EIMA Ramps Up for National Advocacy Effort

EIMA is gearing up for a broad new initiative that is intended to elevate the profile of exterior insulation and finish systems with gatekeeper audiences in the real estate, design, and construction industries. The kick-off for this initiative was on August 24th when EIMA’s Advocacy and Industry Relations Committee met to discuss and develop the strategy for the initiative at EIMA’s Falls Church, Virginia office, just outside of Washington, DC.

In elaborating on his vision for this effort, EIMA President Buck Buchanan said: “The purpose of this initiative is to keep EIFS in the forefront of everyone’s mind when they think of energy-efficient, green, and attractive exterior wall claddings.” He added that EIMA is now in the position to take advantage of the nation’s focus on conservation of energy and the desire to put environmental awareness into practice. An example of this positioning is the relocation of EIMA’s national office to the Washington, DC area which allows EIMA to strengthen its resource pool and to be closer to the decision makers, particularly those in federal awarding and regulatory agencies as well as national model building code and energy-efficiency standards development organizations.

EIMA’s Advocacy and Industry Relations Committee will provide oversight of this effort which includes the recruitment of additional organizations that will add its support for the need for continuous exterior insulation.

EIFS Educational Slide Show Published

For the past year, EIMA’s Communications and Education Committee has been creating an educational slide show about EIFS, and on October 20, the show was officially published on Hanley Wood’s website. EIMA partnered with Hanley Wood to create a presentation that is both informative and offers the American Institute of Architects (AIA) continuing education credits. Because EIFS are an energy efficient building system, the slide show will also be submitted to the U.S. Green Building Council to be considered for LEED AP course accreditation approval. To view the slide show, visit: www.hanleywooduniversity.com/learn6.asp?courseid=584.

Calendar
• Design-Build Conference & Expo, Las Vegas, NV: Oct. 18-20
• ICC Hearings on Energy Conservation Code, Charlotte, NC: Oct. 25-31
• NAIOP Annual Meeting for Commercial Real Estate, Orlando, FL: Oct. 27-29
• EcoBuild America, Washington, DC: Dec. 6-10
The Technical and Research Committee’s steering advisory group met in conjunction with the meeting of ASTM’s E 06 Performance of Buildings Committee. A number of issues were addressed by the Technical Committee including the material properties reports that need to be received by EIMA from Oak Ridge National Laboratory on Phase I and II of EIMA’s joint study of exterior wall performance, progress on the research on steel framed exterior walls, and the upcoming International Code Council’s energy conservation code hearings in Charlotte later this month. Also discussed was the status of the draft ASTM standard on Inspection of EIFS and reviewing the title and scope of the proposed ASTM standard on preformed/precoated foam shapes.

Communications and Education Committee members have been busy traveling across the nation to promote EIFS at a variety of industry conferences. In October, committee members traveled to the Design-Build Conference & Expo in Las Vegas, Nevada, and the NAIOP Annual Meeting in Orlando, Florida. Committee members continue to develop new EIMA literature and devise ways to advance EIFS among building owners, architects, building designers, government entities and construction managers. The Committee is gearing up for its final show, EcoBuild America, which will be held on December 6-10 in Washington, DC.

EIMA Benefit by Involvement at American National Standards Institute Meeting

During World Standards Week held September 21-24, a meeting of the American National Standards Institute’s (ANSI) Organizational Members Forum was held.

EIMA is a member of ANSI and is an ANSI accredited standards development organization (SDO) due to its development and publishing of the American National Standard for Exterior Insulation and Finish Systems, ANSI/EIMA 99-A-2001. Due to its investment in this standard, EIMA actively participates in the forum. This year’s forum focused on the recent changes to standard development procedures and how SDOs can navigate the challenging ANSI audit of SDO’s procedures. The presentation on this topic featured the top 10 errors SDOs make when developing a standard. ANSI/EIMA 99-A-2001 must be reviewed in 2011, otherwise it will lose ANSI accreditation, and EIMA will most likely lose its status as an SDO.

EIMA Participates in NAIOP Conference

EIMA will participate in the NAIOP Annual Meeting at The Peabody Orlando on October 27-29, 2010.

NAIOP, the Commercial Real Estate Development Association, is the leading organization for developers, owners and related professionals in office, industrial, retail and mixed-use real estate. A member of the EIMA staff, and a representative from each of the manufacturing members, will be at the conference to educate the NAIOP audience about the benefits of EIFS, including its place in the green building initiative and its cost-effective nature. For more information on the conference, visit: http://www.naiop.org/conferences/development10/index.cfm

EIMA promotes EIFS at the Design-Build Conference & Expo, NAIOP Annual Meeting and EcoBuild America
**Participate in the Beyond Green Awards Program 2010**

The Sustainable Buildings Industry Council (SBIC) seeks applicants for the Beyond Green High-Performance Building Awards. The awards program recognizes entities that shape the high-performance building market and construction practices. Applicants will be evaluated on a variety of factors, including cost-effectiveness, safety, accessibility, functionality, productivity, beauty and sensitivity to historic needs. SBIC will recognize winners in the following categories:

**High-Performance Buildings:** Commercial buildings, government buildings, residences or schools that have been completed in the past three years. This category includes renovations and retrofits.

**High-Performance Initiatives:** This category will examine policy programs, research and construction process, educational initiatives and consumer awareness efforts.

**Greg Franta Memorial Award:** Recognizes a person or organization that has demonstrated an outstanding contribution to high-performance sustainable building design and construction.

For more information go to: http://www.sbicouncil.org/

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**Model Building Code Corrects EIFS Section**

The International Code Council (ICC) has issued a correction to the 2009 International Building Code (IBC) that slightly revises the section governing the use of EIFS, Section 1408. The small correction, known as an ‘Errata’, specifically revises Section 1408.4.1, ‘EIFS with drainage’, which should now read: ‘EIFS with drainage shall have an average minimum drainage efficiency of 90 percent when tested in accordance with the requirements of ASTM E 2273 and is required on framed walls of Type V construction, Group R1, R2, R3, and R4 occupancies.’ The revision was made to clarify that the provision applies only to residential occupancies constructed with any framing materials permitted in the IBC. The errata was published on March 22, 2010.

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**EIMA Members Offered Savings at EcoBuild America**

EIMA will showcase the energy efficiency of EIFS at EcoBuild America, a high-performance building conference in Washington, DC on December 6 – 10, 2010. The conference will host a large government construction audience, and is held in coordination with the High Performance Building Congressional Caucus Coalition (HPBCCC).

EcoBuild America will explore trends in green technology, high performance building, sustainable design, energy efficiency, smart building and security. Because EIMA will exhibit at the conference, EcoBuild America will offer EIMA members a 15% conference discount, or free exhibit and keynote admission.

For more information, visit EIMA’s homepage at: www.eima.com.
CONTRACTOR PROFILE: BILL DICK,
PRESIDENT OF BRADLEIGH APPLICATIONS

What’s the key to Bradleigh Applications success? Finishing the project on schedule. “We don’t shy away from schedule requirements,” says Bill Dick, president and owner of Bradleigh Applications. “If the schedule is within reason, we try to meet the clients’ demands. I’ve learned that goes a long way.”

The company has a record of 100 percent completed projects, Dick says. “There are a number of reasons why a company might not finish a job from beginning to end, but we haven’t ever had any of those issues.” This superior reputation has helped the company earn most of its business. In fact, essentially all of their work is by referral, Dick adds. Even though Bradleigh Applications is located in Columbia, Maryland, the company continues to accept projects in Florida, Texas, Nevada and Colorado. Currently, the company is completing an Embassy Suites in Denver, Colorado. Dick isn’t just focused on commercial projects. His company has also been working on a variety of government projects, including a National Security Agency building in San Antonio, Texas.

For more information about Bradleigh Applications, call: (410) 489-7503.

EIIFS Addressed at AWCI Fall Conference

EIMA will exhibit at the Design-Build Conference & Expo on October 18-20, 2010 at Caesars Palace in Las Vegas. The conference is sponsored by the Design-Build Institute of America (DBIA), and EIMA members will be working on-site as representatives in the booth.

A variety of industry insiders are expected to attend the conference, including architects, construction managers, government public works officials, design-builders and most importantly, project owners.

EIMA plans to display a variety of EIFS literature at the event, including a new handout detailing the contact information and location of each of its contractor members.

For more information on this conference, visit: http://www.designbuildexpo.com/index.cfm

EIMA will exhibit at the Design-Build Conference & Expo on October 18-20, 2010 at Caesars Palace in Las Vegas.

EIIFS was a major topic of discussion at the recent AWCI Industry Executives’ Conference in Tucson, AZ on September 28 – October 2. The AWCI EIIFS Curriculum and Examination Committee discussed how EIMA and AWCI could collaborate to increase the number of persons attending the AWCI EIIFS ‘Doing it Right’ program and agreed that all options should be explored.

EIMA Executive Director Dave Johnston spoke at the Construction Technology Council’s EIIFS and Related Products Committee and provided an update on current EIMA initiatives, particularly those related to research.

Phase III of the Oak Ridge National Laboratory study is almost complete, and the research with the Steel Framing Alliance is still in progress. He also noted the potential for further advancement of EIIFS at the ICC energy, conservation code hearings.

Promoting Contractors at Design-Build Conference & Expo

EIMA Executive Director Dave Johnston presenting at AWCI’s EIIFS & Related Products Committee
DISTRIBUTOR PROFILE: DAVE NEFF, PRESIDENT OF MANNING MATERIALS CORPORATION

“Manning Materials isn’t just another lumber yard,” says Dave Neff, President at Manning Materials Corporation. “We’re more of an architecturally driven environment with specialty products.”

Located in Birdsboro, Pennsylvania, Manning Materials has been distributing Dryvit products for over 36 years, and in these challenging times, diversification of its product line has helped the business stay on solid ground. EIFS is one of the company’s largest product lines, but it also specializes in products that compliment EIFS, including an ICF line, various trims and a full line of Dow weatherization products. Although Neff admits that the upcoming winter months could be difficult, he says he has noticed an influx in government-funded work, including projects at Army bases and local parks. “EIFS is still one of the most economical and cost-effective building products on the market today, and I think others are starting to realize that same point,” he says.

Manning Materials has a wide distribution area, covering parts of Pennsylvania, New Jersey, Northern Maryland and Northern Delaware. Visit Manning Materials at: www.manningmaterials.com

U.S. INTEREST RATES REMAIN STEADY

The Federal Reserve’s Federal Open Market Committee (FOMC) decided at its August meeting to maintain the target range for the federal funds rate at 0 to 1/4 percent. The federal funds rate is the interest rate at which depository institutions lend balances at the Federal Reserve to other depository institutions overnight. The FOMC continues to anticipate that economic conditions, including low rates of resource utilization, subdued inflation trends, and stable inflation expectations, are likely to warrant exceptionally low levels for the federal funds rate. FOMC also notes that investment in nonresidential structures continues to be weak. Changes in the federal funds rate trigger a chain of events that affect other short-term interest rates, including the discount rate, the rate charged to commercial banks and other depository institutions on loans they receive from their regional Federal Reserve Bank.

BUREAU OF THE CENSUS’S MANUFACTURING AND TRADE INVENTORIES AND SALES REPORT

According to the U.S. Bureau of the Census in making its announcement of monthly Manufacturing and Trade Inventories and Sales data for on October 15, trade inventories for all businesses grew in August 2010 by almost 4 ½ percent over the previous year. Inventories for all businesses grew by almost 6 tenths of one percent from July 2010 to August 2010. Inventories in the category of ‘Merchant Wholesalers’ grew by a little more than 4 ½ percent, 4.6 percent, in August 2010 over August 2009.

Inventories in this category grew by a little less than 3 tenths of a percent, 2.7 percent, from July 2010 to August 2010. The Bureau of the Census reports this data on a monthly basis. To view the entire monthly sales data, visit: www.census.gov/mtis/
About EIMA

The EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors and applicators involved in the exterior insulation and finish systems (EIFS) industry. EIMA is the recognized authoritative source for information about exterior insulation and finish systems (EIFS) and provides industry representation for its members.

For information on joining EIMA, please contact Dave Johnston at (703) 538-1616,

WELCOME NEW EIMA MEMBERS

EIMA extends a most cordial welcome to its new members joining since August 30, 2010.

American Building Materials of South Florida  Kenseal Construction Products
Matt Dutcher  Ken Lippmann
Deerfield Beach, Florida  Long Island City, New York

Chicago Masonry Construction, Inc.  Wal-Mark Contracting Group, LLC
Joseph Volker  Kevin Barnhart
Elmhurst, Illinois  Tampa, Florida

AWCI URGES EIFS CONTRACTORS TO BECOME EIFSmart

Be ready for the future by participating in AWCI’s EIFS Doing It Right® program today.

There is legislation on Capitol Hill that will establish high energy efficiency requirements for buildings along with the provision for an enforcement mechanism. This enforcement mechanism would use the 2012 International Energy Conservation Code. The IECC will establish enhanced thermal requirements for exterior walls. EIFS is one system that can meet these requirements.

The Program
EIFS—Doing It Right is an education and certificate program for EIFS Inspectors, EIFS Industry Professionals and EIFS Mechanics. The two-day course focuses on generic EIFS installations according to industry standards. Those who meet the pre-qualifications, attend the course sessions and pass the certification exam earn a nationally recognized credential. Inspectors and Industry Professionals must attend the live course; Mechanics may attend the course or complete the self-study version.

More than 6,000 individuals have participated in the program since its inception 12 years ago.

For additional information and to apply, go to www.awci.org/EIFS, send e-mail to eifs@awci.org or call (703) 538-1612.

San Diego, CA  Feb. 7-8, 2011  (Concurrent with Steel—Doing It Right ®)
Minneapolis, MN  June 6-7, 2011

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