

EIFS BRIEFS

INSIDE THIS ISSUE:

NAMBA Advances Safe Buildings 2
EIMA Shows on Tremco Live 2
EIMA Live with Walls and Ceilings 3
Membership Committee Update 3
EIMA Board Works on Strategic Plan 4
EIFS Resource Series 4
Architects Respond to Survey 4

Calendar

AWCI'S Industry Leaders Conference On Demand
 September 15-17, 2020

Construct AEC Education & Expo
 Virtual Experience
 Oct. 7-9, 2020

DBIA Conference & Expo
 Virtual Conference
 October 28-30, 2020

EIFS HERO AWARDS RECIPIENTS BROCHURE LANDS WITH ARCHITECTS

On July 20, over 2,000 architects received individual brochures that feature the recipients of the 2020 EIFS Hero Project Awards, that were first announced during the 2020 EIMA Annual Meeting this past March.

The winning projects are now being showcased on www.EIMA.com, the EIMA YouTube channel, and in this visually stimulating publication. Previously identified architects and firms were the recipients of the brochure as a tool to illustrate outstanding EIFS examples to their profession. The award-winning projects clearly show why EIFS are such an attractive choice for both commercial and residential projects. From unique sustainable design features, superior aesthetics, and green building benefits, the

brochure highlights the best of today.

The Ronald McDonald House of Connecticut, New Haven, Connecticut, was awarded *Hero of the Year* during the ceremony on March 3, and the Runner-up - Hero of the Year to Bremerton Capital Group Office Building, Bremerton, Washington. Additional Hero Awards were presented to: Buena Vista Apartments, Yonkers, New York, Station Park Phase 2, Farmington (Salt Lake City), Utah, and Fairfax City Net Zero House, Fairfax City, Virginia. Awards of Merit were presented to: Crescent



Shores, North Myrtle Beach, South Carolina, LC Germantown, Nashville, Tennessee, Magic Village – Phase 2, Orlando, Florida, Mary Our Queen Church, Peachtree Corners, Georgia, and River Park Apartments III, Louisville, Kentucky.

The entire list of award winners and others nominated further shows the impressive portfolio of EIFS projects currently in the United States.

EIMA ANNOUNCES ADDITION AND CHANGES TO BOARD OF DIRECTORS

After announcing the additions of Dave Maynard (Tremco Construction Products Group) and Chip Blome (L&W Supply) earlier in the summer, EIMA announced Marius Mavrodin (ParexUSA) was joining the board of di-

rectors in July. His inclusion will give EIMA a strong voice from the West Coast and from another leading manufacturer of EIFS.

Already active members of the EIMA Board of Directors were

elevated to new roles: Steve Smithwick, Vice President (Master Wall®, Inc.), Tyson Kindstrom, Treasurer (Sto Corp), Peter Daechsel, Secretary (Builders Solutions - Wall Systems). All changes were effective immediately.

NEW GROUP ADVANCES SAFE BUILDINGS AND BENEFICIAL BUILDING MATERIALS

The North American Modern Building Alliance (NAMBA) is a newly formed group within the American Chemistry Council. NAMBA's mission is to promote responsible fire-safety policies that support the use of the many building and construction products that are made from or incorporate plastic materials. The group is an alliance comprised of trade associations and construction product manufacturers interested in construction and the use of plastics. The EIFS Industry Members Association (EIMA) is an Executive Member and also participates on the Fire Performance Technical Committee.

NAMBA is dedicated to coordinating and leading advocacy, communications, education, research and project manage-



ment on combustibility issues and the safe fire performance of plastic materials when used in or as part of building enclosures. Current NAMBA activities include participation in the New York City building code development process, monitoring ASTM activities and ballots, drafting proposals for the upcoming International Code Council (ICC) code development cycle, participation in the NFPA 285 engineering judgement task

group, and development of a dedicated NAMBA website which will provide information regarding NAMBA activities and plastics in construction.

EIMA Executive Director Dave Johnston represents EIMA on NAMBA's Executive Committee, and Bill Egan of the Bill Egan Group represents EIMA on the NAMBA Fire Performance Technical Committee.

EIMA DISCUSSES THE VALUE OF MEMBERSHIP ON TREMCO LIVE

During the August 7 production of Tremco LIVE, EIMA was invited to provide an overview of the importance of membership in a national association. EIMA's Director of Public Affairs, Scott Robinson, gave a presentation on who makes up EIMA, a look at the last decade, and where the industry could be heading.



YOUTUBE.COM
Tremco Live Episode 14: EIFS Industry Members Association (EIMA)

They highlight products, people, and all things that make up the Tremco Construction Products Group.

Robinson's presentation discussed the EIMA 'toolbox,' a term that highlights the resources and information EIMA has at its disposal. Current initiatives, the removal of barriers

Tremco LIVE: *Socially Distance Technically Connected* is a

weekly production hosted by Marcy Tyler (Director of Building Science) and Paul Hoo-genboom (Group President).

to the use of EIFS, and an effort to target the changing construction industry were featured topics.

EIMA SPEAKS TO WALLS AND CEILINGS ABOUT FOCUS ON CONTRACTORS

As part of an ongoing series, *Walls and Ceilings* magazine invited EIMA to discuss how the association has responded to the challenges presented during the ongoing COVID-19 pandemic. Specifically, how EIMA is working to help contractors respond to the current climate, while preparing for tomorrow.

As many businesses and non-essential workers were forced to alter their operations in the first quarter of the year, most construction services were allowed to stay open. EIMA's Director of Public Affairs, Scott Robinson, presented a series of initiatives EIMA undertook to make sure the EIMA membership was up to speed on PPP loan opportunities and had the legislative assistance to remain in operation.



A main focus of the conversation pertained to where the construction industry is heading, with estimates indicating that 41% of the current construction industry will retire by 2031. Robinson highlighted current efforts by the Contractor Committee Chair Sarah Nichols to create partnerships

with several organizations targeting younger workers. Additionally, EIMA is working to find creative ways to educate current contractors making sure they have all the tools to succeed in today's marketplace.

EIMA MEMBERSHIP COMMITTEE NAMES NEW CHAIR; SEEKS ARCHITECT MEMBERS

The EIMA Membership Committee has been hard at work this summer under the guidance of its new chair, Lauren Eubank of Gypsum Management and Supply, Inc. Ms. Eubank took the helm in August replacing long-time activist chair Michelle Leader of Sto Corp.

The Membership Committee goals for this year are solely focused on member recruitment, with a lofty goal of reaching 750 members by the end of the calendar year. To

accomplish this goal, the committee will be developing outreach campaigns to the following industry stakeholder audiences: architects, owners, distributors.

Its initial outreach efforts will focus on architects. A value proposition to the architect will be created and tactics for an outreach campaign are being discussed by committee members, and will include direct email and social media. The committee used the results of a recent EIMA survey



Lauren Eubank
Gypsum Management & Supply, Inc.

of architects to create a unique page on the EIMA website with content architects indicated they are specifically looking for about EIFS. The page can be viewed [here](#).

Past market research studies conducted by EIMA have shown the importance of this stakeholder audience in the wall cladding decision-making process. Outreach to educate them on the benefits of EIFS is a key initiative of EIMA.

EIFS Industry Members Association, Inc.

513 West Broad Street
Suite 210
Falls Church, Virginia 22046-3257

Toll Free: 800-294-3462
Fax: 703-538-1736
E-mail: eifsinfo@eima.com

www.eima.com

EIMA BOARD WORKS ON NEW STRATEGIC PLAN

The EIMA Board of Directors, led by President Steve Kennedy of Dow, is working on a major revision to the 2018-2021 EIMA Strategic Plan that was developed and adopted in December 2017. The new plan when completed will cover 2021-2024. The Board wants to concentrate the overall strategic themes to two:

technical issues and outreach/education. The latter will encompass advocacy, communications, and developing additional tools to inform industry stakeholders and the public about EIFS and its amazing benefits. Technical issues are still at the heart of EIMA's core strength, and EIMA will continue with development of needed

standards and publications. The Board's intent at present is to reduce the very large number of tasks that EIMA has set out to do in previous plans. The Board has a goal to complete the plan in December of this year.

A LOOK AT THE EIFS RESOURCE SERIES

In late May, EIMA launched a resource series in an effort to provide bi-weekly information and resources to association membership and construction industry professionals. The series has continued to gain traction and ranges from EIMA initiatives to technical details.

The most recent editions focused on information that is helpful to architectural professionals. With help from a recent panel discussion from the 2020 EIMA Annual Meeting, which is currently available on the EIMA YouTube

channel, information was coming directly from a well-established architect.

The most recent edition focused on the technical aspect of EIMA and the standards development process the association regularly partakes in.

EIMA members and industry professionals can sign up to receive this information, and more, on the EIMA website. EIMA members are also welcome to suggest topics for the bi-weekly series by emailing Ljoseph@eima.com.

EIFS Resource Series

The EIFS Industry Members Association (EIMA) is pleased to continue the EIFS Resource Series, a program to educate industry stakeholders and EIMA members on the vast array of valuable education courses, publications and other resources available regarding Exterior Insulation and Finish Systems (EIFS).

Part 7 of this series is all about **EIFS Standards**. Also, EIMA is ANSI-accredited standards development organization, and as such, develops consensus industry standards for the EIFS and construction industries.

**EIFS:
A hero
hidden
in plain
sight.**

ARCHITECTURAL PROFESSIONALS RESPOND TO SURVEY

From July 7 - 13, EIMA conducted a survey on SurveyMonkey to determine what could be added to EIMA.com to help architectural professionals. In addition to EIMA members, a database which includes contacts made at previous American Institute of Archi-

tects (AIA) trade shows was used.

Product details, specifications, and technical information largely dominated answers being provided to reasons for visiting websites. As for the impact social media has on relaying

information, YouTube and LinkedIn were the favored platforms by a majority of respondents.

Future surveys that help EIMA best represent the interests of the membership are being discussed.

EIMA

EIFS INDUSTRY
MEMBERS
ASSOCIATION