



1 INDUSTRY TEAM

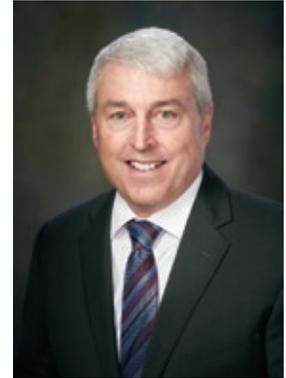
HEADED FOR
THE FUTURE

2019 EIMA ANNUAL MEETING

March 19-22, 2019
The Woodlands Resort
The Woodlands (Houston), Texas

Dear Members and Friends of EIMA:

The 2019 EIMA Annual Meeting heads to The Woodlands Resort near Houston, Texas on March 20-22. This year's theme is building upon last year's "One Industry Team." In 2019, we will look forward with the theme "One Industry Team: Headed for the Future." This theme will, again, highlight how we're all stronger working together, but notes we will do it as we advance our industry forward. Throughout the three-day event, we will have an agenda full of relevant events for each of our member categories. In each, you will see how we can all collaborate to move the EIFS industry forward. Our meeting will be a non-stop cavalcade of events in which you can position yourself to obtain information that will help you now and into the future. The program is structured to encourage interaction among all who attend and includes events that span the spectrum from those that are educational and entertaining to those that are recreational. 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 Houston area as well as being involved in some EIMA-planned activities.



Informative panel discussions have become one of the pivotal and most educational portions of recent EIMA annual meetings, and this year it only gets better. The panel, entitled "EIFS in the Residential Market", will feature a group of industry professionals and homebuilders to inform us of the latest trends in the residential market and how the EIFS industry plays a role. Additionally, the meeting will showcase keynote speaker Heath Slawner from the "Start With Why" movement. Heath will talk about defining why we're here, where we're going, who we serve and how we're getting there, and how to drive change, enhance leadership, and strengthen workplace culture. For contractors in attendance, the "EIFS Contractors Committee Breakfast" will return to discuss pressing challenges for the EIFS industry and beyond. Additional breakfast meetings have been added to the agenda to bring Contractors and Distributors together, and also a new breakfast meeting where Associate Members will have the opportunity to meet with the EIMA Technical and Research Steering Committee. And finally, new 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 walk away knowing more than ever before about the ever-growing EIFS industry and the initiatives of EIMA in 2019 and beyond. Anyone in the EIFS industry is cordially invited to attend, EIMA members and non-members alike. If you have never attended an EIMA annual meeting, this is the one that you want to begin with.

Make your plans now to attend! I look forward to seeing you there.

Best Regards,
Peter Daechsel
BASF Wall Systems
2018/2020 EIMA President



REGISTRATION INFORMATION

Registration Fees for the 2019 Annual Meeting:

EIMA Members - \$585

Non-Members - \$725

EIFS Contractors - \$435

AIA Architects - Complimentary

Golf Tournament:

Greens Fees: \$195

Club Rental: \$60

To register, please go to:
www.eima.com/events

SCHEDULE OF EVENTS

Tuesday, March 19

9:00 am – 5:00 pm	ISO Meeting on World-Wide EIFS standardization <i>(by invitation only)</i>
6:30 pm	Board of Directors Dinner <i>(by invitation only)</i>

Wednesday, March 20

8:30 am – 12:30 pm	Board of Directors Meeting <i>(by invitation only)</i>
12:30 pm – 2:00 pm	Meet 'n Greet Luncheon
2:30 pm – 3:45 pm	Opening General Session
2:30 pm – 2:45 pm	Opening Remarks and Welcome Presented by Peter Daechsel, 2018/2020 EIMA President
2:40 pm – 3:45 pm	Keynote Address "Start with Why" Presented by Heath Slawner
3:45 pm – 4:00 pm	Refreshment Break / Networking - EIMA Lounge
4:00 pm – 5:30 pm	"EIFS in the Residential Market"
5:30 pm	Cocktail Reception
7:15 pm	Members Dinner and EIFS Hero Awards Ceremony

Thursday, March 21

7:30 am – 9:00 am	Contractors Committee and Board of Directors Breakfast <i>(by invitation only)</i>
7:30 am	Membership "Rise and Shine" Networking Breakfast - EIMA Lounge
9:00 am – 11:15 am	General Education Session "Standards Development" - John Edgar "Where We're Going: A Public Affairs and Advocacy Update" - Scott Robinson
11:45 am	Lunch
1:00 pm	Shotgun Start - Annual Duncan Crowther Memorial Golf Tournament
5:30 pm	19th Hole Reception, Awards Ceremony, and BBQ at the Rodeo

Friday, March 22

7:30 am – 9:00 am	Associate Member and Technical Committee Breakfast <i>(by invitation only)</i>
7:30 am – 9:00 am	Contractors, Distributors, and Board of Directors Breakfast <i>(by invitation only)</i>
9:00 am	Closing General Session
9:00 am – 9:15 am	Executive Director's Report Presented by Dave Johnston
9:15 am – 10:00 am	Reports by Committee Chairs Advocacy and Industry Relation - Eric Smith Communications and Education - Barbara Catlow Membership - Michelle Leader Technical and Research Steering - Terry Viness Contractors Committee - Sarah Aird
11:00 am	General Discussion and Closing Remarks Adjournment



Come one, come all to the comfortable EIMA Lounge...a place where meeting attendees 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. **BACK BY POPULAR DEMAND**, EIMA Lounge sponsors will be provided a 6' draped table for use in displaying promotional materials – table-top displays are allowed!

EIMA Lounge Hours

Wed., March 20: 3:00 pm - 6:00 pm

Thurs., March 21: 7:30 am - 11:00 am

Fri., March 22: 7:30 am - 11:00 am

OPENING GENERAL SESSION

Keynote Address

"Start With Why"

Presented by Heath Slawner



Wednesday, March 20 • 2:45 pm – 3:45 pm

"Everyone has a WHY. Do you know yours? The WHY is the purpose, cause or belief that drives every one of us. The whole concept of WHY is grounded in the tenets of the biology of human decision making. How the Golden Circle works maps perfectly with how the brain works."

-Simon Sinek

First introduced in 2009 in a TED Talk, Simon Sinek's "Start With Why" concept has swept the nation. Heath Slawner, one of the "Ignitors" in Sinek's organization, is a passionate speaker whose gift lies in connecting people and ideas with creative energy. With his work at the intersection of leadership, influence and trust, Heath vividly shares insights and perspectives that help others take performance to the next level.

Ever optimistic, Heath believes that trust and purpose are at the center of it all. When we're clear about why we're here, where we're going, who we serve and how we're getting there, people start to feel valued and fulfilled. Consequently, we will choose to do our best work and collectively bring bold visions to reality. Driven by the belief that people thrive when they are united by a shared sense of purpose, Heath joined the Start With Why team in 2015 and continues to work with organizations to drive change, enhance leadership, and strengthen workplace culture.

Heath has a degree from the Wharton School of Business. He works with clients across the world in a variety of industries including government, international affairs, consumer products, restaurant, hospitality, telecommunications, education, non-profit, financial and banking services. Heath lives in Montreal, Canada

To learn more about Start With Why, go to <https://startwithwhy.com>

SPECIAL EVENTS

Members Dinner and EIFS Hero Awards Ceremony **Wednesday, March 20 · 7:15 pm**

In its seventh 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. New this year is the addition of the prestigious EIFS Hero Awards Ceremony, which will immediately follow dinner.

EIFS:
A hero hidden
in plain sight.

ANNUAL DUNCAN CROWTHER MEMORIAL GOLF TOURNAMENT

Thursday, March 21

Noon – 6:00 pm

The Woodlands Resort

1:00 pm Shotgun Start

Greens Fees – \$195

Club Rental – \$60



The Woodlands Resort's beautiful signature course, Panther Trail™, offers undulating greens, large greenside and fairway bunkers, gently rolling fairways and tall Carolina Pine lining every hole.

Originally designed by Joe Lee and Robert Von Hagge, Panther Trail was completely renovated in 2002 by Roy Case. The sleek course presents innovative new contours, stunning water features and lush fairways framed with native grasses and over 20 acres of Texas wildflowers. With four tee placements on each hole, it's a sensational experience for golfers of all skill levels. As it wraps around the Forest Oasis: Lazy River & Waterpark, tennis center and restaurants, Panther Trail delivers a true resort course experience. Described as both "demanding and scenic," the course is highlighted by an 18th hole which has received praise as the "Best Par 4 in Houston."



WELCOME TO THE WOODLANDS!

A mere 30 minutes from downtown Houston, Texas, a world of intoxicating beauty awaits. Tucked away within the Texas Piney Woods on 28,000 acres of natural forest, The Woodlands Resort is an exceptional venue for the 2019 EIMA Annual Meeting.

The property's soothing forest landscape is overflowing with exciting resort amenities including two on-site championship golf courses, a world-class tennis center, multiple pool areas, an indulgent spa, a fitness center and a vast network of walking and biking trails. The Forest Oasis: Lazy River & Waterpark is full of fun and water adventure.

At The Woodlands Resort, you'll find everything you need to keep yourself content without ever leaving the warm, modern surroundings. However, should you want to venture out, you are just a quick shuttle ride away from world-class shopping, dining and entertainment. Discover a resort in Texas that is close to home, but seems worlds away.

Accommodations

The official headquarters of the 2019 EIMA Annual Meeting is The Woodlands Resort located at 2301 North Millbend Drive, The Woodlands, Texas. The resort's well-appointed guest rooms offer all the comforts of home and feature captivating views of lakes, dazzling pools or tree-lined fairways.

EIMA meeting attendees are extended a special group rate of **\$229.00/night, plus a daily resort fee of \$20.00. Applicable state and local taxes apply (currently 15%).** The daily resort fee will cover several amenities including guest room internet access, 2 bottled waters, self-parking, access to the Forest Oasis: Lazy River & Waterpark, access to the fitness center, access to golf practice facilities, golf bag storage, transportation to/from The Woodlands Mall and Market Street, access to jogging trails, daily activities for kids and adults, local and long distance calls, intra-resort transportation, and access to Cool Water 2.0 game room.

Check-in: 4:00 PM

Check-out: 11:00 AM

Friday, February 22, 2019 at 5:00 PM (EST) is the cut-off date for room reservations, or earlier if the block of rooms sells out. There are two ways to make a reservation.

1. Click on this link:

[https://www.myhotelreservation.net/b/hahouwrh/HAHOUWRH/?i=WWGRP003A&rac=*G03\\$&f=2019-03-20](https://www.myhotelreservation.net/b/hahouwrh/HAHOUWRH/?i=WWGRP003A&rac=*G03$&f=2019-03-20)

The link will default to the arrival date of 3/20/2019, you can then modify arrival and departure dates accordingly, select search, then book now on the room type.

2. Phone reservations can be made by calling **1-800-433-2624**, select option 2, and reference the **Group name EIMA Annual Meeting and Booking ID 86922** in order to secure the group rate.

Getting There

Located just 30 minutes from downtown Houston, Texas, The Woodlands Resort is easily accessible from George Bush Intercontinental Airport, located 25 minutes away.