

EIFS BRIEFS

INSIDE THIS ISSUE:

EIMA Fall Conference (cont'd.) 2
Board Approves Dues Structure 2
Board of Directors Re-Elected 3
Working Groups Get to Work 3
2023 EIMA Annual Meeting 4
Awards Submissions Due 4
Follow EIMA on LinkedIn 5

2023 Industry Events Calendar

World of Concrete
 January 16-19, 2023
 Las Vegas, NV

International Builders Show
 January 31-February 2, 2023
 Las Vegas, NV

Women in Construction Week
 March 5-11, 2023

*Build 23
 AWC's Convention + Expo*
 March 12-16, 2023
 Las Vegas, NV

ASTM E06 Committee Meeting
 April 17-19, 2023
 Denver, CO

2023 EIMA Annual Meeting
 April 26-27, 2023
 Palm Springs, CA

*ABAA Building Enclosure
 Conference*
 May 1-2, 2023
 Denver, CO

*Northwest Walls & Ceilings
 Bureau Meeting*
 May 4-6, 2023
 Huntington Beach, CA

EIMA FALL BOARD AND WORKING GROUP CONFERENCE HIGHLIGHTS

Over 50 Industry Leaders and Professionals Participated in Inaugural Conference

Following up on this past summer's board-adopted strategic plan, the EIFS Industry Members Association (EIMA) held its inaugural Fall Board and Working Group Conference in Atlanta, GA on November 2-3.

With over 50 industry professionals and leaders participating, these meetings linked the new program working groups with the goals of the strategic plan. The new governance structure consists of four working groups that are



aligned with the industry's strategic initiatives.

Each working group includes participants from member manufacturers, and each group is co-chaired by an EIMA Board

member. This level of involvement gives each working group Board oversight and ensures a direct line of communication to the Board of Directors.

Additionally, the Board approved the 2022-2024 slate of directors as well as a revamped dues structure for every member class - something that hasn't happened in decades - in order to attract new members and bring more resources to bear.

The EIMA staff would like to thank the following companies for taking the time and effort to participate in these highly interactive, productive and focused meetings. Dryvit Systems, Inc., Master Builders Solutions, Master Wall Inc., Parex USA,

continued on next page

New Governance Structure – Working Groups



Strategic Initiative	Working Group	Co-Chairs
Promote EIFS	Promotion	Chip Blome – L&W Supply
Advocate for EIFS	Technical & Research	Peter Daechsel - Master Builders Terry Viness – Sto Corp
Advocate for EIFS	Federal, State & Local	Kristin Gongora – Dryvit/Tremco Jay Winters – Dow
Attract & Maintain Best in Class Workforce	Education & Workforce Development	Nate Katz – Saint-Gobain ADFORS Mike Chaney – James River Exteriors

EIMA FALL CONFERENCE (CONTINUED)

Inc., Sto Corp., Gypsum Management and Supply, L&W Supply, Dow, Saint-Gobain North America, James River Exteriors, National Gypsum, Wind-lock Corporation, Applied Restoration Inc, Architectural Building Systems, Manning Materials, Inc., Ronzani, Inc. dba RONPARCO, Robert A. Aird, Inc., Reitter Stucco & Supply Co. Inc., Association of the Wall and Ceiling Industry, and Operative Plasterers' & Cement Masons' International Association - OPCMIA.

Please note that EIMA members are all welcome to participate and/or attend the working group meetings and teleconference calls. While each company has one vote on each group, companies can have more than one representative participate in the meetings.

The working groups will meet via teleconference in the first quarter of the new year in anticipation of reaching consensus on short term deliverables and presenting a multi-year



roadmap at the 2023 EIMA Annual Meeting. For more information, please contact

Laurie Joseph at ljoseph@eima.com or Stephen Sears at ssears@eima.com.

EIMA BOARD APPROVES OVERHAUL OF DUES STRUCTURE

First Comprehensive Revision in Recent Memory

To follow up on EIMA's new strategic plan, the Board of Directors wanted to explore ways in which the dues structure could encourage membership growth and enhance association revenues to fund new, ambitious programming. The table below shows that dues for many of EIMA's membership categories had not had an adjustment in a very long time.

To that end, EIMA engaged Marketing General, Inc., a trade association and non-profit member marketing and development firm to audit the current dues structure. After interviewing members of the board as well as some other current/former members, the

Member Class	New 2023 Annual Dues Rate(s)	Notes
Associate	<ul style="list-style-type: none"> \$5,000 for EIFS sales < \$4M \$10,000 for EIFS sales \$4M-<\$6M \$15,000 for EIFS sales \$6M-<\$8M \$25,000 for EIFS sales \$8M-<\$10M \$50,000 for EIFS sales \$10M-<\$20M \$75,000 for EIFS sales \$20M+ 	From 11 different membership rates to six. First revision in over 25 years.
Distributor	<ul style="list-style-type: none"> \$1,000 for first location that sells EIFS products; \$250 for each subsequent location that sells EIFS 	First adjustment in 10 years.
Contractor	<ul style="list-style-type: none"> \$750 	Research concluded previous rate too low for a national trade association.
Affiliate	<ul style="list-style-type: none"> \$1,000 	Research concluded previous rate too low for a national trade association.

firm made recommendations that would not only help generate more dues for the association, but also provide a path forward for prospective non-members.

At the November 3, 2022 Board of Directors meeting, the members approved the schedule shown here that takes effect on January 1, 2023. The new rates are already posted on [Join EIMA | EIMA](#).

participate in the association regardless of company size by replacing the previous flat fee for manufacturer members. EIMA's staff and membership are encouraged with this development.

For questions about EIMA membership, please contact Laurie Joseph at ljoseph@eima.com or Stephen Sears at ssears@eima.com.

Additionally, the Board approved a new tiered dues structure that enables North American manufacturers to

Member Class	Year dues rates were last updated
Manufacturer	2008
Associate	1997
Distributor	2013
Contractor	2015

EIMA BOARD OF DIRECTORS MEETS IN ATLANTA: TAKES A SERIES OF ACTIONS

On November 3rd, the EIMA Board of Directors met in-person at the Westin Atlanta Airport. At the meeting, several actions were taken.

As previously reported, a new membership dues methodology was approved for 2023. Additionally, the 2023 EIMA budget was reviewed and approved with the following assumptions: EIMA will hire one new staffer, secure an Associate Management Software program, and implement an industry-wide research project.

Board Elections were also held during this meeting. As the January 29, 2020 EIMA bylaws state, all elected Board officers are eligible to serve for three consecutive, two-year terms. Since EIMA has undergone significant change in the past couple of years due to transitions, after-effects of COVID and job changes, the officers of the Board were elected to serve another term from 2022-2024.

The Board is now comprised of the following:

President
Steve Smithwick
Master Wall, Inc.

Vice-Chair
Peter Daechsel
Master Builders Solutions

Treasurer
Marius Mavrodin
Parex USA – Sika US

Secretary
Kristin Gongora
Dryvit Systems, Inc. – Tremco

Director
Jose Berlingeri
Sto Corp

Director
Darryl Little
GMS, Inc.

Director
Chip Blome
L&W Supply Corp.

Director
Sreen Massoud
Dow

Director
Nate Katz
Saint-Gobain ADFORS

Director
Mike Chaney
James River Exteriors

EIMA WORKING GROUPS CONCLUDE THE STRENGTHS AND OPPORTUNITIES FOR THE EIFS INDUSTRY ARE STRONG

At the Fall Board and Working Group Conference held in Atlanta, Georgia on November 2-3, the newly-formed EIMA Working Groups got to work. The purpose of each working group meeting was to prioritize objectives that pay off on their initiative as defined in the EIMA strategic plan in preparation for developing a list of short-term deliverables as well as a 3-year roadmap that will be presented to the EIMA membership at the 2023 Annual Meeting.

To begin this in-depth process, each of the four EIMA working groups conducted a highly-participatory SWOT analysis. According to a Jeff White and Cassie Bottorff article in *Forbes Advisor*, “A SWOT analysis is a framework used in a business’s strategic planning to evaluate its competitive positioning in the marketplace. When done well, the SWOT analysis can pro-

vide a good overview of all of the major points that add up to potential success and help draft a road map for potential growth”.

Many of the strengths, weaknesses, opportunities, and threats for the EIFS industry were common across the working groups. However, the re-occurring theme throughout the two-day conference was clear. While EIFS has a challenge with outdated and inaccurate perceptions, the strengths and opportunities of EIFS are truly compelling – especially now. With continuous insulation integrated into a singular wall system, EIFS has the kind of built-in energy efficiency that other wall systems can’t match without add-on components and contractors. Additionally, EIFS has more design flexibility than ever as the system can mimic brick, stone, wood, metal, marble, granite and/or



SWOT Analysis Template

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • What is our strongest asset? • What knowledge do we have on our team that is beneficial or unique? • What are all of the assets we have? • What unique resources do we possess? • What is our competitive advantage? • What's our unique selling or value proposition? • Can we easily get additional capital, if we want to? • What business processes work successfully? 	<ul style="list-style-type: none"> • Do we have gaps on our team? • What do we not have that we need to be competitive? • What tangible assets do we not have but currently need? • What business processes need improvement? • What knowledge or assets do our competitors have that we do not? • What technology needs to be updated? • Does one customer make up more than 10% of our business? • What expertise do we lack?
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Is there a current need in the market that we could be addressing? • What trends might positively impact us? • What talent is available that we could hire? • Are there products our customers ask for that we could provide? • Can we offer something that our competitors don't? • Can we increase our pricing in some way? 	<ul style="list-style-type: none"> • Are there any upcoming law or regulation changes that will impact us? • Are our competitors offering new products now or in the near future? • Are we dependent on a single manufacturer or supplier? • What happens if a natural disaster strikes either where we do business or where we get products/materials from? • How easy is it for someone to poach key employees?

a combination of materials – all with the benefits of continuous insulation. Finally, as a lightweight system, EIFS has possesses a financial value proposition that makes it extremely attractive when compared to heavyweight, legacy building materials.

Put together, it is clear that there never has been a better time to consider EIFS for a new construction or retrofit project.

EIMA ANNUAL MEETING HEADED TO PALM SPRINGS, CA IN APRIL 2023

EIMA is pleased to announce its 2023 Annual Meeting will be held on April 26-27, 2023 at the Hyatt Regency Indian Wells Resort, located near warm and sunny Palm Springs, California.

EIMA is thrilled to bring its annual meeting back to California after an 8-year hiatus, and looks forward to many west coast EIFS industry stakeholders attending.

The preliminary agenda will have EIMA working groups meeting on Wednesday, April 26, followed by the Opening General Session that afternoon. Then the networking

begins! The Welcome Cocktail reception will kick things off that same day, to be followed by the ever-popular Members Dinner and EIFS Here Awards Ceremony.

There will be educational sessions on the morning of April 27, followed by the Closing General Session. The annual meeting, which will one day shorter this time, will officially conclude by noon.

The afternoon of the 27th is reserved for the annual Duncan Crowther Memorial Golf Tournament, to be played on the Celebrity Course at the Indian Wells Golf Resort.



Mark your calendars now for this one-of-a-kind, can't miss, EIFS industry event.

More details will be available in the coming months, but for now SAVE THE DATE!

EIFS HERO AWARDS SUBMISSIONS DUE NOVEMBER 30: PHOTOGRAPHY IS KEY

The entries for the 2022 EIFS Project Hero Awards competition are rolling in. Have you submitted your EIFS project yet? Don't miss this once a year opportunity for your project to be in the running for a prestigious EIFS Hero Award!

Now in its fifth year, the EIFS Hero Awards Program recognizes outstanding projects in the EIFS industry in a variety of building categories.

EIMA will continue to accept project submissions through **November 30, 2022**. Program eligibility and an Entry Form can be found on the [EIMA website](#).

With each passing year as this important industry program evolves, the competition gets stronger, and the jury more discriminating. To assist you with your submission,



EIMA provides a list of **"Tips for Submitting a Successful Entry"**. They are:

- High resolution, professional photography will give you a competitive edge. EIMA suggests consulting with the project architect, they usually have stunning photography of their work.
- The written project description is just as important as the photography. Some-

times a picture is *not* worth a thousand words, so tell the jury the story of your EIFS project!

- Collaborate with members of the project team. They all contributed to the project, why not include them in the process of submitting it for an award?
- Review previous years' award-winning projects. You'll get inspired!

[2021 Award Winners](#)
[2020 Award Winners](#)
[2019 Award Winners](#)
[2018 Award Winners](#)

Key Program Dates:

Submissions Due:
November 30, 2022

Judging:
January 22-26, 2023

Winners Notified:
February 6, 2023

Awards Ceremony:
2023 EIMA Annual Meeting
April 26, 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.

EIFS Industry Members
Association, Inc.

513 West Broad Street
Suite 210
Falls Church, Virginia 22046-3257

Toll Free: 800-294-3462
Fax: 703-538-1736
E-mail: eifsinfo@eima.com

www.eima.com

FOLLOW EIMA ON LINKEDIN

Are you following [EIMA](#) on [LinkedIn](#)? If not, you're missing out on the latest news in the EIFS industry. Start following today!

LinkedIn is an important channel in EIMA's communications and outreach strategy. EIMA regularly posts content on this social media channel and has made a concerted effort to enhance its presence. LinkedIn is the one social media channel that is specifically geared towards the audiences that have the most impact on our industry.

Because of the instantaneous nature and reach of the channel, LinkedIn is also a great way to exchange ideas and news quickly about major issues affecting the industry, member news, and developments concerning EIMA—without having to wait for the next *EIFS Briefs*. Moreover, many of the posts we issue are seen by EIMA members, professionals in our own network, former members and prospects.

LinkedIn's value and impact is enhanced even more when people participate. So don't



forget to follow [EIMA](#) today! For a sample of content you will find on EIMA's LinkedIn channel, below is a catalog of recent posts.

- [EIFS Architectural Awards Competition – Submissions Dues November 30](#)
- [EIFS vs. Stucco: What's the Difference?](#)
- [Sto CEO/President Gives Thoughts on EIFS Industry: Walls & Ceilings Magazine](#)
- [North American Modern Building Alliance: New NYC Building Code Requirements are Changing Exterior Walls](#)
- [Legacy Exterior Cladding Materials in Single Family Homes: 1973-2021](#)
- [The Business Research Company: Exterior Insulation and Finish System Global Market Report](#)
- [U.S. Department of Energy's Better Building Initiative Showcases EIFS Project](#)

EIMA WISHES YOU AND YOUR FAMILY
A VERY HAPPY THANKSGIVING



EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

© 2022 EIMA