

EIFS BRIEFS

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Calendar

- EIMA Annual Meeting: April 4-6, Las Vegas, NV
- AWCI Convention & INTEX Expo: April 3-7, Las Vegas, NV

2011 EIMA ANNUAL MEETING IN LAS VEGAS HAS PACKED AGENDA

The 2011 Annual Meeting of the EIFS Industry Members Association on April 4-6 is in a city that is extremely familiar to many in the EIFS industry: Las Vegas, Nevada. Again this year, EIMA's annual meeting is co-located with the convention of the Association of the Wall and Ceiling Industry (AWCI).

The 2011 meeting's format is changed from that over last year: an extra day has been added to accommodate the important work that must be accomplished; a theme has been added to the cocktail reception to which AWCI convention attendees have been invited, and; the golf tournament is back in the schedule. At the 'Good Fortune' reception, attendees have their fortunes told, and at the 'Strike it Rich' golf tournament, those participating will literally strike it rich.

In addition to the value-added information that will be made available at committee meetings and other sessions, networking opportunities ga-



The Las Vegas skyline awaits EIMA Annual Meeting attendees

lore will be available at the meeting. Those attending the General Session on April 5th will learn about the results of the Phase III and energy conservation code changes.

Las Vegas, with its many nicknames, can easily add another: EIFS City. Evidence of this is contained in a handy 4 page/4 color pamphlet showing some of the indus-

try's most prominently EIFS-clad buildings in the area and which can be used for a self-guided walking tour will be distributed at the meeting.

The 2011 Annual Meeting is supported by many generous sponsors who are dedicated to the success of EIMA and the EIFS industry. (See related article on page 4.)

EIMA'S 'GOOD FORTUNE' RECEPTION EXPECTED TO DRAW 150-PLUS

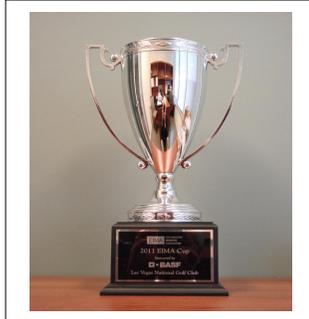
The future is looking bright for EIMA's "Good Fortune" Gala and Cocktail Reception on Monday, April 4 from 5:30 pm to 7:30 pm. A fortune teller will be on-hand to give attendees a glimpse into the future, and tasty EIFS-themed

fortune cookies will provide everyone with a positive message about our industry. ParexUSA is sponsoring the reception which will feature three open bars and a variety of appetizers including, pork satay, crab cakes, spring rolls

and a beef and turkey carving station. Don't forget to try Parex's signature cocktail, the *Pargarita*, a specialty blue margarita. Over 150 individuals are expected to attend this event.

GOLF TOURNAMENT RETURNS TO EIMA ANNUAL MEETING

The EIMA golf tournament is back on the schedule of the annual meeting! Its return is due to the high interest in a golf tournament expressed by EIMA members and friends within the EIFS industry.



The handsome 'EIMA Cup' which will be presented to the winning foursome.

Named as the EIMA "Strike it Rich" golf outing and organized by the EIMA Golf Committee, chaired by Charley Smoak of ACE Stucco Systems and sponsored by BASF Wall Systems, the more than 40 plus players now entered will play a scramble at Las Vegas National Golf Club, just minutes from The Strip.

The winning foursome will be awarded the 'EIMA Cup' sponsored in 2011 by BASF Wall Systems. Not only will each foursome be competing for the top prize, but the tournament has competitions for individual golfers: 2 closest to the pin, long drive, long putt, and straight-

est drive. Holes sponsors are: BASF Wall Systems, Sto Corp., Georgia-Pacific, Dow Chemical Company, Willis of North Carolina and Wind-lock Corporation. Players can also 'strike it rich' in the raffle which will be conducted during the awards ceremony held following golf.

Las Vegas National, described as 'great fun' in the March 2011 issue of *Golf Magazine*, is legendary. Players will experience the same course as did Frank, Dean, Sammy, Joey and Peter, the famous 'Rat Pack', back in their day.

*According to NIST,
EIFS is twice as energy
efficient and five times
more green than the next
best exterior wall
claddings.*

EIMA TECHNICAL & RESEARCH COMMITTEE SET TO REVISE & ADVANCE PUBLICATIONS

The Technical and Research Committee meets on April 4th for a two hour session at which time the committee will review the many EIMA research projects that are both underway and near completion.

Included in this review will be the first look at a proposed research project at the Insti-

tute for Business and Home Safety in collaboration with the Foam Sheathing Coalition (FSC) and the EIFS literature review. Also, a discussion on an industry-wide definition of 'continuous insulation' will be initiated along with a discussion of how EIMA can work closer with the FSC, particularly at code hearings of the

International Code Council.

The committee will also address the upcoming revision to ANSI/EIMA 99A - 2001 American National Standard for Exterior Insulation and Finish Systems as well as conduct further discussion on development of a standard for preformed foam shapes.

COMMUNICATIONS COMMITTEE MEETS

The Communications and Education Committee is on-track for a productive year. The Committee is gearing-up for an extensive advertising campaign which will feature EIFS retrofit ads in Architect Magazine, Medical Construction and Design Magazine, and Commercial Building Products. Ads will be featured in these publications throughout the rest of the year.

The Committee continues to spread the message about EIFS through an educational slide show it created for Hanley Wood.

The presentation offers learning unit credits for architects.

The Communications Committee is working with the Advocacy Committee on insurance matters. The goal is to provide updated information about EIFS to individuals in the insurance industry.

The Communications and Education Committee is spearheading a variety of other efforts including, updating the EIMA website, challenging deceptive

articles published about EIFS, and working with AWCI to update the *EIFS—Doing it Right* course.



ANNUAL MEETING'S GENERAL SESSION OFFERS TOP NOTCH PROGRAM

The General Session at the annual meeting on April 5th will feature a strong emphasis on topics that relate to work central to EIMA's core: exterior wall research and building codes. Making presentations on these topics will be recognized experts in their fields: Brenda Thompson, Andre Desjarlais, and Jay Crandell.

Ms. Thompson, a code official with the Clark County, Nevada Building Department, will speak on "EIFS Codes: The Basis for Design Excellence." Her presentation will demonstrate the strong foundation for the preponderance of EIFS projects in the Las Vegas area.

Mr. Crandell will speak on the significant changes to the International Energy Conservation Code that were approved at last October's code hearings, and Andre Desjarlais will speak on "Continuation of the Evolution: Results of the Exterior Wall Systems Research." This latter topic will present the near finalized results of Phase III of the seminal research conducted by DOE's Oak Ridge National Laboratory on wall claddings.

The session is open to all EIMA registrants, and to those AWCII convention attendees



EIFS INDUSTRY
MEMBERS
ASSOCIATION

who indicated such on their AWCII registration form.

(See article below on this session's AIA CES designation.)

Pre-session refreshments are sponsored by Dryvit Systems.

EIMA ADVOCACY COMMITTEE TO REVIEW RECENT SUCCESSES—LOOK TO FUTURE

The Advocacy and Industry Relations Committee continues to prevail in its efforts to protect and endorse the EIFS Industry. The Committee successfully challenged a proposed land use ordinance in Fort Collins and Windsor, Colorado which considered EIFS an "inferior" building material and precluded EIFS construction along a popular interstate corridor. EIMA is committed to challenging these ordinances and

will continue to tackle similar problems across the country. Committee members are undertaking an EIFS litigation claims project which will examine the decrease in EIFS-related lawsuits since 1998. Ultimately, this information will be shared with the insurance industry to further prove the quality and durability of the system.

The committee continues to moni-

tor important issues like the proposed plan to ban hexabromocyclododecane (HBCD) in expanded polystyrene (EPS) and extruded polystyrene (XPS). EIMA has partnered with advocates from a variety of other industries to challenge this effort.

Finally, the committee stays on the cutting-edge of issues concerning the Better Building Initiative, and energy legislation.

One of the best ways to gain the most out of your association membership is to become active on one of its committees. All EIMA committees will meet during the annual meeting. Please attend.

GENERAL SESSION GAINS AIA / CES STATUS

EIMA will be offering one free Health, Safety, and Welfare / Sustainable Design learning unit for architects at the General Session of its Annual Meeting on Tuesday, April 5 in Las Vegas. The General Session will serve dual purposes – it will provide helpful information for EIFS professionals about changes to the energy codes, and it will educate architects about these same issues while expanding their

knowledge of EIFS. Architects will learn about important changes to the 2012 International Energy Conservation Code. They will also hear about how code changes will affect competing foam insulating materials. The science behind EIFS will also be examined, including how hygrothermal properties of the most commonly used opaque exterior wall claddings perform across the 8 ASHRAE climate

zones.

EIMA encourages all of its architect members to attend this event. The EIMA staff has also distributed invitations to architects in the Las Vegas area.



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The events at EIMA's 2011 Annual Meeting were made possible, in part, through the generous donations of our sponsors. EIMA thanks each of these businesses for their solid support and dedication to the EIFS industry.

SPONSORS:

ParexUSA: Gold Sponsor of the "Good Fortune" Gala and Cocktail Reception

BASF: Silver Sponsor of the "Strike it Rich" Golf Tournament

Sto Corp: Sponsor of the Contractor and Distributor Member Breakfast

Dryvit: Sponsor of the Coffee and Refreshment Break prior to the General Session

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