

EIFS BRIEFS—SPECIAL EDITION— 2015 ANNUAL MEETING

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Calendar

EIMA Annual Meeting
April 27-28, 2015
Hyatt Regency Long Beach
Long Beach, CA

AWCI Convention + INTEX Expo
April 26-30, 2015
Long Beach, CA

MESSAGE FROM EIMA’S PRESIDENT

Long Beach, California is the site of the 2015 Annual Meeting of the EIFS Industry Members Association on April 27th and 28th. 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.

The EIMA Annual Meeting is open to everyone in the EIFS industry, whether you are an EIMA member or not. It is a great opportunity 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 industry matters

as well as seeing your fellow colleagues from within the industry.

We have invited some highly distinguished speakers to address us on the topics of sustainability and energy efficiency. We will also talk about marketing in the design and construction industry, always a topic that evokes strong feelings in entrepreneurs. Of course, an EIMA annual meeting wouldn't be such without meetings of its highly productive committees.

This is the EIMA annual meeting that you want to begin with if you have never attended one before. If you have attended before, you will be



busier than in the past since we have added to the schedule a general session to accommodate all the business we need to address.

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

Best Regards and
Please be Safe,
Bill Kasik
2014/2016 EIMA President

CHAMBERS AND MATHIS HEADLINE GENERAL SESSIONS

With over 60 years of experience between the two speakers, the opening and closing general sessions are bound to be a hit.

Renowned construction product marketer consultant Michael Chambers will talk about how the pursuit of the key decision-maker of product selection has evolved from blanket barrage of information to a high stakes game. As a practicing specifier, Chambers

has a clear understanding of the critical nature of marketing construction products and how design professionals perceive product representation.

Today, buildings are designed with a focus on energy efficiency, so what do we do about these older structures? For the past 30 years, Chris Mathis has been working to

answer this question. Mathis will lay out the case of how America can secure a big yield in energy efficiency by making an investment in its existing building stock.



Michael Chambers

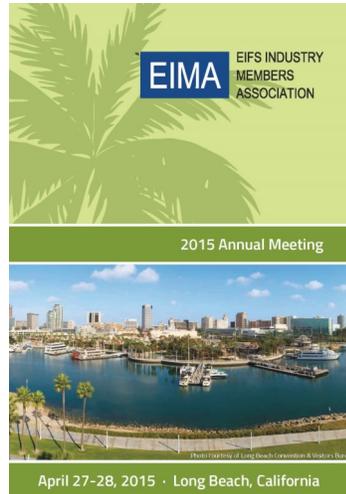


Chris Mathis

CALIFORNIA DREAMING AT THE EIMA ANNUAL MEETING

Chilling temperatures and snow have flooded our news-feeds for months now, so what better place to spend the 2015 EIMA Annual Meeting than Long Beach, California. As your friends just begin to get their first taste of spring, you'll be enjoying constant rays from the West coast sun while meeting with top EIFS industry professionals. Art exhibits and festivals, ocean scenic cruises, an enjoyable nightlife, and within an hour from sites like Disneyland and Universal Studios, make the Hyatt Regency Long Beach the perfect setting for this year's meeting. And did you know Long Beach has a 5.5 mile coastline?

This year's meeting takes place over a two day period, from April 27-28. The Associate Members Dinner, now in its 3rd year, will be Monday night (sponsored by Vela Insurance Services), and the Duncan Crowther Memorial Golf Tournament (sponsored by Dow Construction Chemicals) will be Tuesday afternoon. Additionally, the Opening and Closing General Sessions will be highlighted by guest speakers, the committee meetings will be packed with "need-to-know" updates, and the "California Sunset" Cocktail Reception offers the perfect opportunity to unwind with colleagues and friends



after a busy day.

On Monday, April 27th, the Membership Committee Meeting (12:45pm-1:15pm) will kick things off as it discusses the continuing growth of EIMA (nearly doubled our membership in the last 12 months), the Advocacy and Industry Relations Committee (1:15pm-1:45pm) will recap several pieces of legislation and actions association members have involved themselves in, followed by the Technical and Research Committee (1:45pm-3:45pm, includes a break from 2:45pm-3:00pm) which has invited several speakers to present to the group. Following the committee meetings the Opening General Session kicks off at 4:00pm

(concludes at 5:15pm), and will include committee reports and special guest Michael Chambers. After a long day of business it's time to join your friends and colleagues at the "California Sunset" Cocktail Reception (5:30pm-7:15pm). Now in its third year, Vela Insurance Services is once again sponsoring the EIMA Associate Members Dinner (by invitation only at 7:30pm) giving several members a chance to interact with the leading manufacturers of the EIFS industry.

On Tuesday, April 28th, you can start the morning with some coffee and treats (Continental Breakfast 9:00am-9:30am) before the day gets underway. Chris Mathis is headlining the Closing General Session (9:30am-11:15am) and will discuss energy efficient investments in existing buildings. Following his presentation it will be time to grab your polo shirt and favorite putter, as the departure for the Lakewood Country Club (11:45am) will be getting golfers ready for the shotgun start of the 2015 Duncan Crowther "Golden State" Golf Tournament (1:00pm). The 19th Hole "Winner Takes All" Awards Reception will immediately follow and buses will transport golfers, even the winners, back to the hotel.

ASSOCIATE MEMBERS DINNER RETURNS FOR THIRD YEAR

EIMA is happy to announce that Vela Insurance Services is once again the sole sponsor of the Associate Members Dinner, now in its third year. After becoming an ally of EIMA in 2013, Vela Insurance Services has been one of the most consistent sponsors of EIMA Annual Meeting events.

The Associate Members Dinner is by invitation only, and will include both EIMA Manufacturer and Associate members who are registered for the annual meeting. The dinner begins at 7:30 pm following the EIMA cocktail reception and will be held Parkers' Lighthouse Restaurant.



2015 DUNCAN CROWTHER “GOLDEN STATE” GOLF TOURNAMENT

If you're looking for bragging rights, there is no better place to find them than the golf course. This year, Dow Construction Chemicals is sponsoring the annual Duncan Crowther tournament, which will immediately follow the Closing General Session with a 1:00pm shotgun start at the Lakewood Country Club. The cost per golfer is \$175 plus \$50 for club rental, for those not traveling with their trusty friends.

Ready that driver, make sure you have lots of extra golf balls, and don't forget to tie your shoes, or else your shot at victory will likely never come. Remember to photograph and have witnesses for your best shots, because we've all made a 60 foot putt on the 18th hole before. Remember you have teammates to make up for your less than perfect shots, so there is no point in losing three balls on each hole trying to find the fairway.

Several sponsorships are still available, including golf balls, individual holes, and the 19th Hole "Winner Take All" Awards Reception. For additional information contact David Johnston, EIMA's Executive Director, at djohnston@eima.com or (703) 538-1616.

Sponsored by



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

**Don't miss
the opportunity!**

SIP ON YOUR FAVORITES AT THE “CALIFORNIA SUNSET” COCKTAIL RECEPTION

After a packed afternoon of committee meetings we'll all be ready to cruise over to post up at the "California Sunset" Cocktail Reception.

Cold drinks will be poured from 5:30pm-7:15pm in the Beacon Rotunda on the 4th floor of the Hyatt. The views are stunning!

No one will argue if you decide to wear a beach shirt, but remember that flotation devices need to be left at the door. Your favorite cold ones will be waiting for you at the bar and remember that friends and colleagues are welcome, as long as we keep the political conversations cordial or at the door.

Sponsorship opportunities are still available. Don't miss this chance to sponsor one of the marquee events at the Annual Meeting. If interested, please email Laurie Joseph at ljoseph@eima.com.



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SCHEDULE OF EVENTS

Registration Hours

Monday, April 27

Noon–2:00 p.m.
5:00 p.m. – 6:30 p.m.

Tuesday, April 28

9:00 – 11:00 a.m.

Schedule of Meetings and Events

Sunday, April 26

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

Monday, April 27

8:30 a.m. – 12:30 p.m. Board of Directors Meeting and Luncheon *(by invitation only)*

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. – 7:15 p.m. “California Sunset” Cocktail Reception

7:30 p.m. Associate Members Dinner *(by invitation only)*
(Sponsored by Vela Insurance Services, LLC)

Tuesday, April 28

9:00 a.m. – 9:30 a.m. Continental Breakfast

9:30 a.m. – 11:15 a.m. Closing General Session

11:45 a.m. Departure for Lakewood Country Club

1:00 p.m. Duncan Crowther “Golden State” Golf Tournament
(Sponsored by Dow Construction Chemicals)

5:00 p.m. 19th Hole “Winner Takes All” Awards Reception

5:15 p.m. Departure back to Hyatt Regency

REGISTER TODAY ONLINE AT

<http://www.eima.com/events.shtml>

