



# ICC NEWS RELEASE

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## ICC and Hanley Wood Form Communications Partnership

*Initiative will connect building product manufacturers and trade associations to the code community and support skilled trade education.*

[Hanley Wood](#), the premier information, media, event, and strategic marketing services company serving the residential, commercial design and construction industries, announces a joint communications initiative with the [International Code Council](#) (ICC), developer of model codes and standards for the construction of safe, sustainable, affordable and resilient structures. The initiative will allow Hanley Wood to identify and represent the perspective of building product manufacturers and trade groups on matters of code to the ICC constituency.

“Connecting the construction and design audiences with code officials in a way that fosters meaningful discussion about codes and standards will lead to better buildings and construction practices,” said Peter Goldstone, CEO of Hanley Wood. “This shared purpose is absolutely fundamental to the ICC and to Hanley Wood.”

The initiative will begin with a pilot newsletter program called *Code Counts*, developed by Hanley Wood for distribution to the ICC members and stakeholders and Hanley Wood media subscribers starting in August. The newsletter seeks to inform and educate the code community about product and practice innovations – specifically research and case studies that demonstrate safe and exemplary application. Trade associations with a construction focus will be invited to sponsor the newsletter’s content.

In recognition of the need to address the shortage of skilled trade labor in the construction industry, Hanley Wood and ICC will devote a portion of the revenue collected from *Code Counts* sponsors to the ICC’s [High School Technical Training Program](#) (HSTTP). The HSTTP offers educational content to technical schools on building, plumbing, HVAC mechanical and electrical topics to supplement existing construction trade curricula. Students completing all elements of the HSTTP, including a final assessment, receive a nationally recognized Certificate of Achievement from the ICC, indicating their span of knowledge of the construction field.

“Training the future’s construction trade professionals has never been as pressing a need as it is today,” said Dominic Sims, CEO of the ICC. “We’re thrilled to have found in Hanley Wood a corporate partner that shares the high priority we place on the HSTTP and the enthusiastic students who will build and maintain our homes and buildings in the years to come.”

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### **About the International Code Council**

The [International Code Council](#) is a member-focused association. It is dedicated to developing model codes and standards used in the design, build and compliance process to construct safe, sustainable, affordable and resilient structures. Most U.S. communities and many global markets [choose the International Codes](#).

### **About Hanley Wood**

Hanley Wood is the premier information, media, event, and strategic marketing services company serving the residential, commercial design and construction industries. Utilizing the largest editorial- and analytics-driven construction market database, the company produces powerful market data and insights; award-winning publications, newsletters and websites; high-profile executive events; and strategic marketing solutions. To learn more, visit [hanleywood.com](http://hanleywood.com).