

EIFS BRIEFS

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Industry Events Calendar

ICC Conference & Hearings
September 11-21, 2022
Louisville, KY

AWCI's Industry Leaders Conference
October 11-14, 2022
New York, NY

ASTM E06 Performance of Buildings Meeting
October 17-19, 2022
New Orleans, LA

EIMA Fall Board and Working Groups Conference
November 2-3
Atlanta, GA

NYC DEPARTMENT OF BUILDINGS FINALLY ISSUES BUILDING BULLETINS FOR NEW BUILDING CODE— TAKES EFFECT NOVEMBER 7, 2022

EIMA Continues the Fight for EIFS in New York City in a Two-Pronged Approach

On October 7, 2021, the NYC Council passed Int. No. 2261-2021 [The New York City Council - File #: Int 2261-2021 \(nyc.gov\)](#) that amends the administrative code of the city of New York, the NYC plumbing code, the NYC city mechanical code and the NYC fuel gas code. EIMA informed the membership of this development as soon as it happened and wrote about it in a previous issue of [EIFS-Briefs--September-October-2021.pdf \(eima.com\)](#). The new code is slated to take effect on November 7, 2022 and essentially bans the use of EIFS as we know it in New York City because it prescriptively requires fireblocking when foam plastic materials are used even if the wall system passes the NFPA 285 fire test.

On September 6, 2022, the NYC Department of Buildings published the Buildings Bulletin for 2022 NYC BC requirements for fireblocking of combustible exterior wall assemblies. Read details here:

- [Highlights](#)
- [Full Bulletin](#)

Sections IV and V of the document discuss construction documents & deviations and NFPA 285 test. As expected, the bulletin places responsi-

bility squarely on manufacturers to, "...ensure that the tested fireblocking location is consistent with intended use [as required by NFPA 285]." Of key importance are the following statements made within the bulletin:

Section IV
Where an NFPA 285 test specimen includes fireblocking at the time of testing, the applicant may choose to evaluate relocated fireblocking as a deviation that would not otherwise cause the assembly to fail the NFPA 285 test and shall certify on the construction documents such deviation. In evaluating whether a deviating condition results in the failure to pass NFPA 285 testing, the applicant may rely on their own professional judgment and education, or recommendations prepared by a subject matter expert in the field of material testing or fire protection engineering.

Section V
-Test specimens are required to be representative of the intended exterior wall covering to be installed, including the type and location of fireblocking used in the NFPA 285 tested assembly.
-During testing, it shall be the manufacturer's responsibility to ensure that the tested fireblocking location is consistent with the intended use in accordance with NFPA 285 section 5.7.2. The manufacturer may coordinate with a registered design professional or

WHAT YOU NEED TO KNOW...
BUILDINGS BULLETIN 2022-013
ISSUED: September 6, 2022

NYC
Buildings

Construction Code Requirements
COMBUSTIBLE EXTERIOR WALL ASSEMBLIES: FIREBLOCKING & TESTING REQUIREMENTS

The 2022 NYC Building Code (BC) includes new fireblocking requirements applicable to exterior wall coverings, specifically those composed of combustible materials. This Bulletin clarifies and describes the 2022 NYC Building Code requirements for fireblocking of combustible wall assemblies and for construction documents and deviations of such assemblies. The Bulletin also discusses the testing of combustible exterior wall assemblies when required by the 2022 Building Code.

HIGHLIGHTS

FIREBLOCKING

- Fireblocking is required within concealed spaces of exterior wall coverings, including exterior wall assemblies that contain combustible components even when such wall assembly previously passed the NFPA 285 test.
- Noncombustible fireblocking is required around wall openings of the floor level for a height of not less than 8 inches, but below any different occupancy groups—vertically or horizontally as applicable. The fireblocking shall be of adequate thickness to cut off concealed gaps and form an effective barrier. See [Bulletin](#) for limited exceptions.

CONSTRUCTION DOCUMENTS

- Construction documents must include documentation of the NFPA 285 tested assembly from the manufacturer for the proposed exterior wall assembly.
- Construction documents must also include a statement from the applicant certifying that any deviation will be evaluated and approved, and no deviation would result in an assembly that would otherwise fail to pass the acceptance criteria of NFPA 285. See [Bulletin](#) for specific statement required.

TESTING

• The 2022 BC does not prescribe how test specimens for the NFPA 285 test are to be assembled, including the exact location of any required fireblocking. Instead, NFPA 285 states that details of the construction of the test specimen shall be in accordance with the manufacturer's instructions and the construction of the wall assembly should be typical of actual product use. See [Bulletin](#) for details.

BACKGROUND

Read the full [Buildings Bulletin 2022-013](#) for more details on the requirements.
Send questions to constructcode@buildings.nyc.gov.

Eric A. Ulrich, Commissioner nyc.gov/buildings

subject matter expert in the field of material testing or fire protection engineering to confirm that any relocation of fireblocking is an acceptable deviation consistent with Section IV and typical of actual product use.

Because the new code essentially bans the use of EIFS as we know it in New York city, EIMA has utilized a two-pronged approach on this issue. The first approach entails dealing directly through the [NYC Department of Buildings](#). EIMA is an Executive member of the American Chemistry Council's [North American Modern Building Alliance | NAMBA](#), and EIMA's Stephen Sears is the Chair of this group. For more than a year, the staff and membership of NAMBA have communicated directly with the NYC Department of Buildings and continue to this day.

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NYC DEPARTMENT OF BUILDINGS (CONTINUED)

The second prong is working with elected leaders in New York City about how EIFS will help the city achieve its ambitious climate-change goals and fight the war on carbon. For this approach, EIMA is working with [Mercury](#), a global public strategy firm with deep connections in the local government. With the firm's help,

EIMA has been able to hold high-level meetings with members of the city council as well as the Mayor's office, and they are in the process of developing a comprehensive memo that will be distributed to all of EIMA's council contacts.

Since this issue affects the contracting firms and the union and

non-union applicators who install EIFS, EIMA has distributed memos to leaders of these groups as well in order to elicit support and engagement on this extremely important issue.

Given the fact that the Inflation Reduction Act just passed, EIMA believes that the energy-efficiency attributes of EIFS are

extremely relevant in today's environment. EIMA believes that this issue will be a hot topic in all of EIMA's working groups, and please contact Stephen Sears at ssears@eima.com or 703-538-1616 if you want to receive a copy of EIMA's presentation recently delivered to NAMBA.

EIMA CREATES WORKING GROUPS TO LINK GOVERNANCE STRUCTURE TO STRATEGIC PLAN

STRATEGIC INDUSTRY OBJECTIVE:

The Exterior Insulation and Finish Systems (EIFS) industry is recognized as delivering high-performing, sustainable, durable cladding solutions with unmatched architectural possibilities.



EIMA announced the approval by the Board of Directors of its new strategic plan in early June. Now that the plan is approved, EIMA is moving forward by creating a governance structure that will closely align with the strategic plan.

The new governance structure will consist of four working groups (formerly known as committees). Each working group will include participants from more EIMA member companies, and representatives from EIMA manufacturers will be integral parts of every group. Additionally,

groups will be co-chaired by an EIMA Board member, giving the working group Board oversight as well as a direct line of communication to the Board of Directors. The new working group structure will replace the former EIMA committee structure.

The new Working Groups are as follows:

Promotion

The function of the Promotion Working Group is Strategic Initiative 1: **Promote** the EIFS Industry. Members participating in this group will work on industry programs and events, market

and industry research, internal communications and marketing communications.

Advocacy

There will be two Advocacy Working Groups, the combined function of both is Strategic Initiative 2: **Engage** and partner with value chain's relevant organizations to collaborate, share knowledge and build a unified voice to advocate and deliver a more favorable business environment in all markets.

- **Advocacy – Federal, State, Local** – Members participating in this group include

advocacy pros that are politically active/connected and will work on promoting EIFS in the regulatory environment.

- **Advocacy - Technical & Research** – Members participating in this group will be technical experts and have a strong knowledge of building codes and standards.

Education and Workforce Development

The function of the Education and Workforce Development Working Group is Strategic Initiative 3: **Deliver** resources that assist all companies to attract and maintain "best in class" workforce. Members participating in this group will address the issue of training and education of EIFS applicators.

Populating the working groups with representatives from EIMA member companies has begun and participation is open to all EIMA members in good standing. Companies may have more than one representative participate, but will need to designate a voting member.

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EIMA WORKING GROUPS (CONTINUED)

If you are interested in contributing your time, talent and energy to help move the EIFS industry forward, EIMA welcomes your participation! If you would like to join a working group, please email Stephen Sears at ssears@eima.com

The rosters of the Working Groups are listed here, and recruitment is ongoing. Initial meetings will be held at the end of September and in early November. See the schedule below, more details will be forthcoming.

September 28-29, 2022
Working Groups
Welcome/Organizational Calls

November 2-3, 2022
Fall Board and
Working Groups Conference
Atlanta, Georgia

PROMOTION

Name	Company
Bob Dazel	Dryvit Systems, Inc.
James Toland	Dryvit Systems, Inc.
Katie Cvelbar	Master Builders Solutions
Dave Neff	Master Wall, Inc.
Grant Smithwick	Master Wall, Inc.
Mike Irving	Master Wall, Inc.
Daniel Narez	Parex USA
Michelle Leader	Sto Corp.
Meagan Siwec	ADFORS Saint-Gobain
Blake Lingerfelt	Dow
Jay Watt	National Gypsum
Carter Benjamin	Wind-lock Corporation
Kerri Laws	Wind-lock Corporation
Chip Blome	L & W Supply

ADVOCACY: Technical and Research

	Name	Company
Co-Chair	Peter Daechsel	Master Builders Solutions
Co-Chair	Terry Viness	Sto Corp.
	Kelly Kovacevich	Dryvit Systems, Inc.
	Bob Dazel	Dryvit Systems, Inc.
	Eric Auman	Master Builders Solutions
	Abe Khoury	Master Wall, Inc.
	Dennis Deppner	Master Wall, Inc.
	Peter Harrison	Parex USA
	Chris Little	ClarkDietrich
	Jim Connaughton	Dow
	Brian Randall	National Gypsum
	Bill Egan	Bill Egan Group

ADVOCACY: Federal, State and Local

	Name	Company
Co-Chair	Kristin Gongora	Dryvit Systems, Inc.
Co-Chair	Jay Winters	Dow
	Bob Dazel	Dryvit Systems, Inc.
	Sheila Gullickson	Master Builders Solutions
	Brian Conroy	Master Wall, Inc.
	Mike Irving	Master Wall, Inc.
	Randy Campbell	Parex USA
	Zak Veres	Sto Corp.
	Tracy Tanking	Architectural Building Systems, inc.
	John Buckalew	Manning Materials
	Larry White	Applied Restoration, Inc.

EDUCATION/WORKFORCE DEVELOPMENT

	Name	Company
Co-Chair	Nate Katz	ADFORS Saint-Gobain
Co-Chair	Mike Chaney	James River Exteriors
	JW Mollohan	Dryvit Systems, Inc.
	Chris Soeder	Dryvit Systems, Inc.
	Benny Rodriguez	Master Builders Solutions
	Kelly Moore	Master Builders Solutions
	Jeff Knight	Master Wall, Inc.
	Ryan Whiting	Master Wall, Inc.
	Mike Jalbert	Parex USA
	Warren Barber	National Gypsum
	Amy Spinks	Wind-lock Corporation
	Dustin Wilshire	Reitter Stucco and Supply
	Larry White	Applied Restoration, Inc.
	Sarah Nichols	Robert A. Aird, Inc.
	Flavio Ronzani	RONPARCO
	Mike Stark	AWCI

EIMA PARTICIPATES IN INTERNATIONAL CODE COUNCIL'S ANNUAL CONFERENCE, HEARINGS AND EXPO

EIMA Technical Consultant, Bill Egan, To Testify on Behalf of EIFS Industry

The International Code Council will be hosting its Annual Conference, Expo and Public Comment Hearings at the Kentucky International Convention Center in Louisville, KY, from September 11 - 18, 2022. The event will welcome building safety professionals from around the world and feature keynote speeches, networking opportunities, educational sessions and the return of the Code Council's Expo.

From September 14 - 18, the Public Comment Hearings provide attendees with an opportunity to directly impact the 2024 International Codes (I-Codes), the most widely-used and adopted set of building

safety codes in the world. During these hearings, government member voting representatives will vote on all the proposed rule changes for the Group B Codes. If you are unable to attend the hearings, you can watch the live stream [here](#).

At this year's exposition, EIMA will be represented in two ways:

Bill Egan Group | Consulting, EIMA's Technical Consultant, Testifying at Code Hearings. In coordination with other members of the North American Building Alliance (NAMBA), Bill will testify against a proposed code change to the International Existing Building Code (IEBC) to create a new section 309.2.1 that bans combus-

tible cladding in renovations of high-rise buildings - unless sprinklers are fitted. The Code already requires sprinklers in new high-rise buildings, but it does not require to retrofit in existing buildings, which is obviously one of the EIFS Industry's core offerings. NAMBA has previously provided written public comment against the change and Bill will provide verbal testimony at the hearings that point out various flaws as well as issues with the proposal. Online voting with officials takes place after the public comment period is concluded.

North American Modern Building Alliance | NAMBA is Exhibiting at the Conference: Because EIMA is an Execu-

tive member of NAMBA and Stephen Sears is the chair of the group, EIMA is pleased that NAMBA, which is part of the American Chemistry Council, has an exhibit about the safe and beneficial use of foam plastics in wall assemblies. Please view their [LinkedIn social media post](#).

These initiatives are not only one of the core areas of interest for the new Advocacy: Technical and Research Working Groups, but they are also one of the most important reasons why EIMA is where it is today. EIMA staff will keep membership informed as developments arise.

\$739B INFLATION REDUCTION ACT IS LAW; \$370B SLATED TOWARDS CLIMATE AND ENERGY PROVISIONS THAT COULD HAVE POTENTIAL MAJOR IMPACT ON EIFS INDUSTRY

On August 16, President Joseph Biden signed the \$739B Inflation Reduction Act into law. For those who have watched the politics in Washington, DC., this legislation has turned out to be a real political hot-button as it passed with no Republican votes in either the Senate or the House. According to the [BY THE NUMBERS: The Inflation Reduction Act - The White House](#) document, the legislation will lower costs for families, combat the climate crisis, reduce the deficit, and finally ask the largest corporations to pay their fair share.

Because The legislation also has significant ramifications on the building and construction industry as there were ardent and high-profile supporters on both sides of the issue. Examples include:

Key Opponents:

- U.S. Chamber of Commerce
- The Business Roundtable
- National Association of Manufacturers
- National Association of Home Builders

Key Supporters:

- AFL-CIO
- American Institute of Architects
- U.S. Green Building Council
- International Code Council

With respect to carbon emissions, this law will have a significant impact on the construction sector and the built environment as \$370B of the act's expenditures are geared towards energy and climate provisions. The White House says that the law will eliminate about a billion tons of greenhouse gas emissions in 2030 and position America to meet President Biden's climate goals of cutting emissions in half or more by 2030 and reaching net-zero by no later than 2050. [FACT SHEET: How the Inflation Reduction Act Helps Tribal Communities - The White House](#).

Here are four high-level highlights that have a potential impact the EIFS industry.

1. Households can save up to 30% with tax credits for home construction projects on windows, doors, insulation, or other weatherization measures that prevent energy from escaping homes.
2. The legislation provides \$330 million in grants to states and local governments to adopt the latest energy codes that meet or exceed the 2021 International Energy Conservation Code (IECC) and/or ASHRAE 90.1-2019.
3. The act provides an additional \$670 million for states and localities to adopt and implement zero-energy stretch codes.
4. The Department of Housing and Urban Development (HUD) can fund up to \$1B in grants and loans to enhance the water efficiency, energy efficiency, and resilience of eligible affordable housing units.

To learn more about the details of this initiative, here are some helpful resources from:

- The American Institute of Architects [Memo Inflation Reduction Act FINAL 8 10 2022.pdf \(aia.org\)](#)
- The U.S. Green Building Council [Inflation Reduction Act: Buildings Provisions | U.S. Green Building Council \(usgbc.org\)](#)
- The White House [STATE FACT SHEETS: How the Inflation Reduction Act Lowers Energy Costs, Creates Jobs, and Tackles Climate Change Across America - The White House](#)

EIMA staff believes that learning more about and taking advantage of this legislation could very well be a top priority for the association's newly adopted Advocacy: Federal, State and Local working group. Contact Stephen Sears at ssears@eima.com or 703-538-1616 for questions or comments.

MIKE CHANEY ELECTED TO EIMA BOARD OF DIRECTORS



At the July 21, 2022 meeting of the EIMA Board of Directors, Mike Chaney was elected to fill the vacant contractor seat.

Chaney, owner of James River Exteriors, a Richmond, Virginia-based EIFS contractor and long-standing member of EIMA, is well-known and highly regarded in the EIFS industry. In addition to joining the

Board, Chaney will also co-chair the newly formed Education and Workforce Development Working Group.

"Mike Chaney's years of experience in the industry will be an asset to the EIMA Board as he serves to represent the contractor stakeholder audience." said Steve Smithwick, of Master Wall, Inc., President of the EIMA Board.

The Contractor seat was previously held by Sarah Nichols, of Robert A. Aird, Inc. and has been vacant since early this year.

EIMA congratulates Mr. Chaney and welcomes him to the Board of Directors.

CALL FOR ENTRIES FOR 2022 EIFS PROJECT HERO AWARDS

Now entering its fifth year and continuing to increase in popularity and success, the EIFS Project Hero Awards competition for 2022 is now open. The official Call for Entries was announced by EIMA on August 30th.

The EIFS Hero Awards program recognizes outstanding projects in the EIFS industry in a variety of building categories. Award winning entries will demonstrate the unique attributes of exterior insulation and finish systems.

EIMA is now accepting project submissions.

Program eligibility and an Entry Form can be found on the [EIMA website](#).

Key Program Dates:
Call for Entries:
August 30, 2022

Submissions Due:
November 30, 2022

Judging:
January 22-26, 2023

Winners Notified:
February 6, 2023

Awards Ceremony:
2023 EIMA Annual Meeting -
Spring 2023



Everyone within the EIMA membership has a chance to be showcased for their exceptional work with EIFS.

For questions or more information, please contact Laurie Joseph at (703) 538-1615 or Ljoseph@eima.com.

ASAE PUBLICATION TOUTS EIMA'S STRATEGIC PLAN



BUSINESS

How a New Strategic Plan Will Expand Mission and Membership

The EIFS Industry Members Association has spent the last 40 years doing mainly technical work. This month, EIMA rolled out a new strategic plan that broadens the trade group's mission, hoping to attract new members and become a better version of itself.

EIMA's new strategic plan not only sets the foundation for the EIFS industry in a post-pandemic environment, but it also helps transition the focus of the association to "EIMA 2.0."

EIMA's recent news attracted the attention of [ASAE: The Center for Association Leadership](#), which is the 100+ year old trade associ-

ation for trade associations and nonprofits. ASAE has a membership of 45,000 professionals and over 1,600 organizations with headquarters in Washington, DC.

One of the primary ways ASAE communicates to the association/nonprofit community is via [Associations Now](#), the premier media brand covering all aspects of association leadership and operations. EIMA's news was published in the

newsletter that covers intelligence on association business, leadership, meetings, membership, technology and career management.

EIMA's CEO, Stephen Sears, was pleased to speak with ASAE's Rasheeda Childress about EIMA's new strategic plan and what it means for the EIFS industry and EIMA. The article, is titled "[How a Strategic Plan Will Expand Mission and Membership](#)" and was published on July 21, 2022.

now
associations

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EIMA STAFF VISITS MEMBER COMPANIES



EIMA Senior Director Laurie Joseph met with Mike Chaney of James River Exteriors over the summer and toured a job site in the Richmond, VA suburbs. The project was a 6,000 sf EIFS home clad in products by EIMA manufacturer Master Wall, Inc.

A tour of the site showed various stages of EIFS application in process, including installation of foam insulation which was being adhered by mechanical fasteners, a product of long-time EIMA member Wind-lock Corporation. EIMA thanks James River Exteriors for the tour of this fantastic EIFS residential project.

Recently, EIMA CEO Stephen Sears visited several of EIMA's current and former

board members in Atlanta. Thanks go to the following for their time and gracious hospitality:

Steve Smithwick, President of the Board and President and CEO of Master Wall Inc.

Jose Berlingeri, Board Member and CEO/President of Sto Corp. He was joined by Terry Viness, Technical Committee Co-Chair and Senior Technical Manager.

Michael King, former EIMA Board member and Category Manager for EIFS and stucco at General Shale.

EIMA staff looks forward to visiting more of its member companies in the coming months.



EIMA EIFS INDUSTRY MEMBERS ASSOCIATION

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