INDUSTRY TEAM

Oceans of Opportunity
2020 EIMA Annual Meeting

March 3-5, 2020
Omni Amelia Island Plantation Resort
Amelia Island, FL

#EIMA2020
Dear Members and Friends of EIMA:

On behalf of the members and Board of Directors, I welcome you to the 2020 EIMA Annual Meeting here at the Omni Amelia Island Plantation Resort.

The annual meeting is always a great place to network, to make new friendships, and to learn about the most current issues affecting the Exterior Insulation and Finish Systems industry. This year is no different. As the meeting’s hotel is on the ocean and as the industry looks forward to advancing EIFS, this year’s theme is “One Industry Team: Oceans of Opportunity.” This theme will, again, highlight how we’re all stronger working together, seizing new opportunities as we advance the EIFS industry forward.

Throughout the three-day event, the agenda is full of relevant events for each EIMA member category. Meeting attendees will see how collaboration can move the EIFS industry forward. The meeting will be a non-stop cavalcade of events where information will be obtained to help attendees now and into the future. The program is structured to encourage interaction among all who attend. Networking opportunities continue to expand and remain a hallmark of EIMA annual meetings. The annual Duncan Crowther Golf Tournament will be a major part of the meeting, while non-golfers will have the opportunity to explore the wonders of the Fernandina Beach area, as well as being involved in some EIMA-planned activities, such as the first-ever EIMA horseshoe tournament.

The annual meeting will showcase keynote speaker Chris Mathis from Mathis Consulting, world-renowned building science and exterior building envelope consulting firm. Chris, who last addressed our meeting in 2015, will talk about why we’re here, where we’re going, who we serve and how we’re getting there. He will provide some suggestions on how to drive change in the highly conservative construction industry. Also, Mike Stark, the new executive vice president and CEO of the Association of the Wall and Ceiling Industry (AWCI), will address us on his and his board’s vision for AWCI. For contractors in attendance, the “Contractors, Distributors and Board of Directors Breakfast” will discuss pressing challenges for the EIFS industry and beyond. And finally, back again this year is the EIFS Hero Awards Ceremony, which will take place at the traditional EIMA Members Dinner, and will showcase and honor outstanding EIFS projects.

Attendees will leave Amelia Island knowing more than ever before about the EIFS industry, not only in the U.S., but worldwide. I strongly encourage you to take full advantage of the events at our annual meeting by attending as many of them as you can. Your active participation here will improve your business and your career as well as contributing to the enhancement of our wonderful industry.

Best Regards,
Steve Kennedy
2020/2022 President
EIFS Industry Members Association
Schedule

Monday, March 2
9:00 am – 5:00 pm  ISO Meeting on World-Wide EIFS standardization  Sapelo B
(by invitation only)

Tuesday, March 3
8:30 am – Noon  Board of Directors Meeting  Azalea Boardroom
(by invitation only)
12:45 pm – 2:00 pm  “Welcome to the Beach” Luncheon  Sunrise Café & Terrace
2:15 pm – 5:00 pm  Opening General Session  Amelia Ballroom
2:15 pm – 2:30 pm  Opening Remarks and Welcome Presented by Steve Kennedy, 2020/2022 EIMA President
2:30 pm – 3:15 pm  Keynote Address  Amelia Ballroom
“No Better Time Than Now to Make a Difference” Presented by Chris Mathis, Mathis Consulting Company (MC2)
3:15 pm – 3:30 pm  Refreshment Break / Networking  EIMA Lounge
3:30 pm – 5:00 pm  Advancing and Selling the Best-Ever Wall Cladding  Amelia Ballroom
A panel of industry experts will discuss how the decision on the type of wall cladding is made, and in many cases, changed.
5:30 pm  “Surf’s Up” Cocktail Reception  Sunrise Café & Terrace
7:15 pm  “One Industry Team” Members Dinner  Amelia Ballroom
8:00 pm  Annual EIFS Hero Awards Ceremony  Amelia Ballroom

Wednesday, March 4
7:30 am – 8:45 am  Contractors, Distributors, and Board of Directors Breakfast  Oceanview Room
(by invitation only)
7:30 am – 8:45 am  General Membership Breakfast  Live Oak
Featuring Associate, Allied, and Technical Committee Members
(all meeting attendees welcome)
9:00 am – 11:30 am  Educational Plenary Forum  Amelia Ballroom
9:00 am – 10:15 am  Positioning Your Firm to Meet the Changing Insurance Market Presented by Dave Dolnick, Dolnick Risk Advisors
10:15 am – 10:30 am  Refreshment Break / Networking  EIMA Lounge
10:30 am – 11:00 am  Construction Financial Issues and the Law Presented by Jeffrey Gilmore, Esq., Akerman
11:00 am – 11:30 am  Greetings From AWCi  Amelia Ballroom
Presented by Michael F. Stark, CAE Executive Vice President & CEO Association of the Wall and Ceiling Industry
11:30 am  Conclusion of Educational Forum
Wednesday, March 4 (cont.)

Noon – 5:30 pm  |  Annual Duncan Crowther Memorial Golf Tournament  
12:00 pm – 12:30 pm  |  Boxed Lunch for Golfers  
12:30 pm  |  Shotgun Start  
12:30 pm – 4:00 pm  |  An Afternoon in Downtown Fernandina Beach  
12:30 pm  |  Guests meet in Lobby, bus departs  
1:00 pm – 2:00 pm  |  Lunch at Brett’s Waterway Café  
2:00 pm – 3:30 pm  |  Walking Tour  
3:30 pm – 4:00 pm  |  Leisure Time  
4:00 pm  |  Bus departs for return to Omni  
4:30 pm – 5:30 pm  |  Horseshoe Tournament on the Beach  
5:30 pm  |  19th Hole Reception and Awards Ceremony  
6:00 pm  |  Marsh View Dinner  

Thursday, March 5

7:30 am – 9:45 am  |  Closing General Session and Industry Breakfast  
8:00 am  |  Call to Order  
8:00 am – 8:15 am  |  Executive Director’s Report – Value-Added: Membership in EIMA  
8:15 am – 8:20 am  |  ISO Standardization Update  
8:20 am – 8:40 am  |  Greetings from the EIFS Council of Canada  
8:40 am – 9:30 am  |  Reports by Committee Chairs  
9:30 am – 9:45 am  |  General Discussion and Closing Remarks

Let’s Get Social

Calling all members! Be an EIMA Annual Meeting Social Media Ambassador! Share a picture of what’s happening at the EIMA Annual Meeting on YOUR social media pages. Be sure to include the hashtags #eifs #eima #eima2020
The EIMA Networking Lounge... a place where EIMA members gather before, in between, and after presentations and sessions to charge their phone, check their email, send a tweet, grab a cup of coffee, or catch up with a colleague from the industry. Wi-Fi is always available.

Visit the tables of EIMA Lounge sponsors and find out what EIMA member companies have to offer.

Hours:  
Tuesday, March 3: 3:00 pm – 6:00 pm  
Wednesday, March 4: 7:30 am – 11:00 am  
Thursday, March 5: 7:30 am – 11:00 am

“No Time Better Than Now to Make a Difference”

Presented by Chris Mathis  
President, Mathis Consulting Company (MC2)

Tuesday, March 3 · 2:30 pm – 3:15 pm

Renowned building scientist Chris Mathis will focus on a wide-range of issues related to the building envelope, climate change, sustainability, energy-efficiency and the market for various forms of exterior claddings. He will focus on the urgency of elevating world-wide energy-efficiency initiatives and how the best technologies can contribute to this vital universal need sooner rather than later.

Chris Mathis has spent the past 34 years focusing on how buildings and building products perform — from energy efficiency to code compliance to long-term durability. Today, his business focus is to work with strategically-aligned clients, leveraging that knowledge and understanding to improve buildings, building products and the codes and standards that govern them.

Chris received his undergraduate degree in Physics from the University of North Carolina at Asheville. He received a Master of Science in Architecture Studies from MIT where his graduate work focused on energy use in buildings. He has served as a Scientist in the Insulation Technology Laboratory at the
Advancing and Selling the Best-Ever Wall Cladding Panel Discussion  
Tuesday, March 3 · 3:30 pm – 5:00 pm 

Competition among opaque exterior wall claddings is fierce. Building owners and designers are constantly faced with a wide range of choices in order to accommodate the objectives of the project: durability, cost, aesthetics, color, texture, in sum curb appeal. Does the final choice end with the specification of a particular exterior wall cladding in the bid package? Discussing whether this is true or not is a panel experienced in how the decision on the type of wall cladding is made, and in many cases, changed. During this panel, the construction project leader (depending on the project delivery system being used) will explain how some designers and owners will bemoan the problem of a bid bust or an overrun of the estimate for the project. Usually, the designer and/or owner will approach the project leader and ask for construction materials alternatives to maintain the project’s intended program. The project leader will describe the many ways to accomplish this, usually relying on the full construction team. Whether it’s the diverse and pristine aesthetics, superior durability, or excelling in energy efficiency to be achieved, this session will share what you know and need to know. Attendees will hear from distributors, contractors and others on what they’re facing in the field.

Owens-Corning Fiberglas Technical Center, was the Director of the Thermal Testing Laboratory for the National Association of Home Builders Research Center, and Director of Marketing for Architectural Testing, Inc., a private laboratory specializing in the performance of buildings and building products.

Now, as president of Mathis Consulting Company (MC2), Chris and his team provide a variety of strategic services to both private and public sector interests related to buildings and building product performance. The MC2 team provides strategic support services to energy and building industry leaders – from trend analysis to code assessment to regulatory positioning. These efforts address product and building performance issues for new construction as well as for renovation, energy use and peak demand issues for utilities, meaningful sustainability metrics, as well as local, state and national regulatory planning. Chris and his team conduct frequent training seminars for architects, builders, manufacturers, code officials and others addressing these myriad energy and performance issues – from improved building energy efficiency and comfort to energy and power planning to improved building and energy codes to the challenges of sustainability and green building.

Chris is also an on-going student of about 90 million years of sustainability and building science through his activities as a beekeeper. He lives and works near the farm he grew up on in the beautiful mountains of Western North Carolina.

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Moderator
Albert Carrillo, Chief Executive Officer
Western Wall and Ceiling Contractors Association

Panelists:
Phil Neff
Vice President of Sales
Manning Materials

Chris Benedict, R.A.

Mike Chaney
President
James River Exteriors
Positioning Your Firm to Meet the Changing Insurance Market
Presented by Dave Dolnick, Dolnick Risk Advisors

Dave Dolnick will address a topic that rings true to many in the industry. Obtaining insurance and finding carriers for future projects is something that affects each and every business in the room. Dolnick will outline how you can position your firm as you maneuver through a successful future.

Construction Financial Issues and the Law
Presented by Jeffrey Gilmore, Esq., Akerman

Jeff Gilmore, Esq., the Practice Leader for Construction at the national law firm Akerman, will provide insights into several of the more significant financial matters that are affected by the contract. Topics like paid when paid and paid if paid will be presented, and you will learn how to avoid the pitfalls in these types of situations. The matter of retention, or retained percentage as it is frequently called, will be discussed along with the situations that can occur when a contractor or subcontractor is attempting to secure final payment. Whether this is new information or a tutorial, Mr. Gilmore’s vast experience will benefit even the most informed construction professional or legal advisor.

Greetings from AWCI
Presented by Michael Stark, CAE, Executive Vice President/CEO, Association of the Wall and Ceiling Industry

Mike Stark will provide an update to the EIFS industry on all things AWCI. EIMA and AWCI remain close allies, building on several decades of success together. Stark’s presentation will further elaborate on the activities he and his organization are undertaking in the coming year.

Closing General Session and Industry Breakfast
Thursday, March 5  ·  7:30 am – 9:45 am

Executive Director’s Report – Value-Added: Membership in EIMA
Presented by David A. Johnston, Executive Director/CEO, EIFS Industry Members Association

Everyone at some point takes for granted the reasons why they are affiliated with some social or business organization, be it a country club, a philanthropic cause, or a fraternal organization. It is always good to take stock and assess those reasons to ensure that the reasons why you made that affiliation still exist. Some of these reasons are: 1) to expand your network of like-minded professionals, 2) learn new skills and gain valuable professional experience, and 3) find or be a mentor. These are just a few. But how much value do they add? Enough to justify the time and treasure to continue affiliation and active participation? Dave Johnston will guide members through recent activities, successes, and initiatives that justify your continued and elevated participation in EIMA.
ISO Standardization Update
Presented by John Edgar
President, John R.S. Edgar Consulting, Inc.

John Edgar will provide a brief report on the continuing initiative to develop an international standard for EIFS via the ISO process.

Greetings from the EIFS Council of Canada
Presented by John Garbin
President, EIFS Council of Canada

John Garbin will report on trends and events effecting the EIFS market in Canada. In entertaining detail, John will tout the ECC’s EIFS Design Awards Program and tell about the highly-regarded ECC’s practice manual. Additionally, he will report on the actions that ECC has taken to tear down the unfair and needless barriers to use of EIFS in Canada, including ECC’s significant action in the judicial system. John has spent the majority of his career serving the exterior wall industry and will share his insights on the nuances of this highly competitive market. John’s report will leave you with information on how the U.S. and Canadian markets are and are not intertwined.

Special Events

“One Industry Team” Members Dinner and EIFS Hero Awards Ceremony
Tuesday, March 3 · 7:15 pm – 9:30 pm

In its eighth year as the premier networking event at the EIMA Annual Meeting is a dinner honoring the dedicated EIMA membership. Now an anticipated tradition, the Members Dinner provides a unique networking opportunity for EIMA members to dine together and network in an intimate setting, perfect for both meeting new industry colleagues and renewing old friendships. Immediately following dinner will be the prestigious EIFS Hero Awards Ceremony. Back again for its second year, the much-anticipated awards ceremony will honor outstanding EIFS projects, and the talented and dedicated project team members. An elite jury (pictured below) judged the entries. The Hero Award winners will be announced publicly for the first time during the awards ceremony, and the EIFS project winning the esteemed “2019 Hero of the Year” will be named.

Peter Freeman
Principal
Freeman Kennett

Ernie Conrad, PE
Conrad Engineers
Walking Tour of Downtown Fernandina Beach

Wednesday, March 4 · 12:30 pm – 4:00 pm
$125 per person (transportation and lunch included)

Fernandina Beach, on Amelia Island at Florida’s northeast border, has consistently been among Florida’s highest-ranked island destinations. Charming downtown Fernandina Beach offers boutique shopping and a range of scrumptious restaurants. The first stop on the tour is Brett’s Waterway Cafe, where lunch will be enjoyed in a casual atmosphere overlooking the Fernandina Harbor and marina on the Amelia River. After lunch, the group will embark on a guided walk around downtown Fernandina and learn about the history of this seafaring town, enter several bed and breakfasts and local churches, and hear stories of the Underground Railroad and Civil War era. At the conclusion of the tour, there will be 30 minutes of free time for shopping.

Those going on the tour of Downtown Fernandina Beach should meet in the Lobby of the Omni at 12:15 pm; bus departs at 12:30 pm.

EIMA Horseshoe Tournament on the Beach

Wednesday, March 4 · 4:30 pm - 5:30 pm

Are you good at throwing ringers? Then come out and play in the first-ever EIMA Horseshoe Tournament on the beautiful oceanfront beach of the Omni Amelia Island Plantation Resort. All are welcome; no sign-up is required. Just show up ready to soak up the sun and toss horseshoes. A relaxing good time is sure to be had by all. Prizes will be awarded!

Annual Duncan Crowther Memorial Golf Tournament

Wednesday, March 4 - Noon – 5:30 pm
12:30 pm Shotgun Start
Amelia Island Plantation Resort
Oak Marsh Golf Course

The Oak Marsh Golf Course is one of the truly classic Pete Dye-designed golf courses in the world. The course, built in 1972, is noted for its tight fairways and small greens, meandering along serpentine salt marsh creeks and through the moss draped heritage oaks for which Amelia Island is famous.

At par 72, this 6,500-yard course has 14 holes with water hazards and numerous bulk-headed greens. A variety of bunkers are placed throughout the course to add to the challenge, and a natural approach has been maintained as well with the use of coquina shell cart paths, native plant life and preserved habitats for the local wildlife.

Oak Marsh played host to the 1991 PGA Section Championship and 1992 Society of Seniors Championship. In addition, numerous resort tournaments are played here. Included in Golf Digest’s prestigious list of the “Top 75 Resort Courses in the U.S”, Oak Marsh also was selected by Travel & Leisure Golf as one of “Florida’s 50 Finest Courses.”
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Keynote Speaker
Advancing and Selling the Best-Ever Wall Cladding

AWCI MEDIA

Members Dinner and EIFS Hero Awards Ceremony

Closing General Session and Industry Breakfast

Contractors, Distributors, and Board of Directors Breakfast

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