

EIFS BRIEFS

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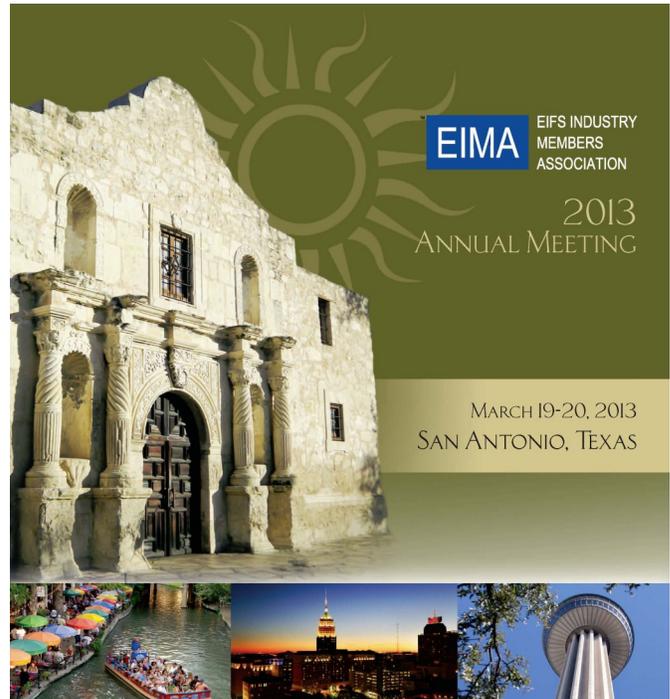
Calendar

- AWCI Convention
San Antonio, Texas
March 18-22, 2013
- EIMA Annual Meeting
San Antonio, Texas
March 19-20, 2013
- SFIA Annual Meeting
San Antonio, Texas
March 20-22, 2013
- INTEX EXPO '13
San Antonio, Texas
March 21-22, 2013

EIMA TO LAND IN SAN ANTONIO

Any association is only as strong as its members. As we sit only a few short weeks from the 2013 EIMA Annual Meeting, we've already seen several of our members step up with great efforts made on a variety of levels.

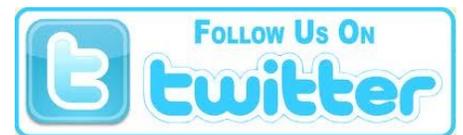
With the growing recognition of EIMA and the EIFS industry, an Associates Dinner (sponsored by Vela Insurance Services) has been added to this year's festivities, in addition to several other annual events such as the "Fiesta" Golf Tournament (sponsored by BASF; golf towels and balls sponsored by Dow), 19th Hole Awards Ceremony (beverages and cigars sponsored by Parex USA), General Session (sponsored by Dryvit), and the "Alamo" Cocktail Reception (sponsored by Sto, L&W Supply, and Boral Building Products). This year's general session will be headlined by Scott Friedman, who will teach us to have a productive,



enjoyable, and stress-free work environment where "fun" is a word commonly used. Just prior to the General Session will be the Coffee and Refreshment Break

(sponsored by Dow), so make sure not to be late. The coffee will give you the jolt needed to play golf.

HASHTAG# THE ANNUAL MEETING



With the growing engagement EIMA is having on Twitter, we are going to be creating hashtags for the Annual Meeting to allow others to more easily follow what is occurring throughout all of the events.

Don't just follow our tweets this year, make some of your own and help grow the event through the world of social media. #EIMA2013 will be the hashtag for all those following the week in general for up-

dates. Be sure to #EIFS as well to continue to show others in the EIFS industry what EIMA and its members are up to. A presentation on "tweeting" will be made at the General Session.



COMMITTEES MEET IN WASHINGTON, DC

Both the Advocacy and Industry Relations Committee and the Communications and Education Committee held meetings at the offices of the American Institute of Architects (AIA) in Washington, DC during the week of February 25th to discuss a variety of issues facing the industry and promotion of EIMA in the United States.

On the agenda for the Advocacy

and Industry Relations Committee were ongoing advances with insurance coverage for EIFS projects, ongoing advocacy successes, as well as upcoming code hearings EIMA will be participating in.

The main items discussed at the Communications and Education Committee were the responses given to an RFP sent out at the end of 2012 for research on the EIFS

industry, the results of Phase III from the Oak Ridge National Laboratory report, and status report on the final arrangements for the upcoming EIMA Annual Meeting. Further direction was given with the RFP and Phase III results, so EIMA can continue to push forward with both of those.

Both committees will meet again in San Antonio on the afternoon of March 19.

ADVOCACY UPDATE

EIMA continues to work with its members and supporters to combat any, and all, restrictions being proposed or existing, that would limit the overall use of EIFS. EIMA was recently informed by Dryvit Systems of the City of Baltimore's current proposal re-vamping several pieces of their ordinances, which includes building codes. Among

the changes, includes some restrictions to the use of EIFS. EIMA has been actively engaging members of the City Council and their staff, with hopes of eliminating the references that are less open to the full acceptance of EIFS.

Also recently, the South Central Wall, Ceiling and Plaster Association (SCWCPA), led by

its Executive Director Eddie McCormick, was helpful in assisting EIMA with amending a masonry ordinance proposal in Magnolia, Texas as well as one in Keller, Texas that would have greatly reduced the use of EIFS.



EIMA WORKING WITH ZURICH TO IMPROVE INSURANCE COVERAGE FOR EIFS

EIMA is working with the Zurich Insurance Company to expand insurance coverage in the EIFS industry, specifically for EIFS applicators. For the past several months, a small task group from EIMA, led by immediate former EIMA President Buck Buchanan, has been meeting with Zurich representatives discussing guidelines for ensuring the successful application of EIFS.

These guidelines include pre-construction meetings among the key stakeholders and inspections during con-

struction. The guidelines are still in the early stage of development, so the document has a ways to go before being finalized. EIMA manufacturing and other members have been asked to comment on the draft. At this early stage, consideration is being given to requesting comments from organizations representing general contractors.



ZURICH

EIMA SHOWS AT NAHB'S INTERNATIONAL BUILDERS SHOW

EIMA was a recent participant in the 2013 International Builders Show (IBS) that ran from January 22-24, in Las Vegas. Early last year EIMA agreed to find a variety of ways to work more closely with the National Association of Home Builders, and having a booth at the IBS show was one of the ideas. Joining EIMA staff was Brett Henry, who is the Western States Representative for Dryvit Systems.



During the three day show, EIMA was approached with a variety of comments about the current EIFS market. Overall, there were several positive remarks about the choice of EIFS as an exterior wall system and additional questions about the new advancements in the system. EIMA had information available on different finishes (with actual samples), (2) examples of EIFS with drainage, insur-

ance information, a folder that included information with a variety of items, as well as contractor information and a video showing finishes and durability tests. These samples were furnished by every one of EIMA's manufacturing members.

Several attendees stopped by the booth and were impressed with the features of EIFS that they were previously unaware of, while others were impressed with the advance-

ments the system has made over the last decade. Additionally, several colleagues from Washington, DC and some members from different corners of the country and the world were also in attendance and stopped by to see the traffic the booth was receiving.

The show was a success and EIMA will gladly participate again next year to further educate and push EIFS to the home builder community.

EIMA MONITORING WORK OF ASHRAE'S 90.1 COMMITTEE

The ASHRAE 90.1 Committee met in conjunction with the ASHRAE Winter Business



Meeting in Dallas on January 25 - 30 along with the committee's 5 subcommittees. EIMA's main interest is the work of the Envelope Subcommittee which has 13 voting members and about 7 'consultants' who are persons who contribute, do not vote, and have access to the subcommittee's and full committee's restricted website. EIMA is one of the consultants. The

subcommittee reviewed the ASHRAE-recommended code change proposals that were submitted to revise the 2015 version of the International Energy Conservation Code. These hearings will be held April 21-30 in Dallas. The EIMA Technical Committee will review the relevant proposed changes in the not too distant future.

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VELA INSURANCE SPONSORS MAJOR EVENT AT EIMA ANNUAL MEETING AGAIN THIS YEAR

Vela Insurance Services is the sole sponsor of the inaugural EIMA Associate Members Dinner that is being held on March 19th during the 2013 EIMA Annual Meeting in San Antonio. The purpose of the dinner is to recognize the very valuable contributions made by EIMA's Associate Members toward advancing EIFS and the EIFS industry. Members in the Associate member category are those firms that are engaged in the sale of components, equipment or supplies to the EIFS industry, not to be confused with distributor members who are engaged in distributing the aforementioned items.

This is the second year in a row that Vela has stepped up and sponsored a major mar-

quee event at the EIMA annual meeting. Last year, Vela was the sole sponsor of the 2012 EIMA Golf Tournament. Vela is a wholly-owned subsidiary of Berkley Specialty Insurance Services, LLC, and a member of W.R. Berkley Corporation (WRBC), a leading commercial lines property and casualty insurance provider. Vela's issuing carrier, Gemini Insurance Company, is a WRBC subsidiary and is rated A+ (Superior) with a financial size classification of XV by A.M. Best Company and A+ (Strong) by Standard & Poor's. Vela began operations in 1996 as an underwriting manager, writing excess and surplus lines casualty business with a primary focus on contractor and product liability coverages. Vela writes a



variety of classes nationwide, exclusively through our network of appointed excess and surplus lines brokers.

Vela representatives will be in attendance at the annual meeting to provide information about its services.

WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members. We thank you for your support of the EIFS Industry.

Distributors

Carolina Specialties, Inc.
Winston-Salem, NC
Clint T. Burton
David Norman

Coastal Plaster Supply
Seabrook, TX
Tim Rogan
Deb Rogan

**DK&B Construction
Specialties**
La Vista, NE
Chris Tierney
Jeff Krajicek

Affiliate

Tillman Inspections
Villanova, PA
Craig D. Tillman