

EIFS BRIEFS—SPECIAL EDITION  
2023 ANNUAL MEETING RECAP



# KEYNOTE ADDRESS: “THE ART OF THE COMEBACK”

EIMA was thrilled to welcome Stephanie Stuckey, CEO of Stuckey's Corporation, as its keynote speaker at the 2023 Annual Meeting held in Palm Springs, CA. Stephanie delivered a dynamic presentation titled “The Art of the Comeback” at the Opening General Session on Wednesday, April 26.

Stephanie's story and path to Stuckey's was a fresh and welcome perspective for the EIFS industry. She purchased her family's business, well-known for its pecan log rolls, in November of 2019 and assumed the role of CEO. She entertained meeting attendees with her incredible journey of her road to success and took the group on a nostalgic trip down memory lane. Along the way, she shared a number of valuable “comeback lessons” including:

- Don't be afraid to pivot
- Don't just accept change, embrace it
- Have a Purpose (Stuckey's was “Every traveler is a friend”)



Stuckey ended her inspirational presentation with a quote summarizing her rewarding success story...“Maybe I can't run a lemonade stand, but I can run Stuckey's.”

in the Georgia General Assembly House Of Representatives and served as Director of Sustainability for the City of Atlanta.

EIMA thanks **The Wall and Ceiling Alliance** and the **Western Wall and Ceiling Contractors Association** for its generous sponsorship of the keynote speaker.

Besides reviving the Stuckey's brand, Stephanie's achievements include being named one of the Most Admired CEOs of 2022 by the Atlanta Business Chronicle and 100 Most Influential Georgians by Georgia Trend Magazine. She has also been featured recently in the The New York Times, NBCUniversal's Today Show, and The Washington Post.

Stephanie received both her undergraduate and law degrees from the University of Georgia and taught at the University of Georgia School of Law. Stephanie was also elected to seven terms as a state representative



# TURNING STRATEGIC PLANNING INTO STRATEGIC ACTION: EIMA WORKING GROUPS MEET; CO-CHAIRS REPORT ON STRATEGIC INITIATIVES



These meetings marked the first real working sessions since the adoption of the 2022 strategic plan with four new groups tied to one of three strategic initiatives. All of the strategic initiatives are interlinked with the overall strategic industry objective where EIFS delivers “high-performing sustainable, durable cladding solutions with unmatched architectural possibilities.” To promote the tight linkage between EIMA’s strategy and governance structure, there is also an EIMA Board member who is assigned as a co-chair for each of the working groups.

Here are some highlights that attendees heard from member co-chairs and/or representatives of each working group:

**Strategic Initiative 1 – Promote EIFS** building products as high-performing, sustainable, aesthetically-flexible durable solutions and help position the entire segment for growth and alignment.



**Chip Blome, L&W Supply, Co-Chair of Promotion:** Recalling his personal experience as a union plastering contractor back in 1994, Chip gave a passionate – and first-hand – update on how far the industry has come. At the same time, he also pointed out that if the industry really wants to sell more EIFS, it has never been a better time to go on offense. Although EIFS is the one single-warranted cladding from the substrate out, the industry needs help in spreading the word.

What does EIFS offer? Besides designing whatever look you want, with whatever R-value you want, at a price point and drainage plane with over 90% drainability, Chip exclaimed that EIFS is all about “Sustainability, Flexibility, Versatility, Restoration, Innovation, Encapsulation, Panelization, Specifications, even DOE Documentation.”

The working group is very enthusiastic and has already created task forces for the architectural awards program and the annual meeting and is taking steps to update the website, AIA education, research and cladding.

**Strategic Initiative 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.

**Terry Viness, Sto Corp., Co-Chair of Advocacy – Technical & Research:** With EIMA’s longstanding reputation as a technical trade association, Terry talked about how the industry was repositioning itself into “EIMA 2.0” from a technical sense with the establishment of three task forces:

**Standards and Codes Representation -** Terry discussed how the EIFS industry was represented on all major codes and standards groups at the national and key local areas. Besides the members themselves, EIMA’s interests are represented by the North American Modern Industry Alliance. You can read about Amy Schmidt’s presentation on page 5.

**Potential Research Projects –** It has been over ten years since the Oak Ridge National Laboratory Studies had been conducted, and the group is deliberating over new projects that will substantiate EIMA’s prowess in building sustainability and energy efficiency.

**External Communications and Collateral –** To take advantage of EIMA’s to-be-completed refreshed website, one of the task forces has made several recommendations to enhance the EIFS industry’s technical content on [www.eima.com](http://www.eima.com)



## EIMA WORKING GROUPS MEET (CONTINUED)

### Mike Irving, Master Wall, Inc., Member of Advocacy – Federal, State and Local:

While EIFS has never been better from a product performance, aesthetic or financial-value perspective, the industry is still battling outdated perceptions and negative political environments that hinder the ability of EIFS to be used – even though the cladding has been in the building code for the past 14 years. In his remarks, Mike spoke about:

**Advocacy Resource Kit:** Designed exclusively for EIMA members and industry allies, this toolkit provides consistent messaging points about how EIMA can



be positioned to elected and planning officials as well as an advisory roadmap on how these situations can be dealt with at the local level.

**EIMA's Own Outreach Efforts:** In New York City, EIMA has engaged a high-powered, Manhattan-based public affairs firm to help the industry address the requirements of the city's building code that took effect last year.

**EIMA's Collaboration with Other Groups:** As EIMA is not a large association, Mike mentioned how EIMA is collaborating with other groups on issues of importance.

**Strategic Initiative 3 – Deliver** resources that assist all companies to attract and maintain a “best in class” workforce.

**Nate Katz, Saint-Gobain ADFORS – Co-Chair of Education and Workforce Development.** Similar to comments made in the other groups, the perception of EIFS is a challenge in the marketplace, and there is a labor shortage of qualified workers (not unlike other parts of the construction sector.) Additionally, EIMA is a small trade association.

Fortunately, EIMA's new strategic plan does encourage a natural alignment with manufacturers, contractors/applicators and their trade groups. EIFS Doing It

Right®, one of the mainstay educational offerings of the Association of the Wall and Ceiling Industry, is one such example. Offering three different designations in English and Spanish, this internet-based coursework includes over one dozen modules and is used by AWCI, EIMA and OPCMIA.

Nate mentioned that AWCI is revamping EIFS Doing It Right this year, and AWCI has invited several EIMA members and industry allies to help with the new version. In fact, Mike Stark, CEO of AWCI, briefed the group on the plan the previous day.



## CEO/EXECUTIVE DIRECTOR'S REPORT

In early 2022, EIMA's Board decided that the most effective way for EIMA to help advance the EIFS industry was to maintain its technical emphasis and broaden its scope to include all aspects of the industry's value chain. Since the previous annual meeting, EIMA's Board completed a robust strategic planning exercise that has resulted in the adoption of several new initiatives that do this very thing:

- \*Strategic Plan for the EIFS industry that positions the EFS industry as high-performing, sustainable and full of unmatched architectural possibilities
- \*Governance and Committee Structure that links the overall industry objective to a tightly-aligned working group structure that has board representation in each group

- \*Comprehensive Dues Structure that enhances revenue potential and encourages all interested companies to support the EIFS industry
- \*Establishment of Working Groups that have commenced their work

While this foundational work is extremely encouraging to help set EIMA and the industry on a path for “EIMA 2.0”, there are some notable headwinds that the industry needs to address as work progresses.

- \*The Revenue Growth of the EIFS Industry Does Not Match that of Overall Construction Materials and Supplies.
- \*Other Entities Invest Significant Sums of Money in Advertising and Promotion, which is something the EIFS Industry Needs to Be Aware of if it Wants to Grow.



## BOARD OF DIRECTORS MEETS; WELCOMES NEW ADDITIONS

Since the last in-person Board meeting in November 2022, EIMA's Board has undergone a significant change in composition. EIMA welcomed its first new manufacturer member in five years. ADEX Systems – a leading Canadian manufacturer of quality architectural coatings and EIFS for over 30 years – is EIMA's new sixth manufacturer member. EIMA President Steve Smithwick welcomed ADEX, and presented Rafaël Bao with an EIMA Membership Certificate.

Additionally, three EIMA member companies now have new Board representatives. With all of the changes, the Board elected a new slate of officers at the meeting (see below).

With the aim of turning strategic planning into strategic action, the Board approved steps that will ultimately jump-start the progress of the new program working groups. The Board plans to hold its next in-person meeting in the fourth quarter.



### PRESIDENT

**Steve Smithwick**  
*Master Wall, Inc.*

### VICE PRESIDENT

**Peter Daechsel**  
*Wall Systems by Master Builders Solutions (Finestone and Senergy are now part of Sika)*

### TREASURER

**Jose Berlinger**  
*STO Corp.*

### SECRETARY

**Vanessa Henley (Feldkamp)**  
*Tremco Commercial Sealants & Waterproofing (Dryvit, Inc.)*

### DIRECTOR - Manufacturer

**Eric Hindson**  
*ParexUSA*

### DIRECTOR - Manufacturer

**Rafaël Bao**  
*ADEX Systems*

### DIRECTOR - Associate

**Chuck Robitaille**  
*Dow*

### DIRECTOR – Associate

**Nate Katz**  
*Saint-Gobain ADFORS*

### DIRECTOR – Distributor

**Darryl Little**  
*Gypsum Management & Supply*

### DIRECTOR – Distributor

**Chip Blome**  
*L&W Supply*

### DIRECTOR - Contractor

**Mike Chaney**  
*James River Exteriors*

## CEO/EXECUTIVE DIRECTOR'S REPORT (CONT'D)

Using US government data from 2017-2019, Sears explained how:

—Manufacturers spent \$16B of net sales on advertising and promotional services. There is a huge range in this sector as painting and coating and clay building products and refractories each spent about 0.16% of net sales on advertising and promotion, concrete block and brick manufacturers spent 0.89% while sporting goods manufacturers spent over 3%.

—Merchant wholesalers spent over \$35B on advertising and promotion. Lumber and construction materials wholesalers spent almost \$700M.

—Retailers spent over \$64B on advertising and promotion. Building materials and garden equipment and supplies dealers spent almost \$3B alone.

**\*EIMA is a small organization in terms of financial resources.**

To help execute the Board's vision in a way that practically reflects these realities, Sears said that the best way to get there is to continue three concurrent paths:

\*Building out the strategic plan with member support, engagement and participation. EIMA's new membership structure allows for allied groups to be part of EIMA and participate in these groups.

\*Working with others in areas of common interest. Sears noted that EIMA's involvement with other manufacturer associations, contractor groups and trade associations is instrumental in helping "move the needle."

\*Encouraging everyone who has a vested

interest in the EIFS industry to join EIMA. The new dues structure provides entry points for all member classes, and it will be a lot easier for the industry to implement impactful programs and services with sufficient financial resources.

Sears concluded his remarks by saying that the potential for the industry is there – especially with today's EIFS. The political environment and economic demand for sustainable, energy-saving products and services has not been this pronounced since the energy crisis of decades ago. And with an enviable performance profile, incredible design options and attractive price point, there never has been a better time to consider EIFS for a new construction or retrofit project.

## WELCOME LUNCHEON SPEAKER TALKS INDUSTRY ADVOCACY AND NAMBA

EIMA was honored to have [Amy Schmidt](#), LEED Green Associate, of the [American Chemistry Council](#) (ACC) as its Welcome Luncheon speaker. Amy delivered a presentation titled "EIMA and the North American Modern Building Alliance" on Wednesday, April 26 and educated EIMA members on the important work that the [North American Modern Building Alliance](#) (NAMBA) is doing on behalf of EIMA and the EIFS industry.

Founded in 2020 as part of the ACC, NAMBA is the leading voice on the safe and effective use of plastic building materials in the building and construction industry. The organization is dedicated to advocacy, communications, education, research, and project management on building envelope fire performance. EIMA is a founding member of NAMBA.

Schmidt talked about the different roles of NAMBA, one of which is addressing fire safety through the development and enforcement of building codes. She went on to review NAMBA's recent state and local advocacy efforts, as well as details on the



NFPA-285 fire test. Her talk concluded with referencing NAMBA's many educational outreach efforts, highlighting its new AIA Continuing Education Course.

In addition to NAMBA, Amy also heads up ACC's Foam Sheathing Committee. Both groups support the safe and effective use of durable plastic building materials in high-performance applications. Amy also serves on the ASHRAE

90.1 Main and Envelope Subcommittees and the International Code Council's International Energy Conservation Code Residential Main and Residential Envelope Subcommittees.

EIMA thanks **Gypsum Management and Supply** for its sponsorship of the Welcome Luncheon speaker.

## HIGHLY INTERACTIVE PANEL DISCUSSION ABOUT "EIFS ON THE WEST COAST"

The "EIFS on the West Coast" panel discussion was extremely timely and insightful - especially since 2023 marked the first annual meeting in California (now the world's fourth largest economy) in eight years. Holding the EIMA meeting in a different area this year presented the opportunity to examine how working with EIFS on the west coast is different from other regions. With this in mind, EIMA was extremely pleased that three experts from the Wall and Ceiling Conference - an oversight collective organization that covers eight states in the West Region - provided first-hand insight about the industry in a lively discussion. Facilitated by **Michael Gardner**, former CEO of the Gypsum Association and head of MGardner Services, LLC, the panelists included:

- Ben Duterte**, Technical Director of the Wall and Ceiling Bureau (WCB), which is



the technical services arm of the Wall & Ceiling Alliance (WACA)

-**Terry Kastner**, Executive Director of the Northwest Wall & Ceiling Bureau (NWCB)

-**Bryan Stanley**, Architectural Specialist, Technical Services Information Bureau (TSIB), which is the technical services

arm of the Western Walls & Ceiling Contractors Association (WWCCA)

Besides decades of experience in the EIFS industry, each panelist has extensive experience in at least one major codes and standards setting body (such as ASRAE, ASTM, ICC). Consequently, they all spoke very knowledgeably about the overall building environment, EIFS' history and use, "The Good Side of EIFS", and Barriers to Use. The panelists also gave a suggestion to EIMA about an empirical measurement that could help EIFS' cause. Thanks go to the panelists themselves as well as **Frank Nunes** of the WACA, **Albert Carrillo** of the WWCCA and **Darin Coats** of TSIB for supporting this panel session. Additionally, thanks to the **Gypsum Association** for its sponsorship of this annual meeting session.

# 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. EIMA thanks **OPCMIA** for sponsoring the cocktail reception and the six EIMA manufacturer members for sponsoring the Members Dinner.









# EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS

The fifth annual [EIFS Hero Awards](#) Ceremony was held on April 26th during the EIMA Annual Meeting. Fifteen outstanding EIFS projects received awards, six of which were "Awards of Merit" and two were honored as "Hero Award" winners. Additionally, there were seven projects that received an Honorable Mention.

Historically, one of the "Hero Award" winning projects is chosen as the pres-



tigious "Hero of the Year." In a dramatic turn of events and for the first time in the program's history, the jury was deadlocked and ended up naming both Hero Award winning projects as "Heroes of the Year".

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 EIFS Hero Project Awards Ceremony, and Nate Katz, EIMA Board member and representative from Saint-Gobain ADFORS, for his role as Master of Ceremonies.



<p><b>Clovis Community Medical Center - Phase C</b></p> <p>Rutherford Co., Inc. <i>Contractor</i></p> <p>Westside Building Materials Fresno <i>Distributor</i></p> <p>ParexUSA <i>Manufacturer</i></p> <p>Clovis Community Medical Center <i>Owner/Developer</i></p> <p>HMC <i>Architect</i></p>		<p><b>Heartis® Buckhead</b></p> <p>Southern Wall Systems <i>Contractor</i></p> <p>General Shale <i>Distributor</i></p> <p>Finestone <i>Manufacturer</i></p> <p>Caddis Partners <i>Owner/Developer</i></p> <p>Lantz Boggio <i>Architect</i></p>	
<b>2022 EIFS HERO OF THE YEAR</b>			



EIFS

HERO AWARDS

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# EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS: AWARDS OF MERIT

### AC Hotel Charlotte

Forconi-Bongiorno, Inc.  
*Contractor*

Circle Supply Charlotte  
*Distributor*

Senergy  
*Manufacturer*

AC Hotels  
*Owner/Developer*

RBA Architecture  
*Architect*



2022 EIFS AWARD OF MERIT

### Garden Brook Senior Living

Kodiak Concepts, LLC  
*Contractor*

Action Gypsum Supply  
*Distributor*

ParexUSA  
*Manufacturer*

AHLC Garden Grove, LP  
*Owner/Developer*

Architects Orange  
*Architect*



2022 EIFS AWARD OF MERIT

### Bellyard Hotel

Southern Wall Systems  
*Contractor*

Red River Brick  
*Distributor*

Finestone  
*Manufacturer*

Marriott  
*Owner/Developer*

Nelson  
*Architect*



2022 EIFS AWARD OF MERIT

### Long Island Veterinary Specialists

Elite Wall Systems, Inc.  
*Contractor*

Century Building Materials  
*Distributor*

Dryvit Systems Inc.  
*Manufacturer*

Long Island Veterinary Specialists  
*Owner/Developer*

Hoffman Grayson Architects LLP  
*Architect*



2022 EIFS AWARD OF MERIT

### UC Health Longs Peak Medical Center


South Valley Prefab  
*Contractor*

South Valley Prefab  
*Distributor*

Senergy  
*Manufacturer*

Nichols Partnership Group  
*Owner/Developer*

Beck Architecture  
*Architect*



2022 EIFS AWARD OF MERIT

### Armstrong Ceilings and Tile Headquarters

Fox Valley Contracting  
*Contractor*

Miller Builders Supply  
*Distributor*

Senergy  
*Manufacturer*

Greenfield Architects  
*Architect*



2022 EIFS AWARD OF MERIT

# EIFS HERO AWARDS HONOR OUTSTANDING EIFS PROJECTS: HONORABLE MENTIONS

### Residence Inn by Marriott Pigeon Forge

**V&V Construction LLC**  
*Contractor*

**Superior EIFS Systems**  
*Distributor*

**Senergy**  
*Manufacturer*

**PF Hotel Partners II LLC**  
*Owner/Developer*

**Trotter De Foe Architects**  
*Architect*



2022 HONORABLE MENTION

### Electronic Arts Sports

**Wal-Mark Contracting Group, LLC**  
*Contractor*

**FBM Orlando**  
*Distributor*

**Sto Corp.**  
*Manufacturer*

**Electronic Arts**  
*Owner/Developer*

**Baker Barrios**  
*Architect*



2022 HONORABLE MENTION

### The Orion Ampitheater

**Johnson & Sons Plastering**  
*Contractor*

**Continental Building Solutions**  
*Distributor*

**Dryvit Systems Inc.**  
*Manufacturer*

**The City of Huntsville**  
*Owner/Developer*

**David M. Schwarz Architects, Inc.**  
*Architect*



2022 HONORABLE MENTION

### IDEA Public Schools El Paso

**Sunsets West**  
*Contractor*

**L&W Supply**  
*Distributor*

**Senergy**  
*Manufacturer*

**IDEA Public Schools**  
*Owner/Developer*

**Gomez, Mendez, Saenz**  
*Architect*



2022 HONORABLE MENTION

### Senior Action East North Plaza

**Upstate Stucco and Stone**  
*Contractor*

**Guaranteed Supply Company**  
*Distributor*

**Master Wall, Inc.**  
*Manufacturer*

**Senior Action**  
*Owner/Developer*

**Craig Gauden Davis**  
*Architect*



2022 HONORABLE MENTION

### Amalfi Tower Residence

**Men Atlas Construction, LLC**  
*Contractor*

**J. E. McLaughlin Inc.**  
*Distributor*

**Sto Corp.**  
*Manufacturer*

**Greg Iorizzo**  
*Owner/Developer*

**Ze Shang**  
*Architect*



2022 HONORABLE MENTION

### One Platte

**South Valley Prefab**  
*Contractor*

**South Valley Prefab**  
*Distributor*

**Senergy**  
*Manufacturer*

**Nichols Partnership Group**  
*Owner/Developer*

**Beck Architecture**  
*Architect*



2022 HONORABLE MENTION

# ANNUAL EIMA GOLF OUTING HITS THE CALIFORNIA DESERT

100 degrees and sunny! Perfect weather (some might say) in the Coachella Valley for a day of networking on the links. EIMA members took to the Celebrity Course at the Indian Wells Golf Resort to play 18-holes in a best ball contest. The leaderboard was tight up until the very end, with the second and third place foursomes separated by only a stroke.

At the end of a very hot day, players cooled off at the 19<sup>th</sup> Hole and enjoyed well-deserved food and beverages. The Awards Ceremony wrapped up the afternoon and was hosted by Mike Chaney and Mike Irving. EIMA thanks its hole sponsors and all those that endured the heat and played in the golf outing, a time-honored EIMA tradition.



EIMA Cup Winners: M. Newton, T. Anderson, B. Rodriguez



2nd Place: D. Wilshire, K. Reitter, D. Neff, M. Irving



3rd Place: N. Katz, T. Tanking, D. Tanking



Longest Drive: Benny Rodriguez



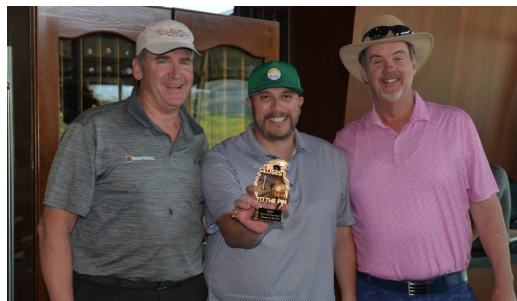
Longest Putt: Mike Chaney



Straightest Drive: Isaac Bressler



Closest to the Pin: Jeff Knight



Closest to the Pin: Benny Rodriguez



# A THANK YOU FROM EIMA'S PRESIDENT

Dear EIMA Members and Friends:

Thank you for attending the EIMA Annual Meeting.

It was a very productive few days of working group goal setting, honoring achievements at the Hero Awards dinner and ceremony, playing golf and catching up with each other. Our main speaker, Stephanie Stuckey, was a hit and more than met expectations with her entertaining talk about making a comeback.

It was good to be out west meeting with established connections and having the opportunity to build new relationships. It was a great way to promote and grow EIMA. Also, as I said at our meeting, EIMA's programs and services are funded and supported by members of the EIFS industry. Bringing back our working groups provided recommendations that will help guide us to accomplish overall industry objectives.

If you missed this year's meeting, we hope you will commit to attend the next one. Let's all commit to being a part in the growth in our industry.

Best regards,

Steve Smithwick, CEO, Master Wall Inc.  
President  
EIFS Industry Members Association



*Thank you to our Sponsons*



# THANK YOU TO OUR SPONSORS

## Keynote Speaker



## Coctail Reception

## EIFS Hero Awards Ceremony



## Members Dinner



## Session Speakers

### Welcome Luncheon

### EIFS on the West Coast



# THANK YOU TO OUR SPONSORS

## EIMA Lounge Sponsors



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