

EIFS BRIEFS

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Industry Events Calendar

FWCCA Annual Southeastern Trade Show and Convention
July 6-9, 2022
Orlando, FL

ICC Conference & Hearings
September 11-21, 2022
Louisville, KY

AWCI's Industry Leaders Conference
October 11-14, 2022
New York, NY

ASTM E06 Performance of Buildings Meeting
October 17-19, 2022
New Orleans, LA

EIMA BOARD UNANIMOUSLY APPROVES NEW STRATEGIC PLAN



After a comprehensive process that began in late 2021, the EIFS Industry Members Association (EIMA) Board of Directors is pleased to announce the approval of a new strategic plan that will bolster the industry.

To help with the process, the Board worked with [Daniel A. Varroney](#), a noted industry association author and head of Potomac Core Association Consulting. With over 30 years of experience in transforming trade associations across industries, Dan facilitated the insight-driven, six-month planning process.

The result is transformational. Representing EIFS since it was introduced in the U.S., EIMA spent its first 40 years largely as a technical trade association and developed technical, training, installation and design standards for use by architects, designers, code bodies and other technical associations.

Now that EIFS is an established, codified, tested and proven cladding system, the association will maintain its technical emphasis and broaden its scope to include all aspects of the industry's value chain.

The new plan includes a foundational industry objective and three interrelated strategic initiatives. The Board also approved a new governance structure.

Board members unanimously support this new EIMA 2.0.

Steve Smithwick of [Master Wall, Inc.](#), EIMA's President, exclaims, "the timing is just right. With architects and designers seeking energy-efficient, architecturally-flexible products, there are great possibilities for our industry."

Sreen Massoud, Member of the Board from [Dow](#) says, "EIMA's new plan is right in

sync with what we do. Construction materials need durability, water repellency and protection in large volume to face the forces of nature, and our products serve as crucial inputs to this industry."

Darryl Little, Board Member from [Gypsum Management & Supply, Inc.](#) says, "this plan offers great possibilities for EIFS and EIMA, and I urge everyone involved in the industry to participate."

Stephen Sears, [EIMA](#) CEO, said, "I'd like to thank the aforementioned members as well as board representatives from [Sika](#), [Master Builders Solutions](#), [Dryvit](#), [Sto Corp](#), [Saint-Gobain-Adfors](#) and [L&W Supply](#). EIMA's new vision is due to the members' work and commitment. Our future is indeed bright."

A national press release announcing this important industry news will be issued by EIMA.

THE PASSING OF AN EIFS INDUSTRY LEADER: FRANK MORSILLI

By Buck Buchanan

Innovative ideas or concepts are created every day across the globe, but it takes more than an innovative thought to create an industry. It takes leaders who have the vision and the drive to take the concept forward. The EIFS industry is a notable example of this, and one man, Frank Morsilli, took on a challenge over fifty years ago to build the North American EIFS industry.

While his family and friends will surely miss his presence, his accomplishments must be cele-

brated, for without them, the North American EIFS business may never have been more than an innovative thought. Frank's father, Pietrantonio, was a master journeyman plasterer with whom Frank started working when he was only 12 years old. This training and experience were later credited, in part, for Frank's success, work ethic and mental toughness. Frank went on to graduate high school, earn a bachelor's degree from the University of Rhode Island, and serve in the U.S. Navy during the Korean War. Frank continued to serve our country in the Navy reserves for more than 28 years and retired with the rank of Captain.

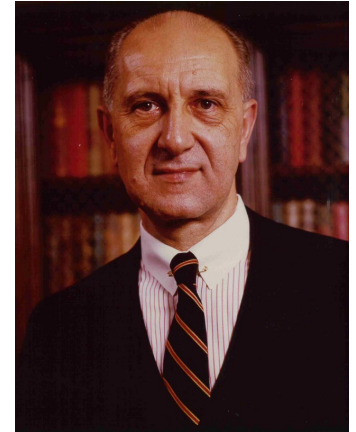
Frank began a career selling brick and would soon own the company that he worked for, but he wanted more. He began to look for other options. In October 1969, Frank founded Dryvit Systems, Inc. This would be the beginning of the EIFS Industry in North America. Frank soon sold his brick businesses so he could concentrate on the EIFS business. He quickly learned that the energy savings aspect of EIFS which was popular in Europe didn't work in the States because of low energy costs. But the aesthetics which EIFS offered

egy going forward. The strategy worked well, and the business began to flourish.

By the mid-seventies, business was booming, production had to be expanded, and Dryvit became the talk of the town in the construction industry. Frank's drive and demeanor drove the business and propelled the business forward. As Morsilli entered his second decade in the EIFS business, other companies entered the EIFS market, but Dryvit enjoyed a dominant market share.

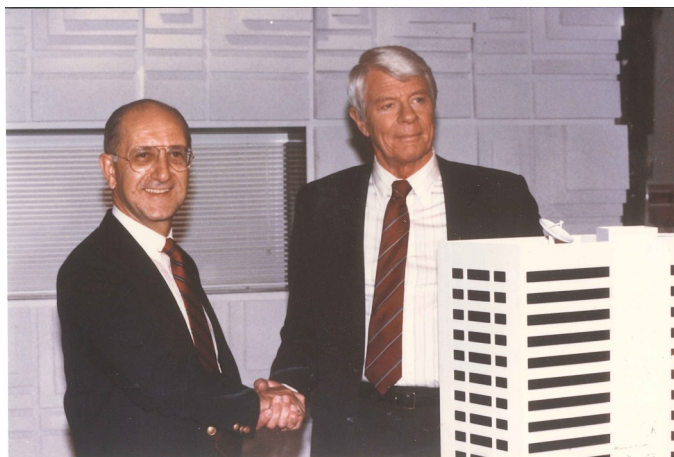
By the start of the nineties, Frank decided it was time to retire and sold his business to Narragansett Capital, a Rhode Island-based private-equity firm. At the time of the sale, Dryvit had four manufacturing plants in the U.S., two in Canada, a company in the UK, and a partnership in Korea with plans to add operations in Australia. As the number-one EIFS brand, Dryvit held close to 50% market share in the States.

As an industry leader, Morsilli was focused and kept driving until his goals were met. His drive engendered the EIFS business in North America, and he is known to have said, **"If I've had a modicum of success, it's because I've accumulated an enormous amount of failure."**



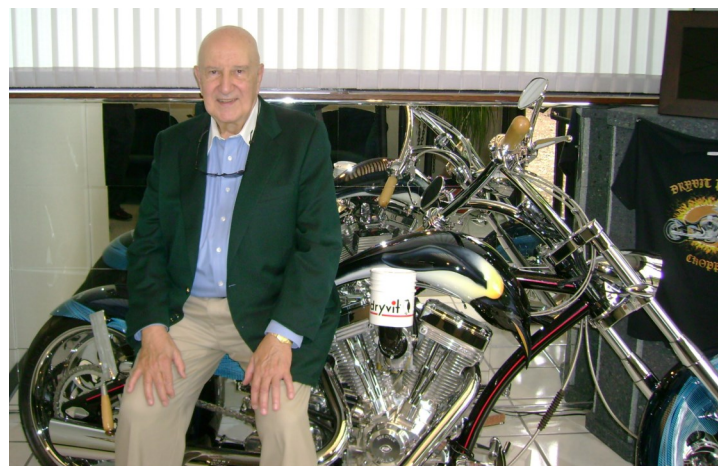
An EIFS guy through and through, Frank's leadership, passion, and enterprising spirit made significant contributions to the EIFS industry. Without him, the EIFS concept may have never gotten off the ground in North America and prospered for over fifty years. While we are saddened by his death, we are thankful for his leadership, vision, and contributions he made to the EIFS industry. I had the pleasure of knowing him.

EIMA thanks Buck Buchanan, three-time President of EIMA, for his retrospective on Frank Morsilli. Buchanan's latest book [Behind the Walls](#), is the story of the people who built the EIFS industry and is available on Amazon and <https://booksbybuck.com/>



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using colors and design appealed to the architects and drove the demand. Morsilli began selling to the plasterers in Rhode Island and the neighboring states. While the business rapidly grew, Frank knew selling direct wouldn't work in the longer run, particularly if they wanted to expand the business beyond New England. Frank understood how brick distribution worked and decided to use this model to expand his EIFS business. Morsilli knew that his distribution approach would work for Dryvit. He was an entrepreneur and wanted distributors to be entrepreneurs as well. Finding independent distributors became a key element of the sales strat-



EIMA DEFENDS EIFS IN NYC

As mentioned in the [EIFS Briefs--September-October-2021.pdf \(eima.com\)](#), the New York City Council passed an updated code that will take effect on November 7. Filed under [\(Int. No. 2261-2021\)](#), the new code “completes the most recent code revision cycle with amendments to the New York City Building, Fuel Gas, Mechanical and Plumbing Codes, based on the 2015 editions of the International Building, Fuel Gas, Mechanical and Plumbing Codes published by the International Code Council, where necessary, modifying or adding new text tailored to the unique needs and characteristics of the City’s built environment.”

One of the code’s modifications that is “tailored to the unique characteristics of the City’s built environment” is essentially banning the use of EIFS in NYC as we know it. The new code goes beyond the IBC requirements of NFPA 285 testing by calling for modifications to buildings that use foam plastic insulations, including: extensive use of fire-blocking to cut off concealed spaces within the wall covering around wall openings; in alignment with the slab edge for a height of not less than 8 inches at maximum intervals of 20 feet vertically and more.

What EIMA is Doing:

EIMA mentioned that passage of this new code was expected at last fall’s October “Fall Committee Week”, the previously-referred to issue of *EIFS Briefs* and the recent Annual Meeting. The bill for the new code is over 2,900 pages long, includes 600 major updates and thousands of smaller changes that all result in a scope that cover a number of industries and interests that go beyond exterior cladding.

At the same time, EIMA’s board has agreed that EIMA must advocate on behalf of the EIFS industry. The attack on exterior insulation and the EIFS industry was manifested

largely by a misguided policy reaction to a terrible fire in a different jurisdiction on another continent in a building that was not clad with EIFS. The Grenfell Fire tragedy in 2017 was absolutely horrific, but study of the issue has indicated there were many issues contributing to this horrible tragedy that were completely unrelated to exterior cladding – much less EIFS. What resulted was a toss-out of the long-tested, approved, widely recognized NFPA 285 standard as a means to evaluate lateral fire propagation characteristics, and instead, supplanted with a new, largely indistinguishable code section that prescriptively requires fire blocking.

Given these dynamics, EIMA has pursued a two-track solution for the prospective EIFS-as-we-know-it ban mandated in the new code.

Interfacing with the NYC Department of Buildings via the [American Chemistry Council’s North American Modern Building Alliance \(NAMBA\)](#): EIMA is an executive committee member of this group, and EIMA’s Stephen Sears was elected chair of this group earlier this year. With its outstanding technical expertise, NAMBA is communicating directly with the NYC Department of Buildings and has emphasized the fact that buildings that pass NFPA 285 have a superb track record of fire safety in high-rise construction. More over, requiring the use of fire-blocking will add time and expense to a system that has already been proven to work, and it may not improve the testing outcome. NAMBA has an [informative brochure about fire safety in high rise construction](#).

Building a Coalition to Recognize NFPA 285 Under the Guise of Climate Action. The position EIMA is taking – which Mercury Public Affairs outlined at EIMA’s Annual Meeting - is that if New York

City wants to realize the ambitious climate-change goals that the city council passed in 2019 with [Local Law 97 - Sustainable Buildings \(nyc.gov\)](#), then foam plastic insulation – and specifically EIFS – will have to be part of the solution. Mercury is helping the industry develop a coalition with real estate, building engineers, architects, labor, contractor and other potential allied groups.

Additionally, EIMA is taking a pro-active approach itself on behalf of the EIFS industry. Last week, Stephen Sears testified at a Local Law 97 Hearing held by three New York City Council Committees: The Committee on Environmental Protection, the Committee on Civil Service & Labor, and the Committee on Housing and Buildings. EIMA wrote a detailed LinkedIn post after the hearing that can be seen here. [Post | Feed | LinkedIn](#), and Sears emphasized that EIFS is an ideal cladding solution for the war on carbon and has already been used successfully in several hundred buildings in all five boroughs.

While the revised New York City building code is still on schedule, EIMA is continuing to educate stakeholders about EIFS’ usage, performance in NFPA 285 testing and ability to fight the war on carbon. After all, it would be damaging if EIFS’ usage was curtailed and NFPA 285 was summarily redefined - because of misinformation and misperception. Consequently, EIMA’s consistent position has been to allow EIFS to be used as defined by the requirements outlined in the current International Building Code. No more. No less.

EIMA will inform membership of new developments as they arise, and please contact Stephen Sears at ssears@eima.com or 703-538-1616 with any questions or comments.

NOTE:
**PLEASE USE ANY
OF THE VISUALS or
EXCERPTS FROM
EIMA’S TESTIMONY
on the following
pages as you see fit**

EIMA TESTIMONY AT NEW YORK CITY COUNCIL COMMITTEES ON CIVIL SERVICE & LABOR, HOUSING & BUILDINGS, ENVIRONMENT & LABOR OVERSIGHT HEARING: LOCAL LAW 97 COUNCIL CHAMBERS, CITY HALL—JUNE 27, 2022



EXCERPTS FROM EIMA TESTIMONY

- “EIFS are exterior wall claddings that insulate, protect and have beautified many buildings in New York City and across the United States for more than 50 years. Our work contributes to the aesthetic and vibrant architecture of buildings, while simultaneously serving as a weapon in the war on carbon to both run your building more efficiently and reduce energy, and, by extension curtail greenhouse gas emissions.”
- “What Local Law 97 has successfully accomplished is set requirements that improve building performance through new energy efficiency and greenhouse gas emission limits. Rather than relying on prescriptive standards, legislation like Local Law 97 enables building owners to select the best methods to meet the new requirements based on the use and needs of their particular building.”
- “EIFS are one of the most environmentally friendly products you can integrate into a building in terms of energy efficiency and emissions. A tough material sustaining high and low temperatures well, the product is used in jurisdictions across the country, including practically every neighborhood in New York City. The affiliates comprising our membership and the workers they employ have done jobs as small as one-or-two panels to accent a home, all the way to large, dense such as the Hyatt House in Midtown, Baychester Houses in the Bronx – a major retrofit project - and Beach Green Dunes in Queens – certified by the Passive House Institute.”
- “There is no doubt New York City will have challenges implementing the world’s first whole building standard, but in doing so, is creating a new model for development that benefits people and the planet.”

EIMA MEETS WITH OPCMIA

On June 2nd, EIMA staff members met with leaders of the [Operative Plasterers' & Cement Masons' International Association](#) (OPCMIA) to discuss ways in which the organizations can collaborate in advancing the EIFS industry.

Organized in 1864 during the Civil War, OPCMIA is the oldest building and construction trades union in the US. The union amended its constitution to include Canadian workers in 1887. As an affiliate of [North America's Building Trades Unions](#), OPCMIA today represents more than 50,000 plasterers and cement masons who work in numerous industry segments (including EIFS) for the purpose of protecting and promoting the quality of the industry and livelihood of its members.

Training is literally the foundation for everything OPCMIA does, and the organization operates a host of training programs that open doors of opportunity and guarantee highly skilled, safe and productive workers in dozens of chapters located throughout the US and Canada. Aspiring plasterers and cement masons can earn while they learn through the OPCMIA [International Training Fund's Apprenticeship Program](#). High school students and recent graduates can learn valuable skills through the [National Plastering Industry's Joint Apprenticeship Trust Fund](#), which is OPCMIA's partnership program with



L to R: T. Nelson, D. Johnson, T. Lair, S. Sears, L. Joseph

the [U.S. Department of Labor's Job Corps](#) program.

Through its [Steel Edge Women](#) initiative, OPCMIA also encourages young women to join apprenticeship programs and strengthen their participation at all levels of the union.

Not surprisingly, members of OPCMIA have installed EIFS on many of our industry's most important and notable projects, and OPCMIA members will continue to play a critical role

in the industry and our country's built environment.

EIMA is very pleased that OPCMIA is a valued member of the association and leading player in the EIFS industry. EIMA staff appreciated the generous hospitality extended by OPCMIA's Timothy Nelson, Todd Lair, Executive Vice President, and Deven Johnson, International Representative and Director of Training, Health & Safety, and looks forward to having continued conversations on workforce training.



EIMA staff admired the striking bronze sculpture in front of the OPCMIA HQ, which features President Abraham Lincoln and is the inspiration for the union's brand new logo. Union members of [Local 755](#) who do extensive work in the motion picture industry created this timeless sculpture, and people can learn more through this [YouTube video](#).

EIMA SETS GOAL TO INCREASE REVENUE; EMBARKS ON DUES METHODOLOGY RESEARCH

As part of its long-term strategic planning and in order to help grow the EIFS industry, EIMA has set a goal to increase its annual revenue. To achieve this growth, EIMA is exploring different membership dues structures to gain a better understanding of how the association's revenues could be enhanced.

To assist with this undertaking, EIMA has engaged [Marketing General, Inc.](#) to conduct comprehensive qualitative research with current (and some former) EIMA member companies. Phone interviews with multiple mem-

bers from each EIMA membership category will be conducted throughout the summer months.

EIMA currently has seven categories of membership, each with its own dues structure and investment amount. The membership categories are:

- EIFS Manufacturers
- Associate Members
- EIFS Contractors
- EIFS Distributors
- Architect Members
- Affiliate Members
- EIMA Allies



Marketing General, Inc. (MGI) is a full-service membership marketing agency that partners with associations to raise new membership counts, increase dues revenue and boost non-dues revenue streams. Helping membership organizations grow for 40 years, MGI's approach begins with a belief that research is a means to an end, and when done correctly, provides a strong foundation for making good decisions and building strong solutions that help grow associations.

FOLLOW EIMA ON LINKEDIN

Are you following [EIMA](#) on [LinkedIn](#)? If not, you're missing out on the latest news in the EIFS industry. Start following today!

LinkedIn is an important channel in EIMA's communications and outreach strategy. EIMA regularly posts content on this social media channel and has made a concerted effort to enhance its presence. LinkedIn is the one social media channel that is specifically geared towards the audiences that have the most impact on our industry. Because of the instantaneous

nature and reach of the channel, LinkedIn is also a great way to exchange ideas and news quickly about major issues affecting the industry, member news, and developments concerning EIMA—without having to wait for the next *EIFS Briefs*. Moreover, many of the posts we issue are seen by EIMA members, professionals in our own network, former members and prospects.

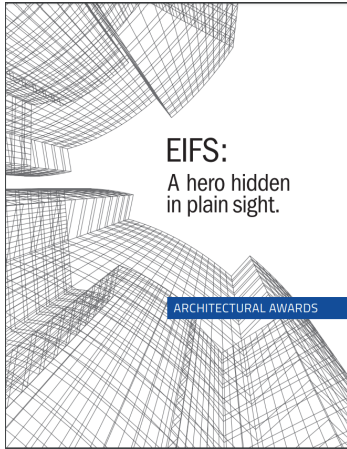
LinkedIn's value and impact is enhanced even more when people participate. So don't forget to follow [EIMA](#) today!



For a sample of content you will find on EIMA's LinkedIn channel, below is a catalog of recent posts.

- [Top 10 Builder Share Reaches Highest Percentage Ever](#)
- [EIMA Testifies at NYC Joint Committee Hearings](#)
- [EIFS is a solution to Housing Affordability and Climate Change](#)
- [Big, Boxy Apartment Buildings are Multiplying Faster Than Ever](#)
- [The Aging Housing Stock](#)
- [A Modernist-inspired Façade Built for Desert Heat using EIFS](#)
- [EIMA Congratulates AWCI EIFS Excellence in Construction Award Winner](#)
- [EIFS Industry Saddened by Passing of Frank Morsilli](#)

EIMA SHOWCASES AND PROMOTES AWARD-WINNING EIFS PROJECTS



A stunning 4-color digital publication which elegantly highlights this year's EIFS Project Hero Award winners was recently widely distributed to the EIMA membership and the EIFS industry at large.

The 20-page publication contains beautiful images of best-in-class EIFS projects, each exemplifying the design excellence of this high-performing wall-cladding solution. Every award-winning project is showcased with photographs, a brief case-study, and the list of project team members.

The publication is available in two formats: a [digital flip book](#) and a [pdf](#). Links to both can be found on [EIMA's Hero Awards webpage](#). In case you were unable to attend the [awards ceremony](#) in person, please view the digital recording of the event on the same page.

The digital publication was promoted on EIMA's website and social media channels.

In addition, a national [press release](#) announcing the winning projects was distributed nationally through a paid me-

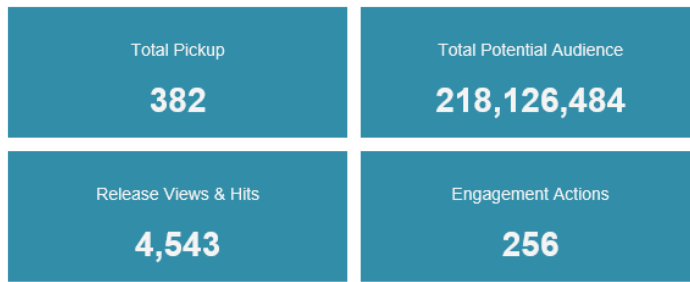
dia service. The below graphics are highlights of the Visibility Report, showing the release was directly picked up by 382 media outlets (top matches listed), reaching a potential audience of 218M. The release was viewed 4,543 times, with engagement by 256 individuals.

EIMA encourages members to share the Hero Awards publication with stakeholders in the design community and

use it as an industry showcase piece touting the unmatched architectural possibilities of EIFS.

EIMA extends congratulations to the [EIFS Project Hero Award winners](#) and thanks all who support and participate in this valuable industry program

If you have any questions about the EIFS Project Hero Awards, please contact Laurie Joseph at Ljoseph@eima.com.



TOP EXACT MATCH PICKUP

| | | |
|---|---|---|
| Yahoo! Finance 47M visitors/month ^[1] | MarketWatch 22M visitors/month ^[1] | AP NEWS [The ... 19M visitors/month ^[1] |
| PR Newswire 7M visitors/month ^[1] | Seeking Alpha 6M visitors/month ^[1] | Finanzen.net 5M visitors/month ^[1] |
| Markets Insider 5M visitors/month ^[1] | Benzinga 4M visitors/month ^[1] | KTLA 3M visitors/month ^[1] |
| WJW 2M visitors/month ^[1] | Morningstar 2M visitors/month ^[1] | WFLA 2M visitors/month ^[1] |
| WGN 1M visitors/month ^[1] | KXAN 1M visitors/month ^[1] | KDVR 1M visitors/month ^[1] |

EIMA WELCOMES NEW MEMBERS

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

Contractors

Bush Wall Systems LLC
511 Lingle Street
Osceola Mills, PA 16666
(814) 553-5975

Coastalsun Enterprises Inc.
539 West Commerce Street
Suite 1213
Dallas, TX 75208
(972) 741-5959

Elite Exterior Systems
2022 Axemann Rd.
Suite 103
Bellefonte, PA 16823
(814) 380-1285
www.eliteexteriorsystems.com

Exterior Solutions Construction
416 SW 13th Street
Ocala, FL 34471
(352) 239-1372

Great Lakes Prefabrication, LLC
4334 Ardmore Ave.
Fort Wayne, IN 46802
(260) 489-1575
www.greatlakesprefabrication.com

Ironwood Commercial Builders, Inc.
3953 Industrial Way, Suite E
Concord, CA 94520
(925) 588-4920
www.ironwoodcb.com

LP Construction, Inc
1336 SW 12th Avenue
Ocala, FL 34471
(352) 304-5919
www.LP.Construction.com

Men Atlas Construction, LLC
82 Smithfield Ave., 1st Floor
Meriden, CT 06451
(203) 802-2038

Contractors (continued)

Peter Bradley Construction, Inc.
501 Cambria Ave
Bensalem, PA 19020
(215) 604-0160

Premier Exteriors
3087 Argent Blvd
Ridgeland, SC 29936
(843) 645-6920
www.premierexteriorsllc.com

Rock Solid Stucco Stone and Masonry LLC
109 Chalford Place
Lebanon, TN 37087
(719) 650-0061

Stucco & Beyond, Inc.
1686 Ash St
Des Plaines, IL 60018
(773) 886-2079
www.stuccoandbeyond.com

Wilmot Construction LLC
1720 SW 15th Ave
Ocala, FL 34471
(352) 598-4136

Distributors

Continental Stucco Products
2973 Duluth Industrial Way
Duluth, GA 30096
(770) 409-0637
www.cstucco.com

Continental Stucco Products
805 Franklin Court
Marietta, GA 30067
(678) 879-7291
www.cstucco.com

Continental Stucco Products
558 Rundle Avenue
Nashville, TN 37210
(615) 454-5136
www.cstucco.com

Creative Wall Products, Inc.
6975 Flat Rock Road
Midland, GA 31820
(706) 569-6868
www.creativewallproducts.com

Distributors (continued)

Creative Wall Products, Inc.
2410 Satellite Boulevard, NE
Suite Q
Buford, GA 30518
678-804-9657
www.creativewallproducts.com

Creative Wall Products, Inc.
605 N County Highway 393
Santa Rosa Beach, FL 32459
850-622-2232
www.creativewallproducts.com

Creative Wall Products, Inc.
1329 N. Reading Road
Eastern, PA 17578-9491
833-754-1580
www.creativewallproducts.com

Premier Plastering Supply
8850 Hempstead Road
Houston, TX 77008
(713) 880-4940
www.premierplasteringsupplyinc.com

Affiliates

Apple Infrared Consulting & Inspections Llc
8 Rainier Pointe Ct.
St. Charles, MO 63301
(314) 800-5731
www.Appleinfrared.com

Northwest Wall and Ceiling Bureau
12437 NE 173rd Place #200
Woodinville, WA 98072
(206) 524-4243
www.nwcb.org

Architects

Alra E. Reeves II, Architect
2824 Spring Hill Rd
Aubrey, TX 76227
(817) 313-8858

Corkill Cush Reeves
10111 M.L.King, Jr Hwy
Bowie, MD 20720
(301) 577-2488

ECS Mid-Atlantic, LLC
6170 Oxon Hill Road, Sute 101
National Harbor, MD 20745
(301) 645-6472

Architects (continued)

Joe Chadwick, Consulting Architect
52 Rogers Street
Branford, CT 06405
(203) 804-1390

Lott+Naugle
114 Barnard St, Suite 2B
Savannah, GA 31401
(912) 604-9943
<http://LottNaugle.com>

Restovic Engineering
96 Benjamin Drive
Ormond Beach, FL 32176
(718) 506-8720

Robert Murphy, Architect
318 Louise Drive
Sikeston, MO 63801
(573) 475-4236

Stone Engineering & Architecture, DPC
320 East 39th Street
2nd Floor
New York, NY 10016
(212) 271-2511
<http://www.stonedpc.com>

Stroh Architecture
1577 Plaza West Drive
Suite B
Prescott, AZ 86303
(928) 771-0548

The Vertex Companies, LLC
950 W. Bannock St.
Suite 1100, #19858
Boise, ID 83702
(619) 455-8580
<http://www.vertexeng.com>

Womer & Associates
19720 N. Austin Road
Colbert, WA 99005
(509) 230-3380
<https://wwomer.com>