

EIFS BRIEFS

INSIDE THIS ISSUE:

<i>President's FY 2013 Proposed Budget</i>	2
<i>EIMA Promotes EIFS at HPBEER</i>	2
<i>Victory for EIFS in Florissant City, Missouri</i>	3
<i>EIMA Launches New Website</i>	3
<i>EIMA to Launch Social Media Plan</i>	3
<i>EIMA Information</i>	4
<i>EIMA Welcomes New Members</i>	4
<i>EIFS "Doing It Right"</i>	4

Calendar

- Associated General Contractors Convention in Honolulu, Hawaii: March 13-17
- AWCI Convention in Charlotte, North Carolina: April 15-19
- EIMA Annual Meeting in Charlotte, North Carolina: April 16-17

EIMA DEFENDS CONTINUOUS INSULATION DEFINITION

At the January 20th meeting of the Envelope Subcommittee of ASHRAE's 90.1 Special Standing Project Committee, which develops the most important "Energy Standard for Buildings Except Low-Rise Residential Buildings", EIMA stood up to defend the current definition of 'continuous insulation' as it appears in that standard. EIMA action was in response to a proposal from the American Iron and Steel Institute (AISI) which intended to allow more methods of attaching exterior cladding, like metal panels and brick. As the proposal had been pending for a year, the limit for acting on proposal, the subcommittee had to make a decision.

EIMA was supported by the Foam Sheathing Committee (FSC), and together they questioned the ther-

mal performance of continuous insulation using other attachments. After these points, the subcommittee acknowledged that there would be gradations of continuous insulation if the subcommittee approved the AISI proposal. The members of the subcommittee were perplexed how to allow these new attachments without permitting all types of attachments penetrating and interrupting the continuous insula-

tion, thus effectively negating the benefits provided by the current definition. Combined with the points made by EIMA and FSC, the subcommittee rejected the proposal. The subcommittee did agree to continue to look at ways to phrase the allowance of 'discreet' attachments of other wall claddings. The subcommittee acknowledged that only EIFS can meet the current definition.



2012 EIMA DUES INVOICES ARE IN THE MAIL MEMBERSHIP CERTIFICATES TO FOLLOW

The 2012 EIMA dues invoices are in the mail! Soon after the paid invoice is received here at EIMA, the 2012 EIMA Membership Certificate will be mailed to you so that you can display it and show your commitment to exterior insu-

lation and finish systems. You will also receive a 2012 date plate for your EIMA membership plaque. In addition to showing that you support EIFS, your membership shows that you support the EIMA Code of Ethics.



PRESIDENT'S PROPOSED FY 2013 BUDGET

The overall theme and objective of the President's proposed budget is to cut the National Debt by \$4 trillion over the next 10 years; while also pushing investment in green energy, infrastructure and other projects.

Currently the Administration has goals to make non-residential buildings 20% more energy efficient by the year 2020 and to improve building energy efficiency by 50% by 2030, in a cost effective manner.

Included in the proposed Department of Defense budget is \$1 billion for military energy conservation investments, which is up \$400 million from FY 2012. This will be used for projects such as retrofitting existing buildings, energy efficiency standards at new buildings and new renewable energy projects.

The budget proposal for the Department of Energy provides \$27.2 billion in discretionary funds, a 3.2 % increase above the FY 2012 enacted level. The Office of Energy Efficiency and Renewable Energy (EERE) will see an increase of funding to \$2.27

billion for applied research, development, and demonstration. While There will be \$310 million to improve commercial and residential building efficiency, this will be done through the President's Better Building Initiative to make non-residential buildings more energy efficient by catalyzing private sector investment. EIMA previously endorsed the Better Building Challenge, offering the industry's support in successfully helping them accomplish their goals, through the use of EIFS.

The Administration is also continuing to push energy efficiency upgrades for homeowners that would result in job creation. The President's Budget promotes the passage of HomeStar in Congress, which would give incentives to homeowners for making energy efficient upgrades and retrofits. If not HomeStar, the Administration is continuing to push other pieces of legislation that would incentivize energy efficient upgrades for

homeowners.

Further the budget includes funding to maintain and expand the deployment of new models of energy research pioneered in the last several years, including \$350 million for the Advanced Research Projects Agency-Energy, a program that seeks to fund transformative energy research.



Unfortunately upon the budget's release talk began calling it more of a political or campaign document for the coming year. Talk has continued that the proposed budget and other pieces of energy legislation might not even be voted on this calendar year.

*To register for the
EIMA 2012
Annual Meeting,
go to www.eima.com
and click on the
checkered flag!*

EIMA PROMOTES EIFS AT HIGH PERFORMANCE BUILDING AND ENERGY EFFICIENCY ROUNDTABLE

EIMA continues to participate in the monthly discussions at HPBEER with other representatives from industries interested in improving energy efficiency in building performance.

At the most recent discussion on February 16th, EIMA raised the same concerns it had at the ASHRAE 90.1 dis-

cussion in Chicago earlier in the year, about any changes to the definition of continuous insulation. EIMA stressed that any exceptions that might be proposed for continuous insulation in the coming year would almost certainly be opposed by the EIFS Industry, and could further open the door and have damaging consequences for continuous insulation. Additionally, EIMA shared that the

preliminary report on Phase III shows EIFS outperforms other exterior claddings in all eight climate zones. Those at the roundtable expressed interest in seeing the report when it became final.

VICTORY FOR EIFS IN FLORISSANT CITY, MISSOURI

This past December, EIMA became aware of some opposition over the redevelopment of a vacant-Value City site that had been proposed with EIFS on the exterior. Though the project had received many positive comments from the Florissant City Council, there were several questions and concerns raised about the inclusion of EIFS.

Upon hearing this news, EIMA reached out to the Clerk to the City Council and was able to gain an understanding on the concerns that were raised at previous meetings. Information was then prepared and distributed to each of the

Councilors addressing some of their concerns but also pointing out the benefits of EIFS over other exterior cladding systems.



Photo taken by Aja Junior of the Florissant City Patch

When the case was brought up for a vote in January, it received an unanimous vote

of approval with no further mention of concerns with EIFS.

Following the approval of the redevelopment plans for the site, EIMA reached out to the Florissant City Patch that had been following the story and assisted them in writing a story, assisting with information on EIFS. On January 26th, the story "What's the Big Deal About EIFS?" ran; the article describes what EIFS is while interviewing EIMA staff, a member of the City Council, and a staff member in Florissant City. The benefits of EIFS was well published in the story.

EIMA LAUNCHES NEW WEBSITE

On January 17th, EIMA announced the launch of their completely remodeled website. Visitors of the new website will notice a very image driven look, showcasing the widespread use of EIFS nationwide and the inspirational designs of EIFS projects. In addition to the new layout several other pages and fea-

tures are included, such as:

- Project Gallery
- EIFS Education
- EIFS Insurance
- Directory of EIMA Members

"It is definitely an exciting time in the EIFS industry. The

launch of our new site is only step one in the new information flow we'll be generating at EIMA; so stay tuned" said Dave Johnston, executive director of EIMA.

Please visit the site at www.eima.com.

*Visit www.eima.com
and check out the
brand new
EIFS Project Gallery!*

EIMA TO LAUNCH SOCIAL MEDIA PLAN

Over the next couple months, EIMA will be launching a social media package to better inform the industry and all interested parties in the activities and successes involving EIMA and EIFS.



The tools that social media can offer to EIMA and its members will be invaluable. The launch of this plan will allow EIMA to grow

with a "many voices, common message" theme as it will add several new arms to the larger network being created. The addition of these sites will also help to increase the name recognition of EIFS on the web, for those individuals who are looking for more information about the industry and association. As we continue to work with local governments on zoning regulations, these sites will be help-

ful in providing constant, up to date information to them as they continue learning about the benefits EIFS offers.

Membership will be made aware when all of the pages go live, and asked to help spread the word so the information flow can start off strong. Among others, be on the look out for these symbols in future EIMA publications.



EIFS Industry Members Association, Inc.

Business Address:
Suite 210
513 West Broad Street
Falls Church, Virginia 22046-3257

Toll Free: 800-294-3462
Fax: 703-538-1736
E-mail: ljoseph@eima.com

**WWW.EIMA.COM
SAME ADDRESS,
COMPLETELY
REMODELED**

Take a look at EIFS now.



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 January 1, 2012.

Arkema Coating Resins

Cary, NC
John Hiel
Pat Shulack
Keith Olesen
Eric Kaiser

Boral Building Products

Marietta, GA
Michael King
Carl Lindgren

Edward M. Johnson & Associates, P.C.

Washington, DC
Edward M. Johnson

Eurocraft Wall Systems, Inc.

Norcross, GA
Romeo Ciuperca

Innovative Wall Design By Setness

Mitchell, SD
Cale Setness

JT Construction NW, Inc.

Ridgefield, WA
Ted Alben
Kevin Cranford

SPE

Dallas, TX
James Reed
Rob Reed



LAST CHANCE UNTIL FALL 2012

If you have been meaning to attend AWCI's EIFS—Doing It Right® education and certificate program, sign up now for the March 19-20, 2012, course in Orlando, Fla. After this class, the program will take its usual spring/summer break and resume in the fall. Registration deadline for Orlando is March 6.

Designed to "raise the bar" in the EIFS industry, the program has been educating individuals for 13 years about industry-accepted standards and best practices for generic EIFS installations. Currently, more than 3,000 individuals are certified through the program as EIFS Mechanics, EIFS Industry Professionals or EIFS Inspectors.

The course is being held at the Doubletree by Hilton Orlando at SeaWorld. The Balinese-inspired hotel, situated on 28 lush acres of native palm trees and tropical fountains, is minutes away from all popular Orlando attractions.

For additional information and to register, go to www.awci.org/eifs or contact Sue Dolan at 703-538-1612 or eifs@awci.org.

