

EIFS BRIEFS

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CALENDAR

Northwest Wall and Ceiling Bureau
2021 Virtual Conference
April 26-29, 2021

2021 EIMA Annual Meeting (Virtual)
May 2021 (Date TBD)

World of Concrete 2021
June 7-10, 2021
Las Vegas, NV

AIA National Conference on Architecture
June 16-19, 2021
Philadelphia, PA

FWCCA Annual Southeastern Trade Show and Convention
July 21-25, 2021
Orlando, FL

AWCI's Convention and INTEX Expo
October 17-20, 2021
New Orleans, LA



EIMA INITIATES EFFORT TO BLUNT NEW YORK CITY PROPOSAL

EIMA is involved in a large effort to defeat an impending proposal offered by the New York City (NYC) Department of Buildings (DOB) that would amount to a de facto ban on EIFS and place severe restrictions on the use of any material or building system that contains combustible materials if used on the exterior of buildings. EIMA is asking its members to contact the NYC DOB and protest both the de facto ban of EIFS and the fact that the design and construction industry was not offered the opportunity to comment on the DOB's proposed code revisions.

This whole matter began over 2 years ago when the DOB's Construction Requirements

and Materials Committee (CRM) began the revision to the NYC Building Code's section that dealt with combustibles. The CRM initially proposed a ban on most combustibles including EIFS and did not move far from that stance over the years. The impasse resulted in a mediation of the opposing parties on this matter with the DOB being the mediator.

On December 9, 2020, the American Chemistry Council (ACC) informed the members of the North American Modern Building Alliance (NAMBA) that the DOB had ruled against those parties that advocated the safe use of combustibles on the exterior of buildings in New York City. The other side

to this dispute was led by the Fire Department of New York. NAMBA is a subsidiary of ACC and is staffed by ACC, and EIMA is a member on NAMBA's Executive Committee. The mediation decision is unacceptable to EIMA since it places such severe restrictions on EIFS with overkill fireblocking that it amounts to a de facto ban of EIFS.

Currently, EIMA has secured the support of several national and local organizations to help in this critical effort. The DOB proposal will soon be forwarded by DOB to the NY City Council for consideration and approval. EIMA members and allies will be informed immediately of this development when it occurs.

EIMA UNIVERSITY: A GOLD STAR PROGRAM SET TO LAUNCH THIS FALL

Work on EIMA University began in 2020 behind the leadership of the EIMA Board of Directors and several committees, each of whom are continuing to play a role in the development and roll-out of the program.

The goal of EIMA University is to provide general information and education about the EIF system to contractors, architects, and industry professionals. The program will

meet these objectives through online, in-person, and multimedia opportunities, while supplying the latest information available to the EIFS industry.

The program will launch this fall. Stay tuned for more exciting information.



A Gold ★ Education Program

EIMA CELEBRATES 40TH ANNIVERSARY



The EIFS Industry Members Association (EIMA) is celebrating its 40th anniversary this year. Founded on May 28, 1981, EIMA is a national non-profit technical trade association comprised of leading manufacturers, suppliers, distributors, applicators, architects and building owners involved in the Exterior Insulation and Finish Systems (EIFS) industry.

“The EIMA organization has always been a source of strength for the EIFS industry, an industry that has overcome many incredible chal-

lenges. EIMA has aided its membership in meeting those challenges in the past, and it will continue to do so in the future,” said David A. Johnston, Executive Director/CEO of EIMA. “EIMA is committed to elevating the profile of EIFS by developing standards, monitoring and influencing government actions, and assuring the availability of qualified contractors” said Johnston.

The EIFS Industry Members Association is guided by a 10-person Board of Directors and has a growing membership of over 700 firms dedicated to the

EIFS industry. Activist members comprise five committees whose hard work is critical to the advancement of EIFS. The committees are: Technical and Research, Advocacy and Industry Relations, Communications and Education, Contractor, and Membership.

To commemorate this milestone, EIMA invites you to take a nostalgic walk down memory lane, and to enjoy and be proud of all that the industry has accomplished. <https://www.eima.com/about/eima-40th-anniversary>

EIMA BOARD OF DIRECTORS ELECTS NEW OFFICERS

At its February 10 meeting, the EIMA Board of Directors elected Steve Smithwick of Master Wall®, Inc. to the position of President for the 2021/2023 term. Most recently, Mr. Smithwick served as the vice president on the board of directors. In addition, Tyson Kindstorm of Sto Corp. was elected to the position of Vice President previously serving as treasurer. Peter Daechsel of Master Builders Solutions was elected as the new

Treasurer, previously serving as Board secretary, and Dave Maynard of Tremco Construction Products Group was elected as the new Board Secretary.

A new addition to the EIMA Board was made with the election of Sereen Massoud of Dow Construction Materials as a Board member in the Associate category. Ms. Massoud is replacing Steve Kennedy who recently served as EIMA President. Mr.

Kennedy has been promoted within Dow to a different position, which is outside of the EIFS industry.

Other EIMA Board Members are: Marius Mavrodin, Director (Parex USA), Sarah Nichols, Director (Aird Incorporated), Nathan Katz, Director (Saint-Gobain Adfors), Chip Blome, Director (L & W Supply), and Darryl Little, Director (Gypsum Management & Supply, Inc.).

EIMA PROTECTS COPYRIGHTS

On November 5, PSI Services, LLC, a global leader in work-force solutions, added the 99-A-2017: *Standard for Exterior Insulation and Finish Systems (EIFS) and EIFS with Drainage* to the NASCLA (National Association of State Contractors Licensing Agencies) exam. Following that action, EIMA became inundated with

requests for the document.

As EIMA began working with resellers to supply the document to individuals taking these courses, some began doing so without the appropriate approvals. Since all of these documents are owned by EIMA and only available when purchased, cease and desist

letters were sent to those companies acting in a disingenuous manner. Most of the issues have now been addressed.

EIMA will continue to work with resellers to provide access to industry publications and will continue to monitor those who are acting without pre-approved agreements.

NAMBA AND EIMA JOIN TOGETHER TO PROPOSE CODE CHANGES

EIMA and NAMBA are joining together to present two code changes to the International Building Code (IBC) that will clarify the EIFS section. The revision will state that Section 1407.5 of the IBC will provide that exterior wall assemblies containing an EIFS exterior wall covering shall be tested in accordance with, and comply with the acceptance criteria of, NFPA 285 and comply with Section 2603.5. Reason: This code proposal clarifies the fire

testing requirements for EIFS systems and adds a reference to Section 2603.5 to ensure the exterior wall assemblies with EIFS exterior wall coverings will comply with the relevant requirements for fire resistance (E119/UL 263), surface burning characteristics (E84/UL 723), vertical and lateral flame propagation (NFPA 285), and ignition resistance (NFPA 268). The current Section 1407.1 references, "...in addition to other

applicable requirements of [...] Chapter 26.," the new proposed Section 1407.5 provides clear and specific reference to the codified fire testing and fire performance requirements for exterior wall assemblies containing foam plastic insulation and associated exterior coatings and facing. The EIMA Technical and Research Steering Committee has reviewed and agreed with these proposed changes.

EIMA SUPPORTS AIA IN PROTESTING REPLACEMENT OF IECC WITH STANDARD

On January 18, EIMA issued support for the American Institute of Architects in their opposition to the proposal from the International Code Council (ICC) that would reduce public input during the code development process. EIMA shared with ICC their concerns that continuing down this road could harm the implementation of codes needed to address climate concerns. "Further, the proposal will

place individuals and small entities with a high level of interest in energy code development in a more remote position to contribute to the development of a national model code for energy efficiency. Also, the proposal will retard the advancement of the content of consensus code by limiting contributions to the code by a wide audience. Additionally, the true advancement of the code will lose

important stakeholders who have an acute interest in seeing that the ICC energy conservation adopted at the local level. These stakeholders will add to the level of support for the adoption of the energy conservation code at the local level." (Text from EIMA letter to ICC)

EIMA will continue to monitor this situation.

EIMA AND ECC COOPERATE IN PROPOSED CANADIAN BAN ON SOME PLASTICS

Both the EIFS Council of Canada (ECC) and EIMA have joined with over 80 organizations and firms in North Ameri-

ca opposing a proposed ban by Canada on some plastic products. This is the second time that ECC and EIMA have

added their names to letters opposing this proposed ban.

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2020 EIFS HERO AWARDS

The 2020 EIFS Hero Award nominations may very well represent the best EIMA has seen. 34 nominations were made prior to the January deadline, and on February 24 the jury began their deliberations.

The jury is made up of the design experts Ernest Conrad (Conrad Engineers), Peter Freeman (Freeman Kennett Architects, PLLC), and Ron W. Cooper (Svigals + Partners). Together, with support from the EIMA staff, the jury re-viewed nominations that fall



Ernest Conrad
Conrad Engineers
Shelton, CT



Peter Freeman
Freeman Kennett Architects, PLLC
High Point, NC



Ron W. Cooper
Svigals + Partners
New Haven, CT

into the categories of hospitality, healthcare, high-rise, institutional, mixed-use, office, residential, retail, and other. The winning projects will be showcases during the upcoming EIMA virtual meeting in May.

The 2019 Hero of the Year was presented to the Ronald McDonald House of Connecticut.

EIFS CRAFTSMAN VIDEO

In a continual effort to showcase the pride individuals feel for the position of the EIFS Craftsman, EIMA released the "Be an EIFS Craftsman" video during the fall of 2020. The video, which has now been viewed hundreds of times, will act as a tool for future



outreach efforts to recruit EIFS craftsmen to the trowel trades.

View the video on the EIMA YouTube channel:
<https://www.youtube.com/watch?v=IjysS9sWGxw>

Take pride in what you do...
become an EIFS craftsman!

EIMA SEEKING NEW EXECUTIVE DIRECTOR

The EIFS Industry Members Association (EIMA) is seeking resumes from qualified candidates for its next Executive Director/CEO to replace Dave Johnston who is retiring. The four main attributes for the successful candidate are: 1) government relations, 2) codes and standards, 3) association experience and management skills, and 4) knowledge of the construction industry.

The minimum academic requirement for the fully qualified candidate is a college degree. Significant work experience (7 to 10 years) in association management or in the corporate setting at the senior level is a necessity. Technical and/or public relations experience in the not-for-profit area are advantages. Some familiarity with construction education is a plus, as is the CAE cre-

dential. If you feel you have the background and enthusiasm for this dynamic position, please e-mail your resume and cover letter which expresses your interest to: EDApplications@eima.com

The full position description along with the desired qualification will be placed on the EIMA website very soon.

