REQUEST FOR PROPOSALS

www.IAEI.org
The International Association of Electrical Inspectors (IAEI) is seeking to establish a formal permanent and legally binding partnership with an agency that is equally passionate about electrical safety. For 94 years IAEI has been the international electrical safety leader. Founded in 1928, IAEI has a rich history, tradition, and legacy as the leading authority of electrical safety across the globe with representation in all 50 US states and internationally.

The IAEI board of directors is seeking proposals from agencies that will help IAEI continue its current array of professional electrical safety services. With over 8000 members, IAEI has a strong base of committed and dedicated members who have a desire to see IAEI continue as the Electrical Safety Leader.

IAEI would like to have potential partners describe how they would assist IAEI with its mission, services, and membership expansion. What would a formal partnership with your agency look like?

Please address the following issues as they relate to how your agency would address them in a formal partnership with IAEI:

- **Personnel/Human Resources**
  
- **Salaries, Benefits, and payroll**
  
- **IAEI assets**
  
- **The IAEI Board of Directors**
  
- **The IAEI CEO**
  
- **Social Media**
  
- **Publications**
  
- **Education/Online Training/Certification**
  
- **Accounting/Bookkeeping Services**
• Legal Services

• Current IAEI Members

• IAEI Sections, Divisions, and Chapters

• Annual Audit/Financial Review

• IAEI Bylaws

• IAEI Articles of Incorporation

• IAEI Intellectual Property

• IAEI Technical Services

• IT Services

• Member Services

• The IAEI Brand

• The IAEI Mission

• IAEI independent/neutral position
• Shipping and receiving

• Inventory storage

• IAEI Office Building

• IAEI Marketing and Advertising

Closing Narrative:

Explain your agency’s experience permanently and legally partnering with other agencies and your agency’s philosophy with such partnerships:

NAME OF AGENCY: ____________________________ DATE: ____________________________
ADDRESS: ____________________________ PHONE: _______________ FAX: _______________ WEBSITE: ____________________________
NAME OF AGENCY CONTACT ____________________________ EMAIL OF AGENCY CONTACT ____________________________

Please return to rgarza@iaei.org on or before September 1, 2021. No proposals will be accepted after 5:00pm cst September 1, 2021. Should you have any questions, they should be submitted in writing to rgarza@iaei.org.
NFPA Proposal for IAEI

August 2021

Contact:
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Foreword

We have carefully reviewed the RFP that was published by IAEI in July. Although it asks for input on many different aspects of IAEI’s operation, the larger question that is unanswered is what IAEI sees as its main purpose and whether IAEI may be open to different approaches to achieve that purpose.

On the IAEI website, it talks mainly about IAEI being an electrical training entity and less about being the voice of the electrical enforcer. That voice is a role that is vitally important and respected in the electrical codes and standards development process.

Existing as a training entity for long term survival is fraught with many complexities in today’s environment. Training must be scaled to extraordinary levels to be a viable business model. We know this firsthand because we have done (and currently do) training in the many formats that are offered by IAEI (live virtual, in-person, online learning).

With the above thoughts in mind, we have assembled proposal that sets a framework that preserves what we believe, from our historical interactions, the critical roles that IAEI needs to play into the future. This proposal would set the stage for a deeper dialogue between NFPA and IAEI to take place.

Background and Introduction

The International Association of Electrical Inspectors (IAEI) issued a call for proposals on partnerships that could help IAEI continue its long-held mission of supporting and representing the electrical enforcement community who serve a vital role in ensuring electrical installations are performed safely.

NFPA has had a decades old relationship with IAEI that has included local support, partnering on the NEC Changes book, free code books for IAEI members, technical support for chapter and section meetings, and additional financial support over the years. IAEI first participated in the NFPA code development process in 1933.

The environment surrounding associations and membership models has radically changed in the recent years. The advent of the digital age has provided differing approaches to how users seek out and use information related to electrical installations and the overall electrical industry. In addition, the costs to maintain an association structure have increased substantially over the last decade and without sufficient revenue to offset those costs, the long-term viability of any association is at risk.
From NFPA’s perspective, there are two critical areas that IAEI has served over the years, and we believe it is important that there is a solid path forward to do so. There is also a third synergy that NFPA brings.

First, it is critical that there is a representative independent voice of the electrical enforcement community. This voice, ultimately, needs to be free from other interests in the industry (manufacturers, installers, engineer/architects, research and testing, etc.).

Second, there is a role vital to the overall Fire and Life Safety Ecosystem that the IAEI Chapters have through their efforts to provide electrical education to the local area served by the Chapter.

Third, because NFPA produces standards for the electrical arena, there is a significant synergy with IAEI. These areas include, but are not limited to:

- NFPA 70 – National Electrical Code
- NFPA 70E – Standard for Electrical Safety in the Workplace
- NFPA 110 – Standard for Emergency and Standby Power Systems
- NFPA 78 – Guide on Electrical Inspections
- NFPA 1078 – Standard for Electrical Inspector Professional Qualifications
- NFPA 915 – Standard for Remote Inspections
- Electrical Requirements of the International Residential Code

It is with these three critical thoughts in mind that NFPA offers a proposed solution.
Diagram of Basic Structure

For purposes of this document, when it refers to “IAEI” and “IAEI Members” this means electrical inspectors/enforcers that qualify for membership at the section level of NFPA. The purpose in separating the structure in this manner allows the independent voice of the electrical inspector/enforcer to be developed at the level of IAEI as a section of NFPA.

At the chapter level, the membership can be broader for the purposes of including larger cross sections of the industry, but the Chapter does not have direct influence on the independent voice offered by the IAEI membership.

See the next sections of the document for more details on both IAEI and the Chapters.
IAEI as a Section of NFPA

“The National and International Voice of Electrical Enforcers”

To ensure that IAEI continues to be the independent voice of the electrical enforcement community, we would propose reforming the current NFPA Electrical Inspectors Section into the International Association of Electrical Inspectors (IAEI). IAEI would function as a section of NFPA.

As used further in this document unless noted otherwise, the reference to IAEI means IAEI functioning as a section of NFPA.

NFPA operates a similar model today with our IFMA Section (International Fire Marshals Association). The IFMA Section exists under the NFPA umbrella and various Chapters then affiliate with IFMA and become the local IFMA Chapter.

Here would be some characteristics the proposed IAEI as a Section of NFPA:

- Sole focus on electrical inspection/enforcers and electrical inspection/enforcement issues
- Utilize the section expertise to focus on training people to do electrical inspections. Whether working as an electrical inspector only or working as an individual that does electrical inspections as part of their inspection job, there is a significant need to teach how to do a proper electrical inspection. NFPA is already working down this path with NFPA 78 – Guide to Electrical Inspections and NFPA 1078 – Standard for Electrical Inspector Professional Qualifications.
- Because of the need to have an independent enforcer voice, membership for IAEI would be restricted to electrical enforcers. This would allow for free and open discussion to develop the electrical enforcer point of view on various subjects of interest.
- Electrical enforcers would include not only those who solely do electrical inspections but also those that are the electrical enforcer as part of their role (e.g. multi-disciplined inspectors)
- Membership would not be restricted to the US and Canada but would encompass electrical enforcement globally
- The Section would have a board made up of and elected by IAEI members. NFPA would provide the executive secretary role, and necessary funding to the board to facilitate meetings, logistics, etc.
- IAEI could, through a selection process developed by the Section, apply for membership representing IAEI on various NFPA code making panels and committees as well as other committees in the industry that are important to the electrical enforcement arena.
• Section members would have the ability to collaborate virtually through the NFPA Xchange platform that could be used to have discussions around issues of interest and focus the discussion among those in the electrical enforcement arena.

• By qualifying for and joining the IAEI, the individual would also become an NFPA member and can enjoy all the benefits that NFPA membership offers.

• IAEI could take various positions on technical topics including those that are coming through a codes and standards development process.

• NFPA would establish the dues to join IAEI and would anticipate that it be substantially less than the current NFPA dues and substantially less than the existing IAEI dues. Again, the payment of the single fee would make a qualifying person a member of NFPA and of IAEI.

• IAEI could offer educational sessions and discussions as part of their section meeting at the NFPA Annual Conference and Expo.
Local Presence and Chapters

Chapters of IAEI play a critical role in providing local education and discussion on electrical topics, issues, and problems. Through the model proposed, IAEI chapters would operate more autonomously.

**Key Characteristics of Chapters**

- Operate as their own association with stated geographical coverage. For example, the current Michigan Chapter of IAEI could become the Michigan Electrical Inspectors Association and then they could affiliate as a Chapter of IAEI.

- By affiliating with IAEI, the chapter would benefit from information provided from both IAEI and from NFPA.

- Chapters can have their own fee/dues structure applicable at their state, regional or local level.

- Chapters would retain all the dues they collect for local chapter membership and for all events/conferences they hold. This is a key element, there is no “dues distribution” from IAEI (or NFPA). Dues collected locally, stay locally and can be used to support local electrical safety initiatives.

- Chapter membership is not restricted to enforcers, it could be anyone who has an interest in the local education of the electrical industry participants.

- Qualifying IAEI members can become chapter members and pay reduced Chapter dues.

- Becoming a chapter member does not mean that the person is automatically an IAEI member – that status is reserved for those that qualify as electrical enforcers/inspectors and pay dues at the IAEI level.

- This more independent structure for the chapter allows the chapter to decide how they want to structure their local governance – which could vary from chapter to chapter.

- Chapters can provide local education and discussion sessions as they see fit. Any fees association with chapter activities are retained by the Chapter.

- Chapters in a region could decide if they wanted to have a regional educational session that encompassed their geographies.

- There is no direct “influence” that a chapter has on IAEI. There would certainly be common members in both a chapter and at the IAEI level, but any influence of an IAEI viewpoint comes from the IAEI members directly and not from the chapter.

- Chapters could enjoy discounts on NFPA products at levels established by NFPA.

- Through digital means, IAEI could facilitate discussions and exchange of information between chapters via the NFPA xChange platform.
IAEI Sections

- The current IAEI Sections take on a different form than they would today. A regional meeting of chapters could be decided to be held by the involved chapters and any proceeds split among the chapters. What is important is to not recreate Sections within a governance structure that adds a layer of both cost and bureaucracy.

What Happens to current IAEI Assets?

They key is to focus back on the electrical enforcement community voice and how to most effectively ensure that the voice remains independent and active into future years.

What to do with the current assets is a complicated question and not easily answered without a much deeper understanding of both the assets and liabilities that the current association faces.

It has become clear over the more recent years that there is not enough revenue that can be generated to support a large overhead structure. This proposal focuses IAEI on the two key elements mentioned earlier – the independent electrical inspector/enforcer voice and a methodology to keep chapters viable to work at the local level.

This also allows the IAEI brand and name to continue to carry weight into the future and eliminates the financial concerns of recent years.

Once all outstanding liabilities are paid, one possibility for the remaining assets is to keep them available for expenses (primarily travel) for the IAEI board to travel to board meetings as well as covering travel costs for appointed representatives to technical committees. In addition, those assets could also fund an “institute” type approach for training of electrical enforcers into the future.
PROPOSAL BY THE INTERNATIONAL CODE COUNCIL

Formalizing a Legally Binding Partnership between ICC and IAEI

www.iccsafe.org
August 25, 2021

Rudolph Garza
President & CEO
International Association of Electrical Inspectors (IAEI)

Re: Proposal for Formal Legally Binding Partnership Between ICC and IAEI

Dear Mr. Garza,

The International Code Council (ICC) is pleased to provide the enclosed proposal in response to IAEI’s Request for Proposal (RFP) to establish a formal permanent and legally binding partnership with an agency that is equally passionate about electrical safety.

The ICC recognizes the significant contributions on the part of IAEI and its membership to electrical safety through training and education, certification, publications and participation in the development of national codes.

Thank you for your time and consideration of this proposal. We look forward to the opportunity to create a formal, long-lasting partnership that would leverage the strengths of both our associations to the benefit of our respective memberships.

Sincerely,

Dominic Sims
Chief Executive Officer
Overview

This proposal is being submitted in response to an RFP from the International Association of Electrical Inspectors (IAEI) seeking to establish a “formal, permanent and legally binding partnership with an agency that shares an equal passion for electrical safety”.

Similar to IAEI, ICC shares a long and respected lineage as a leader in building safety which dates back more than 100 years with its founding organizations.

As a member focused organization of more than 64,000 building safety professionals and 380 Chapters, ICC’s impact is recognized around the globe. The International Codes serve as the basis for many national codes around the world. ICC also provides a complete family of support services that assist national, state and local governments with the adoption and implementation of model construction codes. Currently, one or more of ICC’s supporting services are utilized in 55 countries.

The proposal that follows describes what a formal relationship would look like and provides ICC’s answers to the questions provided in the IAEI RFP.
**Organizational Structure**

The organizational structure envisioned would ensure that IAEI continues to maintain its strong brand identity as the leader in electrical safety, while leveraging the resources of ICC to expand its service offerings and reach. As an ICC partner, IAEI would maintain its own Board of Directors and Chief Executive Officer. ICC, with its size and reach, would work closely with IAEI to expand its current programs and services while exploring new opportunities for growth.

**Personnel/Human Resources**

In ICC’s review of this RFP and the questions asked within leads ICC to believe that in part IAEI is seeking a partner with the capability to provide certain back office and administrative functions for IAEI. ICC performs several back office and administrative functions such as finance, human resources, information technology and logistics for its partners. ICC can leverage its current back office and administrative capacity to alleviate many of the administrative and back-office functions currently handled by IAEI. In collaboration with the IAEI CEO, ICC would identify which administrative and back-office operations could best be consolidated and absorbed by ICC. Unburdened from some of the costs of administrative and back-office operations, IAEI can focus its attention on the delivery of products and services to its members.

ICC envisions Human Resources administration, including payroll services, among other support functions would be provided by ICC Human Resources staff. IAEI staff currently handling these functions would be moved to ICC.

**Salaries, Benefits, Payroll**

IAEI employees will become part of the ICC Family. Accordingly, they will be eligible to participate in company provided benefits including paid time off for vacation, holidays, sick and personal days, 401k plan, life insurance, short term disability insurance, medical, dental and vision coverage. Employee medical coverages are highly personal, and ICC would review coverages currently provided by IAEI before making recommendations for changes to the existing coverage.
The ICC 401k plan is available to all employees across the ICC Family of Solutions. ICC matches up to 5% of employee contributions and employees are immediately vested in the matching contribution.

The IAEI 401k plan termination will precede the beginning of the relationship. IAEI plan participants are allowed the option of rolling over their accounts to the ICC 401k plan or to a personal retirement account.

IAEI employees retained by the IAEI CEO will maintain their current salary with the ICC package of employee benefits listed above. Future salary and compensation decisions will be made by the IAEI CEO.

**IAEI assets**

All IAEI assets will remain with IAEI.

ICC sees opportunities to relieve IAEI from some of the burden of managing its accounts receivable and inventory by utilizing the ICC logistics platform as a shared service. However, ownership of inventory and accounts receivable will remain with IAEI.

**The IAEI Board of Directors**

ICC recognizes that maintaining experienced leaders and ensuring a level of continuity is critical for an integration to be successful. ICC envisions the current IAEI Board Members would continue to serve out their existing terms to completion. ICC would work closely with the existing IAEI Board to ensure future IAEI Boards are comprised of members that are representative of the members it serves and are committed to the IAEI mission of educating and equipping electrical professionals while unifying the industry to promote electrical safety.

**The IAEI CEO**

Maintaining continuity in leadership at the IAEI CEO level would also be a high priority for ICC. The loss of talent at the CEO level could jeopardize the success of a legally binding relationship. ICC would work to ensure IAEI CEO compensation and benefits are sufficient to ensure leadership continuity.
Social Media

While ICC maintains a very strong social media presence, it lacks content related to electrical safety. ICC has many members that are multi-faceted inspectors with interest in electrical safety. IAEI could expand its reach to this segment of ICC’s membership as well as its influence as a thought leader while promoting its products and services. ICC’s communications team would work closely with IAEI in leveraging its platform while relying on IAEI for content. Currently, the Code Council has approximately 20,000 followers on LinkedIn, 17,000 followers on Facebook, 15,000 Twitter followers and 4,600 subscribers to its YouTube Channel. ICC’s core platforms are used to promote posts made by our family of companies to expand their brands, products and services as well as to extend the reach of important industry announcements affecting specific brand audiences.

The growing use and integration of the marketing platform, HubSpot, is also providing additional information on social media users and their behaviors allowing for tailored messaging and positioning in future efforts specific to the interests of recipients.

Publications

Digital and print publications are the second largest source of income for ICC contributing between $25 million to $30 million annually. ICC has a large network of distributors for both its print and digital products that can further assist in increasing demand for IAEI content. ICC’s state of the art digital subscription service containing hundreds of titles on building construction safety is a natural fit for furthering the distribution and dissemination of IAEI content in digital format. This digital platform known as Digital Codes Premium contains both ICC material as well as licensed material from over 50 publishers/standard developers operating in the building and electrical safety space.

ICC’s online webstore currently handles an average volume of over 3,500 transactions per month in publications sales; it is well suited to handle IAEI transactions with room for growth.

IAEI’s subject matter experts would be the source for the creation of all electrical safety content. It is envisioned that ICC’s extensive in-house publications team would work to provide IAEI editing, graphics, and layout services for digital and print publications.
**Education/Online Training/Certification**

IAEI’s long history of success in the delivery of electrical safety training would enhance ICC’s offerings to its members. ICC envisions that IAEI would be its sole provider for all electrical education/online training. ICC would actively support and promote IAEI training as the source for all training related to the electrical space and allow for IAEI access to ICC’s market.

In the area of Certification, both ICC and IAEI have respected electrical certification programs. ICC’s current electrical certification program is developed in-house and consists of 7,500 individuals holding 11,499 certifications, covering residential inspection, commercial inspection and plans examiner categories. ICC offers its certification through its Proctored Online Testing Option (PRONTO). IAEI currently relies on an outside party, Prometric, as part of the NCPCCI program for exam development and delivery. ICC currently offers a low-cost reciprocity program for those who have passed NCPCCI exams to also become ICC certified in similar categories. The reciprocity program could be provided to IAEI certificate holders at no cost, enabling them to also become ICC certified.

For future electrical certification exams updates, ICC would rely heavily on IAEI members to serve on the Electrical Exam Development Committees (EDCs). A long-range goal would be to combine IAEI and ICC’s electrical certification programs into one program to offer a single suite of co-branded electrical certification exams under the direction of IAEI.

IAEI offers two additional certification programs, Residential Program (CEI-R) and Master Program (CEI-M). ICC would review these programs with IAEI on how they would best fit into the long-term strategy.

Future collaboration in certification and training would include topics like addressing workforce needs in such areas as renewable energy.

**Accounting/Bookkeeping Services**

IAEI accounting functions will be moved to the ICC financial systems platform. All invoicing, bill payment and accounting and financial planning operations will be administered by the ICC financial service team. Monthly financial closes are completed within 10 days of month end. Results are reported to the management team and Board during the 3rd week of each month. ICC’s corporate financial service department is an experienced team of 8 professionals.
including 3 CPAs and a Certified Treasury Professional (CTP). Two staff members also have advanced degrees.

**Legal Services**

ICC utilizes a combination of in-house General Counsel and legal staff along with outside firms who possess expertise in specific areas or subject matter. IAEI can retain law firms it is comfortable with, while sharing use of internal resources as it feels necessary.

**Current IAEI Members**

ICC would support IAEI members maintaining their own identity under the IAEI brand, while creating opportunities for members from both organizations to mutually benefit from the IAEI/ICC relationship. ICC would continue IAEI’s current membership structure, providing administrative services such as invoicing, processing payments, maintaining a database with membership information and answering member inquiries via telephone, email and live chat through ICC’s member services and customer success departments. Additional ICC personnel would be needed to provide these services, which could be supported by a charge per IAEI member. High level membership processes such as marketing and recruitment could be negotiated separately or remain with IAEI staff.

**IAEI Sections, Divisions, and Chapters**

ICC would support IAEI chapters, sections and divisions maintaining their own identity under the IAEI brand. Also, ICC would encourage ICC chapters to explore partnership opportunities and conduct events of mutual interest with IAEI chapters in geographic proximity. ICC would invite IAEI chapter leaders to participate in virtual chapter leadership training and development events that are periodically provided to ICC chapters.

**Annual Audit/Financial Review**

ICC finance staff issues monthly reports including comparisons to budget for all departments and business units. IAEI management and board will be provided financial reports on a regularly scheduled or ad hoc basis.
An annual audit of ICC is conducted by our independent audit firm BDO. The audit is conducted in accordance with Council Policy and is overseen by the ICC Board’s Audit Committee. IAEI would be included as part of ICC’s annual audit. The IAEI First Vice President or another delegate of the Board can be appointed to an ex-officio (non-voting) role on the ICC Audit Committee. The IAEI Board and management can elect to issue a separate audit report if it so chooses.

**IAEI Bylaws**

ICC expects IAEI Bylaws will need to be redrafted. The redrafted Bylaws will be approved by the IAEI Board and if required approved by IAEI membership.

**IAEI Articles of Incorporation**

ICC expects the IAEI Articles of Incorporation will be redrafted and will be approved by the IAEI Board and, if required, approved by IAEI membership.

**IAEI Intellectual Property**

The existing intellectual property of IAEI will remain the property of IAEI. IAEI and ICC intellectual property can be licensed by the other party as needs arise. Licenses are granted via formal license agreements as agreed by both parties.

**IAEI Technical Services**

ICC is committed to maintaining the highest level of technical services throughout its family of companies. This includes supporting the efforts of its staff and members in the participation on Code/Standards Committees and Panels. A number of ICC and subsidiary staff members serve on technical committees, boards, work groups, etc. involving other associations. ICC would continue to support IAEI’s participation on code development panels. Specifically, ICC recognizes the importance of IAEI’s continued participation on code making panels that develop the National Electrical Code (NEC). IAEI’s ability to retain its leadership role in electrical training and support materials necessitate active participation in the development of codes and standards such as the NEC.
**IT Services**

ICC does not know what in-house capability and technology IAEI possesses. If ICC is selected, ICC will determine, with IAEI assistance, current and future technology needs. Using this analysis, a plan will be developed to implement any needed changes that were identified. ICC has a large IT staff and an extensive technology platform. The key to utilizing ICC technology resources will be to adopt its systems and software which will enable ICC IT staff to be responsive and support IAEI’s needs.

**Member Services**

ICC’s goal would be to provide equal or enhanced benefits and services to IAEI members. One of the most important benefits that ICC and IAEI provide to their respective members is technical assistance and advice. While ICC has the capacity to provide administrative and other back-end support to IAEI’s membership program. ICC would rely on IAEI’s experience and knowledge of electrical safety to provide high quality technical assistance and advice to IAEI members. ICC would explore the creation of a new joint IAEI/ICC membership package that included benefits in support of IAEI and ICC’s co-branded suite of electrical certifications.

**The IAEI Brand**

ICC believes that maintaining the IAEI brand is critical. IAEI’s brand has equity and is very respected in the electrical community. Each of ICC’s current subsidiaries each have their own unique brands. Over time, ICC has reviewed the look and feel of its own brand and would review IAEI’s brand to see if a “brand refresh” would be beneficial. If this is the case, ICC would work collaboratively with IAEI to ensure there is approval and support.

**The IAEI Mission**

The current mission of IAEI aligns well with ICC’s. The clear commitment to building safety and education are things both organizations share. ICC and IAEI also serve many of the same constituents who also share values and belief in each of the missions.
IAEI Independent/Neutral Position

ICC would support the independent/neutral role of IAEI representatives serving on code and standard making panels to ensure public safety is top priority. ICC does recognize NFPA’s NEC as the nation’s model electrical code and would require no future activities take place that are counter to this position. Similar to ICC, IAEI has strong a relationship with NFPA that is valued and will be maintained going forward.

Inventory Storage

ICC does not know the space requirements for IAEI’s warehouse operation nor the make-up of the inventory. ICC has a 22,000 sq ft. warehouse operation in Lenexa, Kansas. ICC will conduct a brief analysis of IAEI seasonal space requirements and if feasible recommend merging the IAEI inventory into the ICC warehouse.

Shipping and Receiving

The recommendation for shipping and receiving functions is dependent upon the decisions made on inventory storage as well as implementation of ICC’s enterprise and financial systems for IAEI. If IAEI elects to use ICC’s warehouse location; then ICC would require merging IAEI’s order entry, pick, pack, shipping, and invoicing operations into ICC’s platform. All logistics operations would be managed by ICC.

IAEI Office Building

ICC recognizes IAEI owns its office space. ICC does not know anything about the building’s size, location, and condition. The decisions on inventory storage and this proposed relationship could change the amount of space IAEI needs for its operations. The pandemic has changed the way ICC thinks about work and where employees do it. ICC recommends that the IAEI management and Board consider all options for IAEI’s office building after a decision is made on the relationship.
IAEI Marketing and Advertising

The ICC invests in technologies that provide a coordinated, cohesive messaging to our audiences. With a segmented approach to outreach, ICC ensures the flexibility for individual family of company members to continue to target their own audiences and protect their relationships, while providing the platform to reach all of ICC’s database to enlarge their footprint and generate more awareness and conversions.

Using marketing automation and digital project management software for more than a decade, our marketing automation tool known as HubSpot allows ICC to combine its family of companies’ databases into one system to gain the deepest insight on customers while protecting business unit information from interference and over messaging. The platform also provides the means to verify approaches using testing/metrics and to set up automated workflows which help ICC to maximize reach and conversion potential with less overall effort. Domains and emails are treated separately for each organization allowing sending profiles to reflect and represent the organization’s unique brand. Opt-in and opt-out methodologies are adhered to closely to gain customer trust and continued patronage – leading to long-term relationships that ICC can rely on over time.

ICC would utilize omnichannel marketing and metrics to serve IAEI with the information they need when they need it. Additional outreach through email, social media, digital advertising including PPC, direct mail, trade advertising, news releases, ICC’s internal digital magazine and newsletter - the Building Safety Journal, and video channels would expand IAEI’s reach.

IAEI would be able to tap the vast industry and marketing knowledge of all other marketing teams of ICC and its family of companies in order to develop and execute their campaigns. Individual organization teams are structured to work independently, yet cohesively as part of a larger team, in order to allow for cross-fertilization of ideas to augment and realize the best marketing campaigns for their organization.
Closing Narrative

ICC has a wealth of experience when it comes to permanent and legal relationships with other companies and associations. The very creation of ICC was the result of a tremendously successful consolidation of three formerly competing regional model code organizations. Building on this foundation, ICC has successfully integrated six companies/associations into ICC’s Family of Companies. These companies have ranged in size, from $1 million in sales to over $15 million. These additions to ICC’s Family of Solutions have significantly increased ICC’s service offerings to customers (member value) while serving to diversify and strengthen ICC business globally.

ICC’s organizational philosophy is one that values diversity, inclusion and facilitates the open exchange of ideas and collaboration across the family of companies. ICC’s individual family members maintain a high degree of autonomy while being able to access the resources and infrastructure of the parent company.

Contact Information

Name of Agency: International Code Council, Inc.
Date: August 25, 2021
Address: 500 New Jersey Avenue, NW, 6th Floor
          Washington, DC 20001
Phone:  888-422-7233
Fax:    202-783-2348
Website: www.iccsafe.org
Name of Agency Contact: Mark Johnson, Executive Vice President
Email of Agency Contact: mjohnson@iccsafe.org
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<td>How do you see the transition with IAEI as it relates to its facility and most importantly - its staff?</td>
<td>In the NFPA proposal, the need for overhead and infrastructure is significantly reduced and as such a transition away from high staff needs and a facility would need to be put in place. Any surplus in assets after a transition plan could be set aside for use by the IAEI/NFPA Section for Electrical Enforcers to support committee participation, travel needs for the board and potentially other needs beneficial to the electrical enforcer community. 1) The Code Council would work with the IAEI to determine the best course of action, keeping in mind the needs of the IAEI and its membership. Like the Code Council, the IAEI staff are an important factor in member satisfaction. IAEI will maintain its legal entity status and the employees will remain on the IAEI payroll. We believe the opportunity exists for IAEI to share certain back office services with the Code Council. All contingencies and dependencies such as shared systems would be agreed to prior to commencement of certain shared services. So IRS requirements are met all shared services between the Code Council and IAEI will be formalized in a shared services contract which is approved by both parties. 2) Regarding the IAEI facility we recommend that the IAEI Board and CEO review their long term space requirements based upon any changes due to shared services with the Code Council and work from home arrangements which may have been offered to employees as a result of the COVID-19 pandemic. We recommend the IAEI Board and CEO, in consultation with the Code Council review their real estate options, consider financial and operational factors and make the best decision for the organization.</td>
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</table>
### IAEI Assets

What would be your organization’s approach to addressing IAEI’s assets, IP and brand for today and for the distant future? Who would have ultimate control of the IAEI intellectual property and logo?

The brand and the IP would become part of the NFPA umbrella. As such, NFPA would also be absorbing the costs to update and reproduce any of those products. There would certainly be some brand advantage to co-branding the products as NFPA and IAEI.

The IAEI brand could continue to be used as part of the IAEI/NFPA Section and Local Chapter identity and, potentially, to co-brand publications should that make sense or drive value.

1) We believe the IAEI Brand and logo have value in the market and we see them as enduring assets of the organization through the distant future. Control of the brand and logo will remain with IAEI. We expect that exclusive licensing agreements between the Code Council and IAEI can be enacted so that the Code Council can utilize IAEI logos and brands when opportunities arise.

2) The ownership and control of IAEI Intellectual Property (IP) that currently exists will remain with IAEI. We expect IAEI and the Code Council will agree to an IP license agreement such that the Code Council can utilize IAEI IP when a market opportunity exists. The ownership of new future content would be determined on a case by case basis, and agreed to by the parties.

3) The operating assets of IAEI will be owned and controlled by IAEI for today and the distant future. We lack clarity on what IAEI intends for a permanent legally binding partnership. The form that agreement takes could have implications to ownership of the entity and therefore its assets.

### The IAEI Board of Directors

Will IAEI and its members maintain a majority position on the IAEI Board of Directors? How will IAEI Board members be selected/elected after the current terms expire and moving into the future.

In the NFPA proposal, the Board of the IAEI/NFPA Section would be made up solely of electrical enforcers. The objective would be to have the section be the voice of the electrical enforcer without being incumbered by other interests. The IAEI/NFPA Section would determine their rules for officer selection/election and terms.

The Code Council would not recommend or envision any change in how the IAEI Board is selected, with the exception of changes that are outlined in the current IAEI bylaws.

### The IAEI CEO

### Social Media
<table>
<thead>
<tr>
<th>Publications</th>
<th>Will IAEI retain its publishing rights in the future for new and existing solo publications</th>
<th>In the NFPA Proposal, IAEI becomes focused on being a voice for the electrical enforcement community. The need to create new publications and documents would be through the normal NFPA process that is in place today and cobranding using the IAEI and NFPA brands would be a consideration. We note that a number of the existing IAEI publications, such as the IAEI Analysis of NEC Changes, have substantial information included that based on intellectual property owned by and used with permission of NFPA.</th>
<th>IAEI would retain rights in existing and future publications developed by IAEI. The Code Council would enter into a licensing agreement with IAEI to access IAEI content.</th>
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</thead>
<tbody>
<tr>
<td>Education/Online Training/Certification</td>
<td>We want to ensure the IAEI brand is maintained for the future and that the brand is utilized for electrical educational purposes - Can this be maintained with your organization indefinitely into the future? Who will determine what and how trainings are provided now and into the future?</td>
<td>Under the model proposed in our RFP response, the IAEI chapters would be able to provide local education under the IAEI brand as an NFPA membership Section. NFPA has an entire training group that works each day to determine what trainings are most critical for the market. What is also important in the NFPA proposal is that the local chapters have much more autonomy in determining what trainings are most critical for their local needs.</td>
<td>Yes. The Code Council recognizes great potential value in the IAEI brand. Code Council envisions a continuation of the IAEI brand moving forward and well into the future. For the development of electrical education, online training, digital and print publications, the Code Council would rely exclusively on IAEI's expertise on content and delivered.</td>
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<tr>
<td>Accounting/Bookkeeping Services</td>
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<tr>
<td>Legal Services</td>
<td>Explain how IAEI can access legal services through your organization and how it will be billed.</td>
<td>Since IAEI would be a section of NFPA, the NFPA legal team would be responsible for any legal questions regarding Section activity - which is the case with any NFPA section today.</td>
<td>The Code Council utilizes a combination of in-house staff (Office of the General Counsel) along with outside counsel. In the case of minor contract reviews and small scope projects, in-house counsel advise and assist. In-house legal counsel generally does not invoice subsidiaries for reasonable day to day legal services provided. Larger scope contracts, negotiation, litigation or items requiring specialized legal expertise will be outsourced to outside firms. Fee arrangements for large scale matters would be agreed to by the parties on a case by case basis.</td>
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<tr>
<td>Current IAEI Members</td>
<td>How do you see the potential to grow the IAEI membership in a partnership with your organization? Who will determine membership dues.</td>
<td>Membership takes on two different structures in our proposal. The NFPA objective would be to grow membership in the IAEI/NFPA section consisting of electrical enforcement professionals. Membership at the chapter level can be broader and determined individually by each chapter. Dues at the IAEI/NFPA Section level would be set by NFPA, dues at the Chapter level would be set by the individual chapter.</td>
<td>Code Council sees ample opportunity to grow IAEI membership through this partnership. IAEI members would also enjoy Code Council member benefits and have access to an expanded array of products and services at discounted Code Council member prices that creates a greater value proposition for IAEI members. Code Council's current work globally would assist in expanding IAEI membership internationally. IAEI Membership dues would be established by the IAEI CEO and Board of Directors.</td>
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<tr>
<td>IAEI Sections, Divisions, and Chapters</td>
<td>Further explain how the current IAEI Sections, divisions and chapters fit into your business model and proposal and if there is any flexibility in this aspect.</td>
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<td>Part of the historical issues around the IAEI structure has been with membership and dues redistribution. Our proposal would change that model - chapters would be come much more autonomous and be able to have their own dues structure that allows that income to stay at the Chapter level. The Chapters would also have access to publications and training at discounted rates. The objective is to let the Chapters operate in a way that best serves the local needs. Current IAEI Sections would not be needed in this model. Those current IAEI sections serve as a mechanism to gather people from across multiple chapters as well as serving a role in feeding the current IAEI governance structure. In our proposal, the gathering of people across chapters would be an agreement that the Chapters would reach themselves and they could hold a regional type of conference or meeting. Given that chapters have their own governance structure and the IAEI/NFPA Section has its own governance structure, there is not need to have a section as a mid-level governance.</td>
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<td>The Code Council and IAEI both have a strong network of chapters that support the mission of each organization. While each organizations' sections, divisions and chapters have some similarities, they also have some variations from one another. The Code Council recognizes the important role that the IAEI sections, divisions and chapters play within IAEI. Based on the importance of this network to the success of IAEI, the Code Council would recommend or envision any change in the existing structure.</td>
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<tr>
<td>Annual Audit/Financial Review</td>
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<td>IAEI Bylaws</td>
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<td>IAEI Articles of Incorporation</td>
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<td>IAEI Intellectual Property</td>
<td>Who will control and have ownership of the current and future IAEI intellectual property?</td>
<td>Because NPFA’s proposal is for IAEI to become a member Section of NFPA, NFPA would own any intellectual property developed by the Section. As noted in an earlier answer, a number of the existing IAEI publications, such as the IAEI Analysis of NEC Changes, have substantial information included that based on intellectual property owned by and used with permission of NFPA.</td>
<td>The Code Council envisions either joint ownership of intellectual property or IAEI ownership with a licensing arrangement with the Code Council.</td>
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<td>IAEI Technical Services</td>
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<td>IT Services</td>
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<td>Member Services</td>
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<tr>
<td>The IAEI Brand</td>
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<tr>
<td>The IAEI Mission</td>
<td>We remain committed to our mission - Would your organization equally be committed to our mission?</td>
<td>We understand the IAEI mission to be to educate and equip electrical professionals and to unify the industry to promote electrical safety. While we believe there is an important role for an IAEI Section to be the voice of the electrical enforcer community, we think this mission fits well within the NFPA mission of advancing and advocating for fire and electrical safety and within our Fire &amp; Life Safety Ecosystem.</td>
<td>This is an unequivocal YES! The Code Council and IAEI share a common mission of public safety. Both organizations' memberships are comprised of those responsible for enforcing building and electrical safety codes and standards. IAEI and the Code Council both invest in the professional growth and development of public safety officials through training and certification.</td>
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<td>Independent technical positions</td>
<td>Will IAEI technical positions be subject to review or approval by your organizations Board of Directors</td>
<td>The IAEI/NFPA Section would determine their technical positions on codes and standards related issues consistent with how all NFPA Sections operate and without oversight by the NFPA Board. This is also why it is critical that the IAEI/NFPA section be focused on the electrical enforcer. If that voice becomes mixed with manufacturer, installer or the voice of other interests, it can no longer serve as a credible view of the enforcer community.</td>
<td>No. We see this as more of an operational issue that would be subject to approval by the leadership of IAEI.</td>
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<td>Shipping and receiving</td>
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<td>Code Making Panels</td>
<td>How would you handle the nominating process of IAEI members being appointed to code making committees within and outside your organization?</td>
<td>The IAEI/NFPA Section would determine their procedures for nominations, reporting, any directed voting process, etc.</td>
<td>The Code Council envisions that the nomination of code making committees for electrical codes/standards would go through IAEI's current process. Participation in Code Council codes and standards activities would be open to participation from IAEI members, as recommended by the IAEI Board.</td>
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**Partnering Philosophy**

Please tell us your partnership philosophy and how IAEI would compliment your organization. Tell us what you think the IAEI would look like in five years if we were to partner with you. Why should IAEI consider your organization?

For many decades, the strength of IAEI has been in representing the voice of the electrical inspector community. That voice has now become clouded with the necessary objective of generation of revenue to offset expenses and as such the voice for enforcers has declined and the voice of other interests have become louder.

The objective of the NFPA proposal is to have a place where the voice of the electrical enforcer can be created, broadcast and heard and to allow the Chapters to become the place where face-to-face electrical education can take place.

With respect to the question after five years what does it look like? We see a strong IAEI/NFPA Section that is focused on enforcers and the needs of the electrical enforcement community and not overshadowed by a more generalized building inspector perspective. We see Chapters that are able to flourish through their local educational programs and their ability to have dues structure/income that works for their local market.

We believe these two objectives are very critical and believe the largest benefit would be obtained to these being accomplished along with the IAEI brand versus NFPA doing this alone.

Our organizational partnership philosophy is one based on honesty and striving to achieve success for both parties while allowing for an open exchange of ideas. The membership of the IAEI and the Code Council share a common DNA. The Code Council’s philosophy regarding entering into a partnership is to ensure the missions and long-term goals of the parties are in alignment. The Code Council looks to ensure the parties products and services complement one another and result in a stronger more robust suite of services for all stakeholders. Partnerships with the Code Council are created with great care which result in long and enduring relationships with each party sharing in the success of the collaboration.
<table>
<thead>
<tr>
<th>Must have</th>
<th>Nice to have</th>
<th>Could give up</th>
<th>Will give up</th>
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<tbody>
<tr>
<td>Maintain Independent and Neutral Position</td>
<td>All Staff on board</td>
<td>HR Department</td>
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<tr>
<td>Keep Intellectual Properties</td>
<td>Keep the building</td>
<td>Accounting</td>
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<tr>
<td>Keep Sections, Chapters and Divisions whole</td>
<td>Keep in house inventory</td>
<td>CEO</td>
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<tr>
<td>Maintain IAEI Core Values and Mission/Vision</td>
<td>Separate Budget</td>
<td>President and CEO</td>
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<tr>
<td>Keep Publishing Staff</td>
<td>Ownership of Materials</td>
<td>Full Ownership</td>
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<tr>
<td>Maintain Not-For-Profit status</td>
<td>Separate Office</td>
<td>Building</td>
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<tr>
<td>I/O Board remains</td>
<td>President and CEO</td>
<td>Most Staff</td>
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<tr>
<td>Maintain Identity as a separate division</td>
<td>Increased Social Media Presence</td>
<td>Sections and IO</td>
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<tr>
<td>Representation on Board of Directors</td>
<td>Maintain organizational structure of IO, Sections, Chapters and divisions</td>
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<tr>
<td>Maintain Representation on NFPA Committees</td>
<td>A voice in human resource issues and changes</td>
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<tr>
<td>Maintain Membership</td>
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<td>Maintain IAEI Brand</td>
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<td>Maintain IAEI Name</td>
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<tr>
<td>Partner to provide</td>
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<tr>
<td>IAEI President and CEO</td>
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<td>IAEI Board to Hire and Fire President and CEO</td>
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<tr>
<td>Retain IAEI Board of Directors</td>
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<td>Shared rights of Current Publications</td>
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<td>Partners to assume IAEI Administrative duties</td>
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<tr>
<td>IAEI to retain all Assets (Cash, Inventory, Building)</td>
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<tr>
<td>Partner to provide capacity to add an IAEI Subscription model membership</td>
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<tr>
<td>Consider Name Change</td>
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<tr>
<td>IAEI Chair Sits on Partner Agency Board</td>
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<tr>
<td>Keep Name or revise to International Association for the Electrical Industry</td>
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<td>Partner to Provide Accounting and Bookkeeping services</td>
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<tr>
<td>Partner to Provide HR Services and Benefits</td>
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<tr>
<td>Maintain existance of all chapters and divisions</td>
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<tr>
<td>Support structure and plan to ensure chapter and division success</td>
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<td>Support structure and plan to continue</td>
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