

EIFS BRIEFS

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Calendar

- AIA Convention:
May 12-14
New Orleans, LA
- National Association of Realtors Midyear Legislative Meetings & Expo:
May 9-14
Washington, DC
- High Performance Building Week: May 24-26
Washington, DC
- EIFS-Doing it Right:
June 6-7
Minneapolis, Minnesota
- BOMA Conference & Building Show:
June 26-28
Washington, DC



2011 EIMA ANNUAL MEETING IS A SUCCESS

The 2011 EIMA Annual Meeting in Las Vegas, April 4-6 at the Paris Las Vegas Hotel proved to be a successful and highly educational industry event.

Over 70 people attended the General Session which focused on exterior wall research and building codes.

The committee meetings were just as informative for EIMA members. The Technical Committee addressed a number of topics including upcoming code hearings on the International Green Construction Code, and working with the Foam Sheathing Coalition to develop a definition of 'continuous insulation' for insertion into the codes of the ICC.

The Advocacy Committee has been busy working with the Department of Energy on a new retrofit study and plans to make headway in the insurance industry by becoming involved in the International Risk Management Institute conference in November.



EIMA General Session

The Communications Committee has completed plans for the 2011 advertising campaign which features a series of retrofit ads in Architect Magazine, Commercial Building Products, and Medical Construction and Design. The committee will redesign the EIMA website and increase its social media efforts.

The EIMA Annual Meeting wasn't all business – members enjoyed the social events too! Over 150 individuals attended the "Good Fortune" Gala and Cocktail Reception. Over 40 golfers also participated in the "Strike it Rich" golf outing. For more photos or information about the annual meeting, visit

www.eima.com.

OREGON CONSTRUCTION CONTRACTOR BOARD SAYS ICFs ARE NOT EIFS

The State of Oregon's Construction Contractors Board has handed EIMA a victory in issuing a 'declaratory ruling' that states that exterior acrylic base coat, mesh, and finish coat over insulated concrete forms (ICFs) is not a barrier exterior insulation and

finish system. The ruling was requested by EIMA as an erroneous determination, issued earlier by a local code official, would have required replacing existing work on a specific project and would have left in place for the future an incorrect view for Oregon code

officials of what EIFS are. EIMA's Oregon-based consultants worked for almost a year to rectify the code official's decision by attending many meetings and providing substantial explanations of EIFS and the differences between it and ICFs.

EIMA MAKES PRESENTATION ON EIFS TO LOCAL OFFICIALS

On April 7th, just following the 2011 EIMA Annual Meeting in Las Vegas, EIMA presented to the International Code Council's Southern Nevada Chapter a program titled: 'What's New with Exterior Insulation



Terry Viness presenting at the ICC Southern Nevada Chapter

and Finish System." Over 50 code officials and fire department personnel attended this education session which was held at the Fire Training Center in Las Vegas.

The program was organized and presented by EIMA's Technical and Research Committee and featured a series of current topics of interest to code and fire safety officials including: an overview of EIFS which was presented by Terry Viness of Sto Corp.; an explanation of how evaluation reports are used which was presented by Peter Harrison of

Parex USA, and; a description of some key points that should be taken into account when inspecting EIFS which was presented by Bill Preston of Dryvit Systems. How EIFS and their applicable standards were adopted into the International codes was also addressed.

EIMA's fire scientist and codes consultant, Jess Beitel of Hughes Associates, made a highly detailed presentation on the fire testing that has been accomplished for EIFS and how this successful testing contributed to the inclusion of EIFS in the 2009 International Building and Residential Codes.

EIMA SENDS APPEAL TO ICC EVALUATION SERVICE ASKING CHANGE OF EIFS CRITERIA

EIMA has sent a letter to the International Code Council's Evaluation Service (ICC-ES) requesting that acceptance criteria applicable to EIFS be altered to reflect the provisions currently contained in the International Code Council's International Building Code (IBC). Currently, the acceptance criteria for EIFS,

AC219, conflicts with the 2009 version of the IBC.

In order to clarify this, EIMA suggests that ICC-ES change the scope of AC219 to make it consistent with the 2009 IBC as corrected by the 2009 International Building Code Errata, Second Printing (Updated March 22, 2010). Since there are no apparent

life safety issues involved in this proposed change, EIMA believes the changes can therefore be made without Evaluation Committee hearing and adoption.

The letter was developed by EIMA's Technical and Research Committee with Peter Harrison of Parex USA being the principal drafter.

MEMBERSHIP CERTIFICATES ARE IN THE MAIL

Certificates denoting EIMA membership for 2011 are being mailed to those members who have renewed their membership following their payment of 2011 dues invoices. The handsome certificates signify that members will continue to receive member benefits this year including special 'members-only' mailings this year.

Many members use copies of the certificates when solic-

iting business opportunities to indicate their support of and involvement in the EIFS industry. The certificates provide tangible evidence of their activity in the industry.

Included in this membership renewal mailing is the replacement 'date plate' for your EIMA membership plaque.

If you have not received your 2011 dues invoice or

your certificate and 'year place', please contact Laurie Joseph at 703-538-1612.



EIMA SUCCESSFULLY CHALLENGES COLORADO BUILDING ORDINANCE

On March 22, Windsor and Fort Collins, Colorado officially adopted a revised ordinance to allow certain EIFS construction along the I-25/395 interchange area. Originally, both Windsor and Fort Collins proposed ordinances that called EIFS an “inferior building material” and prohibited all EIFS construction. EIMA organized a coalition of eight local individuals who work in the EIFS industry to challenge the original ordinance. Although there was strong opposition from the local brick industry, EIMA prevailed in its efforts. The

new ordinance allows for EIFS construction on all portions of commercial buildings except on the first floor of buildings that face a public right-of-way. Since many of the Windsor and Fort Collins city employees were unfamiliar with EIFS, EIMA was able to educate these individuals about the aesthetic benefits, durability, energy efficiency and cost effectiveness of the system. EIMA continues to educate other communities about EIFS and challenge local ordinances. Currently, staff members are working on a variety



of local issues in Texas and Oregon. Do you live in a community where EIFS construction is prohibited? If so, contact Krista Gesaman at (kgesaman@eima.com)

EIMA INVOLVED IN HIGH PERFORMANCE BUILDING WEEK IN WASHINGTON, D.C.

EIMA is actively involved in the planning of High Performance Building Week in Washington, DC, May 24-26. The week is an opportunity to highlight the importance of high-performance buildings to federal, state, and local policymakers and the general public. As a steering committee member, EIMA is assisting in the event planning and is co-sponsoring the awards reception. This year High Performance Building Week will be partnering with the International Code Council Foundation’s Building Safety Month activities to increase attendance and bring aware-

ness to the importance of a safe and sustainable built environment. If you are in the Washington, D.C. area and would like to attend the events, please contact Krista Gesaman for a complete schedule (kgesaman@eima.com).

One of the best ways to gain the most out of your association membership is to become active on one of its committees. Join an EIMA committee today!

NEBRASKA HIGH SCHOOL BLAMES BRICK – NOT EIFS – FOR MOISTURE PROBLEMS

For years, administrators at Beatrice High School, in Beatrice, Nebraska believed EIFS was responsible for causing moisture damage to the exterior of the school building. But after additional testing, it was determined that brick was actually the culprit. Water has been seeping in between the mortar joints of the exterior soldier course brick and the

cinder blocks, causing spalling and efflorescence. “So we’ve been blaming poor, old EIFS for a long time,” said Board of Education vice president Randy Coleman. “It’s got a bad name, and in fact, what you’re showing us is the EIFS isn’t as bad as everyone has been saying.” To view this entire story written by the *Beatrice Daily Sun* visit:

http://www.beatricedailysun.com/news/local/article_68da6abc-5b3a-11e0-a361-001cc4c03286.html.



Existing unflashed soldier course brick stacked on soldier course brick between EIFS system above and Windsor framing brick below.



Existing unflashed soldier course brick replaced with three courses of matching level brick caprow with flashing (waterproofing tucked under existing EIFS system).

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EIMA is on the web!
www.eima.com

Take a look at EIFS, now.



About EIMA

The EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. EIMA is the recognized authoritative source for information about exterior insulation and finish systems (EIFS) and provides industry representation for its members.

For information on joining EIMA, please contact Dave Johnston at (703) 538-1616,

WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members joining since March 1, 2011.

Coast Construction Co. LLC

Pete Butera / Jim Hardin
Biloxi, Mississippi

Robert A. Aird, Inc.

Rob Aird
Frederick, Maryland

JARCO Builders Ltd.

Brenda Reicks / Jerry Reicks Jr.
Sioux City, Iowa

Squires-Belt Material Co.

Brad Benson / Ralph Mendez
San Diego, California

Keller Lowry Insurance, Inc.

Scott Foster / Tom Terry
Denver, Colorado

BECOME AN EIMA SPONSOR

EIMA continues to grow and devise new ways to promote the EIFS industry. Would you like to be part of our efforts? If so, consider becoming an EIMA sponsor. Sponsorship opportunities are available for *EIFS Briefs*, EIMA's newsletter, or for our website, www.eima.com.

Companies interested in sponsoring *EIFS Briefs*, EIMA's bi-monthly newsletter, will receive their company logo prominently displayed on the front page of the newsletter. Throughout the year, thousands of newsletters are distributed through our membership mailing initiatives and at trade shows. Sponsors will also receive a 300-word article featuring your company. *EIFS Briefs* sponsorship costs \$500 per issue.

Companies interested in sponsoring EIMA's website, www.eima.com, will receive their company logo on our homepage and a direct hyperlink to your company's website. Website sponsors will gain exposure to EIFS industry activist who use www.eima.com as their source of information for the latest EIFS industry news. Website sponsorship costs \$250 per month.

If you have any questions about these sponsorship opportunities, contact Krista Gesaman at kgesaman@eima.com.

