

EIFS BRIEFS—SPECIAL EDITION— 2018 ANNUAL MEETING

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The 2018 EIMA Annual Meeting heads to the Sawgrass Marriot Resort in Ponte Vedra Beach, FL on March 7-9. After a successful Orlando meeting two years ago, EIMA is heading back to Florida for a chock-full three-day event.

This year's overall theme - One Industry Team - highlights how we're all stronger working together for a common goal. Throughout the three-day event, EIMA will have an agenda full of relevant events for each of our member categories. In each, you will see how all can collaborate to move the EIFS industry forward, and how bringing more outside groups to the table can help with these efforts. The meeting will be a non-stop cavalcade of events in which you can position yourself to obtain information that will help you now and into the future. 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 rec-



2018 EIMA Annual Meeting

reational. Networking opportunities continue to expand and remain a hallmark of EIMA Annual Meetings. The annual Duncan Crowther Golf Tournament will be a major part of the meeting at the famed TPC Sawgrass, while non-golfers will have the opportunity to visit the sites of historic St. Augustine.

Informative panel discussions have become one of the pivotal and most educational portions of recent EIMA Annual Meetings, and this year it only gets better. The panel, entitled "Continuous Insulation, Exterior Claddings, and Fire," will feature a group of the nation's top fire safety experts to discuss the fire safety implications of the growing use of plastic foam insulation in construction. The panel will be made up of leading experts, insulation professionals, and industry consultants; all of whom have decades of experience with this topic. Additionally, the meeting will showcase guest speakers Dr. Joseph Lstiburek (Building Science Corporation) and Jim Kuhn (Former Special Assistant to President Ronald Reagan), who will both share educational and entertaining stories from their respected fields. For contractors in attendance, the "EIFS Contrac-

tors Committee Breakfast" will return to discuss pressing challenges for the EIFS industry and beyond, including challenges associated with the construction industry's personnel shortage. This breakfast will be formatted to invite discussion from contractors in attendance. EIMA is also hosting a special Students Breakfast this year with the University of North Florida's Construction Management Department School of Architecture and the University of Florida's College of Design Construction and Planning. By partnering with the leaders of tomorrow, the EIFS industry will be better positioned for the future. Attendees will walk away knowing more than ever before about the ever-growing EIFS industry and the initiatives of EIMA in 2018 and beyond.

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.

Peter Daechsel
BASF Wall Systems
2018/2020 EIMA President

OPENING GENERAL SESSION WELCOMES RENOWNED BUILDING SCIENCE EXPERT

There are few in the building and construction industry with the reputation of renowned building science expert Dr. Joseph Lstiburek.

EIMA enthusiastically welcomes back Dr. Lstiburek as this year's keynote speaker with a talk on "What's New in Exterior Wall Science." The presentation will feature the latest developments in the science of keeping exterior walls free from moisture intrusion. How to identify and achieve the "sweet spot" for vapor permeance of various

wall assemblies, how to interpret code requirements by climate zone to effectively control condensation or moisture accumulation, and how to employ an air gap on high-rise buildings to achieve both effective thermal and fire safety performance, will all be highlighted in this presentation.

For those not yet familiar with Dr. Joseph Lstiburek, he is the founding principal of Building Science Corporation. His work ranges widely, from providing expert witness testimony, to



overseeing research and development projects, to writing for the ASHRAE Journal and buildingscience.com.

A CAN'T MISS INDUSTRY PANEL PRESENTATION

For the better part of a year, news from London and the Grenfell Tower tragedy has circulated around the building and construction industry, as experts try to determine what went wrong, and how codes might be affected.

To discuss these topics and more, EIMA has pulled together a panel of the nation's top fire safety experts to address the fire safety implications of the use of combustible foam plastic insulation

on high-rise buildings in wake of last year's tragic Grenfell Tower fire. The panel will discuss methods for safely utilizing combustible foam on high-rise buildings, code and test requirements to determine whether different types of wall assemblies are acceptable for high-rise use, and how the increased use of combustible foam to meet energy efficiency goals is impacting fire safety practices. In addition, the panel will discuss how the code requirements in

the U.S. differ from those employed abroad, and how they can prevent a tragedy similar to Grenfell Tower from happening in this country.

The panelists include: Lorraine Ross (Intech Consulting, Inc.), Doug Evans (DHE FPE LLC), Jess Beitel (Jensen Hughes), and Dr. Joseph Lstiburek (Building Science Corporation).

CONTRACTORS, STUDENTS AND NETWORKING—OH MY! BREAKFAST GATHERINGS.

Before kicking off the morning presentations and then an afternoon of golf, three breakfasts will be running concurrently. The **EIFS Contractors Committee Breakfast** (invitation only) will meet

from 7:15 am – 9:15 am to discuss some of the topics facing the contractor community. From 7:30 am—9:15 am, there will be a **Students' Breakfast** (invitation only) with individuals from the Uni-

versity of North Florida and University of Florida. During that same time slot, the **"Let's Talk" Networking Breakfast** will be occurring in the EIMA Lounge for all to attend.

TURNING THE FOCUS TO EIFS CONTRACTORS AND APPLICATORS

Contractor members of EIMA will not want to miss out on the special program planned for this year's EIFS Contractors Committee Breakfast, which will take place on Thursday, March 8 from 7:15 am – 9:15 am. This year's breakfast will feature a one on one with EIFS manufacturer representatives. Tagging on to this session will be a special session led by members of the EIMA Membership Committee and its chair,

Michelle Leader. Following this session will be a presentation from Michael Overholt; the Vice President of Safety & Quality at the American Contractors Insurance Group (ACIG). Mr. Overholt will cover important safety issues during his presentation that impact the day-to-day operations of all contractors, including scaffolding and fall protection, and the importance of staying up to date on safety training and

keeping an orderly jobsite. In addition, Mr. Overholt will review the new OSHA crystalline silica standard for construction workers that went into effect on October 23, 2017. ACIG is a special insurance group for subscribing members. Through its Safety Division, ACIG offers individually tailored safety, health and environmental programs for its diverse members.

Are you looking to raise your company's profile to the top five EIFS manufacturers in the industry.?

Sponsorship Opportunities are still available at www.eima.com/events

CELEBRATING MEMBERS WITH COCKTAILS AND DINNER

After an incredible first day, it'll be time to cool down with cocktails before embarking on a scenic stroll to the Arbor Ballroom for the EIMA Members Dinner. The cocktail reception will begin at 6:00 pm and will be followed by dinner at 7:15 pm. Enjoy the beautiful lagoon view as you catch up with colleagues, friends, and other industry professionals at the cocktail reception. Light refreshments will be served, but

save room for the impressive dinner that will follow.

The cocktail reception is also the perfect time to brag about how you'll golf the next day. And for those who want to put their skills to the test, try your luck at the simulated 17th



hole. Prizes will be awarded for anyone who makes a hole-in-one!

AN INSIDER'S LOOK AT PRESIDENT REAGAN'S WHITE HOUSE

While pundits and others often have to rely on insider sources for information about each President's White House, there are a select few who have lived every moment next to what many consider the most powerful person in the free world. Jim Kuhn is one of those people.

From the Oval Office to Camp David to Air Force One, Kuhn

was by President Ronald Reagan's side, and thus has a unique perspective on the real individual away from the cameras, journalists, and microphones. If there's one person who knew the real Ronald Reagan, even within the President's family, it was Kuhn.

Today, Kuhn is a published author, public speaker, and

lobbyist for a variety of clients. Kuhn not only has stories that span over decades of Washington, DC politics, but he's lived them from the campaign trail to the White House. He has a unique perspective on politics and the current state of affairs, as can only be developed through both witnessing politics and government on both sides of the White House fence.

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

**Don't miss
the opportunity!**

THE ANNUAL DUNCAN CROWTHER MEMORIAL GOLF TOURNAMENT HEADS TO TPC SAWGRASS



If you're not a year-round golfer, it's time to locate your golf clubs in the back of your closet and start stretching.

This year's tournament will be held at the exceptional and award winning TPC Sawgrass on Thursday, March 8 from 1:00 pm-6pm. Designed by master architect

Pete Dye, the Dye's Valley Course was recently recognized in Golfweek Magazine as one of the "Best Courses You Can Play" in the state of Florida. TPC Sawgrass is a three-time recipient of the Wine Spectator Award of Excellence, and was also honored as the No. 9-ranked resort golf course in the United States and the

top-ranked in Florida.

Remember to sign up for the golf tournament when you register for the rest of the annual meeting events. This year, the 19th Hole Reception will immediately follow the outing. If you're interested in being a sponsor, there are still several opportunities.

NOT A GOLFER? TAKE A TOUR OF ST. AUGUSTINE.

Not everyone enjoys hitting the golf course. Even those that do, might not want to miss the opportunity to tour the historic city of St. Augustine. The tour is the perfect alternative to participating in the golf outing, and will provide individuals with an opportunity to tour 450 years of history. The 90-minute tour will conclude

with guests having an opportunity to explore the historic homes, museums, cathedral, and distilleries on their own.

The tour takes place on Thursday, March 8 from 1:00 pm-4:30 pm.



REGISTER ONLINE TODAY!

Registration Information

Registration Fees for the 2018 Annual Meeting:

EIMA Members - \$535

Non-Members - \$675

EIFS Contractors - \$395

ALA Architects - Complimentary

Golf Tournament:

Greens Fees: \$235

Club Rental: \$95

To register, please go to:
www.eima.com/events



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March 7-9, 2018 · Ponte Vedra Beach, Florida

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