

EIFS BRIEFS—SPECIAL EDITION 2022 ANNUAL MEETING RECAP



EIMA POSITIONS THE EIFS INDUSTRY FOR GROWTH AT ITS 2022 ANNUAL MEETING

Leaders and executives of the EIFS industry came together again in-person at the 2022 EIMA Annual Meeting after a long two-year hiatus. This popular industry-wide event returned to the Omni Amelia Island Resort, located on the shores of the Atlantic Ocean in north-east Florida. Steve Smithwick, the 2021-2023 EIMA President, called the meeting to order on March 23 and set the tone for the meeting and its focus on strategic plans to position the EIFS industry for growth.

The 3-day event was jam-packed with keynote speakers, educational sessions

on industry hot topics, and best-in-class networking events, including the ever-popular Members Dinner and EIFS Hero Awards Ceremony.

Meeting attendees walked away with a new, energized sense of the direction forward for the EIFS industry.



KEYNOTE ADDRESS: “REIMAGINING EIFS INDUSTRY GROWTH”

Daniel A. Varroney, President and CEO of Potomac Core Association Consulting delivered a keynote address titled “Reimagining EIFS Industry Growth”. The talk was about the in-depth, months-long, industry-wide strategic planning process the EIMA Board of Directors has embarked upon, and presented the highlights of EIMA’s strategic direction for the next 3-5 years. Although the plan is not

finalized, the three strategic initiatives being developed are:

1: PROMOTE the EIFS building products as high-performing, sustainable, aesthetically-flexible, durable solutions throughout the customer base and help position the entire segment for domestic growth and alignment.

2: ENGAGE and partner with the value chain’s relevant organizations to collaborate, share knowledge and build a unified voice to advocate and

deliver a more favorable business environment in all markets.

3: DELIVER resources that assist all companies to attract and maintain “best in class” workforce.

The Board of Directors plans on finalizing the strategic plan in the second quarter of this year.

EIMA thanks **Gypsum Management and Supply, Inc.** for sponsoring this keynote speaker.



KEYNOTE ADDRESS: “NO TIME TO BUY”

Attendees heard from Anirban Basu, Chairman & CEO of Sage Policy Group, Inc., an economic and policy consulting firm in Baltimore. Anirban also serves as the chief economist to the Associated Builders and Contractors and as chief economic adviser to the Construction Financial Management Association. In 2014, Maryland governor Larry Hogan appointed him Chair of the Maryland Economic Development Commission. Dr. Basu earned his B.S. in Foreign Service at Georgetown University. He earned his Master's in Public Policy from Harvard University's John F. Kennedy School of Government, and his Master's in Economics from the University of Maryland, College Park. His Juris Doctor was earned at the University of Maryland School of Law. His doctoral

work was completed at UMBC with a concentration in health economics.

Dr. Basu's presentation entitled “No Time to Buy” (a clever play on words as Dr. Basu's first name is somewhat similar to the last name of the world's most famous spy) provided in-depth analysis of the economy's shifts during the pandemic, including supplying industry and household level detail and a forecast. Besides engaging the audience, attendees walked away with a sense on whether or not



2022 would usher forth a return to normalcy or not.

EIMA thanks **AWCI Media** for sponsoring this keynote speaker.

2022 INDUSTRY HOT TOPICS



“Advocating for EIFS at the Local Level: New York City”

Ever since it became apparent that New York City's updated building code would create a real disincentive for buildings to incorporate EIFS (by mandating prescriptive fire-blocking requirements in high-rise construction that go beyond the long-approved International Building Code). EIMA engaged Mercury Public Affairs, a high-powered public strategic communications and policy firm, to help advocate on behalf of the EIFS industry.

Jake Dilemani and Alex Gleason both have extensive experience in helping clients navigate NYC politics, and they outlined the ways by which a political approach can help advance the industry's agenda – especially since New York has inaugurated a new Mayor and

City Council. By building relationships across the spectrum of environmental justice groups and community groups, EIMA will re-frame the issue in NYC by touting the climate efficacy of EIFS, and its strength as a proactive solution in reducing the city's carbon emissions.

Along with the technical outreach of the American Chemistry Council's North American Modern Building Alliance (where Stephen Sears is Chair and Bill Egan and Dan Martin of Jensen Hughes are participating on a consulting basis), the industry can report that the drumbeat towards the fire-blocking mandate has slowed down considerably.

More work needs to be done, and Mercury is interacting with EIMA members in NYC to help the industry navigate this situation.

“Policy at Scale: The National Building Performance Standards Coalition”

Since the Biden Administration announced the National Building Performance Stand-

ards Coalition on January 21, EIMA was very pleased to have Alex Dews, the Managing Director who oversees all programmatic work for The Institute for Market Transformation” speak at the meeting.

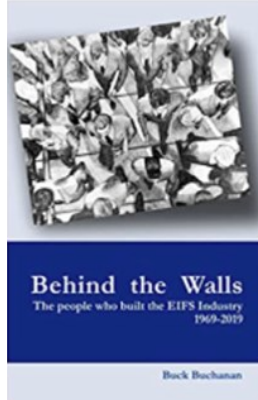
The Coalition is a group of 22 state and local governments committed to exploring equitable building and retrofit policies by 2023, and the institute is playing a critical role in launching this effort. The National Building Performance Standards Coalition presents the opportunity to harness the momentum of recent movers and leverage past work across the country to normalize disclosure practices. Next-wave standards can align emissions, electrification, and equity goals with retrofit requirements, and Alex explained developments of this effort to the group.



CLOSING GENERAL SESSION

“Behind the Walls”

Delivered by a man whose name is synonymous with the EIFS industry, EIMA was very pleased that Buck Buchanan chose EIMA’s Annual Meeting to launch his brand-new book entitled “Behind the Walls: The People Who Built the EIFS Industry: 1969-2019.”



Buck possesses a perspective few others have. He held executive positions at Sto Corp. and Parex, and he served as EIMA’s President on three separate occasions over a 30-year tenure on the association’s Board of Directors.

With an extremely engaging presence, Buck delivered an informative, in-depth and frequently entertaining view about the people who built the EIFS industry from scratch to an industry that contributes several billion dollars in economic value.

“EIFS Industry Technical Update”

With more than 40 years of construction experience that includes in stints at Intertek, BASF, Senergy and more, Bill Egan s EIMA’s technical consultant who has worked extensively with EIMA as a member of the Board of Directors as well as a member and



EIMA contact for the Technical & Research Committee (soon to be the Advocacy – Technical & Research Working Group.)

Bill has specialized knowledge in exterior materials including Exterior Insulation and Finish Systems (EIFS), stucco, air/water resistive barriers, coatings as well as other products and materials, Bill is also the Subcommittee Chairperson, ASTM E6.58 (Performance of EIFS) as well as the Task Group Chairperson, ASTM C11.03 (Non-Metallic Lath).

For his presentation, Bill gave a succinct rundown on: **ASTM Standards and Activities.** The subcommittees that related to EIFS are ASTM C11.05 – application - chaired by Peter Harrison of Parex USA and ASTM E6.58 – performance – chaired by Bill Egan.

American Chemistry Council’s North American Modern Building Alliance and its involvement wit the 2022 ICC Code Development Cycle.

New York City Building Code and the prescriptive fire-blocking requirements – even for those buildings with combustible cladding materials that pass NFPA 285.

“CEO/Executive Director’s Report”



In his first address to the membership at large, EIMA’s new CEO, Stephen Sears, articulated his enthusiasm for the industry and the product it represents and the opportunity if EIMA and its members can adopt and implement a strategic plan that can advance the industry.

In Sears’ presentation, he outlined several things:

Construction and the EIFS Industry Highlights: While the EIFS industry has clearly recovered from the Great Recession, it has not tracked with the overall spending in the construction industry.

EIMA Activity over the Years: According to various Form 990 tax documents filed with the IRS, EIMA is smaller than many of its peers. Therefore, it makes sense for the association to be very deliberate and selective in undertaking initiatives that can have the most impact.

What EIMA Leaders Told Us: In short, now is the time for the industry to re-establish itself and go forward with confidence and purpose.

The Need to Engage in an Industry Strategic Plan: As legendary, Hall of Fame Football Coach, Vince Lombardi, put it, “Hope is not a strategy.”

What EIMA and the Industry Can Do: Sears then reinforced the messages that Dan Varroney of Potomac Core Association Consulting delivered during the Keynote Address.

How EIMA’s Governance Structure Can Help Make This Happen: Sears mentioned that EIMA’s Board of Directors had earlier decided to re-align EIMA’s committee structure to be in line with the newly-formulated strategic goals. The new working groups would consist of:

Strategic Initiative	Former Committee(s)	New Working Group
Promote EIFS	-Membership -Communications and Education	Promotion
Advocacy – Governmental	-Advocacy and Industry Relations	Advocacy – Federal, State and Local
Advocacy – Building Codes and Standards	-Technical & Research	Advocacy - Technical & Research
Workforce Development & Education	-Contractors	Education and Workforce Development

Stephen Sears and Laurie Joseph look forward to working with the Board of Directors and Membership at large in helping bringing these ambitious plans to life, and they both encourage members to contact them at any time with questions or comments.

NETWORKING RECEIVES HIGH MARKS

Exit surveys year after year report that one of the top reasons EIMA members attend the annual meeting is networking. Industry professionals greatly benefit from informally gathering to do

business and exchange ideas. The EIMA Annual Meeting provides a wide range of opportunities to do just that. The *Cocktail Reception, Members Dinner, Hero Awards Ceremony, and EIMA*

Lounge are just a few of the venues members enjoy taking advantage of to renew business relationships, make new ones, and talk about what's new in the EIFS industry.



DAVID JOHNSTON HONORED FOR HIS SERVICE

David Johnston was recognized for his significant contributions to EIMA during the Members Dinner on March 23. Dave served as Executive Director/CEO of EIMA from 2009-2021, and during his tenure, the association grew both its membership and its revenue. Dave achieved countless regulatory and technical victories in the building codes arena, led the charge in removing legislative restrictions to the use of EIFS, and inspired and effectively led

member volunteers and staff. The EIFS industry owes a debt of gratitude to its well-respected leader of twelve great years for his unwavering dedication, loyal service, and immeasurable contribution.

On behalf of the industry, EIMA President Steve Smithwick presented Dave with a plaque and a gift in honor of his service and leadership. Johnston retired in September 2021.



EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS

The fourth annual EIFS Hero Awards Ceremony was held on March 23, 2022 during the EIMA Annual Meeting, immediately following the Members Dinner. Sixteen outstanding EIFS projects received awards, ten of which were "Awards of Merit" and three were honored as "Hero Award" winners. Of the three "Hero Award" winners, one

was deemed the prestigious "Hero of the Year." Additionally, three projects received honorable mentions.

EIMA would like to extend congratulations to this year's EIFS Hero Project Award recipients. The EIMA Board of Directors extends a special thank you to all EIMA members that submitted pro-

jects for this worthwhile awards program that recognizes and honors outstanding projects in the EIFS industry.

The EIFS industry would like to acknowledge and thank **Saint-Gobain ADFORS** for sponsoring the evening's events.

Villas on Rio

Galindo & Boyd
Wall Systems, LLC
Contractor

Specified Products
Distributor

ParexUSA
Manufacturer

Villa Rio Austin, LLC
Owner/Developer

Rhode Partners
Architect



2021 EIFS HERO OF THE YEAR



Aloft/Element Dual Brand Hotel

Willmot Construction
Contractor

Creative Wall Products
Distributor

Master Wall, Inc.
Manufacturer

Concord Hospitality
Owner/Developer

Braun & Steidl
Architect



2021 EIFS HERO AWARD



Christ the King Chapel at Christendom College

Simpson Plastering
Contractor

US Stucco Supply
Distributor

ParexUSA
Manufacturer

Christendom College
Owner/Developer

O'Brien & Keane Architecture
Architect



2021 EIFS HERO AWARD



EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS

Ancient Lore Village by Boyd Hollow

V&V Construction LLC
Contractor

AG Heins Company, Inc.
Distributor

ParexUSA
Manufacturer

Boyd Hollow
Owner/Developer

DK Levy Architecture
+ Design
Architect



2021 EIFS AWARD OF MERIT

Resort World Hotel & Casino

Performance Contracting
Contractor

L&W Supply, Las Vegas
Distributor

Dryvit Systems, Inc.
Manufacturer

Resort World Las Vegas
Owner/Developer

Steelman Partners, LLP
Architect



2021 EIFS AWARD OF MERIT

Thompson Hotel Savannah

Premier Exteriors
Contractor

Master Wall, Inc.
Manufacturer

Regent Partners
Owner/Developer

Smallwood, Reynolds,
Stewart, Stewart
and Associates, Inc.
Architect



2021 EIFS AWARD OF MERIT

Adena Specialty Surgery Center

Reitter Stucco and Supply
Contractor

Reitter Stucco and Supply
Distributor

ParexUSA
Manufacturer

Adena Regional Medical
Owner/Developer

M & A Architects
Architect



2021 EIFS AWARD OF MERIT

LaPorte Hospital

Great Lakes Prefabrication, in
partnership with Grayhawk, LLC
Contractor

L&W Supply
Distributor

Sto Corp.
Manufacturer

Community Health Systems
Owner/Developer

Gresham Smith
Architect



2021 EIFS AWARD OF MERIT

Here Atlanta

Southern Wall Systems
Contractor

Capitol Materials
Distributor

Sto Corp.
Manufacturer

CA Ventures
Owner/Developer

Solomon Cordwell Buenz
Architect



2021 EIFS AWARD OF MERIT

Louis M. Klein Middle School

Elite Wall Systems
Contractor

Sto of N.J. Inc.
Distributor

Sto Corp.
Manufacturer

Harrison Central School District
Owner/Developer

H2M
Architect



2021 EIFS AWARD OF MERIT

Steven Tanger Center for the Performing Arts

Wayne Spencer Contracting
Contractor

Carolina Specialties, Inc.
Distributor

ParexUSA
Manufacturer

City Of Greensboro, NC
Owner/Developer

H3 Collaboration
Architecture, LLC
Architect



2021 EIFS AWARD OF MERIT

EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS

Village Park Place

- Hemma Elevations
Contractor
- Continental Stucco
Distributor
- ParexUSA
Manufacturer
- Galerie Living
Owner/Developer
- THW Atlanta
Architect



2021 EIFS AWARD OF MERIT

207 West 75th Street

- ASAP Contracting Service Corp.
Contractor
- Sto Eastern
Distributor
- Sto Corp.
Manufacturer
- Jeff Cole
Owner/Developer
- Jeffery Cole Architects
Architect



2021 EIFS AWARD OF MERIT



Grand Concourse



Honor Health Sonoran Crossing Medical Center



Shannondale Main Street

2021 HONORABLE MENTION



GOLF OUTING WASHED OUT...EIMA MEMBERS PLAY CORNHOLE INSTEAD

For the first time in the history of EIMA annual meetings, the ever-popular golf outing was rained out. EIMA staff, with the assistance Phil and Dave Neff, were able to pivot, and in lieu of golf, hosted a highly-competitive indoor cornhole tournament. Twenty-two teams competed in pool play, and it's safe to say, a great time was had by all.

The Neff brothers took the grand prize of the EIMA Cup, competing against runners-up, another brother duo, Stan and Mark Kovalev of Builders Best.

EIMA thanks its "cornhole" tournament sponsor **Dow Chemical**, and the many "hole" sponsors for their support of this first-ever event.



EIMA Cup Winners: Phil Neff and Dave Neff



2nd Place: Stan Kovalev and Mark Kovalev



THANK YOU TO OUR SPONSORS



Keynote Speakers



Coctail Reception



Members Dinner and EIFS Hero Awards Ceremony



Thank You to the EIMA Lounge Sponsors



*Thank You
To Our ~~Golf~~ Tournament Sponsors*

Cornhole

Tournament Sponsor



Hole Sponsors

