

# EIFS BRIEFS

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**Calendar**

**Florida Wall and Ceiling Contractors Association Annual Convention**  
 July 21-24, 2016  
 Orlando, FL

**GreenBuild Expo**  
 October 5-7, 2016  
 Los Angeles, CA

## EIMA JOINS WITH OTHERS IN SUPPORTING HIGH PERFORMANCE BUILDING WEEK IN WASHINGTON, DC

This past month, organizations, members of Congress, and others joined together for High-Performance Building Week in Washington, DC. The annual event is organized by the High Performance Building Coalition, a private sector coalition with nearly 200 members that offers support to the caucus of the U.S. Congress. As one of the sponsoring members of the High Performance Building Coalition, EIMA once again supported the weeklong calendar of events.



This year, the program included briefings on water and energy efficiency, sustainabil-

ity, resilience, building envelopes, and an overview from NIBS on the Consultative Council Report. Among the event's attendees were Representatives David McKinley and Peter Walsh, who co-chair the bi-partisan congressional caucus.

We look forward to next year's event, and hope to see progress on coalition policy priorities that will directly affect the EIFS industry in the coming year.

## EIMA OFFERS SUPPORT FOR BUILDING SAFETY MONTH

Each May, the International Code Council (ICC) promotes Building Safety Month to help businesses and families understand what it takes to build a safe and sustainable building. This campaign is intended to generate awareness, and support for the adoption of modern building codes as well as a well-trained work-force to maintain these systems.

Building Safety Month and will continue to promote the use of safe and sustainable materials in building construction.

superior energy efficiency and moisture control, EIFS is a prime example of modern materials that are both safe and sustainable.

EIFS has proven itself to be a resilient cladding material, meeting the ICC regulations for both fire prevention and structural design. Due to its low weight, low construction costs,



## EIFS IN THE SPOTLIGHT: BASF WALL SYSTEMS

The East Coast Building is a mixed use structure located on the Miami River in Miami, Florida that provides extensive storage facilities and has a restaurant on the roof deck. The restaurant offers visitors a great view of the river from a vantage point more than 120 feet above the ground.

Stucco, which is a popular cladding in South Florida, was initially considered for the project. "When the design team reviewed the extensive set of reveals re-

quired for the project, they realized that stucco was not a practical solution", explains John Thomas of BASF Wall Systems. "The most effective way to create the intended appearance was to incorporate EIFS."

Architectural beauty and mixed use functionality now work together on the banks of the Miami River, facilitated by an EIFS cladding.



## INDUSTRY SHOWCASES EIFS TO ARCHITECTS

Three days, a dozen new members, and a lot of interest in EIFS was the story for EIMA at the annual convention of The American Institute of Architects, in Philadelphia, PA on May 19-21.

After unveiling the EIFS: A hero hidden in plain sight campaign at the EIMA Annual Meeting earlier this month, it was time to showcase the message to the

leaders in the architectural community. Universally, the message intrigued individuals who were unfamiliar with today's EIFS. Thanks to large displays from Dryvit Systems and Sto Corp, in addition to a presentation by John Walker of BASF on the Evolution of EIFS, EIMA had several guests looking for more information.



## NEW EIMA WEBSITE GOES LIVE!

Earlier this month, EIMA announced that the new-responsive website was live. Over the past several months, EIMA has been working toward making the website's navigation tools more effective while also providing new information to visitors. This new site will also make viewing pages on tablets and mobile devices easier to achieve.

Visitors to the new EIMA site will notice the overall appearance is similar, but the features have increased greatly. In addition to visual and categorical upgrades, there are several new and enhanced features:

- An EIMA Initiatives page that highlights some ongoing projects,
- An expanded EIFS Insurance

- page (note the second page is under "Initiatives"),
- A redesigned EIMA Blog,
- Sponsorship capabilities on each page,
- Callout boxes at the bottom of each page to help navigation, and
- A sign-up menu to receive information from EIMA.

## EIMA PARTICIPATES IN ACC'S BUSINESS OF CHEMISTRY BUILDING AND CONSTRUCTION FORUM

On June 15, Dustin Antonello, EIMA's Manager of Regulatory and Technical Affairs, attended the American Chemistry Council's (ACC) Business of Chemistry Building and Construction Forum (BC2). The BC2 is a forum for ACC members to discuss new developments related to chemicals in the building construction industry. The meeting featured guest speaker Josh Kneifel, a Research Economist for the National Institute of Standards and Technology (NIST), who spoke about the latest developments with NIST's Building

Industry Reporting and Design for Sustainability (BEES) software tool, which allows users to compare the sustainability performance of a building type as the energy efficiency design of that building type is increased.

The meeting also provided updates on many ACC-led initiatives and partnerships. In February, ACC launched [buildingchemistry.org](http://buildingchemistry.org), a new website that provides information on green building codes and standards, materials selection, and the important role

chemistry plays in the development of sustainable building materials. ACC also announced that they are working with The American Institute of Architects (AIA) to deploy a survey that will gauge AIA members' viewpoints on green building trends, materials selection drivers, and concerns with specific chemicals. In addition, as a result of ACC's partnership with the U.S. Green Building Council, a new LEED pilot credit option was announced in May for the use of building materials that have undergone a human hazard and exposure assessment.

## EIMA ANNUAL MEETING A SUCCESS!

Networking opportunities, an EIFS Insurance Symposium, and much more highlighted this year's annual meeting. Thanks to your attendance and all of your comments during the last month, everyone is comfortable saying the

meeting was a huge success! There is no doubt that the next year will be full of more success stories. The new PR campaign is off and running, the website will soon be updated with a new EIFS insurance page, and EIMA is al-

ready knee deep in code hearing preparation for the fall.

Stay tuned for information involving next year's meeting in the coming months!

## EIMA ROLLS OUT NEW MEMBERSHIP BENEFITS

During the Member Services Forum at the 2016 EIMA Annual Meeting, EIMA staff unveiled new membership benefits to help increase individual member profiles. These new benefits will help increase company mentions on Twitter and Facebook, while also providing new platforms to share company information and announcements.

The details of the new benefits are:

### Twitter:

EIMA will send *1 tweet a month* on behalf of a member company.

### Facebook:

EIMA will share *6 Facebook posts a year* on behalf of a member company.

### The EIMA Blog:

The blog will be your company's platform *4 times a year*, and can be used to share news releases, educational topics, or publicity for new initiatives/projects.

All questions about these new benefits can be directed to Scott Robinson at [srobinson@eima.com](mailto:srobinson@eima.com).

\*All posts should be for the purpose of promoting the industry and all of the features it offers. Posts will not be accepted that shine a negative light on another EIMA member or product.



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# EIMA WELCOMES NEW MEMBERS

EIMA extends a most cordial welcome to its new members. We thank you for your support of the EIFS Industry.

## Affiliate

**Captive Insurance Consulting**  
2653 McCormick Dr.  
Clearwater, FL 33759  
(727) 643-4362  
[www.captiveinsconsulting.com](http://www.captiveinsconsulting.com)

## Architects

**Arbor Valley Holdings, LLC**  
PO Box 2230  
Ann Arbor, MI 48106-2230  
(248) 858-5881  
[www.crazy-fireworks.com](http://www.crazy-fireworks.com)

**Paul Cataldo Architecture & Planning**  
646 Main Street  
Port Jefferson, NY 11777  
(631) 509-6800  
[www.paulcataldora.com](http://www.paulcataldora.com)

**Dimit Architects**  
14414 Detroit Avenue  
Lakewood, OH 44107  
(216) 221-9021

**Porcello Engineering, Inc.**  
P.O. Box 728  
Pine Brook, NJ 07058  
(973) 882-8377

**SC Consulting Group**  
24881 Alicia Parkway #317  
Laguna Hills, CA 92653  
(949) 280-4782

## Contractors

**AAA Restorations, LLC**  
7101 Oakwood Drive  
Anchorage, AK 99507  
(907) 230-9756

**American Stucco Enterprises**  
9424 325th Avenue Northeast  
Harris, MN 55032  
(651) 674-8700

**Clark Brothers, LLC**  
120 N. Broad St.  
Johnson City, NY 13795  
(607) 422-1291  
[www.clarkbrothersllc.com](http://www.clarkbrothersllc.com)

## Contractors (continued)

**CR&C Stucco, Inc.**  
3519 46th St E  
Bradenton, FL 34208  
(941) 302-4744  
<http://crcstuccosarasota.com/>

**CSW, Inc.**  
PO Box 925  
Linwood, NC 27299  
(336) 242-1300

**Greg White Construction**  
PO Box 947  
Huntsville, AK 72740  
(479) 445-2693  
[www.gregwhiteconstruction.com](http://www.gregwhiteconstruction.com)

**Horus Construction Services, Inc.**  
2109 E. Palm Avenue  
Suite 300  
Tampa, FL 33605  
(813) 242-7695  
[www.horus-cs.com](http://www.horus-cs.com)

**Jim Hays Construction and Consulting, Inc**  
10035 Prospect Ave  
Suite 101  
Santee, CA 92071  
(619) 379-1772  
[www.c4n6.com](http://www.c4n6.com)

**Kennebec Drywall LLC**  
502 Bellsqueeze Rd  
Clinton, ME 04927  
(207)649-3666  
[www.kennebecdrywall.com](http://www.kennebecdrywall.com)

**Luca Enterprises Inc**  
1275 Buford Hwy Ste.104  
Suwanee, GA 30024  
(678) 515-1194  
[www.lucaenterprises.net](http://www.lucaenterprises.net)

**NC Interco LLC**  
3555 N Sharon Amity Rd  
Suite 201  
Charlotte, NC 28205  
(704) 819-8593  
[www.ncinterco.com](http://www.ncinterco.com)

## Contractors (continued)

**Nicolson Construction**  
950 West 150 North  
Lindon, UT 84042  
(801) 420-0405  
<http://nicolsonconstruction.com>

**Prime Wall Systems, LLC**  
255 Investment Loop  
Hutto, TX 78634  
(512) 869-6509  
[www.primewalls.biz](http://www.primewalls.biz)

**Roland's Drywall Inc**  
2085 Lisbon Road  
Suite 7  
Lewiston, ME 04240  
(207) 241-2650  
[www.rolandsdrywall.com](http://www.rolandsdrywall.com)

**RONPARCO**  
900 Marlene Drive  
Euless, TX 76040  
(817) 354-8217  
<http://ronparco.com/>

## Distributors

**Brown Machinery**  
2732 W Reno Ave  
Oklahoma City, OK 73108  
(405) 235-4563  
[www.brownmachineryok.com](http://www.brownmachineryok.com)

**Europa Group**  
3221 Berkley Ave.  
Drexel Hill, PA 19026  
(484) 466-4505  
[www.europagroupllc.com](http://www.europagroupllc.com)

**EIMA**

EIFS INDUSTRY  
MEMBERS  
ASSOCIATION