

EIFS BRIEFS

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Calendar

AWCI Industry Executives' Conference

September 24-27, 2019
Honolulu, HI

ASHRAE 90.1 Committee

October 10-12, 2019
Atlanta, GA

ASTM E06 Performance of Buildings Committee Meeting

October 20-23, 2019
Houston, TX

2019 ICC Annual Conference and Expo

October 22-31, 2019
Las Vegas, NV

GreenBuild International Conference & Expo

November 19-22, 2019
Atlanta, GA

EIFS HERO PROJECT AWARDS: CALL FOR ENTRIES

EIMA announced the Call for Entries for the 2019 EIFS Hero Awards on August 15. After the successful rebirth of the awards program last year, this year's Call for Entries has created quite a buzz in the industry.



Merit. One of the eleven was such a standout that it was named the Hero of the Year.

Submissions are due by November 29, 2019. Winners will be notified on January 31, 2020, with an awards ceremony

Do you think you have an award-winning project? If so, here's your chance to showcase it and tell the story of why EIFS is a "hero hidden in plain sight". The EIFS Hero Awards Program recognizes outstanding projects in the EIFS industry in a variety of building categories.

Projects in hospitality, retail, residential, commercial and others with EIFS on more than 50% of the opaque wall are encouraged to be submitted.

During the 2019 ceremony, 11 projects were awarded either a Hero Award or an Award of

being held on March 3, 2020 during the EIMA Annual Meeting.

For more information about the program requirements, visit the EIMA website: <https://www.eima.com/eifs/hero-awards/2019-awards>

EIMA ANNUAL MEETING SLATED FOR MARCH 3-5, 2020

EIMA is pleased to announce that its next annual meeting will be held on March 3-5, 2020 at the Omni Resort - Amelia Island Plantation on Amelia Island, Florida. Mark your calendar now so you won't miss this once a year meeting where top EIFS industry leaders gather to learn the latest in EIFS research and trends. Details about the meeting, including the action-packed agenda and hotel information, will be forthcoming soon...but for now, SAVE THE DATE!



EIMA COMMITTEES ACTIVE DURING SUMMER MONTHS

In addition to their work year-round, the four EIMA Committees kicked things into high gear in June, July and August.

On June 28th, the **Membership Committee**, chaired by Michelle Leader (Sto Corp.), held a conference call to review goals for 2019. Among the committee's lofty goals are increasing EIMA membership, enhancing the EIFS Hero Awards Program, and creating new membership recruitment materials. A follow-up committee call was held on July 26th to finalize the criteria and eligibility requirements of the EIFS Hero Awards program, in preparation for the Call for Entries on August 15.

On July 31, both the Communications and Education, and Advocacy and Industry Relations Committees met in the Washington, DC area.

As part of the dual meeting, members of the **Advocacy and Industry Relations Committee** discussed several updates and upcoming initiatives. The meeting was the first in-person gathering since Jay Winters (Dow Construction Chemicals) was named the group's chairman.

Primarily focused on local and state legislation, and the skilled labor gap, the committee discussed both past successes and ongoing efforts. Among past legislative cases, the successful efforts in Texas were highlighted with the passing of HB 2439, which effectively eliminates over 200 codes that were unjustly denying individuals and companies from using EIFS and other building materials. The success story in Texas included several other national organizations and their local chapters, which are being counted on again as the efforts move to other states in 2020.

Although Increasing the pool of skilled labor in the construction



industry will eventually become the primary focus of the EIMA Contractors Committee, the topic was initiated under this committee's purview. An update from the EIMA meeting with ACE and potential future efforts, including the development of Apps, was shared.

The committee will be holding a conference call in the fall for further discussions on both topics, as well as updates on grassroots efforts on local legislative cases.

The **Communications and Education Committee Meeting** immediately followed the Advocacy and Industry Relations Committee Meeting, and was opened with a presentation by Ed Hudson of Home Innovation Research Labs. Hudson reviewed the findings of recent research on EIFS in the residential market, and a lively discussion on next steps for the industry ensued. Next, newly appointed committee chair Barbara Catlow (Dryvit Systems, Inc.) presented an "EIMA Toolkit" chock full of marketing tools, advocacy tools and educational materials that have been created in recent years by EIMA and its committees. With the toolkit as a foundation for discussion, the committee's goals were determined: develop a communications plan for EIFS in the residential market; develop a marketing strategy for the EIFS Hero Awards winning projects; and create a communications calendar for

social media. Updates on the committee's progress will come in future editions of *EIFS Briefs*.

The full membership of the **Technical and Research Committee** convened in Atlanta, GA, on August 14. This meeting brought manufacturers and suppliers together where they discussed code changes, testing, standards, and legislative challenges.

In recent months, EIMA has rolled out a guide on durability entitled Impact Resistant EIFS: Tough and Tested. Available on the EIMA bookstore, the publication was reviewed and crafted in collaboration with members of the Technical and Research Steering Committee. Targeting designers, among others, this newly released publication shows how to specify impact resistance with EIFS.

Stemming from an initial meeting in March 2018, EIMA launched a partnership with the Home Innovations Research Labs (formally the NAHB Research Center) to take an in-depth look at EIFS in the residential market. The initial meeting included representatives from the committee, while the second phase of research was concluded prior to the 2019 EIMA Annual Meeting. The Technical Committee is assessing developing a guide that will provide some guidance for homebuilders who want to use EIFS for their exterior cladding.

EIMA REPRESENTATIVES MEET WITH ACE

On July 30, Sarah Aird-Nichols and Scott Robinson sat down with the ACE Mentor Program President Diana Eidenshink to discuss collaborative initiatives that could benefit the shared interest of improving the current state of skilled labor.

The ACE Mentor Program seeks to encourage high school students to pursue professions in architecture, construction, and engineering through educational and mentorship opportunities. Across the United States, there are 9,000 students and 1,000 high schools participating in the programs.

Aird-Nichols, Chair of the EIMA

Contractor Committee and EIMA Board of Directors member, had experience working with the local chapter of ACE in Maryland and reached out to them for this collaboration. Through Aird-Nichols, and the larger initiative of the challenges in finding skilled labor, EIMA has been working on a concept to approach high school students. The program could include direct presentations to high school students, internships, a summer camp, attendance at the EIMA Annual Meeting, and an official draft day into a paid position. With these discussions occurring internally, ACE seemed like the ideal partner for achieving some of the goals.



ACE CONTRIBUTES TO CONSTRUCTION INDUSTRY WORKFORCE



With several next steps planned, EIMA and ACE have a clear working relationship that should only further the focus on the skilled labor topic. Both organizations have been sharing relevant information since the meeting and there is an ongoing discussion on how to target local ACE students in Jacksonville during the 2020

EIFS HERO AWARDS BROCHURE TO TARGET ARCHITECTS

As part of the strategy of the EIMA Communications and Education Committee to promote the winning projects of the EIFS Hero Awards, a 20-page, 4-color brochure has been created.

Featuring stunning photography of award-winning EIFS projects, complete with descriptive copy of why each project is a "hero hidden in plain sight", the brochure beautifully showcases the true ambassadors of the EIFS industry.

At the committee meeting held on July 31, a preview of the brochure was shown to committee members and their feedback was incorporated into the final design.

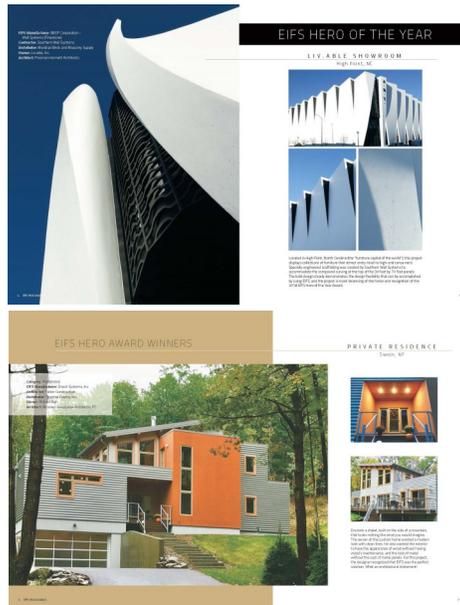
The brochure will be direct mailed to designers from the largest 100 architecture firms in the country early next month. The custom and tar-

geted list, created by EIMA's summer intern Jeanne-Marie Pelletier (a student of architecture at the University of Southern California), contains nearly 2,000 contacts from prestigious, nationally acclaimed design firms such as Gensler, HOK, Perkins Eastman, SOM, and more.

In addition, a copy of the brochure will be mailed to each EIMA member company's primary contact.

The creation of this brochure and the continuation of the EIFS Hero Awards Program are part of EIMA's overall strategic plan to elevate the profile of EIFS and increase the use of EIFS. Direct

marketing to the design community is a tactic based on previous industry research conducted which clearly concluded that architects play a major role in deciding the cladding choice for a project.



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PROVIDING EIFS EDUCATION

Earlier this year, pages were added on the EIMA website featuring both general EIFS education and the need in the industry for skilled labor. These resources will expand in the coming months.

Be an EIFS Craftsman was created to provide a resource to individuals considering a career as a craftsman (also commonly referred to as plasterer and/or mechanic). The information found on this page highlights reasons to take the

career path, links to other organizations, and articles that provide both information about the need for more in the field. As part of this initiative, EIMA worked with the Maryland Center for Construction Education and Innovation and its *Build Your Path* website to highlight the craftsman on another platform.

In late 2018, EIMA launched its first AIA-CES course in over five years. *An Introduction to Exterior Insulation and Finish Sys-*

tems (EIFS) has now been completed by architects, contractors, professors, inspectors, industry professionals, and state and local planning officials. Additions to this page will include information entitled "Train the Trainers," which will provide individuals with information to use during training sessions, as well as an actual presentation that could be shown to students and building officials alike. Both of these will go live later this fall.

NEW YORK CITY ADDRESSES FOAM INSULATION CODE ISSUES IN MEDIATION

Since November 2017, the City of New York has been working on revisions to its building code that effect EIFS and other exterior cladding systems that use foam insulation. This revision is part of a review process for the entire building code for New York. Since this work started, there have been numerous proposals that either ban foam insulation and plastic accessories or severely restrict their use. EIMA has been working within a coalition formed and led by the American Chemistry Council (ACC) to blunt these

proposals. Since there has been unreasonableness on the part of ban proponents, the matter has reached an impasse. The impasse will now be resolved through the use of mediation with the City of New York's Department of Buildings being the mediator.

Interested parties were required to submit their positions and backup material by Friday, August 23 for the mediation process. A lengthy and detailed omnibus position paper has been developed by the ACC with the participation

and contributions of many foam insulation trade associations and individual chemical companies, including EIMA. One of the biggest concerns that EIMA has is the requirement for fire blocking. This topic has been addressed adequately from the EIMA perspective in the omnibus response. Also, EIMA has provided to ACC a letter supporting the positions of ACC and the Real Estate Board of New York (REBNY), a local and highly influential trade group in New York City.

MULTI-PURPOSE PLASTIC/INSULATION GROUP FORMS IN EUROPE

A relatively new organization has formed in Europe with the mission of advancing the proper use of plastics in order to advance safety and sustainability. The **Modern Building Alliance** (MBA) is group of European trade associations and companies representing the plastics industry that focus on the construction sector. The Modern Building Alliance's aim is to engage with policymakers

and stakeholders (the public) to ensure safe and sustainable construction for people across Europe.

MBA's premise is that plastics are increasingly used in building and construction applications to make today's buildings more sustainable. These products range from window frames and durable pipes to state-of-the-art insulation solutions.

An essential pillar of the MBA cause is the ambition for greater fire safety across the construction industry. It is a key driver of its membership's product design and manufacturing as improving the fire safety of buildings is a joint responsibility of the whole value chain involved in building and construction. The launch of an MBA-like group is now being evaluated in the U.S., and EIMA is now involved in these discussions.

