

# EIFS BRIEFS

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**Calendar**

*American Society of Home Inspectors  
Inspection World Expo*  
January 6-9, 2015  
Philadelphia, PA

*International Builders Show*  
January 20-22, 2015  
Las Vegas, NV

*EIMA Annual Meeting*  
April 27-28, 2015  
Long Beach, CA

## EIMA IN CHICAGO

**EIMA Staff Meets with BOMA-Chicago Representatives**

EIFS has not always been universally accepted by the City of Chicago. However, since recent updates to model codes and standards allow and favor attributes of the EIFS wall cladding, the industry believes now is appropriate time to educate the city departments that hold these biases.

On a recent trip to Chicago, staff members from EIMA were able to sit down with the Building Owners and Managers Association-Chicago's Director of Government Relations, Ron Tabaczynski. The purpose of the meeting was to discuss matters of mutual interests in the greater-Chicago area, more specially the adoption of codes that are mutually beneficial to both associations' memberships. EIMA and BOMA-Chicago share several goals pertaining to the area. The meeting solidified a dialogue between both associations that will continue as we work toward addressing these mutual interests.



**EIMA Sits Down with AGC Chapter**

While in Chicago, EIMA visited the Associated General Contractors' (AGC) Builders Association and discussed collaborating on different activities and programs to better educate contractors. EIMA staff sat down with Dan McLaughlin, the executive director, who has also served as the Mayor of Orland Park since 2003.

During the meeting several topics were discussed, from advancements in the EIFS industry to local ordinances that have set limitations on the usage of certain building materials. Collaborative events and education efforts were also discussed, as a way for EIMA to keep contractors equipped with the latest information coming out of the industry.

During the visit, EIMA was able to provide the Builders Association with some updated information pertaining to codes and standards that EIFS can be helpful with. At the conclusion of the meeting, EIMA was able to obtain the names of local contractors who might show an interest in learning more about EIFS.



**VELA to be Marquee Sponsor Again!**

For the past 3 years Vela Insurance Services has been a marquee sponsor at the EIMA Annual Meeting, a title they will again hold in 2015. They have again agreed to be the sponsor for the Associate Members Dinner, this year being held in Long Beach, California.

Insurance coverage for EIFS projects has been a priority of EIMA's for years. In 2011, while attending the IRMI conference EIMA and Vela became acquainted with one another. On the recent trip to Chicago, EIMA sat down with representatives from Vela to discuss future events that both organizations could partner in. One that is currently being discussed is an EIFS insurance symposium, which EIMA has been considering for contractors and other parties who have invested interests in the topic.

For those unfamiliar with Vela Insurance Services, more information about this firm can be found on EIMA's website. Vela's logo, a live link, appears on the insurance page of the EIMA.com website.



## GREEN CODE AND STANDARD TO MERGE

The International Code Council (ICC) and ASHRAE (formerly the American Society of Heating, Refrigerating, and Air Conditioning Engineers), developers of the two current national model green buildings codes and standards for commercial buildings, have announced they will cooperate in developing a single document in the future. Many organizations, including EIMA, have encouraged both groups to merge their efforts on green codes for some time

and have congratulated ICC and ASHRAE, as well as the other organizations that were a part of the effort to reach this agreement: the U.S. Green Building Council (USGBC), the American Institute of Architects, and the Illuminating Engineers Society of North America (IESNA).

Details of this cooperative agreement will be finalized soon, but the intent is for ICC to continue developing the administrative provisions in

the joint code with ASHRAE taking responsibility for the development of the technical content spearheaded by the ASHRAE Standard 189.1 Standing Standard Project Committee (SSPC). The USGBC intends to recognize the joint document as part of the base requirement in the development of the LEED program. It is anticipated that the joint code will roll out as the 2018 edition of the International Green Construction Code (IgCC).

## EIMA URGES BROADER EVALUATION REPORT USE IN LOS ANGELES

The City Council of the City of Los Angeles is considering a measure that would allow accredited product certification/code evaluation agencies to be accepted by the Los Angeles Department of Building and Safety as competent entities to furnish evaluation reports for construction materials and systems that are not referenced

in the building code. EIMA, at the direction of the Technical Committee, is supporting this initiative.

EIMA believes that these code evaluation agencies have already demonstrated a high technical competency in having their facilities certified, and have also demonstrated the capability of providing the

important testing for construction products and systems. As such, they are qualified to produce evaluation reports. EIMA has sent a letter to the Los Angeles City Council supporting changes to the local code to facilitate use of qualified entities.

## EIMA LAUNCHES GOOGLE+ PAGE



In early 2012, EIMA launched several social media pages that included a blog and accounts on Twitter, Facebook, and LinkedIn; each of these act as additional avenues to relay information from the EIFS industry. This month, information about EIMA and the entire EIFS industry can also be found on Google+.

These tools will continue to help drive traffic to the EIMA website, as well as information that can further educate everyone on the EIFS industry.

As always, let EIMA staff know if there are any articles or topics on which you want EIMA to spread the word. In

the past, EIMA has written blog posts catered to issues that contractors and distributors had been dealing with and will make our best effort to continue that when possible.

## EIMA TECHNICAL COMMITTEE CONVENES VIA PHONE

The EIMA Technical Committee convened a conference call on November 19<sup>th</sup> to address several issues of importance including the proposed adoption of the 2012 International Building Code (IBC) by the State of Minnesota. As part of this adoption process, Minnesota is considering an amendment to the 2012 IBC to eliminate use of the NFPA 285 test for exterior wall assemblies. (Pursuant to the committee's direction, EIMA has contacted the Minnesota building department and stated its opposition to this proposed amendment to the 2012 IBC and urged the adoption of the 2015 version instead.) The committee also

discussed next steps to take in ensuring that water-resistant barriers that are manufactured by EIMA members will meet the provisions of a proposed ASTM standard specification on fluid-applied air barriers.

The committee also received a status report on the question on use of flame retardants in insulation products. The California State Fire Marshall is still considering what tests and what insulations should be included for determining the scope of the study that was mandated by California Assembly Bill (AB) 127, which was enacted in 2013. The State Fire Mar-

shall (SFM) has decided, at this time, to excluded specialized exterior assemblies including Structural Insulated Panels (SIPs), Exterior Insulation and Finish Systems (EIFS), External Wall Insulation Systems (EWIS) and similar systems from the scope of the study. The SFM is also strongly considering the exclusions of insulations other than foam insulation from the study. The committee agreed that EIMA should continue to support the American Chemistry Council in opposing the ban of flame retardants from foam insulation.

## COMMUNICATIONS AND EDUCATION COMMITTEE MEETING RECAP

On Wednesday, December 17<sup>th</sup>, the Communications and Education Committee held a conference call to discuss the ongoing dissemination of information from the study conducted by Grail Research last year, in addition to several upcoming events and marketing opportunities. The committee continues their work on expanding the

coverage that the industry receives, as well as making sure the appropriate information is being provided to the entire EIMA membership.

At the conclusion of the meeting, it was determined that EIMA will explore partnerships with the American Institute of Architecture Students (AIAS), as well as engaging in other

possible partnerships with the architect community. Also looking ahead to next year, the committee laid the protocol for the process of selecting the next recipient of the Mike Sweeney Press Award, which recognizes an article from the past year that highlights the benefits of the EIFS wall system.

## CALL TO ARCHITECTS

EIMA's Communications and Education Committee would like to invite any architects who have successfully used EIFS in the past to be part of an ongoing marketing project. The committee is working on a project to market several attributes of EIFS, specifically the durability and aesthetic

appeal the exterior wall cladding can offer to a building. If you're interested in talking about one of your EIFS projects and the success you've had with the exterior wall cladding system, please contact Scott Robinson, EIMA's Manager of Public Affairs at [srobinson@eima.com](mailto:srobinson@eima.com)



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# EIMA WELCOMES NEW MEMBERS

EIMA extends a most cordial welcome to its new members. The membership of EIMA thanks you for the commitment that you have made to support the EIFS industry and to participate in the promotion of the use of EIFS.

## CONTRACTORS

**Beene Construction, LLC**  
*Carlos Carmona*  
*Charlie Chavis*  
Miami, FL 33144  
(305) 634-2999  
[www.beeneconstruction.com](http://www.beeneconstruction.com)

**Island Diversified, Inc.**  
*Matt Stevens*  
Calverton, NY 11953  
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[www.islanddiversified.com](http://www.islanddiversified.com)

## ARCHITECTS

**Larry Hale LLC**  
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(941) 376-2167

## AFFILIATES

**Boyd Consulting Group**  
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## SAVE THE DATES!

EIMA ANNUAL MEETING  
APRIL 27-28, 2015  
HYATT REGENCY  
LONG BEACH, CA

A Sneak Peek at the Agenda:

### Monday, April 27

- ◆ Opening General Session
- ◆ Committee Meetings
- ◆ Cocktail Reception
- ◆ Associate Members Dinner

### Tuesday, April 28

- ◆ Committee Meetings
- ◆ Closing General Session
- ◆ Golf Outing



**EIMA** EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

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HAPPY HOLIDAY SEASON AND A NEW YEAR  
FILLED WITH PEACE, JOY AND SUCCESS.