

EIFS BRIEFS—SPECIAL EDITION—
 2019 ANNUAL MEETING

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ONE INDUSTRY TEAM

2019 EIMA Annual Meeting



March 19-22, 2019

The Woodlands Resort
 The Woodlands (Houston), Texas

Everything is bigger in Texas, and the 2019 EIMA Annual Meeting will be bigger and better than those in the past. The Woodlands Resort near Houston, Texas will welcome leaders of the EIFS industry on March 20 – 22. The EIFS industry has created a common message of “One Industry Team: Headed for the Future.” This theme will be on full display when experts paint a path for progress and success.

This meeting will be a blend of informative panels, expert discussions, exciting announcements, networking,

and can’t miss events. “EIFS in the Residential Market” will feature a group of industry professionals and homebuilders offering attendees a look at the latest trends in the residential market. Additionally, “Start With Why” will be presented by keynote speaker Heath Slawner. Heath will define the process of driving change by outlining what we’re doing, why we’re doing it, and how we progress. “The EIFS Contractors’ Committee Breakfast” will again meet with one another to discuss pressing challenges and tools for success that help to progress each individual and

company. New this year, and easily one of the most anticipated events in years, the EIFS Hero Awards Ceremony will showcase and honor outstanding EIFS projects. This ceremony will occur during the ever-popular EIMA Members Dinner.

Attendance at the 2019 EIMA Annual Meeting will provide networking opportunities and information that will exceed all expectations.

See you in Texas!

KEYNOTE ADDRESS: “START WITH WHY” PRESENTED BY HEATH SLAWNER

“Everyone has a WHY. Do you know yours? The WHY is the purpose cause or belief that drives every one of us. The whole concept of WHY is grounded in the tenets of the biology of human decision making. How the Golden Circle works maps perfectly with how the brain works.”

– Simon Sinek

Headlining the Opening General Session on Wednesday, March 20 (2:45–3:45pm), Heath Slawner will highlight Simon Sinek’s “Start With Why” concept. Driven by the

belief that people thrive when they are united by a shared sense of purpose, Heath joined the Start With Why team in 2015. His keynote will highlight who we serve and how we’re getting there, something that will offer value and fulfillment to attendees.

Heath has a degree from Wharton School of Business. He works with clients across the world in a variety



of industries and concentrations, and currently resides in Montreal, Canada.

There is still time to register!
www.eima.com/events

TWO SESSIONS ON EIFS IN THE RESIDENTIAL MARKET

PANEL DISCUSSION: EIFS IN THE RESIDENTIAL MARKET

For the past 12 months, EIMA has been working with the Homebuilders Innovation and Research Labs (HIRL) to take an in-depth look at EIFS in the residential market. The

research, which is currently in the field, includes survey responses from hundreds of homebuilders and other experts within the market. On March 20, a panel of experts will be gathered to discuss

the findings of this research and help chart a course for success that highlights the advantages of EIFS in the residential market. The panel is being sponsored by **AWCI Media.**

RESEARCH FINDINGS ON EIFS IN THE RESIDENTIAL MARKET

Director of Market Research for the Homebuilders Innovation and Research Lab (HIRL) Ed Hudson will report on the EIMA funded research on use of EIFS in the residential mar-

ket. The Friday morning presentation expands on the initial phase that included 11 interviews, and now incorporates the opinions of 400 decision-makers from the residential market.

The responses and findings will be presented for the first time and will likely guide future efforts for the residential use of EIFS.

BREAKFAST NETWORKING OPPORTUNITIES

Back by popular demand is the **EIMA Lounge**, which on Thursday, March 21 will welcome attendees for the “**Rise and Shine**” **Networking Breakfast** (sponsored by **RADCO**). This breakfast provides a midway point to the entire meeting and helps to launch a day of both educational updates and further networking opportunities. That same morning, the Contractor’s Committee and Board of Directors (*by invitation only*) will come together for a discussion on current

challenges and ways they can work together for positive results. This breakfast is sponsored by **Gypsum Management Supply**. This is the fourth year that contractors in attendance will be given the opportunity to specifically focus on the topics they want to discuss, with the individuals who need to hear from them.

Friday, March 22 (7:30am – 9:00am) will be a special breakfast for Associate Members and the EIMA Technical

Committee. As Associate Members represent the key suppliers to the EIFS industry, they play an often-pivotal role in the direction the system takes. At the same time, contractors, distributors, and the board of directors will be given a similar opportunity to discuss the pressing topics they face as they’re helping to shape the entire industry. Dave Neff of Manning Materials will preside over the breakfast. *Both of these breakfasts are by invitation only.*

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

THURSDAY EDUCATIONAL SECTION

RENOWNED SPEAKERS TAKE ON MARKETING BEST PRACTICES

Presented by Dr. Pradip Krishnadevarajan and Dr. Senthil Gunasekaran, *Marketing Best Practices – Developing Relevant Channel Value Propositions* takes on the four principles to determining value. The value

proposition begins with examining the motivating factors that help guide forces of change through to channel transformation, which will continue into a look at how sales and marketing evolve based on a customer value

proposition. Value targets, driving profitable growth, and how the perspectives between customers and companies align, will all be highlighted during different sections of this highly anticipated presentation.

EAE AND ETICS IN EUROPE

The European Association for ETICS (EAE) held its 10th annual meeting last autumn. Ralf Pasker, the Managing Director of EAE, will tell you of the organization’s formation, what ETICS

are, and who the members of EAE are. He will provide information on the accomplishments of the EAE and on how his members are working together to harmonize the differing European require-

ments for the varying external insulation systems as well as commenting on how similar the European ETICS and North American EIFS markets are.

THE ISO STANDARDIZATION IN EIFS FUTURE

Since establishing his own consulting firm, EIFS industry veteran, John Edgar, has been providing advice and guidance to International Organization for Standardization (ISO) in its efforts to

develop EIFS standards that can be used worldwide. He will report on the purpose of ISO, how it develops standards, and its importance to marketplaces around the world. Mr.

Edgar will tell us the current status of developing standards for EIFS and how much they may change how EIFS are designed and applied in the United States.

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AN EVENING OF COCKTAILS, DINNER AND THE EIFS HERO AWARDS CEREMONY

Crack open a beer or twist a lime into your gin and tonic, and get ready for the EIMA cocktail reception. Attendees always agree that the networking opportunities during the EIMA Annual Meetings are second to none. This year's reception will immediately precede the EIMA Members Dinner and is being sponsored by the **Wall and Ceiling Alliance**.

Immediately following the reception, attendees will head over to the **EIMA Members Dinner**—a staple event during the EIMA Annual Meeting and one of the premier networking functions for the EIFS industry. As the dinner continues to expand, this year's will be even more memora-



ble. While attendees enjoy catching up with friends and colleagues, they'll also witness the return of the much anticipated **EIFS Hero Awards Ceremony**.

After a 12 year hiatus, EIMA re-established its project awards program for buildings clad in Exterior Insulation and Finish Systems (EIFS). An elite jury

of three judged the entries. The Hero Award winners will be announced publically for the first time during the awards ceremony on Wednesday, March 20, immediately following the Members Dinner, and the EIFS project winning the esteemed "2018 Hero of the Year" will be revealed. The event is sponsored by **Saint-Gobain ADFORS**.

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

**Don't miss
the opportunity!**

THE ANNUAL DUNCAN CROWTHER MEMORIAL GOLF TOURNAMENT RETURNS

Forget the winter chill and begin working on your swing, because the Annual Duncan Crowther Memorial Golf Tournament is just around the corner. It's time to dust of the clubs, do plenty of stretching, and hope your putting game is on point. The Woodlands Resort offers a beautiful and scenic golf course that's primed and ready for the foursome play.

A 1:00pm shotgun start has been determined for Thursday, March 21. If you're trying to stack your team full of ringers, now is the time to make sure they're ready. The Panther

Trail was completely renovated in 2002 by Roy Case. The new design includes challenges and eye-catching features. When you get to the 18th hole, you'll be teeing off on what has been called the "Best Par 4 in Houston." **DOW Construction Chemicals** is the sole sponsor of the golf tournament again this year.

Following the golf tournament, awards will be presented during the **19th Hole Reception** with a good 'ole fashioned rodeo...kind of. Have you ever ridden a bull or a bronco in front of your friends and co-workers? No? Well, you probably won't here either, but after an afternoon of



golf, it's time to unwind...at the rodeo. Drinks and BBQ favorites will help nurse the wounds or mark the triumphs from the golf course. While packed full of fun, the evening gathering will provide attendees with the perfect setting to relax and enjoy some good 'ole Texas hospitality. This après golf event is sponsored by **Clark Dietrich-Vinyl Accessories**.

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