

EIFS BRIEFS

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Calendar

2019 EIMA Annual Meeting
 March 20-22, 2019
 Houston, TX

AWCI Convention + INTEX Expo
 April 22-26, 2019
 National Harbor, MD

AIA Conference on Architecture 2019 Expo
 June 6-8, 2019
 Las Vegas, NV

EIMA “EIFS HERO” PROJECT AWARDS COMPETITION JURY MEETS

After a 12 year hiatus, EIMA re-established its project awards program for buildings clad in Exterior Insulation and Finish Systems (EIFS). Entries for the rejuvenated EIFS Hero Project Awards Competition were far more numerous than anticipated. The excitement over the re-establishment of this EIMA program was borne out by not only the large numbers of entries but by the fabulous quality of the submissions. On February 1, the jury met to review and judge the many entries, about 3 dozen. The jury’s decisions will be made public during the 2019 EIMA Annual Meeting at The Woodlands Resort near Houston, Texas.

The jury members who evaluated the entries each commented on the difficulty that they had in determining a winner in each category. The jury members noted that each

of the entries obviously evidenced a high level of enthusiasm by the team preparing the entry. According to the jury, all the entries were outstanding projects. This fact made the jury’s job of selecting a winner very difficult.

The success of the awards program, so far, has exceeded EIMA’s high expectations when it was first conceived and launched, and the EIMA Board wants the presentation ceremony to reflect the quality of the projects that were submitted. At the Board’s direction, EIMA is not going to let this opportunity pass by. EIMA is making plans to allocate resources for the staging and production of the awards ceremony.



The members of the elite jury are: Jeffrey L. Beard, Ph.D. Associate Professor of Construction, Engineering, and Project Management and Systems Engineering at Drexel University; Ernie Conrad, PE, Conrad Engineers; and Barry Yatt, AIA, Professor-emeritus, School of Architecture, The Catholic University of America.

The awards ceremony will be held on the evening of Wednesday, March 20 at 7:15 p.m.

AWARDS JURY MEMBERS



Jeffrey L. Beard, Ph.D.



Barry Yatt, AIA



Ernie Conrad, PE

ANNUAL MEETING PREPARATIONS CONTINUE—PRE-MEETING NEWSLETTER NEXT WEEK

ONE INDUSTRY TEAM
2019 EIMA Annual Meeting

HEADED FOR THE FUTURE

March 19-22, 2019
The Woodlands Resort
The Woodlands (Houston), Texas

Leaders of the EIFS industry are less than three weeks away from coming together for the 2019 EIMA Annual Meeting at The Woodlands Resort near Houston, Texas. "One Industry Team: Headed for the Future" will be showcased during the 3 days of March 20-22.

Have you made your hotel reservations, booked your flight and travel plans, or placed your company name on one of the few remaining sponsorship opportunities? If not, time is moving fast. Over the next couple of weeks, programs will be printed, materials will be shipped, last minute schedules will be worked out, and the

exciting EIFS Hero Awards winners will be revealed and honored.

The 2019 EIMA Annual Meeting should not be missed! Stay tuned for a special edition of EIFS Briefs next week that highlights everything you'll find during the 2019 EIMA Annual Meeting.

CONNECTICUT GENERAL ASSEMBLY WEIGHS FOAM INSULATION BAN

A bill to prohibit exterior insulation and finish systems that consist of polystyrenes has been introduced in the State of Connecticut's House of Representatives. The bill, HB 7018, originally was sent to the Environment Committee for consideration and on February 14 had a change of reference to the General Law Committee. The General Law Committee had until February 19 to agree to take it up for

the remainder of the session. Efforts are underway to confirm speculation by a General Law Committee staffer that no favorable action was taken on HB 7018 by February 19, and therefore is dead for the session.

The bill was introduced by Representatives Michel and Elliott, and its sparse proposed legislative language simply states that the general statutes of Con-

necticut be amended to prohibit the use of exterior insulation and finish systems that are made of polystyrene.

There is no information at this time on what motivated Representatives Michel and Elliott to introduce HB 7018

EIMA BACKED REVISION TO KEY INSURANCE POLICY ADVANCES

During the salient panel session on EIFS insurance held at the 2016 EIMA Annual Meeting, the fact was revealed that the EIFS exclusion in the model general liability policy was controlled by the Insurance Services Office (ISO). The ISO is an insurance industry controlled entity with the task to maintain model insurance policies and to assemble loss data for the purpose of assisting in rate-making. Since that time, EIMA has initiated an

effort to minimize the effect of the EIFS exclusion by trying to have ISO rescind it or by having ISO develop an EIFS endorsement. EIMA is using Buck Buchanan, former Porex USA employee and past EIMA president, to both follow and advance this EIMA-sponsored effort. The ISO process to revise its policies is complex, but one step in the process is the Mid-America Insurance Conference's annual meeting. The conference met in No-

vember 2018 to discuss whether the EIMA request should proceed to the ISO. Although there are several key procedural steps that must be taken before the EIMA request is presented to the ISO, the conference agreed that the EIMA request should proceed. These key steps will take place over the next year. The timeline for this entire effort to come to conclusion is 3 to 4 years.

NEW YORK CITY BUILDING CODE REVISION—ATTEMPT TO BAN FOAM INSULATION

The coalition led by the American Chemistry Council to thwart any attempt to limit the use of foam insulation on buildings in New York City convened a conference call in early January. EIMA is a member of this coalition. The primary purpose of the call was

to provide an update on what was going to occur in the upcoming NYC Construction Requirements and Materials Committee: One final attempt to come to resolution on the issue of permitting exterior foam insulation before the matter goes to media-

tion. The ACC coalition held firm on its position at that last meeting with the result that the conflicting sides in the matter are now looking to be in mediation within the next couple of months.

ADVOCACY UPDATE

One of the core priorities of EIMA is to investigate and pursue any legislative restrictions and prohibitions against EIFS. Some of the most successful recent initiatives have included an active support effort from contractors and distributors.

Two current initiatives are picking up steam in Olathe, KS and Greenville, SC. EIMA has been monitoring Olathe, KS for over a year and previously engaged in conversations with their planning department. Tracy Tanking from

Architectural Building Systems, Inc., and EIMA have been working on several cases in the greater Kansas area, and found success in the City of Shawnee in 2018. Updates should be coming soon, as this effort is now progressing quickly. Green-

ville, SC was brought to EIMA's attention after city officials were trying to direct projects away from using EIFS. As next steps are explored, contact EIMA if you currently do work in this area and face similar obstacles.

Several other ongoing initiatives are underway and updates will be provided accordingly. If you're ever faced with similar challenges either contact EIMA staff or find resources at <https://www.eima.com/initiative/advocacy>!



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HIRL RESEARCH IS IN THE FIELD



During the 2018 International Builders' Show, EIMA staff began conversations with the Home Innovations Research Laboratory of the National Association of Homebuilders to discuss opportunities EIFS as in the residential market. The initial phase focused on 11 decision makers from the

residential market and their viewpoints of EIFS. The current phase great expands on these initial 11 individual.

Phase two surveyed 400 individuals in the residential market who are considered decision makers and are familiar with EIFS. The research dives into the perceptions of EIFS and poten-

tial drop-off points while selecting between exterior cladding systems.

Components of the research will be unveiled during the 2019 EIMA Annual Meeting and used during future initiatives.

ASHRAE 90.1 MEETS IN ATLANTA

ASHRAE's 90.1 Standing Standard Project Committee (SSPC) met on January 11-14 in Atlanta during ASHRAE's 2019 Winter Meeting. SSPC 90.1 is responsible for the continuous maintenance on the standard titled: Energy Standard for Buildings Except Low-Rise Residential Buildings. One of the five subcommittees in the SSPC is the

Envelope Committee, which establishes both performance and prescriptive requirements for the building envelope. The Envelope Subcommittee, which met during this time, is currently spending much of its time on the opaque elements of the building's vertical features. Among other activities, the subcommittee reviewed a revised Economic Optimization

program, along with its updated software. This program analyzes each of the envelope components in the three prototypical buildings. Also, the subcommittee continued work on the controversial addendum to 90.1, Addendum AV, which addresses thermal bridging in building envelopes.