

EIFS BRIEFS

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Calendar

- AWCI Industry Executives Conference, Coeur d'Alene, ID: Sept. 13-17
- ASTM E 06 Bldg. Performance Committee, Tampa, FL: Oct. 30-Nov. 3
- EIMA Technical Committee, Tampa, FL: Oct. 31
- ICC Hearings on International Green Construction Code, Phoenix, AZ: Nov. 2-6

EIMA COMBATS MISGUIDED ZONING ORDINANCES

The EIFS Industry Members Association is fighting back against misguided zoning ordinances and other regulatory barriers at the local and municipal levels that prohibit the use of exterior insulation and finish systems (EIFS). EIMA is pointing out that the adoption of these ordinances was ill-advised and unwise.

During the last week of July, there were 2 occurrences where use of EIFS was being banned due to local ordinances. The locations of these occurrences were Chicago and Indian Trail, North Carolina. The situation in Chicago was successfully resolved in favor of EIFS after the project owner's attorney contacted key members in the City of Chicago's hierarchy. The situation in Indian Trail is pending with a hearing being held on August 16th. EIMA's Advocacy Committee and local EIMA manufacturing members have been notified, and EIMA furnished materials and its experiences from the Fort Collins/Windsor initiative



Indian Trail, NC is just a few miles from Charlotte, NC, site of EIMA's 2012 Annual Meeting on April 17th

to aid reversing the Indian Trail zoning ordinance.

Since its introduction, EIFS highly desirable qualities were seized upon by construction consumers resulting in EIFS gaining a larger market share. Competing wall claddings faced a situation where they

lost significant market share. To reverse this trend, other interests advocated these restrictive ordinances. EIFS is not alone in being singled out in these ordinances. Tilt-up concrete, vinyl siding, and stucco have also been named as undesirable and banned wall claddings.

NATIONAL INSTITUTE OF BUILDING SCIENCES CONDUCTS FORUM ON BUILDING ENVELOPES

EIMA participated in a workshop on July 20th conducted by the National Institute of Building Sciences entitled "High Performance Based Design of the Building Envelope." Although the workshop's title led one to believe that it was focused on sus-

tainably, the focus instead was on 'resiliency' of buildings, specifically against explosions and radiological and bacterial attacks. The panels acknowledged that the outcome of the work being done by the NIBS task force would not reach the code process,

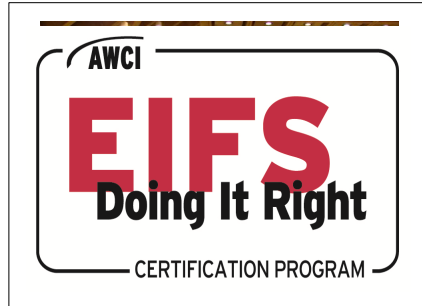
but would instead be available for those owners who wish to design and construct to a higher threshold. The NIBS task force intends to ask the public for comments on its findings (yet to be formulated) when they are released.

EIFS + VEGAS + NOVEMBER = GREAT OPPORTUNITY

AWCI has announced its EIFS—Doing It Right® course schedule for 2011-2012. The first course in the series will take place in Las Vegas on Nov. 7-8. Registration deadline is Oct. 14. Designed to

“raise the bar” in the EIFS industry, the EIFS—Doing It Right® education and certificate program has been educating individuals for 13 years about industry-accepted standards and best practices for

and finish coat; joints, sealants and repairs; EIFS with drainage and flashing; and inspection and design considerations. Those who meet the pre-qualifications, attend the class sessions and pass the national exam are awarded certification for either a five-year (Industry Professional and Mechanic) or three-year (Inspector) period. For additional information and to register, go to www.awci.org/eifs or contact Sue Dolan at 703-538-1612 or eifs@awci.org. If you can't make the November class, additional courses will be offered in San Diego on Feb. 13-14 and Orlando on Mar. 19-10.



The logo of the EIFS—Doing It Right Certification Program

EIFS installations. Currently, over 3,000 individuals are certified through the program as EIFS Mechanics, EIFS Industry Professionals or EIFS Inspectors.

Topics covered during the two-day course include material storage and temporary protection; substrates and efflorescence; EPS board, mesh, basecoat

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

EIMA ADVOCACY COMMITTEE REVIEWS CURRENT AND FUTURE INITIATIVES

On August 2nd, the Advocacy and Industry Relations Committee met in Washington, D.C. to discuss EIMA's advocacy efforts. The committee used this time to prioritize EIMA's efforts for the upcoming months. One of the projects discussed was EIMA's survey of insurance brokers. This past June, EIMA mailed a

survey to over 1500 insurance brokers across the nation to compile a list of brokers who insure EIFS. EIMA received a great response and is placing this list on its website as a resource for the industry. Another topic of discussion was EIMA's Congressional Liaison Initiatives. In April, Rep. James P. Moran

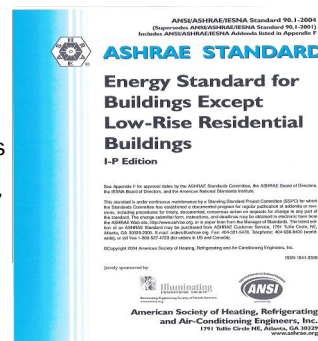
(D-Va.) wrote to the Department of Energy (DOE) advocating the importance of EIFS retrofit research. DOE replied that they fully agree that EIFS is an energy-efficient form of insulation. The committee is also completing plans for exhibiting at a major insurance conference to encourage more coverage for EIFS.

50% ENERGY SAVINGS IS ASHRAE GOAL

The American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE) has established a goal that the next version of ASHRAE Standard 90.1, Energy Standard for Buildings Except Low-Rise Residential Buildings, will save 50% in energy usage over the 2004 edition of 90.1. The next version will be issued in 2013. EIMA is active within the Envelope Subcommittee of ASH-

RAE's Standing Standard Project Committee 90.1 which produces the standard. In fact, Dave Johnston, EIMA's executive director, has been appointed as a 'consultant' to the Envelope Subcommittee. Currently, the Envelope Sub-

committee is waiting on ASHRAE management's decision on the subcommittee's request for funding to develop costs for selected wall assemblies that will be used to evaluate a wall's cost effectiveness along with its thermal performance.



TIM WIES BECOMES AWCI PRESIDENT FOR 2011/2012

The Association of the Wall and Ceiling Industry (AWCI) has a new president as of this past July 1st: Tim Wies. Tim is the CEO of the firm that bears his name: the T.J. Wies Contracting, Inc. based in Lake St. Louis, Missouri.

Tim graduated from college with a business management degree in 1982 after which he joined his father's firm. He spent the next few years in the field rising to become an estimator and project manager in 1985.

In 1994, he left to start his own highly successful company, which participated in projects that won the AWCI Excellence in Construction

Quality Award in 2011 and in 2010.

His firm has been an AWCI member since the year the business was started, and Tim very quickly became active in AWCI, serving on the AWCI board of directors and is currently on the AWCI Executive Committee.

Tim has also served on the AWCI Budget Committee, the Nominating Committee, the Pinnacle Award Committee, among others.

The T.J. Wies Contracting, Inc. is a member of EIFS Industry Members Association, too.

Tim lives in Lake St. Louis



with his wife of 27 years, Barbara, and they have two sons who have both completed school.

EIMA COMMUNICATIONS AND EDUCATION COMMITTEE CHARTS FUTURE ACTION

On August 3rd, the Communications and Education Committee met at The National Press Club in Washington, D.C. to discuss EIMA's latest communication endeavors. This month's meeting was focused on several prominent projects, including the website re-design and the EIMA Awards Program.

One of EIMA's most notable projects is the redesign of the current website. EIMA is working with Building Online, a website hosting company that caters to the building industry, to construct a more modern, streamlined website. The new website is expected to go online in January of 2012. Another high-point of

the meeting was the discussion of an EIMA awards program. The aim of this program would be to recognize pioneers in the EIFS industry in various project categories. EIMA is hoping to have a program implemented in one year's time.

The next meeting will be a conference call this fall.

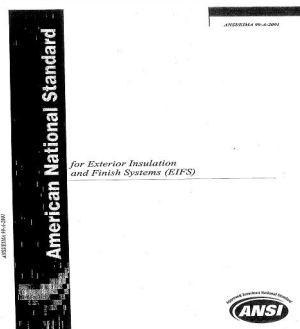
One of the best ways to gain the most out of your association membership is to become active on one of its four committees. Contact the EIMA office to join.

TECHNICAL COMMITTEE PURSUES STANDARDS

The EIMA Technical and Research Committee is continuing a review of current standards to ascertain whether provisions within them still reflect current practice and are valid. Many of these standards that the committee is reviewing are those accredited by ASTM. One, ANSI/EIMA 99A-2001, was accredited by the American National Standards Institute, but is now past its 10 year life ex-

pectancy date established by ANSI, which requires an update by EIMA. This updating is now underway by the EIMA Technical Committee.

The committee is also looking at some



standards now under development by ASTM's E 06 Committee, which addresses issues pertaining to building performance including one that establishes procedures for EIFS inspection.

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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 July 1, 2011.

Robert Buchan, Architect
Robert Buchan
Bridgewater Corners, Vermont

Atlas EPS Inc.
Bob Wasko & Steve Heaton
Byron Center, Michigan

Rimkus Consulting Group
Deerfield Beach, Florida

PLASTICS ASSOCIATIONS MELD RESOURCES INTO ALLIANCE

Three plastic industry associations in the U.S. and Canada have created the North American Plastics Alliance (NAPA) to formalize advocacy and program collaboration already taking place among them.

The American Chemistry Council's plastic division, the Canadian Plastic Industry Association and SPI: The Plastic Industry Trade Association announced the formation of NAPA on July 7, saying the organizational structure it provides allows them to coordinate efforts more effectively.

"Many of our issues cross the Canadian-U.S. border and working together with other national organizations will



The logo of the American Chemistry Council

help us focus our resources where they can make a difference for the industry," CPIA's interim CEO Greg Wilkinson said in a statement.

A six person steering team composed of staff and members from each association will direct NAPA. In addition

to Wilkinson, SPI CEO Bill Carteaux and Steve Russell, ACC's vice president of plastics, are on the team.

One of NAPA's initial priorities is the extension of Operation Clean Sweep, a joint program of ACC and SPI to reduce the amount of resin pellets escaping into the environment. These pellets, which are used as raw material in plastics manufacturing, are alleged to be harmful.

ful.

NAPA will also engage in political advocacy issues its members believe will promote the growth of the plastics industry. EIMA has reached out to the ACC in order to contribute to advancing mutual goals.