

## EIFS BRIEFS—SPECIAL EDITION— 2014 ANNUAL MEETING

### INSIDE THIS ISSUE:

Welcome to Las Vegas!	2
Associate Members Dinner	2
Duncan Crowther Memorial Golf Tournament	3
“Beach Party” Cocktail Reception	3
Schedule of Events	4

### Calendar

#### *EIMA Annual Meeting*

March 31-April 1, 2014  
Mandalay Bay  
Resort & Casino  
Las Vegas, Nevada

#### *AWCI Convention + INTEX Expo*

March 30-April 3, 2014  
Mandalay Bay  
Resort & Casino  
Las Vegas, Nevada

## MESSAGE FROM EIMA'S PRESIDENT

The EIFS Industry Members Association is delighted that its 2014 Annual Meeting is back in Las Vegas on March 31<sup>st</sup> and April 1<sup>st</sup>. On behalf of the EIMA Board of Directors and its entire membership, I extend a most cordial invitation to you to attend and participate in this most worthwhile and very productive meeting.

This is an opportunity, whether you are an EIMA member or not, to take advantage of learning about and discussing the latest in EIFS research and reviewing industry trends. You will have many chances to voice your opinions on in-

dustry matters as well as seeing your fellow colleagues from within the industry. We are delighted that we will be having Joe Lstiburek, noted expert on exterior wall performance, as our featured speaker. Don't pass up this opportunity to have the chance to hear Dr. Lstiburek and ask a question or two about the exterior envelope.

If you have never attended an EIMA Annual Meeting before, this is the one you want to begin with. If you have attended before, you will be busier than in the past since we have added to the schedule a general session to accommo-



date all the business we need to address.

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

Most cordially,  
Peter Balint  
2012/2014 EIMA President

## EIMA CLOSING GENERAL SESSION HEADLINED BY DR. LSTIBUREK



In these days of needing to reduce a building's energy consumption, it is more critical

than ever to achieve the best building enclosure...in every case. The best advice on how to do this comes from renowned expert Dr. Joe Lstiburek of the Building Science Corporation of Somerville, Massachusetts.

Dr. Lstiburek will speak on the topic of building performance and how to maximize it. Some

advice that he has given in the past on this subject: "Don't eat your sweater!" In other words, your body's insulation should be on your outside and not in your tummy. Dr. Lstiburek will offer his opinion on continuous insulation, the green movement, and the importance of good exterior design and how architects fit into that.

# WELCOME TO LAS VEGAS!

The Eiffel Tower, New York City, some of the world's top chefs, entertainers, and celebrities all await your arrival to fantasy land. Las Vegas, which attracts nearly 40 million visitors a year, will host the 2014 EIMA Annual Meeting and the AWCI Convention and Intex Expo at the Mandalay Bay Resort & Casino.

This year's meeting includes several returning favorites, from the General Session and EIMA Cocktail Reception (sponsored by Sto Corp and L&W Supply), to the Duncan Crowther Memorial Golf Tournament (sponsored by BASF Wall Systems). Last year, we introduced the Associate Members Dinner, which returns this year, as well as a new, separate Opening General Session.

This year will also be packed full of updates, and information that will be presented for the first time to the larger public. For more information on this, make sure to attend the committee meetings scheduled on March 31<sup>st</sup>-April 1<sup>st</sup>. In addition, follow EIMA on Twitter, and help spread the

news when it becomes public. The Opening General Session on March 31 from 4:00–5:30 p.m. will feature updates from each EIMA Committee Chair in addition to a short briefing on the recently completed market study done by Grail

icals), and will feature Dr. Joe Lstiburek of the Building Science Corporation. This well-known speaker is being sponsored by Dryvit Systems Inc.

In addition to updates provided by the chairs of each EIMA Committee, each committee will be holding meetings open to all those registered for the annual meeting throughout the two days. The Membership Committee (12:45 p.m.–1:15 p.m.), Advocacy and Industry Relations Committee (1:15 p.m.–1:45 p.m.) and Technical and Research Committee (1:45 p.m.–3:45 p.m.) will all be meeting on Monday, March 31, while the Communications and Education Committee (8:30 a.m.–9:15 a.m.) will be meeting on Tuesday, April 1.

Please remember we are in Vegas. From the hotel elevators to meeting rooms is a 10 minute walk, so please plan accordingly. Detailed directions and maps will follow in the Meeting Program Guide.

Be in the know and join EIMA in Las Vegas, NV, for the 2014 Annual Meeting!



Research. The research has been a large undertaking that the Communications and Education Committee managed, along with guidance from the Board of Directors. The Closing General Session will be held April 1 from 9:45-11:30 a.m., immediately following the Coffee and Refreshment Break (sponsored by Dow Construction Chemi-

**To register for the Annual Meeting, go to [www.eima.com](http://www.eima.com) and click on "Welcome to Las Vegas"**

## RETURN OF THE ASSOCIATE MEMBERS DINNER



After last year's success with the inaugural Associate Members Dinner, this year's event will be held at StripSteak at Mandalay Bay. The dinner is by invitation only and includes EIMA Manufacturer and Associate members that are registered for the annual meeting.

The dinner will be held immediately following the cocktail reception at 7:45 p.m. It will provide those attending a valuable opportunity to build stronger bonds and networks among the different layers of membership within EIMA.

## BASF TO HOST EIMA CUP AT THE DUNCAN CROWTHER MEMORIAL GOLF TOURNAMENT

The EIMA Annual Meeting wouldn't be the same without the BASF sponsored Duncan Crowther Memorial Golf Tournament. The bragging rights outing will be held following the Closing General Session, on April 1<sup>st</sup> from noon (shotgun start at 1pm) to 6:30 p.m. at the Angel Park Golf Club. Avoid coming up with excuses and either bring your clubs or rent some from the course, because this is your opportunity to remind us all about the tee shot you had on the 5<sup>th</sup> or the putt you made on the 18<sup>th</sup>. Cost of participation stands at \$190 a person, which includes transportation from the Mandalay Bay at noon. There is a \$45 club rental fee, for those wishing not to travel with their own.



The 19<sup>th</sup> Hole "Winner Takes All" Awards Reception will follow the tournament, giving everyone a chance to bring home some hardware to show off at the office. Beverages are sponsored by Parex USA.

Golf balls and towels are being sponsored by Dow Construction Chemicals. Don't miss your chance to support this great event! Hole sponsorships are still available.



For additional details on the tournament or hole sponsorship, please contact David Johnston, EIMA's Executive Director at (703)538-1616 or [djohnston@eima.com](mailto:djohnston@eima.com).

**Have you sponsored  
a hole for the  
golf tournament yet?**

**Don't miss  
the opportunity!**

## GET READY FOR A "BEACH PARTY" COCKTAIL RECEPTION



This year's cocktail reception will be held at the Beach Casino at Mandalay Bay, appropriately naming the reception the "Beach Party". Conversations will be open, as the bar goes the same is true. We only ask that you hold off on

the swimsuits and floatation devices and stick to your regular attire. After a day full of meetings, the chance to unwind with some beach tunes and a handcrafted cocktail is exactly the ticket you'll want to punch. Join all of us, from

your old friends to the new ones you haven't had a chance to talk with yet, at the Beach Casino from 5:30 p.m. —7:30 p.m. on March 31<sup>st</sup>. This year's sponsors are Sto Corp (gold) and L&W Supply (silver).

EIFS Industry Members  
Association, Inc.

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

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

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# SCHEDULE OF EVENTS

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## Registration Hours

**Monday, March 31**

Noon—2:00 p.m.  
5:00 p.m. – 6:30 p.m.

**Tuesday, April 1**

9:00 – 11:00 a.m.

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## Schedule of Meetings and Events

**Sunday, March 30**

6:30 p.m. Board of Directors Dinner (by invitation only)

**Monday, March 31**

9:00 a.m. – 12:30 p.m. Board of Directors Meeting and Luncheon (by invitation only)

10:45 a.m. – 11:30 a.m. EIFS & Related Products Committee (AWCI & EIMA)

12:45 p.m. – 1:15 p.m. Membership Committee Meeting

1:15 p.m. – 1:45 p.m. Advocacy and Industry Relations Committee Meeting

1:45 p.m. – 3:45 p.m. Technical and Research Committee Meeting

4:00 p.m. – 5:15 p.m. Opening General Session

5:30 p.m. – 7:30 p.m. Beach Party Cocktail Reception  
*(Sponsored by Sto Corp and L&W Supply)*

7:45 p.m. Associate Members Dinner (by invitation only)

**Tuesday, April 1st**

8:30 a.m. – 9:15 a.m. Communications and Education Committee Meeting

9:15 a.m. – 9:45 a.m. Coffee and Refreshment Break  
*(Sponsored by Dow Construction Chemicals)*

9:45 a.m. – 11:30 a.m. Closing General Session  
*(Speaker sponsored by Dryvit Systems, Inc.)*

Noon Departure for Angel Park Golf Club

1:00 p.m. Duncan Crowther Memorial Golf Tournament  
*(Tournament sponsored by BASF Wall Systems;  
Golf Balls and Towels sponsored by Dow Construction Chemicals)*

4:30 p.m. 19th Hole "Winner Takes All" Awards Reception  
*(Beverages sponsored by Parex USA)*

5:15 p.m. Departure back to Mandalay Bay Hotel

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## 2014 North Pacific EIFS Conference

**Tuesday, April 1st**

7:00 p.m. Opening Dinner (by invitation only)

**Wednesday, April 2**

8:30 a.m. Plenary Session

10:30 a.m. Tour of Las Vegas EIFS Sites

1:00 p.m. Return to Mandalay Bay and Lunch

2:00 p.m. Tour of INTEX Show

