

EIFS BRIEFS

INSIDE THIS ISSUE:

<i>BETEC Symposium</i>	2
<i>EIFS Ban Overturned</i>	2
<i>Letter to Pres. Obama</i>	2
<i>ASHRAE 90.1 2010</i>	3
<i>DOE Phase III Report</i>	3
<i>IgCC Released in 2012</i>	3
<i>Membership Value</i>	4
<i>Board of Directors</i>	4

Calendar

- ASHRAE Winter Meeting in Chicago, Illinois: January 19-25
- Associated General Contractors Convention in Honolulu, Hawaii: March 13-17
- AWCI Convention in Charlotte, North Carolina: April 15-19
- EIMA Annual Meeting in Charlotte, North Carolina: April 16-17

EIMA PITCHES NEED FOR MORE INSURANCE COVERAGE FOR EIFS

One of the top EIMA priorities in 2011 was to pursue the goal of obtaining more solutions for the lack of insurance in the EIFS industry. Part of this goal was achieved with the discovery and development of important insurance markets comprised of very strong insurance companies. This goal was achieved largely through the tenacity of insurance agents and brokers who were committed to the EIFS industry and who doggedly pursued the development of markets for EIFS coverage. Another part of this goal was achieved with the survey of key insurance agents and brokers to determine if they had access to markets for EIFS coverage. This survey yielded results that show that over 60 insurance agencies, many of them with a national scope, can provide access to markets that cover EIFS exposures. The survey results are available on EIMA's website.

In addition to the survey, EIMA made a major commitment to co-sponsor a major event at the International Risk Management Institute's Con-

struction Risk Conference in exchange for the opportunity to directly provide information for the need for additional EIFS coverage to influential decision-makers in the construction insurance arena. The IRMI conference was held on November 13-17 in San Diego with over 1200 in attendance. This co-sponsorship has yielded the names of additional brokers who want to be on the EIMA list of insurance providers, has raised the profile of the 'new' EIFS, and has attracted the attention of several large insur-

ance companies.

In 2012, EIMA is considering going back to the IRMI conference. Also, in 2012, EIMA will consider forming an Insurance Committee. Another initiative in 2012 will be that EIMA will approach major insurance companies one by one to ascertain their reasons why they do not offer EIFS coverage and will persuade them to provide it.

(Below are EIMA representatives at the IRMI conference. From left: Dave Johnston, EIMA staff, Richard Reyes, Sto, and Jamie Makuuchi, ParexUSA.)



PRESIDENT OBAMA ANNOUNCES \$4 BILLION FOR ENERGY UPGRADES



On December 2nd, in cooperation with former President Clinton and the "Better Buildings Challenge", President Obama announced a \$4 billion investment for energy upgrades in federal and private-sector buildings over the next two years. Through a Presidential Memorandum, \$2 billion will be committed to fed-

eral buildings, using long-term energy savings to cover up-front costs. The additional \$2 billion will come as a follow on to the previous announcement back in June, where private capital will be used for energy-efficient projects setting a minimum goal of 20% reductions by 2020.

EIFS IS MAIN FOCUS AT NIBS BETEC SYMPOSIUM ON DECEMBER 6



The National Institute of Building Sciences' Building Enclosure Technology and Environment Council (BETEC) held a symposium in Washington, DC on December 6th on 'High Performance Light Framed Walls.' The purpose of the symposium was to inform those in attendance about the

code requirements, durability, constructability concerns and field experiences of light framed walls. The symposium was aimed at residential construction; however, due to the experience of EIFS within these walls systems, many of the presentations referred to EIFS. A presentation on 'Fire Requirements for Light Framed High R-Value Walls' was made by Jesse Beitel (pictured above at podium) of Hughes Engineering and EIMA

fire code consultant. Another presentation on 'EIFS for Use in High R-Value Framed Walls' was made by EIMA member Bob Dazel of Dryvit Systems (pictured below).

Approximately 200 persons attended this symposium, and copies of the presentations can be obtained from the NIBS website: www.nibs.com.



SAVE THE DATE!

*EIMA's 2012
Annual Meeting*

*April 16-17, 2012
Charlotte, NC*



EIFS BAN OVERTURNED

In July of this year, EIMA was asked to assist in fighting back against a zoning ordinance in Indian Trail, North Carolina which effectively banned the use of EIFS on structures that faced a public right of way. EIMA members and allies opposed this ordinance by appearing at hearings of the Indian Trail

zoning board and asked that the repeal be lifted.

The arguments that were used effectively in EIMA's landmark victory in Fort Collins/Windsor, Colorado to overturn a similar ban were used to great effect in the Indian Trail situation: EIFS are great continuous insulation and have a multitude of ap-

pearances and textures, including the appearance of brick and polished metal.

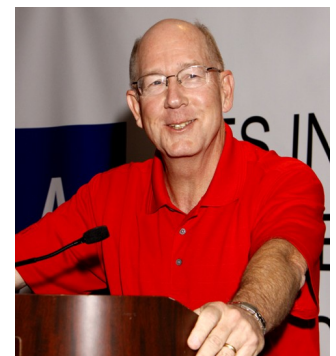
The result: On November 29th, the zoning board agreed preliminary to lift the ban with the final vote taken on December 7th. Congratulations to the industry and all those who contributed to another EIMA success!

BUCHANAN OFFERS EIMA SUPPORT TO BETTER BUILDING CHALLENGE

In a letter dated December 13th, EIMA's Board of Directors' President Buck Buchanan, offered support and assistance to the success of the Better Building Challenge.

"EIMA stands ready to be a partner on these energy efficiency improvements" said Buchanan in his letter to President Obama. Buchanan went on to offer up the assist-

ance of EIMA representatives to meet on the initiative's goals for 20% reductions by 2020. Stressing that these goals cannot just be accomplished overnight, Buchanan went on to say "We are pleased to see these immediate steps being taken to make sure the goals we share are a reality in the near and long term."



DOE OFFICIALLY DETERMINES ASHRAE STANDARD 90.1-2010 SAVES MORE ENERGY THAN 2007 VERSION

The Department of Energy (DOE) issued its final determination that the new ASHRAE 90.1-2010, *Energy Standard for Buildings Except Low-Rise Residential Buildings*, will reduce energy more than the previous ASHRAE 90.1-2007. A better building envelope, among other things, has attributed to this determination. This final determination was published in the October 19th issue of the *Federal Register*.

Federal law provides that whenever a change is made to ASHRAE 90.1, the Secretary of Energy must make a determination, not later than 12 months after the revision, whether the revised standard

would improve energy efficiency in commercial buildings and must publish the determination in the *Federal Register*. If the revised standard improves the level of energy efficiency, then, not later than two years after the final determination is published, each state is required to certify that it has updated its building code.

As a result of the DOE final determination, states are required to certify by October 18, 2013 that they have reviewed the provisions of their commercial building code regarding energy efficiency and updated their code to meet or exceed Standard

90.1-2010. This 2010 determination came shortly after that of the 2007; therefore, the DOE is allowing states to final a single certification encompassing both instead of doing two separate filings.

The new standard includes several revisions from the 2007 standard, which include building envelope requirements for cool roofs in the warmer region climates of the country. The DOE stated in its determination that the new ASHRAE 90.1, will save commercial building owners energy and money, help them meet their sustainability goals, and reduce carbon pollution.

PRELIMINARY PHASE III REPORT CONFIRMS EIFS ARE BETTER IN ALL CLIMATE ZONES

The preliminary report of the Phase III study is in, and the results show that EIFS are better than other opaque wall claddings in all ASHRAE climate zones. Phase I of the study, conducted by the Oak Ridge National Laboratory in partnership with EIMA, demonstrated that EIFS were better than brick, stucco, and

cementitious fiberboard in ASHRAE Climate Zone 3 (Charleston, SC and other similar locales in the South), but Phase III demonstrates via simulations that EIFS are better in the other 7 ASHRAE climate zones. EIMA's Technical Committee is working with ORNL to develop the final conclusions of the report.



COMING SOON!!

*A new and improved
EIMA website.*

*Stay tuned for more
details in 2012.*

ICC GREEN CONSTRUCTION CODE TO BE RELEASED IN MARCH 2012

The Final Action Hearings on the International Green Construction Code (IgCC) were held on November 2-6 in conjunction with the International Code Council's convention in Phoenix. The IgCC is an



'overlay' code; that is, it is intended to provide an enhancement to existing codes to make them more environmentally sustainable. With the conclusion of the hearings, the IgCC will be ready for adoption in March 2012.

One feature that is lacking in the new code is the requirement for life cycle assessments, a procedure that would require a project to list all of the ingredients of

construction materials and systems that could arbitrarily be considered hazardous. EIMA joined the American Iron and Steel Institute and the Glass Association of North America in opposing the inclusion of the requirement for life cycle assessments since the provisions within the proposals were based on data that is well-known to be flawed. Pictured left is IgCC Assembly at work.



Business Address:
Suite 210
513 West Broad Street

Phone: 703-538-1616
Fax: 703-538-1736
E-mail: ljoseph@eima.com

*EIMA wishes you a
Happy and Prosperous
New Year!*

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THE VALUE OF YOUR MEMBERSHIP

Your membership is important in helping improve the advancement of EIFS in the building industry. As a member, you can take advantage of services that include keeping current on up-to-date information, critical research, and industry advancements that impact EIFS and are important to the shared interests of all members. Members enjoy benefits such as:

Networking Opportunities: EIMA provides opportunities to partner and affiliate with other firms having a large stake in the health of the EIFS industry. Discounted rates are provided to EIMA members to industry trade shows and educational seminars.

Advocacy and Legislative Leadership: Members work together to promote and educate the construction industry and governmental leaders on the value and benefits of EIFS. EIMA advocates change in local, state and federal laws and regulations to encourage equal opportunity for EIFS.

Information: Members enjoy access to current EIFS industry information through "EIFS Briefs", a bi-monthly electronically delivered newsletter, and www.eima.com, the EIMA website. Additionally, a technical bulletin is published frequently.

Committee Involvement: EIMA members are able to hone their leadership skills and contribute to the industry's advancement through active participation in a wide range of committee activities.

Training Programs: EIMA provides access to cutting-edge techniques, tools and procedures for effective and efficient EIFS application through the AWCI "EIFS Doing It Right" Program.

Supporting EIFS Research: EIMA members receive satisfaction that a large proportion of their dues goes to funding research on the performance of EIFS.

Codes and Standards: EIMA represents the EIFS industry at code development hearings and at meetings of standard developing organizations.

EIMA BOARD MEETS IN DECEMBER SETS DIRECTION FOR FUTURE

The EIFS Industry Board of Directors met in Washington, DC on December 12 and 13, and the purpose of the meeting was two-fold: 1) to address an agenda of business matters affecting the association and assess progress on goals and ongoing activities, and 2) to strategize on the course EIMA should pursue over the next 2 to 3 years. On the business side of the discussions, the Board reviewed: the status of EIMA initiatives in the insurance arena (see lead article on page one), its advocacy efforts at the federal, state and local levels, its relations with allied industry groups including consideration of having EIMA join the Foam Sheathing Committee of the American Chemistry Council, and the status of current EIFS research initiatives.

With the vast majority of the strategic goals met from the October 29, 2009 plan that the Board established, it turned its attention to a review of the most pressing issues which are affecting the industry currently and which will be 2 to 3 years from now. The Board agreed that the biggest issue affecting the industry was the lack of business for everyone. Although the industry is well-poised to seize on forthcoming opportunities that arise with the improving economy, the Board decided that EIMA must be more proactive in gaining a larger share of the opaque exterior wall market. To that end, the Board will ask the

appropriate EIMA committees to assess what resources that they will need to have for the industry to make the EIFS system more appealing to project owners and architects.

The Board also agreed to expand the EIMA budget through increasing the EIMA membership at all levels. The Board also reviewed a proposal to establish a Project Owners Forum which would serve as an endorsement of the EIFS system. Such forums have been established with overwhelming success by the Design-Build Institute of America and the Associated General Contractors of America. The Board will review a draft of the strategic plan in February with the intent of presenting to the EIMA membership during the EIMA Annual Meeting in April.

