™ (IgCC™). The building is a technical high school in Kayenta Township, a Navajo Nation in Arizona. To date, the IgCC™ has been adopted in Florida, Maryland, North Carolina, Oregon, Rhode Island, and locally in Richland, Washington; Keene, New Hampshire; Phoenix, Arizona; and Scottsdale, Arizona. In addition, the City of Fort Collins, Colorado, approved significant extractions from the IgCC as part of green building code amendments to the city's building codes.

You can view code adoption charts and maps on the ICC website at <http://www.iccsafe.org/gr>. To make our code adoption charts and maps more user-friendly, a thorough revision was initiated and completed this year. GR Adoption Toolkits, also found on our website, were updated including the IgCC, the IECC and others.

The **Federal and Congressional** plan was established to direct ICC activities with the executive branch and the U.S. Congress. We are guided by several objectives including:

- Increasing the awareness and recognition of the ICC's codes, services and programs.
- Achieving reference to the I-Codes in regulations or directives.
- Attaining reliance on the I-Codes by Federal agencies.
- Encouraging Membership and participation in the ICC code development process.

Our presence in the nation's capital allows staff to promote ICC organizational goals and protect the interests of our state and local Members. The GR staff represents ICC on many coalitions and councils including: the ICC Industry Advisory Committee, the ICC IgCC Support Group, the ICC Federal Codes and Standards Forum, the US Planning Committee for World Standards Day, the High-Performance Building Congressional Caucus Coalition, the BuildStrong Coalition, the National Hazard Caucus, the Consultative Council of the National Institute of Building Sciences (NIBS), the National Council of Governments on Building Codes and Standards, the High-Performance Building Council, the National Association of State Energy Officials Energy Codes Group, the Congressional Fire Services Institute Fireside Group, the American National Standards Institute (ANSI) Caucus, the American Society of Association Executives (ASAE) Public Policy Committee, the National Safe and Healthy Housing Steering Committee, the National Advisory Committee of the Congressional Fire Services Institute, the Steering Committee of Vision 20/20 and others.

During Building Safety Month (BSM) celebrated in May, the GR Department hosted another successful Hill Day coordinating many meetings with Congressional Members and staff. ICC staff, the Executive Committee of the Board and local ICC Board Members participated in the events on the Hill and in our headquarters office. Topics discussed included the responsibilities and traditional role of code officials and our legislative priorities, including the Safe Building Codes Incentive Act and the Flood Insurance Reform Bill. At the BSM Awards Ceremony we honored elected officials for their commitment to building safe communities. The recipients of the 2012 Elected Official of the Year Awards were U.S. Representative Judy Biggert of Illinois, State Senator Dean L. Cameron from Idaho, and Mayor Richard L. Kaysen of Cheyenne, Wyoming. These individuals were recognized for consistently supporting the adoption of current safety codes, for speaking publicly about the importance of adopting and enforcing building codes, and for supporting code officials in their communities.

The Government Relations Department, in collaboration with the ICC Foundation, achieved the highest number of gubernatorial and mayoral Building Safety Month proclamations in history. For the second year in a row, we were honored with a Presidential proclamation declaring May 2012 as Building Safety Month.

On the legislative front, the National Flood Insurance Reform Act (HR 4348) passed Congress and was signed into law on July 6. The Community Building Code Administration Grant Act had been a legislative priority for ICC in recent years. Although the legislation did not provide new funding for building code administration grants, it recognized, in the existing Housing and Community Development Act, the importance of building code administration and incorporated the matching grant formula of the original bill. The bill also directs the Federal Emergency Management Agency (FEMA) to study the impact of requiring enforcement of current building codes in flood plain management criteria.

Another ICC legislative priority, still pending in Congress, is the Safe Building Incentive Act (HR 2069). The bill has more than 30 cosponsors. It is gaining support on Capitol Hill. It calls for an incentive to states that adopt and enforce statewide current, model building codes for residential and commercial construction. "Current" is defined as codes developed within the last six years. At a hearing held in July, the witnesses representing the federal government and the private sector voiced their support for the I-Codes and the work of code officials. The GR staff is working with the BuildStrong Coalition to increase support for the Act.

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# GOVERNMENT RELATIONS

## Targeted Advocacy and Strategic Alliances

The Federal and Congressional team is also involved in rulemaking related to the long-term goals of ICC. These include rules addressing the codes used by Health and Human Services/Centers for Medicare and Medicaid Services to regulate healthcare facilities; guidelines proposed by the Department of Energy dealing with energy retrofits for homes, manufactured homes and multi-family homes; and studies mandated by Congress dealing with the use of green building, energy-efficiency standards, codes and rating systems by the Department of Defense and other agencies. Our public statements are available on the ICC website. Statements to date include Home Energy Upgrades for Existing Manufactured Homes, a comparison between the 2009 and 2012 *International Residential Code*®, Mechanical, Fuel Gas and Energy requirements, Guidelines for Home Energy Professionals, Standard Work Specifications for Single-Family Energy Upgrades and the Department of Housing and Urban Development's (HUD) notice of proposed rulemaking regarding Builder's Certification of Plans, Specifications and Site. Projects to facilitate or enhance programs are in the works to address healthcare facilities construction needs and crowd management control.

As part of our **External Relations**, we maintain and leverage relationships with ICC's founding Members, strategic partners, fire service organizations, codes and standards developers, and others. Staff also participates in communications efforts and cross departmental initiatives within ICC and positions ICC for potential business opportunities with key organizations.

In 2011-2012 we focused our efforts in strengthening our relationships with public interest groups such as the National League of Cities (NLC), the International City/County Management Association (ICMA), and the National Association of Counties (NACo). We are working together on building safety messaging and grant opportunities. As a result of this work, the NLC is now a strong advocate of Building Safety Month.

In June a ceremony was held at the ICC headquarters to announce the launch of the new Coalition for Current Safety Codes (CCSC). The CCSC is cochaired by ICC and the National Fire Protection Association (NFPA). Its goal is to advance public safety in the built environment by advocating for the adoption of current building, fire prevention, sustainability, electrical and life safety codes by states and municipal jurisdictions. In less than two months, more than 300 individuals and organizations joined the Coalition. The Coalition's website is [www.coalition4safety.org](http://www.coalition4safety.org).

Staff also is working closely and collaboratively with the nation's leading fire service organizations, including FEMA's United States Fire Administration. All of the major fire service organizations, representing fire and emergency responders, supported Building Safety Month. During the past year, both the ICC CEO and the President of the Board of Directors spoke at national fire service conferences.

ICC was selected by the World Standards Day U.S. Planning Committee to be the Administrating Organization for the 2012 event to be held in October in Washington, D.C. The theme—"Standards Increase Efficiency"—recognizes the crucial role of standards, codes and conformance activities in driving more efficient processes, services and built environment systems worldwide. A highlight of the evening will be the presentation of the 2012 Ronald H. Brown Standards Leadership Award. The 2012 recipient is Ronald Lynn, Director and Building Official for the Clark County Department of Development Services in Nevada and a former ICC Board President. This recognition is part of ICC's work to raise the profile and awareness of code professionals.

The ICC High School Technical Program is now underway and promotes the teaching of the IRC® to technical high school students. The students are taught to build in compliance with the code. Under the guidance of instructors, students learn the IRC along with the IRC Study Companion. ICC offers a Certificate of Achievement to recognize students who have successfully completed all program elements and passed the test pertaining to a specific trade: building, electrical, plumbing or HVAC. In addition, ICC offers the participating school a reduced Membership fee. The value of partnering with technical high schools is to create an advanced workforce knowledgeable in building codes. In one year, more than 79 students have received the ICC Certificate of Achievement from two schools in Maryland. A website toolkit with additional information and resources about the program can be located on our website at <http://www.iccsafe.org/gr/>.



*Sara C. Yerkes*

**Sara Yerkes**  
Senior Vice President

### Looking Forward

The Government Relations Department does more than interact with elected and appointed public officials. We develop and maintain relationships with all of our Members, Chapters, and stakeholders at the national, state and local levels. The Government Relations staff advocates for the adoption of current safety codes and all ICC and subsidiaries' support services. We are a resource to our Members and code users.

# LETTER FROM THE EXECUTIVE VICE PRESIDENT AND DIRECTOR OF BUSINESS DEVELOPMENT

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This year, business activities at ICC have been further integrated not only to improve the business model but to better support Member benefit programs and the organization's commitment as a Membership association. The major revenue-generating business units have been consolidated under the direction of the Executive Vice President and Director of Business Development. Training, Certification and the Sustainability Programs were recently brought into the Business Development Group, which will enable ICC to better direct these units while achieving greater operating efficiencies. The reassignment of selected staff within the programs, combined with teams working together across the individual business units, has enabled ICC to better meet the needs of our Members. Progress is already being recognized with regard to our Sustainability Program, with support products and services for the *International Green Construction Code™ (IgCC™)* being released simultaneously with the code.

ICC has continued its longstanding relationship with Green Technology (GT) in the area of sustainability. Once again, ICC was a key sponsor at the GT-sponsored Green Summit Event in Sacramento, California, providing certification and training programs for attendees. Similarly, ICC was active in the Green California Schools Summit hosted by GT.

Externally, ICC continued to expand its collaboration with partners, and to build new business relationships that increase the depth and breadth of its digital offerings. Working closely with publishing partner Cengage, ICC introduced the I-Codes for both the Kindle and Nook. Working with Apple, ICC introduced the I-Codes along with key support products for the iPad. Focusing on the need for the aggregation, integration, and application of codes and their accompanying referenced standards, ICC entered into agreements with standard developers such as the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), ASTM International, APA–The Engineered Wood Association and the Canadian Standards Association (CSA). Now, ICC is able to meet Members' needs for timeliness and portability, by offering referenced standards in digital format on our storefront. As the year comes to a close, ICC has agreements in place to make available nearly two-thirds of all the standards referenced in the International Codes.

This year also witnessed two new editions to the ICC family of codes, the IgCC and the *International Swimming Pool and Spa Code™ (ISPSC™)*. Both documents reflect what can be achieved through collaboration, and reflect the efforts of not only ICC, but ASHRAE, the U.S. Green Building Council (USGBC), ASTM, the American Institute of Architects (AIA), the Association of Pool and Spa Professionals (APSP) and the Illuminating Engineering Society (IES). To support the adoption and implementation of these codes, ICC is working closely with many of these same partners to provide much-needed support products and services. In particular, ICC's relationship with ASHRAE has continued to evolve, with the byproduct being an expansion in joint publications as well as hopes for future shared training opportunities.

Within the ICC-ES business unit, the leveraging of partnerships also continues. One key example is the alignment of the ICC-ES Acceptance Criteria hearings with the National Council of Structural Engineers Association (NCSEA) Annual Meeting in St. Louis. ICC-ES and NCSEA have been working together under an agreement that includes procedures for review, by structural engineers, of selected proposed acceptance criteria involving complex structural products and systems. This ensures feedback from the structural engineering community when ICC-ES is considering new and innovative products or systems. ICC's publishing unit also has continued its long collaboration with NCSEA, releasing its third joint publication.

Working in cooperation with the Structural Engineers of California (SEAOC), ICC has expanded the series of Structural Seismic Design publications from three to four, with a potential fifth publication in the works.

Rest assured that outreach efforts involving other organizations and institutions that share our passion for public safety and our desire to improve the performance of buildings in our communities, will continue at a rapid pace. In the words of Charles Darwin, "In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."



*Mark A. Johnson*

**Mark A. Johnson**

Executive Vice President &  
Director of Business Development

# BUSINESS AND PRODUCT DEVELOPMENT

## Building a Safety and Sustainability Hub for Building Industry Professionals

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Guided by the Code Council's Strategic Plan—the "Blueprint to 2015"—the **Business and Product Development (BPD)** Division achieved new levels of success in supporting our Membership in the adoption, implementation and application of the I-Codes. The division consists of Product Development, Publishing and Multimedia, and the Customer Service and Fulfillment center. To counter market uncertainty and a challenging economy that continues to impact ICC business units, the BPD staff intensified its efforts to streamline processes and improve service offerings.

The demand for sustainable construction and green building, and ICC's leadership and strategic partnership with other committed associations such as the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), the American Institute of Architects (AIA), the U.S. Green Building Council (USGBC), the Illuminating Engineering Society (IES), and ASTM International resulted in the historic publication of the 2012 *International Green Construction Code™* (IgCC™). ICC technical and publishing staff were also able to deliver IgCC™ support publications in a timely fashion to provide an understanding of the new code. The first support publication, *Green Building: A Professional's Guide to Concepts, Codes and Innovation*, coauthored by IgCC™ experts Anthony Floyd of Scottsdale, Arizona, and ICC's Allan Bilka, was released soon after the publication of the IgCC™. The ICC G4-2012 *Guideline for Commissioning* was released in July and the *IgCC™ Commentary* was published in October. Other support publications, such as the *Building Code Basics—Green* and the *IgCC™ Study Companion*, are currently in production.

In addition to the IgCC™, another new ICC code, the *International Swimming Pool and Spa Code™* (ISPSC™) was published in partnership with the Association of Pool and Spa Professionals (APSP). The ISPSC™ Commentary is scheduled for release in early 2013.

One of our goals is to become the premier building safety hub and a one-stop shop for our Members. Efforts are underway to make available in the ICC online store, in digital format, an extensive array of the I-Code referenced standards. The implementation will begin with ASTM standards followed by Canadian Standards Association (CSA) and APA—The Engineered Wood Association standards. It will be an ongoing effort to add to this list. As another element of being a one-stop shop, many I-Code support publications and engineering titles are now available digitally (PDF or eBook) through multiple eReader platforms and in the ICC store. To accommodate these efforts and improve the user experience, a new and exciting store will go live before the end of 2012.

Pairing the strengths and innovative approaches of our BPD staff with those of other global publishers and professional associations resulted in the release of hundreds of new publications, in both print and electronic format. These publications have provided flexibility, variety and strong technical support to our constituency. The strength of our partnerships with McGraw-Hill Professional, Cengage Learning, Taunton Press, John Wiley and Sons, Fairchild Books, APA, National Council of Structural Engineers Association (NCSEA), Structural Engineers Association of California (SEAOC), ASHRAE, National Concrete Masonry Association (NCMA), ASTM, and many others, has made possible the publication of a variety of titles that are bound to interest code officials, contractors, architects, engineers and other building professionals. A unique joint partnership among ICC, ASHRAE, NFPA, and the Society of Fire Protection Engineers (SFPE) resulted in the publication of the *Smoke Control Engineering Handbook*. It is cobranded and offered by all four organizations. The following is a sampling of titles already released, in production, or in development:

*2012 Building Code Basics Series* (four titles: Green, Energy, Commercial, Residential); *2012 Study Companion Series* (10 titles in this series); *Guide to 2012 IRC Wood Wall Bracing*; *Illustrated Codes for Designers Series* (two titles in this series); *Seismic Design Manual Series* (four titles in this series); *Concrete Manual Based on the 2012 IBC and ACI 318-11*; *Building Department Administration*, 4<sup>th</sup> edition; *Buildings Codes Illustrated 2012 IBC*; *Structural Fire Load*; and *DeWalt Residential Construction Complete Handbook*.

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## Publishing and Multimedia

The **Publishing and Multimedia** Division is comprised of three functional areas—Publications (editorial, prepress and commercial printing), Electronic Media (eCodes, video production and webcasting) and Printing Services (in-plant and document management center).

In 2012, the biggest accomplishments in **Publications** involved working with a cross section of ICC departments to address member needs with relevant and cutting-edge publications, including: 2012 *International Swimming Pool and Spa Code*™; 2012 *International Green Construction Code*™; ICC G3-2011: *Global Guidelines: Practical Toilet Design*; and ICC G4-2012: *Guideline for Commissioning*. Since August 2011, approximately 1,220 book titles and support materials have been completed by the department. In addition to publishing the 2012 International Codes and Commentaries, Publications completed and printed custom codes for state and local jurisdictions, including the 2010 Florida Building Codes, 2011 New York City Energy Conservation Code, 2011 County of Los Angeles Fire Code, 2011 Ohio Fire Code and Update Package, 2012 North Carolina Codes, 2011 Vermont Residential Building Energy Standards, 2010 Houston Codes, Oregon Reach Code, and 2009 Idaho Fire Code.

Key trade text titles included the 2012 *Study Companions; Residential Inspector's Guide: Based on the 2012 IRC Chapters 1–33; Conventional Construction Provisions of the 2009 IRC: An Illustrated Guide*; and 2011 *Wood-Framed Shear Wall Construction: An Illustrated Guide*. Updated versions of *Building Department Administration* and the *Concrete Manual: Based on the 2012 IBC and ACI 318-11* are scheduled for an October availability. Additionally, three of four updated publications for SEAOC were printed: 2009 *IBC Structural/Seismic Design Manual, Volume 1: Code Application Examples, Volume 2: Building Design Examples for Light-Frame, Tilt-Up and Masonry* and *Volume 3: Building Design Examples for Steel and Concrete*, with *Volume 4 Existing Building Seismic Hazard Reduction Design Examples* estimated to be available by December 2012.

“Innovation” best describes **Electronic Media’s** efforts to support Members and staff as they utilize ICC publications in the research and communications fields. Electronic Media has expanded offerings of ICC PDF downloads, which include many new titles from other standards organizations. The ICCMarket application, which debuted at the 2010 Annual Conference, has been enhanced with new features, including one that allows users to purchase PDF versions of ICC documents from iTunes and download to an iPad. Currently there are 61 ePub versions for the iPad available for the Apple platform, with additional titles being released almost monthly. To help ICC provide effective “green” methods of communication, Electronic Media supports the production and delivery of webinars for the Training and Education department, as well as presentations for Certification, Marketing, International Accreditation Service, ICC Evaluation Service and administrative staff. Electronic Media also produces video clips as a marketing tool on ICC’s storefront. The EM team provides webcasting of the code development hearings, ES hearings and soon the IAS committee hearings, which puts ICC at the forefront when it comes to offering webcasts on all platforms to its Members.

The **In-Plant Printing Services** department processed more than 960 requests last year, averaging 80 titles per month. Many of the titles are being printed using “just-in-time” (JIT) methods of inventory control, to reduce overhead. In addition to JIT management, there are several advantages to having an in-plant print shop, including faster turnaround times, lower shipping charges, cost savings on proofs, a familiarity with the products and subject matter, and a focused concentration on sustainability. Printing Services uses environmentally friendly supplies and most of the paper used in-house has a percentage of recycled paper content or is from certified sustainable forestry sources.

# BUSINESS AND PRODUCT DEVELOPMENT

Building a Safety and Sustainability Hub for Building Industry Professionals

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## Customer Service and Fulfillment Center

Earlier this year, as part of the Year of the Member, the ICC Call Center was reintroduced, along with specific internal standards to be met. The Customer Service department has consistently exceeded these standards. In addition to responding to calls and other inquiries on time, staff also participates in ongoing training sessions to ensure a high level of performance and to improve staff knowledge on existing and upcoming products, so they can make appropriate recommendations to Members and other customers. As a result of this ongoing training, Customer Service staff has taken the initiative to contact customers who have indicated they want to be notified of new products. We continue to monitor our level of service by routinely including customer survey cards with orders. Working closely with our Information Technology and Web Development teams, Customer Service staff was instrumental in the preparation of the new ICC Web store. The new site will include Live Chat, which gives customers an opportunity to communicate directly with staff in real time. Staff can also be found in ICC booths at various industry events where attendees can browse and purchase ICC products as well as ask about other ICC services. In March, the ICC booth had its most successful year to date at the Colorado Chapter Education Institute. This was our 18th year attending the institute.

On the fulfillment front, the warehouse has been reorganized to ensure orders are filled on a daily basis and as quickly and accurately as possible. The majority of orders are now shipped on the same day the order was placed.

Despite ongoing economic challenges, the Business and Product Development Division was able to pull together its talents and resources to ensure that a broad array of codes, related products, and services were readily available in support of the Membership and other building industry professionals. The Department was also able to improve on methods of delivery, diversifying and increasing electronic methods of delivery for effectiveness and the convenience of code users. Coupled with the ICC green initiatives, these efforts have taken us a step closer to becoming a building safety and sustainability hub for building industry professionals.



*Hamid Naderi*  
**Hamid Naderi**  
Senior Vice President

### Looking Forward

Our goal is to become the premiere building safety hub and a one-stop shop for our Members.

# SUSTAINABILITY

Building a Safe and Sustainable Future

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To serve the needs of our Members and other jurisdictions in need of codes to address green construction, and in keeping with the goals of the ICC strategic plan related to business growth and social responsibility, the **Sustainability** Program was established in 2011. The program assists in the organization's sustainable initiatives that incorporate the "Safe and Sustainable" theme. ICC has a long and successful record of creating model codes that provide for the safety and welfare of the public; and for many years, green building and energy measures have incrementally found their way into the codes. This culminated in the creation of the 2012 *International Green Construction Code*™ (IgCC™)—the first model code that takes a broad-scale approach to a building's construction and operations from a sustainable perspective. This approach builds on existing measures and incorporates other provisions intended to reduce a building's negative impact on the environment. To facilitate review and adoption efforts by governmental units, ICC in collaboration with ASHRAE and the United States Green Building Council provided complimentary copies of the IgCC™ to more than 9,000 governmental jurisdiction Members.

A primary objective of the Sustainability Program is to position ICC as the leader in safe and sustainable construction. By promoting sustainable codes, including the IgCC™ and the *International Energy Conservation Code*® through services such as training, certification, plan review and evaluation of new sustainable products for verification of code compliance, our Members are provided with the information and resources needed to help them adopt and implement the codes as efficiently as possible.

One of the key successes in IgCC™ support products is the completion of the ICC commissioning guideline to assist Members with understanding and implementing commissioning as established in the code. Another effort underway is the potential development of a Solar PV and Thermal Panel Guideline that will assist our Membership and industry in understanding code provisions related to the permitting and installation of solar panels.

Program staff also is assisting the Government Relations (GR) team in its effort to promote the adoption of codes at the state and local levels. These efforts include presentations to Chapters and working with GR staff on specific adoption efforts. Staff is working with the Training and Education, Certification and Testing, and Technical Services programs to identify educational, training and certification needs of ICC Members and the building industry in their efforts to adopt, implement and enforce the codes. We also are supporting the ICC Evaluation Service in its effort to enhance services with the Environmental Program and the development of green-focused reports to help our Members with their approval of products that meet code.

The Executive Director also acts as the liaison to the Sustainability Membership Council. The Council offers ICC Members a place to come together and be a more powerful force in shaping ICC sustainability efforts.

ICC's success is driven by the unity and diversity of its Members. The strength and solidarity of our organization allows us to better serve our Membership and communities, and promote a shared vision of a safe and sustainable world.



*Dave Walls*  
**Dave Walls**  
Executive Director

## Looking Forward

Staff is looking forward to building upon 2012's successes and strengthening the program through implementation of the strategic plan, which includes working with ICC programs to implement cohesively a comprehensive ICC green strategy that will best serve our Members. We are also looking forward to continuing our work with existing industry partners and establishing new relationships as opportunities arise.

# GLOBAL SERVICES

Safe Communities – Around the World

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## Activities on the ICC Globalization Front

ICC's global efforts currently are focused throughout the Middle East, the Americas and Asia. The rationale for ICC to engage in the global community has been driven by customer needs and the organization's vision to protect the health, safety and welfare of people by creating safe buildings and communities. The concept is exporting building safety to jurisdictions outside the United States, and directly impacting building officials and construction professionals in a positive way worldwide. These initiatives are focused strategically and are based on clear market demand and relevancy that has been demonstrated by key organizations in the built environment from both the private and public sectors. Global Members and other customers continue to look for technical solutions as building construction, particularly within cities in many parts of the world, has expanded driven by the migration of people seeking opportunities in urban environments. The solutions that ICC provides match up in support of these requirements with high-quality codes and various conformance programs. ICC's vision and mission are taking hold in global jurisdictions providing safer communities while strengthening ICC's diversification and impact on the world stage. Here are a few examples that reflect our global activities.

### United Arab Emirates, Abu Dhabi

Eight ICC codes were adopted in the Emirate; the *International Building Code*® (IBC®), *International Fire Code*® (IFC®), *International Energy Conservation Code*® (IECC®), *International Plumbing Code*® (IPC®), *International Private Sewage Disposal Code*® (IPSDC®), *International Mechanical Code*® (IMC®), *International Fuel Gas Code*® (IFGC®) and the *International Property Maintenance Code*® (IPMC®). A multi-year program for code implementation and enforcement is ongoing. Throughout the coming year, ICC staff will continue to work with both the private and public sectors addressing code implementation initiatives and various conformity assessment programs.

### Gulf Cooperation Council (GCC)

This Middle East region is made up of six countries: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and United Arab Emirates. ICC participated in GCC's first building construction forum held in Qatar. Stakeholders from all six countries are interested in a unified GCC building code. ICC's family of codes and supporting conformity programs were well received. Staff is engaged in this effort. A second building construction forum is being scheduled. That forum will take place in Abu Dhabi and will be a critical decision point for moving forward with ICC advances in the region.

### Puerto Rico

Puerto Rico adopted into law the following codes for the U.S. territory: the IBC®, IPC®, IFGC®, IMC®, IFC®, IECC®, IPSDC®, *International Existing Building Code*® (IEBC®) and the *International Residential Code*® (IRC®). This is a governmental effort carried out by the Office of Permits Management of Puerto Rico in cooperation with FEMA. The code adoption has led to the implementation of programs such as training, and two agreements with the private and public sectors to distribute codes. This project has increased ICC's position in the U.S. and the Caribbean region.

### Haiti

Haiti's Ministry of Public Works, Transport and Communication (MTPTC) and ICC are working cooperatively to allow the Haiti's Authority Having Jurisdiction (AHJ) to use the 2009 IBC® and IRC® as base codes for the Haitian National Building Code. The ICC has worked with stakeholders in the private and public sectors providing advice for the formal adoption and implementation of the ICC codes that would need to be adapted to local language and conditions. This project supports the ICC global goal of building a safer, more efficient and sustainable global community.

### Jamaica

Jamaica has adopted the 2006 I-Codes as an official standard and is updating the adoption to the 2009 edition. The nation also is pursuing official adoption by its Parliament. ICC has provided support in codes implementation efforts by conducting training seminars and providing train-the-trainer classes at the University of Technology in Kingston.

### Guam

The Governor has signed a public law adopting the 2009 IBC®, IFGC®, IMC®, IPC®, IPSDC®, IRC®, IEBC® and IFC®. Project implementation and enforcement continues. This program strengthens ICC's position in the U.S. territories, gaining momentum to expand to similar territories.



### China

Working directly with the Chinese central government, ICC signed a Memorandum of Understanding (MOU) with Tianjin Fire Research Institute to improve Chinese construction codes and conformance programs. The focus is with the IBC®, IFC®, IRC® and IEBC®. Significant interest exists with ICC Evaluation Service to enhance import and export capabilities for building products, both for Chinese and global manufacturers. An MOU was signed between the Tianjin Institute’s evaluation subsidiary and ICC-ES to initiate a pilot project for three different building products for both Chinese- and U.S.- based manufacturers. The intent is to enable market access for imports and exports between the countries, and establish an evaluation process for building products acceptable for both markets. This project will position ICC in the largest building construction country with 50 percent of the world’s market.



  
**Drew Azzara**  
Vice President

### Looking Forward

Global Services will continue to provide a collaborative and integrated business approach to work closely with other organizations to achieve the mission and vision of the Code Council throughout the world.

# ICC'S PLUMBING, MECHANICAL AND FUEL GAS (PMG)

Providing the Highest Level of Member Support and Service

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The International Code Council celebrated "The Year of the Member," in the past year and focus on the Membership is nothing new to the Plumbing, Mechanical and Fuel Gas (PMG) group. In 2012, as in years past, PMG staff has been hard at work advancing public safety through education, advocacy, technical support, standard development, industry partnerships and good old-fashioned listening.

All of this work is important, but for the PMG group, each accomplishment feeds into a single important mission: to give the highest level of support and service to ICC Members. By doing this, the PMG group is proving daily ICC's expertise and leadership in the plumbing, mechanical and fuel gas industries. By doing so, they help ICC Members build their skills and expertise, and help jurisdictions implement and enforce the PMG codes. We are committed to supporting the *International Plumbing Code* (IPC), the *International Mechanical Code* (IMC), and the *International Fuel Gas Code* (IFGC) because we honestly believe them to be the best model codes available. We're proud of their unwavering commitment to health and safety, willingness to embrace new technologies, and ease of use. And we're inspired by the solid integrity and expertise that goes into their development. Our responsibility to support the most widely implemented PMG codes in the United States is our highest priority.

Internally, the group coordinates projects and creates products related to the PMG codes across ICC's Education, Membership, Publications, Evaluation Service, International Accreditation Service, Government Relations and Technical Services Departments. Commonly, PMG staff provides key technical expertise to support these groups. PMG staff is constantly working to stay abreast of the latest developments, issues, practices and technologies in the industry. Not surprisingly, our best resource in this effort is the ICC Membership. Externally, the staff strives to be the voice of its Members by developing constructive partnerships with other industry leaders, getting involved in important domestic and international industry events, participating in standards development, creating code support materials, educating the PMG industries and facilitating communications with Members through the PMG Membership Council.

## Supporting Members

The PMG group makes use of a wide range of means for connecting with the ICC Members wherever we can, such as the PMG Code Action Committees, ICC Chapters ICC e-News' PMG Section, PMG Membership Council and its Governing Committee and Online Discussion Forums.

Whether you spell it TSAPI, AAPGMI, VPMIA, FAPGMI or PMCOAT, the PMG staff regularly attends Chapter meetings and directly engages with PMG industry members on many levels. By attending, presenting or teaching at Chapter meetings, PMG staff helps Members keep up to speed on rapidly changing issues, such as sustainability, accessibility, new technology, legislation and standards while accumulating the information that is essential to successfully guide our actions and better understand the needs of our Membership.

In the last year, PMG staff played a key role in the PMG Code Action Committee (CAC) and the Sustainability, Energy and High-Performance Building Code Action Committee. Our staff contributed a wealth of experience and insight in assisting Technical Services as they moved to generate nearly 250 code change proposals for the IPC, IMC and IFGC for the Group A cycle. In the Sustainability, Energy and High-Performance Building Code Action Committee, we are working to support the development of a new Solar Task Group that is conducting a comprehensive review of solar thermal and photovoltaic code provisions in all 15 model codes.

Growing stronger every day, the PMG Membership Council promises to be a great tool to communicate the needs of industry and members directly to PMG staff and the Board of Directors. This guidance is critical in assuring a voice for PMG industry stakeholders within ICC and strengthening our position in this industry.

PMG staff is deeply committed to boosting involvement and bringing Members together to strengthen one of the most important and timely initiatives of the Code Council. Led by Jim Olk, Building Official and PMG expert from Farmers Branch, Texas, they have elected to focus on several key areas, including consistent code enforcement, PMG education, two-way communications with PMG Members and the adoption of PMG codes, especially the new *International Swimming Pool and Spa Code*™ (ISPSCTM). The PMG Membership Council has attracted more than 200 ICC Members representing all of the PMG trades, including swimming pools and aquatic facilities. The Council includes experts from the American Society of Plumbing Engineers (ASPE), American Backflow Prevention Association (ABPA), Association of Pool and Spa Professionals (APSP), National Board of Boiler and Pressure Vessel Inspectors (NBBI), Air Conditioning Contractors of America (ACCA), Sheet Metal and Air-Conditioning Contractors National Association (SMACNA), American Society of Agricultural and Biological Engineers (ASABE), along with nationwide representation from ICC Members.

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From California to Maryland, and Minnesota to Alabama, PMG staff is proud to work collaboratively with ICC Members and the Government Relations staff to support adoption efforts nationwide. The PMG group is routinely asked to provide answers to technical questions, participate in study groups, offer testimony, and conduct technical analyses customized for particular codes and locations. On a regular basis, jurisdictions around the United States actively review their codes, address pressing needs, or correct areas of concern. This is oftentimes spearheaded by ICC Members working to ensure their communities are provided with the most effective codes possible. State and federal legislation also is introduced regularly, touching on PMG codes, standards and issues. For ICC Members, this vital work ensures policymakers have the tools and knowledge needed to enact the appropriate regulations and laws to protect the citizens of their jurisdiction. While there are many balls in play across the country, know that we believe no jurisdiction is too small and no Member concern unimportant.

### **Code and Standards Support**

The PMG group has identified and fostered several ANSI standard development efforts, both within ICC's standard development process and in partnership with others. These standards serve to address key needs within the I-Codes and provide significant opportunities for business growth in ICC-ES in addition to the new publications created and subsequent training material. The PMG group has leveraged the resources of ICC's internal technical staff, in addition to that of partner organizations, to move quickly and produce work product that can be referenced in upcoming versions of various I-Codes. Currently, the PMG group has standards in various stages of progress for landscape irrigation sprinklers, irrigation controllers, solar thermal collectors, rainwater harvesting systems and components. In all, seven standards are being actively pursued in collaboration with organizations like Underwriters Laboratories, the American Association of Agricultural and Biological Engineers, and the Solar Rating and Certification Corporation. Through a very successful agreement with the Association of Pool and Spa Professionals (APSP) that produced the ISPSC, ICC has also secured a role in the maintenance and propagation of APSP's family of nine standards. ICC staff and Members now participate in the revision of these standards to ensure the highest levels of safety and ensure coordination with the I-Codes. They have since been redesignated as APSP/ICC standards, reflecting the excellent partnership enjoyed between the organizations.

From authoring the 2012 *IPC, IMC and IFGC Significant Changes Book*, developing gas and backflow prevention laminated Code Notes, spearheading the ICC G3-2011: *Global Guidelines: Practical Public Toilet Design* project, creating calculators that assist Members with designing, installing and verifying water, DWV and natural gas systems, identifying standards development opportunities and facilitating the development committees, our technical expertise is diverse.

To aid in the application of the codes, we create many support documents. One such example is the 2012 Water Efficiency Provisions (WEP) of the *International Green Construction Code™* (IgCC). With record-setting droughts across the United States, many regions are examining codes and looking for opportunities to address critical water needs. The IgCC (WEP) was created to meet that need with a water specific extract of the IgCC addressing only water efficiency and conservation. The WEP addresses topics such as efficient irrigation, storm water management, efficient plumbing fittings and appliances, efficient HVAC systems, rainwater and graywater collection, nonpotable water use and much more, like no other document in the industry.

### **Connecting, Promoting and Advancing**

In an effort to build awareness of ICC PMG codes, hone knowledge, represent ICC Members, and support adoptions, PMG staff makes a concerted effort to stay engaged with the PMG industries. This constant engagement takes the form of training and education, industry partnerships, collaborative research projects, and advisory committees. Our staff is appointed to more than 20 industry technical and advisory committees worldwide ranging from pools, sustainability, plumbing, mechanical, fire sprinklers and global sanitation.

With decades of training experience, we provide training on the IPC, IMC, IFGC, IgCC, the new ISPSC, and specific topics such as, water efficiency, fire sprinklers, venting, drainage, cross connection and backflow prevention, rainwater and graywater harvesting, siphonic roof drains, cooling towers and even sanitation in the developing world. Many geographically and professionally diverse organizations request our expertise including the U.S. Forestry Division, U.S. Air Force, NYC Fire Chiefs, Tribal Entities, local chapters, Water Quality Association, ASPE Chapters, Environmental Health officials, and South American and Mexican Engineering organizations.

# ICC'S PLUMBING, MECHANICAL AND FUEL GAS (PMG)

Providing the Highest Level of Member Support and Service

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Staff often receives requests from local organizations to provide training in the United States and as far away as Egypt, Abu Dhabi, Colombia, Mexico and the U.S. territory of Puerto Rico. For Members, this pays dividends as staffers expand their knowledge of the PMG trades, and countries like Colombia adopt the I-Codes and Guidelines.

This global interest extends to the World Toilet Organization to address chronic shortages of safe sanitation facilities in developing nations. This ultimately led to the creation of the ICC G3-2011 *Global Guideline for Practical Public Toilet Design*, which is being examined by countries worldwide to improve sanitation facilities. By walking the walk away from the office, and putting concern into action by volunteering time in Haiti during the last two years to put in place rainwater collections systems for schools, we stay connected to real life practical issues. For our efforts, we received the International World Toilet Organization (WTO) Hall of Fame Award 2011 – a first-ever accomplishment for a U.S. recipient.

## Building Smart Relationships

PMG staff places a high value on the maintenance and expansion of collaboration with industry groups and associations. From the advancement of green practices to safer pools, ICC and its partners have worked together to insure the systems in and out of homes and buildings are safe for everyone. This provides many benefits for ICC Members leading to new standards, new and enhanced codes, additional educational offerings, new legislation and new adoptions. Although we already have many collaborative relationships, this year we have expanded our reach to achieve closer working relationships with the American Society of Agriculture and Biological Engineers (ASABE), Solar Rating and Certification Corporation (SRCC), National Environmental Health Association (NEHA), Centers for Disease Control and Prevention (CDC), National Institute of Building Sciences (NIBS), Solar Energy Industries Association (SEIA), Plumbing Efficiency Research Coalition (PERC), and EPA WaterSense Collaboration.

What else is coming? New codes? New standards? New support tools and education? It's up to you! The future may not always be clear, but one constant is the commitment of ICC and its PMG group to support the PMG Members and industry in producing the best safe, technically advanced and sustainable codes, standards and tools to meet the needs and goals of the Members.



A handwritten signature in black ink that reads "Jay Peters".

**Jay Peters**  
Executive Director

### Looking Forward

We are inspired every day by the member's unwavering vision for one set of safe, enforceable and sustainable safety codes for the built environment, and are committed to helping them achieve uniformity nationwide, including the adoption of the safest, most advanced PMG codes available anywhere—ours.

# MARKETING AND COMMUNICATIONS

Facilitating the Dialogue in the ICC Community

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The Code Council is first and foremost a professional association that exists to serve the needs of its Members. Through the efforts of our Members, we also provide a tremendous public good—our model codes. The staffs of the **Marketing and Communications** departments are dedicated to supporting those activities. During the “Year of the Member,” we have been focused on improving our performance in light of rapidly evolving technology and new communication tools, always with a focus on providing information that is relevant and timely to our Members and customers and their daily efforts to build stronger and safer communities.

In just a few short years, we have moved far beyond a print magazine and bulletin that used to reach you 12 times a year through what today is called “snail mail.” Gone are the days when we sent a news release to trade publications and hoped they would publish it for Members to read. Today we reach out directly in many ways to both convey information our Members need and just as important — to hear from them.

This year we successfully expanded the reach of our publications to do just that. ICC eNews reaches 210,000 people every couple of weeks; the members-only benefit of the *Building Safety Journal* online – renowned for its technical articles and inclusion of the *Codes and Standards News* – is received by 26,000 members quarterly; ICC-ES eNews reaches 34,000 readers, while IAS eNews reaches 21,000 readers; more than 6,000 people (and growing) follow ICC on Twitter; and ICC Facebook fans number more than 1,000. Photos are still a mainstay of ICC’s news and information publications, but videos, Internet links, graphics and other so-called “rich media” serve to enhance the reader’s experience through the use of new technology.

In 2012, we used all of these tools to help publicize the Code Council’s numerous Year of the Member activities including the new Chapter Training program, the restoration of the ICC Customer Call Center and the activities of the new Membership Councils. We also helped launch efforts critical to ICC Members including “cdp ACCESS,” the initiative to expand code development participation through new technologies. Our team helped launch the latest two new codes added to the I-Code family – the *International Green Construction Code*™ (IgCC™) and the *International Swimming Pool and Spa Code*™ (ISPSC™). Both these new codes further fulfill the work ICC’s Membership does in helping to build a safer and more sustainable world. And we played our role in promoting the Coalition for Current Safety Codes, established by ICC and NFPA to advocate for the adoption of the most up-to-date building, sustainable, electrical and life safety codes and standards.

Other highlights in 2012 include the continued support and presence of ICC at critical industry tradeshows as well as ensuring the spring Code Hearings and ICC’s Annual Conference and Final Action Hearings are premier events worthy of the dedicated service and expertise our Members and industry voluntarily provide to the code development process.

That’s a brief summary of some of the things we have done. Here is a peek into how we do it:

To enhance the efficiency and effectiveness of ICC’s marketing and outreach efforts we utilize a model that leverages the knowledge and expertise of both an outside firm, specializing in associations, alongside an internal team of product and service marketing and communications specialists. This model helps maximize our resources, creativity and responsiveness to meet the needs of our Members and customers. We are also conducting more research, and studying the data we get back to achieve a greater understanding of our Members needs so we can develop improved products and services to support them both today and into the future.

Our primary goals as an integrated marketing and communications team revolve around four priorities. The first is a laser-like focus on our Members to enhance their experience and engagement with ICC so they can be more successful in their careers and continue to build safe and sustainable communities. The team also is responsible for continuing to build the ICC brand and raise the profile of our Members and the tremendous public good they do in the development of our model codes. The team dedicates itself to better connecting our Members, friends and customers with the information they need and the products and services available to them through ICC. Lastly, the team works to expand ICC’s presence into new markets, providing these new audiences with information on ICC, its Members, and the range of products and services that can be of benefit to them.

# MARKETING AND COMMUNICATIONS

Facilitating the Dialogue in the ICC Community

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What's next for us in our efforts to support our Members? New technologies and communication channels have provided additional avenues for our Members to have a voice. We will continue to make greater use of social media—follow us on Twitter @IntlCodeCouncil, “like” us on Facebook, and participate in our Discussion Forums to join the conversation and provide your feedback and stories. We will continue to pursue a dialogue with our Members to provide you with information about what your professional association is doing to help and to listen to your input and feedback. We ask our Members to please keep the comments coming so we can best meet their expectations. We will continue to look for ways to reach out and provide a positive ICC experience.

Our goals moving forward also include providing the smartest strategic and tactical solutions to empower our Members and enable ICC's various product, service, and information functions to meet their goals and objectives. We will work to ensure the Membership continues to receive valuable benefits in return for their time and financial investment in ICC and their contribution to the mission of building a safe and sustainable world. Finally, we will continue to tell the noble story of how dedicated Code Council Members work every day to build stronger and safer communities.



*Joshua C. Batkin*  
**Josh Batkin**  
Senior Vice President

## Looking Forward

I'm excited about being a part of the Code Council. Our talented Marketing and Communications staff are working together to provide even more support as we look for innovative new ways to serve our Members.

# INFORMATION TECHNOLOGY

*Innovation for the Future of ICC*

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The focus of **Information Technology**, (IT) is to improve services, enhance revenue, improve efficiency and provide a positive experience for our Members and others who visit ICC online. Information Technology plays a vital role in International Code Council operations. A key priority this year was to help improve our Member services. We worked on several initiatives such as implementing the Voter Registration Application that allows eligible voting Members to register themselves online and confirms if they meet Council policies for eligible voters. We also developed website applications to request code opinions and submit tax exempt forms. We worked with the Membership department to launch the Call Center that enables Members and customers to speak with a live operator when they call ICC's main phone numbers. We also made many improvements to the My ICC area of the website providing Members with access to more relevant information. We plan to upgrade our Membership management system later in the year to enable up-to-date access for our Members.

The ICC website continued to be upgraded so our Members and others can easily find the information they are looking for and have a positive experience interacting with the website. A major undertaking was to implement a new online store with a focus on significantly improving the online shopping experience. With an increasing number of customers accessing the ICC website and online store using tablets, smartphones and other mobile devices, an enhanced version of the online store, optimized for the mobile user experience, will be launched in 2012. We also implemented processes to keep the content on the ICC website refreshed on an ongoing basis. We launched the Website User Group comprised of a diverse group of Members from across the country, representing varied backgrounds and including Board Members. This group met several times this year, including one in-person meeting. The Website User Group is providing valuable input regarding the ICC website and helping with early testing of new features and functions.

The team also provides support to departmental initiatives requiring IT expertise and guidance including the cdp ACCESS project. The team implemented a video conference solution this year to help improve internal communications and reduce travel costs for staff. The IT team continued to enhance information security implementing additional measures. We have continued to consolidate the infrastructure and look for additional opportunities to move to cloud computing, further improving the reliability, robustness and redundancy of overall Information Technology services. And the IT team supports the daily needs of all ICC staff. In summary, the Information Technology team delivered significant accomplishments and looks forward to delivering further improvements for our Members and all customers.



  
**Sanjay Gupta**  
Senior Vice President

## Looking Forward

The IT team will continue to support high return, innovative solutions to enhance the Member experience and optimize the association's operations. The smooth operation and security of daily IT functions will always be our highest priority.

# FINANCE

*Integrity, Performance and Dedication to Service*

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The purpose of the **Finance Department** is to act as the financial steward for the organization on behalf of our Members. Our primary goal is to meet the needs of our internal customers by providing useful and timely financial information and advice. We analyze alternatives and advise management in decisions regarding the allocation of the organization's limited resources. We safeguard the assets of the organization by monitoring and maintaining a system of internal controls. The Finance Department is responsible for providing our Members and stakeholders with financial statements and meeting the regulatory reporting requirements of our bank and tax authorities.

## Accomplishments

During 2011-12 we have emphasized improvements in several key areas, including:

- Leveraging the new financial reporting systems to improve the quality of our reporting; speed up the month end closing process; provide ICC managers with more relevant information faster; and improve controls to identify and respond to the changing needs of the organization.
- Improving working capital management through better management of our investment in inventory. We have increased inventory turns and reduced the amount of cash invested in inventory. This was accomplished without any disruption in our ability to service our customers' needs. Accounts receivable have decreased as our credit staff worked with customers to identify and resolve issues on a timely basis. We improved our risk management procedure with new policies and better system tools.
- Improving the capabilities of the Finance Department staff. We have focused on staff training, getting and maintaining professional certifications and aligning staff with the business managers.
- Reducing costs of treasury management and banking transactions, including merchant credit card fees.
- Improving our state sales tax reporting compliance process to collect, file and remit sales taxes in all states, without increases in staff.

## Challenges

The slow recovery of the economy continues to present challenges for our business. We must manage the resources of the organization in an efficient and conservative manner. We must partner with ICC staff to provide the necessary information and financial tools to make the right decisions for the business. Together, we will endeavor to strike the right balance between conservative financial management and investing in the business for the future.



*John Belcik*  
**John Belcik**  
Chief Financial Officer

### Looking Forward

Our focus for 2013 will be guiding conservative and innovative management of the association's financial resources.

# HUMAN RESOURCES

Supporting our Most Valuable Assets

The primary role of **Human Resources** (HR) is to address the needs of ICC staff with the goal of ensuring that all organizational departments and functions are able to effectively and efficiently provide the products and services sought by our Membership. HR supports the recruitment, development, and retention of staff having the skills and knowledge required across a wide range of professional disciplines and administrative support functions. It develops and administers health and welfare benefits that provide necessary care and protection for our staff and their families. HR develops, updates and administers policies that ensure all applicants, candidates and employees are treated in an ethical and conscientious manner, and that ICC meets its social and legal obligations. To fulfill these roles in a cost- and resource-efficient manner, the HR staff continues its engagement in initiatives leading to convenient, timely and paperless processes through electronic solutions.

With the economic downturn and slow recovery continuing through 2012, HR has continued to lend its professional support and expertise to all departments in the areas of cost reductions, organizational streamlining, and position reengineering. Throughout the past four years of economic restraints, HR has experienced a significant increase in staff needs for counseling and guidance in accessing and utilizing available resources within our benefit programs, including health and wellness benefits, our ICC Employee Assistance Plan, and requests for 401(K) loans and hardship withdrawals. We have worked closely with our brokers to implement cost-effective refinements to our various programs as needs and opportunities arise. We, along with our brokers, have engaged in an intensive evaluation of the new federal healthcare initiative to ensure ICC's full compliance and to evaluate and plan for any negative near- and long-term cost impact as the new requirements come into play over a period of years. We continue to enhance the information and self-help materials available to staff through both our internal staff website and links to vendor sites.

HR is responsible for negotiating and maintaining ICC's business lines of insurance and shares risk management responsibilities with the ICC General Counsel. All insurance renewals were accomplished in a timely manner, and renewal costs were successfully held in check, with, in some cases, reductions in premiums achieved. We feel this is a significant accomplishment in the face of hardening insurance markets. ICC continues to maintain a very healthy risk profile and positive relationships with our various carriers. The credit for this enviable track record is shared by the entire organization, including the Membership, Board, management and staff, whose continued careful judgment and conscientious concern for the well-being of ICC continues to protect the organization from adverse legal and financial risk.



A handwritten signature in blue ink, appearing to read 'Terry Eddy'.

**Terry Eddy**  
Senior Vice President

## Looking Forward

ICC, like all vibrant organizations, is a work in progress, and we will always find ourselves in the process of arriving without having ever fully arrived. Continuous change is the 21st century norm, and we must change with it to remain relevant and focused on Member needs. As the global financial crisis continues to ease, ICC and its staff are well positioned to move forward at an even faster pace.

# MEETING SERVICES

*Planning Meetings for Future Success*

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**Meeting Services** provides meeting planning and travel coordination to all of the organization’s internal and external clients. Meeting Services has a dedicated team that continues to provide management for the variety of meetings that is required to fulfill all Code Council needs. We negotiate corporate rates with hotels and rental car companies that all internal and external clients can benefit from.

Meeting Services plans and manages more than 100 meetings and books more than 250 airline reservations annually. These meetings included the 2012 Spring Hearings, 2012 Annual Conference and Final Action Hearings, numerous committee meetings, training seminars, certification testing sites, Board of Directors meetings and staff meetings.

## Accomplishments

The 2012 Spring Hearings were a success. Total registration for the event was 747. Meeting Services has been diligently planning the 2012 Annual Conference and Final Action Hearings in Portland, Oregon. Once again we will be hosting the Membership Council Meetings and exploring new ideas to make the conference a better overall experience for the Member.

## Challenges

Meeting Services continues to use partnerships with hotel chains, rental car agencies, and convention centers to reduce costs and avoid significant increases in attendee expenses. We also have incorporated more limited-service hotels to ensure attendees have more options when it comes to lodging during the conference.

## Looking Forward

Meeting Services plans to continue to work toward maintaining the quality of the meeting and travel experience, with attention to deeper discounts when feasible. In addition, ICC is looking forward to record breaking attendance numbers for the upcoming 2013 Annual Conference and Final Action Hearings in Atlantic City, New Jersey.

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