

# 1 INDUSTRY TEAM



## HEADED FOR THE FUTURE

2019 EIMA Annual Meeting

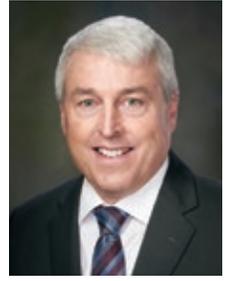


**March 19-22, 2019**  
The Woodlands Resort  
The Woodlands (Houston), Texas

#EIMA19

Dear Members and Friends of EIMA:

On behalf of the members and Board of Directors, I welcome you to the 2019 Annual Meeting here at The Woodlands 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. Since last year’s theme of ‘One Industry Team’ proved to be highly popular, we thought that we would retool it and give the annual meeting the title “One Industry Team – Headed for the Future” which highlights where the future for EIFS lies –in residential and in international use. To put content behind our theme, we have a panel of homebuilders who will talk about the opportunities in the residential arena for EIFS. We will also have Mr. Ralf Pasker, managing director of the European Association for ETICS, talk about how external insulation systems are used in Europe.

Throughout the three day event, we will have a program full of relevant events for each of our member categories. We have added a breakfast meeting for our Associate Members so that they can discuss matters with the EIMA Technical Committee. For everybody in attendance, our keynote speaker, Heath Slawner, is with the Simon Sinek organization and will address the idea of “Start With Why.” This address is highly stimulating and is not to be missed.

We have found more ways to expand the number of networking opportunities, which are a high priority for those attending the annual meeting. The annual Duncan Crowther Golf Tournament, where competitors play for the coveted EIMA Cup, is always a major part of the meeting. This year, we will play at The Woodlands famed Panther Trail Course, while non-golfers can take advantage of The Woodlands many recreational opportunities. One activity for non-golfers that EIMA has lined up is EIMA’s first-ever Bingo tournament (top prize: \$100 gift card), that will be held just prior to and flow into the 19th Hole Reception on Thursday, March 21. This reception will be held just prior to the “EIMA Rodeo Dinner.”

Attendees will leave Houston 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,  
Peter Daechsel  
*BASF Wall Systems*  
*2018/2020 EIMA President*

## Registration Hours

### Wednesday, March 20

Noon – 5:00 pm.....Lakeside Foyer

### Thursday, March 21

7:30 am – 11:00 am.....Lakeside Foyer

# Schedule

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## Tuesday, March 19

9:00 am – 5:00 pm      **ISO Meeting on World-wide EIFS Standardization**      Pecan  
*(by invitation only)*

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## Wednesday, March 20

8:30 am – 12:15 pm      **Board of Directors Meeting**      Pecan  
*(by invitation only)*

12:30 pm      **Meet 'n Greet Luncheon**      The Glass

2:30 pm – 3:45 pm      **Opening General Session**      Lakeside

2:30 pm – 2:45 pm      **Opening Remarks and Welcome**  
Presented by Peter Daechsel, 2018/2020 EIMA President

2:45 pm – 3:45 pm      **Keynote Address**  
*"Start With Why"*  
Presented by Heath Slawner

3:45 pm – 4:00 pm      **Refreshment Break / Networking**      EIMA Lounge  
Pines

4:00 pm – 5:30 pm      **"EIFS in the Residential Market"**      Lakeside

5:30 pm      **Members Reception**      Wharf Terrace

7:15 pm      **Members Dinner and  
EIFS Hero Awards Ceremony**      Emerald Ballroom

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## Thursday, March 21

7:30 am – 9:00 am      **Contractors' Committee and  
Board of Directors Breakfast**      Pecan  
*(by invitation only)*

8:00 am      **Membership "Rise and Shine"  
Networking Breakfast**      EIMA Lounge  
Pines

9:00 am – 10:15 am      **"FOUR Principles for  
Developing Value Propositions"**      Lakeside

Presented by:  
Pradip Kumar Krishnadevarajan, Ph.D.  
Co-Founder, Global Supply Chain Laboratory  
Faculty, Industrial Distribution Program, Texas A&M University

Dr. Senthil Gunasekaran  
Assistant Director, TJR Center for  
Distribution Research & Education  
Faculty, ID Program, Texas A&M University

10:15 am – 10:30 am      **Refreshment Break / Networking**      EIMA Lounge  
Pines

10:30 am – 11:00 am      **EAE and ETICS in Europe**      Lakeside  
Presented by Ralf Pasker  
Managing Director  
European Association for ETICS (EAE)

# Schedule

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<b>11:00 am – 11:30 am</b>	<b>The ISO Standardization in EIFS Future</b> Presented by John Edgar	<b>Lakeside</b>
<b>11:30 am – 11:40 am</b>	<b>Update on Authorizing the Use of EIFS</b> Presented by Scott Robinson EIMA Staff	<b>Lakeside</b>
<b>11:40 am</b>	<b>EIMA Meetings Adjourn</b> <b>Lunch on Your Own and Free Time</b>  The Woodlands Resort’s soothing forest landscape is overflowing with exciting resort amenities including 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. If you choose to venture off property, a free shuttle is available to take you to nearby world-class shopping, dining and entertainment.	
<b>Noon – 5:30 pm</b>	<b>Annual Duncan Crowther Memorial Golf Tournament</b>	<b>Panther Trail Course</b>
<b>12:00 – 1:00 pm</b>	Boxed Lunch and Practice at the Driving Range	
<b>1:00 pm</b>	Shotgun Start	
<b>4:00 – 5:00 pm</b>	<b>EIMA Bingo Tournament</b>	<b>Vista Lounge</b>
<b>5:30 pm - 8:00 pm</b>	<b>19th Hole Reception and “EIMA Rodeo”</b>	<b>Vista Dining/Lounge North Wing</b>

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## Friday, March 22

<b>7:30 am – 9:00 am</b>	<b>Associate Member and Technical Committee Breakfast</b> <i>(by invitation only)</i>	<b>Pines</b>
<b>7:30 am – 9:00 am</b>	<b>Contractors, Distributors, and Board of Directors Breakfast</b> <i>(by invitation only)</i>	<b>Pecan</b>
<b>9:00 am</b>	<b>Closing General Session</b>	<b>Lakeside</b>
<b>9:00 am – 9:45 am</b>	<b>By the Numbers: Will EIFS Work in the Residential Marketplace?</b> Presented by Ed Hudson <i>Homebuilders Innovation and Research Labs</i>	
<b>9:45 am – 10:00 am</b>	<b>Executive Director’s Report</b> Presented by Dave Johnston	
<b>10:00 am – 10:45 am</b>	<b>Reports by Committee Chairs</b> Advocacy and Industry Relations – Barbara Catlow Communications and Education – Carter Benjamin Membership - Michelle Leader Technical and Research Steering - Terry Viness Contractors – Sarah Aird Distributors – Dave Neff	
<b>11:00 a.m.</b>	<b>General Discussion and Closing Remarks</b> <b>Adjournment</b>	

**EIMA****LOUNGE**

***Come one, come all to the 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.

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

**Hours:   Wednesday, March 20:   3:00 pm – 6:00 pm**  
**Thursday, March 21:       7:00 am – 11:00 am**

## Thank You to our EIMA Lounge Sponsors



## 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 [www.startwithwhy.com](http://www.startwithwhy.com)

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***"EIFS in the Residential Market"***  
**Panel Discussion**

Wednesday, March 20 · 4:00 pm – 5:30 pm

Seasoned homebuilding marketing executive Cathy Gwynn will moderate and lead a panel of Houston area homebuilders in telling their experience with and impressions of Exterior Insulation and Finish Systems. Ms. Gwynn has been affiliated with the NAHB's Home Innovation Research Lab (HIRL) for many years serving as one of HIRL's senior and most experienced facilitators of focus groups for research in aspects of home construction products and systems. Most recently, she conducted the interviews for the focus groups that EIMA convened to learn of homebuilders' impressions of EIFS. Ms. Gwynn will be joined by 3 local homebuilders.

Sponsored by

**AWCIMEDIA**



***"FOUR Principles for Developing Value Propositions"***

Presenters:

**Pradip Kumar Krishnadevarajan, Ph.D.**

Co-Founder, Global Supply Chain Laboratory  
Faculty, Industrial Distribution Program, Texas A&M University

**Dr. Senthil Gunasekaran**

Assistant Director, TJR Center for Distribution Research & Education  
Faculty, ID Program, Texas A&M University

Thursday, March 21 · 9:00 am – 10:15 am

As digital disruption warps B2B industry from non-traditional competition (from big box/national/e-commerce) to customers' expectations to vendors' evolution, the traditional distribution business model is at a cross roads. Can you afford to plan and operate the same way you did few years ago? It is the time to move from denial to action. The impact is not uniform. Some industries are more prone to disruption than others – where is your industry in this spectrum? What should you do and what are the options? Especially, how should you transform your sales and marketing capability in terms of developing relevant customer



Pradip Kumar  
Krishnadevarajan, Ph.D.



Dr. Senthil Gunasekaran

value propositions? The session will start with a description of a changing industry landscape. In this new state, customers expect a sales force to not only meet their needs, but to bring value as independent, value advisors. Today more than ever, salespeople must integrate the vendor's and distributor's resources – finance, operations, sales, and marketing – to solve customers' problems. The increasing focus on value-driven business is pushing sales reps to become true knowledge workers. Clearly, our salesforce is not equipped to do this effectively. How should we enable them? The answer is marketing, or customer development, as few companies call it. The session will present FOUR actionable principles to equip you with tools required to be consistently relevant to your channel partners – manufacturers, distributors, contractors and customers.

### **EAE and ETICS in Europe**

Presented by Ralf Pasker  
Managing Director  
European Association for ETICS (EAE)

Thursday, March 21 · 10:30 am – 11:00 am

The European Association for ETICS (EAE) held its 10th annual meeting last autumn. Ralf Pasker, the Managing Director of EAE, will tell you of the organization's formation, what ETICS are, and who the members of EAE are. He will provide information on the accomplishments of the EAE and on how his members are working together to harmonize the differing European requirements for the varying external insulation systems as well as commenting on how similar the European ETICS and North American EIFS markets are.

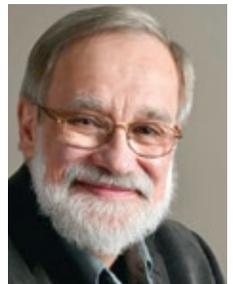


### **The ISO Standardization in EIFS Future**

Presented by John Edgar

Thursday, March 21 · 11:00 am – 11:30 am

Since establishing his own consulting firm, EIFS industry veteran, John Edgar, has been providing advice and guidance to International Organization for Standardization (ISO) in its efforts to develop EIFS standards that can be used worldwide. He will report on the purpose of ISO, how it develops standards, and its importance to marketplaces around the world. Mr. Edgar will tell us the current status of developing standards for EIFS and how much they may change how EIFS are designed and applied in the United States.



### **By the Numbers: Will EIFS Work in the Residential Marketplace?**

Presented by Ed Hudson  
Director, Market Research Division  
Homebuilders Innovation and Research Labs

Friday, March 22 · 9:00 am – 9:45 am

Ed Hudson will report on EIMA funded research on the use of EIFS in the residential market. The initial phase focused on 11 decision makers from the residential market and their viewpoints of EIFS. The current phase that just concluded surveyed 400 individuals in the residential market who are considered decision-makers and are familiar with EIFS. Don't miss this presentation as this will be the first time these results will be seen by EIMA members.



# Special Events

## Members Dinner and EIFS Hero Awards Ceremony



Wednesday, March 20 · 7:15 pm – 9:30 PM

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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 Project Awards Ceremony, which will immediately follow dinner. After a 12 year hiatus, EIMA re-established its project awards program for buildings clad in Exterior Insulation and Finish Systems (EIFS). An elite jury of three (pictured below) judged the entries. The Hero Award winners will be announced publically for the first time during the awards ceremony, and the EIFS project winning the esteemed "2018 Hero of the Year" will be named.



Jeffrey L. Beard, Ph.D.  
Associate Professor of  
Construction, Engineering,  
and Project Management  
and Systems Engineering  
Drexel University



Ernie Conrad, PE  
Conrad Engineers



Barry Yatt, AIA  
Professor-emeritus,  
School of Architecture  
The Catholic University of  
America

## Annual Duncan Crowther Memorial Golf Tournament

Thursday, March 21 · Noon – 5:30 pm  
1:00 pm Shotgun Start  
The Woodlands Resort  
Panther Trail Course

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."



# Bingo Tournament

Thursday, March 21 · 4:00 pm – 5:00 pm

Are you competitive? Does your head turn whenever you hear about another tournament? If so, the perfect counter-event for those not looking to swing their golf clubs is the first ever EIMA Bingo Tournament. Yes, hearing "B-5, N-3..." might not seem chock full of entertainment, but when there's a \$100 gift card at stake, it's easy to feel the urge to fill in squares. There's no need to sign-up or pre-register, just be ready on Thursday afternoon and head to the Vista Lounge. Remember to bring your charms and other good luck tokens, this tournament is bound to bring out your competitive spirit!



## 19th Hole Beverages and EIMA Rodeo

Thursday, March 21 · 5:30 pm – 8:00 pm

A Good 'Ole Fashioned Rodeo...Kind of. Have you ever ridden a bull or a bronco in front of your friends and co-workers? No? Well, you probably won't here either, but after an afternoon of golf and Bingo, it's time to unwind...at the rodeo. Drinks and BBQ favorites will help nurse the wounds or mark the triumphs from the golf course. While packed full of fun, the evening gathering will provide attendees with the perfect setting to relax and enjoy some good 'ole Texas hospitality.



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# Thank You To Our Sponsors

**EIFS in the Residential Market**



**Members Reception**



**Members Dinner and EIFS Hero Awards Ceremony**



**"Rise and Shine" Networking Breakfast**

**19th Hole Beverages and EIMA RODEO**

**Contractors' Committee and Board of Directors Breakfast**



# Thank You To Our Golf Tournament Sponsors

## Tournament Sponsor

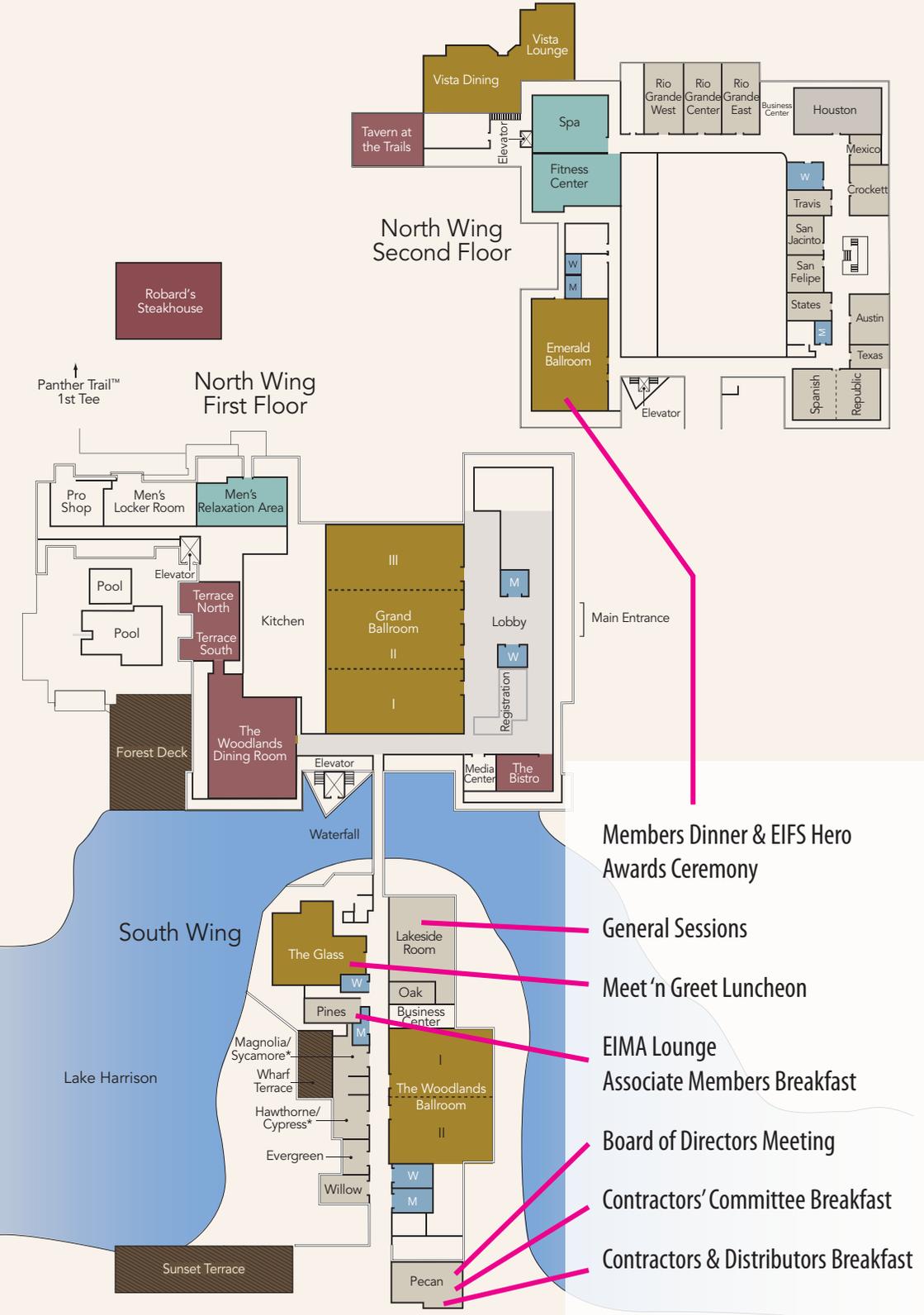


## Hole Sponsors





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