

EIFS BRIEFS—SPECIAL EDITION— 2016 ANNUAL MEETING

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ATTEND THE ANNUAL MEETING

Orlando, Florida is the site of the 2016 Annual Meeting of the EIFS Industry Members Association on May 4-6. This year’s exciting new format will add an extra day to the meeting to accommodate all the activities that are lined up.

The location of the meeting is the Omni Orlando Resort at Championsgate, and the overall theme for this meeting is “Engage”, which is a signal to you, if attending, to dive in and get involved. Scheduled over a three day period, the meeting will be a non-stop cavalcade of events in which you can engage.

The program is structured to encourage interaction between all who attend and includes events that span the spectrum from those that are educational and entertaining to those that are recreational. All are married to the networking opportunities that are the hallmark of EIMA annual

meetings. The annual Duncan Crowther Golf Tournament will be a major part of the meeting, as well as a recreational event for non-golfers, which will run concurrently with the golf tournament.

Key agenda topics include the importance of branding, how to obtain EIFS insurance, using social media more effectively and of course, the latest goings-on in the technical and advocacy arenas as well as new membership services that are being launched.

Attendees will walk away knowing more than ever before about the ever-growing EIFS industry and the initiatives of EIMA in 2016 and beyond.

This is the first time in at least 8 years that the EIMA annual meeting is not being held in conjunction with the AWCI Convention and the INTEX show, which is in New Orleans



on April 16-19.

Anyone in the EIFS industry is cordially invited to attend, EIMA members and non-members alike. If you have never attended an EIMA annual meeting, this is the one that you want to begin with.

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

Best Regards,
R. Michael Murphy
Dryvit Systems, Inc.
2016/2018 EIMA President

EIFS INSURANCE SYMPOSIUM

How do I get EIFS insurance and how do I get it at the best rate?

This symposium will address the situation of the inability to obtain reasonably priced Commercial General Liability policies for EIFS operations and provide suggestions for how to solve the problem of

obtaining EIFS coverage. Two panels will be featured.

The first panel will address the insurance market and the lack of coverage and lack of affordable coverage many are faced with in the construction industry. The second panel will look to change the current paradigm, while addressing

common mistakes contractors/applicators make in the application process, existing obstacles, and tips to improving your chances to receive coverage.

The symposium will kickoff with a continental breakfast sponsored by Saint-Gobain ADFORS.

WELCOME TO ORLANDO!

As the number one meetings and convention destination in the country, Orlando is home to more than a dozen theme parks. Chief among its claims to fame is Walt Disney World, comprised of 4 parks, including Magic Kingdom and Epcot, and 2 water parks. Another major player, Universal Orlando, offers 2 parks: Universal Studios and Islands of Adventure, with the Wizarding World of Harry Potter straddling both. There is an endless list of things to do in Orlando...theme parks, attractions, arts and culture, shopping, spas, golf, dining, outdoor adventures and nightlife to make your stay enjoyable and entertaining. For more information on everything there is to see and do in



Omni Orlando Resort at Championsgate



Orlando, visit www.visitorlando.com.

The EIMA Annual Meeting hotel is the Omni Orlando Resort at Championsgate.

Surrounded by 36 holes of championship Orlando golf, the Leadbetter Golf Academy World Headquarters and 15 acres of recreation, this Four Diamond resort is one of the nation's premier golf, meeting and leisure retreats.

A bountiful number of recreation options are available at the Omni Orlando Resort, which include a formal heated outdoor pool, a family activity pool with water slides and an 850 ft. lazy river, volleyball, basketball, and tennis courts. Jogging and walking paths are located nearby at Champions 9 Golf Course. The Spa at the Omni Orlando Resort is a European-style spa and provides an atmosphere of total relaxation with a variety of massage and hydrotherapy treatments available.

PLEASE ATTEND
THE
MEET 'N GREET
LUNCHEON

MAY 4 AT 12:30 PM

SPONSORED BY
AKZONOBEL
PERFORMANCE
ADDITIVES

OPENING GENERAL SESSION

WELCOMES JACK SIMS

Growing a successful brand is not just for the Apple Computers, Nike, Toyota's, etc. of this world; every business, indeed, every person has a brand. And, that's what makes us stand out in a crowd and customers pay a premium price to do business with us. It's what differentiates businesses in a "Sea of Sameness". In this session, you will learn the key components of brand building that Jack has used to help grow

some of the biggest brands in the world.

Jack knows after founding, growing and leading successful international corporations that it's all about inspiring people to become the very best that they can be, and getting them committed to going in the same direction as the principles of the business founders. It's about the motivation, leadership qualities, passion, people, industry-related product and promo-



tion to keep it that way. It is his experiences and on stage performance of information, motivation and humor that makes him one of today's in demand motivational keynote speakers.

MEET THE HERO

Energy efficient, sustainable, and visually stunning are terms we can use to describe EIFS.

2015 resulted in many accomplishments for EIMA; among them was the launch of an exciting new marketing

campaign. The initiative's target audiences should result in further opening the door for industry opportunities, and for the first time you'll be able to hear an update on the official campaign launch at the annual meeting. The strategic marketing

firm, Function, will present an overview of the "Hero" concept and what we should all be seeing in the coming months. This relationship will be the perfect marriage of current and new marketing and communications efforts at EIMA and within the industry.

CLOSING GENERAL SESSION WELCOMES AUTHOR OF “THE GRID”

The book entitled “The Grid” presents the story of how society mastered electricity and how, at times, electricity masters society. Surprisingly a thing as important as the electrical grid had no comprehensive history book of its own, not one that brought the account forward from the time of the early electrical pioneers such as Edison, Westinghouse, and Tesla. “The Grid” is the first such history for general readers.

Phillip F. Schewe is a physicist and writer. A graduate of the University of Illinois, he re-

ceived a PhD from Michigan State University for doing experimental particle physics. Wanting to diversify himself a bit, he also received at that time a bachelor’s degree in English. Much of his professional career has been devoted to writing and popularizing physics research. He spent 30 years working at the American Institute of Physics. Then for five years he served as director of communications for the Joint Quantum Institute at the University of Maryland. More recently, he was writer in residence at the

Kavli Institute for Theoretical Physics at the University of California at Santa Barbara.

Dr. Schewe’s presentation titled “Bottled Lightning: Making, Marketing, and Conserving Electricity” will focus on the growth of the grid and its connection to energy conservation. EIMA thanks JPS Composite Materials for its sponsorship of Dr. Schewe.



PRESENTATION ON WRB’S FOCUSES ON COMPLIANCE

Renowned fire engineering specialist, Jess Beitel of Jensen Hughes, will make a presentation on how water-resistant barriers (WRB) need to comply with model building codes and standards. In presenting “WRBs - Past and Present” on Friday, May 6, Mr.

Beitel will explain how testing requirements for exterior wall claddings have changed over the years and how these requirements have altered how WRBs are specified or should be specified. Since there is confusion in the field about whether all WRBs should

comply with building codes, including product testing, Mr. Beitel will clarify these requirements as well. In addition to providing fire engineering services to EIMA and the EIFS industry, Mr. Beitel serves as EIMA’s fire codes consultant.

**REGISTER TODAY
ONLINE AT**

[www.eima.com/
events](http://www.eima.com/events)

WE’RE LINKEDIN AND READY TO TAKE A BREAK AT THE EIMA POOL PARTY SOCIAL

We hope you share a drink and good times with us at the EIMA Pool Party Social on May 4, at 5:30pm. After receiving the messaging plans and getting “engaged” with new membership benefits, we should all enjoy something lasting longer than snap chatting by the pool.

Relaxing with a cold beverage and visiting with industry friends is the perfect mash-up to conclude the day. Everything will be like the semantic web, well defined so there’s no need to think too hard. Sponsors for the evening include Radco and L&W Supply. Make sure you’re



LinkedIn with them after the evening is through.

No one will argue if you decide to post on Instagram or Tweet, but it’s important if you slip into the water it might end up going viral on Facebook.

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

**Don't miss
the opportunity!**

“DR. BOB” KICKS OFF GOLF OUTING

We're elated to announce that internationally recognized, Dr. Robert K. Winters, affectionately known as “Dr. Bob”, will be speaking at the networking luncheon just prior to the golf outing.

Currently the resident sports psychologist at the David Leadbetter World Headquarters and president of Mindpower Sports, Dr. Bob has taught performance en-

hancement skills to actors, performers, and athletes at every level for decades.

Winning isn't just about winning the trophy or coming in first; it's about feeling good about yourself and the quality of the effort you put in to your sport or climbing your own personal ladder of success. With Dr. Bob on your team, it truly is possible to make winning a reality.



EIMA thanks National Gypsum for its sponsorship allowing the opportunity to bring this exciting speaker to the meeting.

GET YOUR SWING READY! THE ANNUAL DUNCAN CROWTHER GOLF TOURNAMENT IS BACK!

Play like a pro at a premier Orlando golf resort... championship golf in a luxury setting. Thursday, May 5 is your opportunity to show you've got what it takes to hold the EIMA Trophy high for all to see. Hopefully, your team is up to the challenge.

The Championsgate National Course provides 18-holes of

world-class championship golf and is designed by accomplished architect and golfer Greg Norman. Home to the David Leadbetter Golf Academy, ChampionsGate offers golfers a blend of traditional and modern elements, creating a truly unique golf course in Orlando.

This year's tournament is

once again being sponsored by Dow Construction Chemicals.

Following the tournament will be the traditional 19th hole with refreshments for all. Additionally, and new this year, is a dinner for golfers and meeting attendees alike. EIMA thanks its 19th hole/dinner sponsor GMS.

INTERESTED IN A CROCODILE DUNDEE-STYLE ADVENTURE?

If you're not up for golf, the alligator and airboat adventure might be right up your alley.

Deep in the middle of nowhere, a 100-year-old pioneer fish camp awaits you, looking like something straight out of Patrick Smith's bestselling novel, “A Land Remembered”.

Here, you'll enjoy a refreshing soft drink and sample



delicious cooked-to-order gator tail before boarding a 15-passenger airboat for a breathtaking 30-minute expedition down the St. Johns

River and into the Central Florida Everglades, accompanied by your expert eco-guide's spellbinding live narration.

Following your airboat excursion, you'll gather with your fellow explorers to begin a 30-minute guided nature walk through the Tosohatchee Wildlife Refuge along the legendary Florida Trail. The hiking will be easy and well-worth the trip.

EIMA EIFS INDUSTRY
MEMBERS
ASSOCIATION

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