EIMA Battling Proposed Land Use Ordinances in Colorado

EIMA is battling proposed land use ordinances in Fort Collins and Windsor, Colorado, which seek to prohibit most EIFS construction along the I-25/395 interchange. The ordinance would allow for brick and synthetic stone construction, but excludes EIFS because of its “aesthetic appearance.” EIMA was quick to inform city officials that EIFS can mirror a variety of other wall claddings, including those permitted by the proposed ordinance. Photos were sent to city council members along with a three-page letter detailing the benefits of EIFS. Colorado-based EIMA members are organizing a unified effort to challenge the proposed ordinance and have publicly addressed their concerns at the Windsor town board meeting on February 14 and the Fort Collins city council meeting on March 1. Mark Austin (BASF), James Mercer (Parex USA), Jim Whitfield (Parex USA), Clint McClurg (Jones Heartz Lime, Co.—Dryvit), Bill Pelissier (Sto Corp.) and Joe Williams (Building Specialties Inc.—BASF) are behind this effort. City council members in both Fort Collins and Windsor will decide later this month whether they will allow the proposed ordinance to be amended and ultimately allow EIFS construction. EIMA is committed to challenging these ordinances and will tackle similar problems across the country.

EIMA Hails Better Buildings Initiative

EIMA is hailing the Administration’s announcement of its Better Buildings Initiative. During the State of the Union address, the President called for investment in innovation, infrastructure and a clean energy economy. On February 3, following on his call for action in the State of the Union speech, the President announced a plan to improve the energy efficiency of existing commercial buildings 20 percent by 2020. This most recent proposal builds on the federal government’s investments in advancing energy efficiency, the establishment of an innovation cluster to examine energy efficient building systems and technologies, and the Executive Order requiring federal agencies to incorporate high-performance principles.
REMEMBERING MICHAEL SWEENEY

Michael Sweeney, media relations manager for Sto Corp., passed away on January 4, 2011. He was 47. Michael was responsible for public relations and advertising at Sto, where he worked for 10 years. His skills in developing a web of relationships with vendors and the media will be missed, but his humor and good nature will be missed even more. He was dedicated to Sto's future, and worked hard to create a better company and even more enjoyable working environment for all.

Michael had a long career in the building products industry. He served as communications director for the Greater Atlanta Home Builders Association; associate publisher and trade show manager of PK Marketing, Inc., where he was editor for Georgia Builder magazine; marketing manager for Hebel Building Systems, and editorial director for Electronic Packaging and Production magazine. He was a long-time member of the Public Relations Society of America.

Michael was active in the Knights of Columbus at St. Pius X Catholic Church in Conyers, Ga. He enjoyed camping with his family and teaching his daughter, Suzanna, how to play the tuba. Our hearts go out to his wife, Joyce, his daughters, Abigail and Suzanna, his parents, and his sister.

EIMA BEGINS DOCUMENTING EIFS RESEARCH

EIMA has retained a consultant to conduct a literature review of previous research that has been accomplished on exterior insulation and finish systems.

The purpose is to establish a benchmark of that research that has already been accomplished in order to determine what attributes of EIFS need to have validation, or in some cases revalidation, accomplished.

The review and the list of research that it renders will be a springboard to future new research, too. Already, the consultant has met with representatives of the Department of Energy and other contacts will be made with the National Science Foundation, the National Academies of Science, among others.

The project is estimated to be substantially completed by the 2011 EIMA Annual Meeting.

EIMA IS VICTORIOUS IN BATTING NEGATIVE EIFS-RELATED STORIES

At the end of 2010, EIMA noticed a string of stories posted on realtor websites that provided negative information about EIFS. More specifically, these articles warned California residents against purchasing condos constructed with EIFS because of potential moisture issues and mold growth. Concerned by the inaccurate statements contained in these stories, EIMA contacted the individual realtors who posted these articles and RISMedia, a provider of real estate information and news who disseminated the story. EIMA also provided accurate information about EIFS to the realtors and the media entities. Ultimately, RISMedia decided to pull the article from its site and apologized for publishing any editorial content that reflected negatively on the EIFS industry. EIMA continues to monitor and confront negative articles that impact our industry.

Don’t Forget to Renew your EIMA Membership for 2011
2011 General Session Will Offer Free Learning Unit for Architects

EIMA will be offering one free Health, Safety, and Welfare / Sustainable Design learning unit for architects at the General Session of its Annual Meeting on Tuesday, April 5 in Las Vegas. The General Session will serve dual purposes – it will provide helpful information for EIFS professionals about changes to the energy codes, and it will educate architects about these same issues while expanding their knowledge of EIFS.

Renowned scientist in the building envelope research area, Andre Desjarlais, will speak about Phase III of the Oak Ridge National Laboratory study on Exterior Wall Cladding Performance which addresses energy efficiency, temperature and moisture control.

Jay Crandell, owner of ARES Consulting and a consultant to the Foam Sheathing Coalition, will speak to how the 2010 International Energy Conservation Code will spark markets for continuous exterior insulation and EIFS.

Brenda Thompson, Manager of inspections at Clark County Development Services Building Division, has been invited to speak on how building codes have dramatically changed the appearance of the Las Vegas skyline.

EIMA encourages all of its architect members to attend this event.

The EIMA staff has also distributed invitations to architects in the Las Vegas area who might be interested in this educational opportunity.

90.1 Meeting Charts Course for 2013

The 90.1 Standing Standard Project Committee of the American Society of Heating, Refrigerating, and Air-Conditioning Engineers (ASHRAE) met during the ASHRAE convention in late January to begin work on the 2013 version of 90.1. The committee’s planning task force reported that the 2013 version of 90.1 should include elevated requirements to achieve a 40% energy savings over ASHRAE 90.1 – 2004.

The suggested size of increase in energy efficiency over 2004 alarmed many on the committee with the committee split equally on the issue. The Pacific Northwest National Laboratory projects that with the new changes in 90.1 – 2010, the standard achieves an energy savings of about 20 percent over the 2004 version. The ASHRAE elected leadership supports these elevated goals.

During discussion of the 2013 goals, a DOE representative stated that if ASHRAE does not move ahead with adoption of more stringent energy efficiency requirements, DOE was prepared to implement them by fiat.

EIMA Urging DOE Retrofit Study

EIMA is working with a few Congressional offices and with the Department of Energy to urge DOE to initiate a study of an exterior wall cladding retrofit project that is done with EIFS.

The big reason why a study by DOE on EIFS retrofit should be accomplished is because it will advance not only EIFS and the EIFS industry but will also provide the U.S. with significant energy savings.

Since DOE is impartial and a highly credible source of information on energy efficiency, a study by DOE, which documents the energy savings as well as the potential impediments in its application, would be a big boost for EIFS retrofit and validation for this process.
The media praised the Carmel City Center, in Carmel, Indiana, as a grand masonry building. What most didn’t realize was this massive retail, office and residential structure was actually constructed with quite a bit of EIFS. Rob Little, Vice President of Little Construction located in Greenfield, Indiana, was the contractor behind this project. Little said that individuals in the local masonry industry were happy to get the extra publicity.

EIFS gave the Carmel City Center architects the flexibility to create the structure exactly how they wanted without the added cost of masonry. “The City Center had a lot of fancy crown moldings, and the architects wanted these details to be larger. These crown moldings couldn’t be done with actual limestone because you can’t buy a piece that large. The options are unlimited with EIFS,” Little said.

Opened in 1977, Little Construction continues to succeed in the EIFS industry because of its business foresight. Years ago, Little Construction started producing prefabricated EIFS panels, and this proved to be a lucrative business venture. Although Little admits that not all projects can be panelized, he says panelization can allow for better application and fewer problems with natural contaminants.

For more information, visit: http://www.littleconstruction.net/little_about_lci.html

Home Construction on the Rise

The number of new homes being built in January rose 14.6% to an annual rate of 596,000, the Commerce Department reported. In December, there were about 520,000 housing starts. The main reason for the rise in new home construction centered around an increase in apartment construction and buildings with five or more units. Construction of single-family homes has remained flat in the past few months. However, good news seems to be on the horizon for the construction industry: David Crowe, chief economist with the National Association of Home Builders, says he expects new home construction to improve in 2011. New residential construction data for February 2011 will be released on Wednesday, March 16.

EIMA Responds to Brick Industry

EIMA released a nationwide press statement on January 12 in response to a study sponsored by the Brick Industry Association which tested a variety of wall-claddings, but excluded EIFS. The study compared moisture resistance among eight residential exteriors, and concluded that brick veneer had the highest moisture resistance and dryness. “The omission of EIFS from the research is disappointing and shows that the research is really incomplete,” said David Johnston, EIMA’s Executive Director. “EIFS have been proven to be the best wall cladding in moisture control and energy efficiency in studies conducted by Oak Ridge National Laboratory, and not to include it in the research is a disservice not only to the design and construction industry, but to homeowners who want the best performing wall cladding.”

Contractor Profile: Rob Little, Vice President of Little Construction

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Andy Martinkus, Manager of Western Materials, an EIFS distributor, had a dilemma. There's an old building on his business's property that was constructed in the 1940s and needs a facelift. Instead of demolishing it and starting from scratch, Martinkus has decided to cover it with EIFS later this year. “Now it will be better insulated. Today, it’s nine-degrees outside, so we need all of the warmth we can get,” Martinkus said.

Western Materials has three Washington locations, Yakima, Wenatchee and Pasco. Each store operates its deliveries within an 85-mile radius of each location. Western Materials primarily does business in Washington, but also participates in the Oregon market. Martinkus thinks EIFS are a cost-effective system to improve both appearance and energy-efficiency during tough economic times. “It's hard to get the right financing. Instead of building a new house or office, people will opt for retrofit projects,” Martinkus said. “People are saying: I want a new building but I don't want to overextend myself. Where do I get the best value? With EIFS.”

Stan Martinkus, Andy’s father, started Western Materials in 1983 with business partner, Bill Douglas. Today, Andy and his brother Matt both work in this second-generation family business.

Visit: www.westernmaterials.com

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<th>DISTRIBUTOR NEWS:</th>
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Distributor Profile: Andy Martinkus, Manager of Western Materials, Inc.

DISTRIBUTORS BREAKFAST AT EIMA ANNUAL MEETING

EIMA distributor members who are attending the EIMA Annual Meeting in Las Vegas will be joined by EIMA contractor members at a breakfast on April 5th starting at 7:30 a.m.

The breakfast will feature information on the current state of insurance markets affecting EIFS and will afford those who attend an opportunity to express their opinion on what efforts EIMA can make to assist distributors and contractors. Also, EIMA Executive Director Dave Johnston will provide an update on current EIMA activities with a focus on how EIMA’s location in the Washington, DC area is elevating the profile of both EIFS and EIMA.

The breakfast is sponsored by Sto Corp.

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 December 2010 on February 15th, trade inventories for all businesses grew in December by just slightly over 8 percent over the previous year, 6.9 percent. Inventories for all businesses grew by a little over 8 tenths of one percent from November 2010 to December 2010. Inventories in the category of ‘Merchant Wholesalers’ grew by a little more than 10 percent, 10.5 percent, in December 2010 over December 2009. Inventories in this category grew by just shy of one percent, .98 percent, from November 2010 to December 2010. The Bureau of the Census reports this data on a monthly basis.
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 December 16, 2010.

Pure Form
Howard Hercules
Cisna Park, IL

DeStefano Architectural Group
Frank DeStefano
Midlothian, VA

Polsky Architects
Donald Polsky
Omaha, NE

Squires-Belt Material Co.
Brad Benson and Ralph Mendez
San Diego, CA

Agan Drywall Supply
Jason Ziegeldorf and Dan Konz
Sioux Falls, SD

JARCO Builders
Brenda Reicks and Jerry Reicks, Jr.
Sioux City, IA

Register for EIMA’s Annual Meeting, April 4-6, 2011 in Las Vegas

There’s still time to register for EIMA’s Annual Meeting in Las Vegas, Nevada, April 4-6, 2011. The meeting, held in conjunction with AWCI’s Convention and Intex Expo, will draw EIFS professionals, contractors, distributors, manufacturers, architects and a variety of other attendees from across the country.

Also, don’t forget to test your luck in the EIMA “Strike it Rich” Golf Outing. One group of golfers will be the first ever recipient of the “EIMA Cup”, a deluxe trophy that will be engraved with the winners’ names.

Annual Meeting registration is $165 for EIMA members and $215 for non-members. Participation in the golf outing is an extra $195. Rooms specials are still available at Paris Las Vegas.

Monday, April 4:

- 10:30 a.m. – 11:30 a.m. EIFS & Related Products Committee Meeting
- 2:00 p.m. – 4:00 p.m. EIMA Technical and Research Committee Meeting
- 4:30 p.m. – 5:30 p.m. EIMA Advocacy and Industry Relations Committee Meeting
- 5:30 p.m. – 7:30 p.m. EIMA’s Good Fortune Gala and Cocktail Reception

Tuesday, April 5:

- 7:30 a.m. – 8:15 a.m. EIMA Contractor and Distributor Members Breakfast
- 8:15 a.m. – 9:30 a.m. EIMA Communications and Education Committee Meeting
- 9:30 a.m. – 9:45 a.m. Coffee and Refreshment Break

Wednesday, April 6:

- 9:45 a.m. – 11:15 a.m. EIMA General Session: The EIFS Solution – Energy Efficiency and Curb Appeal
- 11:15 a.m. – 12:00 p.m. EIMA Membership Committee Meeting
- 12:00 p.m. – 6:30 p.m. EIMA “Strike it Rich” Golf Tournament

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