

EIFS BRIEFS

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EIMA ADVOCATES FOR EIFS AND CONSTRUCTION TO U.S. GOVERNORS

In March, as Governors across the United States began placing restrictions on specific businesses classifying several as “non-essential,” EIMA began advocating for construction to stay operational.

The overall economy needs construction to safely continue throughout this crisis, as it’s equipped to do better than most any other industry. Contractors are accustomed to following critical safety regulations and adapting to new ones along the way. It should be no surprise that the U.S Department of Homeland Security’s Cybersecurity and Infrastructure Security

Administration includes construction as a business sector that should remain operational through these challenging times.



On March 31, a letter was sent to Governors Hogan (Maryland) and Cuomo (New York) requesting their action to label businesses in the construction industry as “essential,” while also calling on them to create language that other states could use.

On April 20, EIMA sent a letter to Governor Wolf (Pennsylvania) encouraging the passage of legislation that would allow the construction industry to get back to work. Thanks to the active participation of ABC Pennsylvania, EIMA was provided constant updates on how we could help push for action. Governor Wolf recently announced that the construction industry could begin operating again on May 1.

While prioritizing the health and safety of our members, we will continue to advocate their essential roles in the workforce.

SURVEY OF MEMBERS

The EIFS Industry Members Association recently conducted a survey of the EIFS industry to determine how COVID-19 was effecting their individual businesses. Results were collected between March 26 - March 31, and published on April 1.

Overall a great deal of optimism remains throughout the industry. While multiple states have now stopped any construction that is not tied to health and safety projects,

other companies are reporting slight delays of projects. 56% of respondents have reported seeing less than a 30% impact on their EIFS marketplace.

Nearly 70% of respondents stated construction was listed as an “essential business” and



43% listed their occupation as a contractor.

2019 EIFS HERO OF THE YEAR

The EIFS Industry Members Association held its "EIFS Hero Project Awards" ceremony on March 3, 2020 during the EIMA Annual Meeting at the Omni Amelia Island Plantation Resort in Amelia Island, Florida. Winning the prestigious "2019 Hero of the Year" award was the Ronald McDonald House of Connecticut. Ronald McDonald houses are well-known temporary "homes away from home" for families of children who are being treated at nearby hospitals and healthcare facilities.

The design-build team of this project wanted to break through barriers of traditional EIFS and create a state-of-the-art building. By using the



design flexibility of EIFS in a variety of ways, this project has a fun and whimsical-like façade and its unique appearance is both uplifting and pleasing to the eye, important in keeping the spirits high of the visiting families.

The award was submitted by EIMA contractor member Ronnie DeMeo Construction and the EIF system used on the project was that of EIMA manufacturer member Dryvit Systems, Inc.

COVID-19 RESOURCE PAGE GOES LIVE

This week, EIMA launched a COVID-19 resource page to help members locate official association positions, letters, and most importantly tools that will assist them directly.

Information pertaining to how the construction industry is being classified in each state (Architect Magazine), a worker safety video (Associated General Contractors), advoca-

cy efforts from EIMA, and links to where you may be able to find the items that keep your job site safe.

Additionally, there is a direct link to the Paycheck Protection Program (PPP). While the initial amount in the program was quickly allocated, additional funds are now available. The PPP provides forgivable loans for small businesses

during these challenging times, which can cover up to 8 weeks of payroll costs, rent, utilities, and more.

EIMA will continue to advocate for the EIFS industry during the COVID-19 pandemic. If there is something you need assistance with, please contact us today.

www.eima.com/covid-19

EIMA VIDEO RELEASED

The EIFS Industry Members Association has created a video that will be used to promote the benefits of membership in EIMA. In existence for nearly 40 years, EIMA has achieved a host of accomplishments. The newly released video

focuses on the significant accomplishments of the association since its founding in 1981. EIMA has drastically increased membership, overcome negative and restrictive ordinances, and tackled several challenges facing the EIFS industry.

To view the video, click here:

<https://www.youtube.com/watch?v=Q3DPaOhXCbM>

NEW YORK CITY CODE REVISION CONTINUES DURING PANDEMIC

The New York City's Department of Buildings continues with its mediation of the dispute between the parties who either oppose the safe use of fire-tested combustibles on the exterior of buildings and those who favor such use, represented by EIMA's strong ally, the American Chemistry Council (ACC). The proposed changes to the New York City buildings code to severely restrict the use of foam plastic insulation and accessories on the exterior walls of buildings were first offered in November 2017. The proposed severe

restrictions will virtually eliminate the use of these energy efficient building materials in the city.

On April 16, the Department of Buildings (DOB) sent to ACC a draft decision, which represented the DOB pending resolution of the mediation. The contents of the draft decision changed little from previous attempts to resolve the dispute. The contents of the draft will make use of EIFS and other systems that use foam plastic insulation extremely difficult, if not impos-

sible. The DOB has invited ACC to comment on its draft decision, and EIMA, via its Technical and Research Steering Committee, has contributed to the development of ACC's response that is due at the end of April. Also, EIMA provided a letter to accompany the ACC comments. This letter states EIMA's strong opposition to the proposed code revision. The time frame for the conclusion of this mediation process is not known given the current situation in New York.

WOMEN IN CONSTRUCTION WEEK CELEBRATED DURING EIMA 2020 ANNUAL MEETING

Women in Construction Week was founded by the National Association of Women in Construction (NAWIC) in 1953 as a tool to bring women from around the industry together. The goals of the week stretch across every corner of the construction industry, and include changing the mindset that women are only supposed to fill select jobs. This year, Women in Construction Week fell during the same

week as the 2020 EIMA Annual Meeting. To commemorate the week, EIMA welcomed all the female leaders from every level of membership to the stage to show the diversity the industry welcomes. During additional sessions, attendees were able to view a newly released video from NCCER's Build Your Future campaign, which featured a young girl being inspired to join the construction industry.

Additionally, coincidentally, the award of EIMA Member of the Year was presented to Sarah Aird-Nichols for her leadership on contractor-related issues. Aird-Nichols serves as the contractor representative to the EIMA Board of Directors, the chair to the EIMA Contractor Committee, and has spearheaded several pieces of the initiative to support this growing segment of EIMA's membership.



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EIMA BOARD ANNOUNCES NEW OFFICERS

The EIMA Board of Directors for 2020/2022 was announced during the 2020 EIMA Annual Meeting. Steve Kennedy of Dow Construction Materials has been elected by the EIMA Board of Directors as the EIMA President for the term. Mr. Kennedy is an active member of EIMA who has served on various committees, and most recently, as the vice president on the board of directors. The 2020/2022 EIMA Board of Directors is as follows:

Steve Kennedy, President
(Dow Construction Materials)

Greg Wiedbusch,
Vice President (Parex USA)

Steve Smithwick, Treasurer
(Master Wall®, Inc.)

Tyson Kindstrom, Director
(Sto Corp)

Mike Murphy, Director
(Dryvit Systems, Inc.)

Peter Daechsel, Director
(BASF - Wall Systems)

Sarah Nichols, Director
(Robert A. Aird Inc.)

Nathan Katz, Director
(Saint-Gobain Adfors)

Rus Mazza, Director
(Gypsum Management &
Supply, Inc.)

Nathan Katz and Rus Mazza were both named to the EIMA Board of Directors during the 2020 EIMA Annual Meeting to newly created positions. Their addition will give distributors and suppliers additional voices at the table for important industry decisions and activities.

ASHRAE CONTINUES WORK ON 2022 EDITION OF ENERGY STANDARD

The Envelope Subcommittee of ASHRAE Standing Standard Project Committee (SSPC) 90.1 continues with its traditional bi-weekly meetings as well as meeting as a part of a recent remote conference of the full 90.1 SSPC. ASHRAE 90.1 is the Energy Standard for Buildings except Low-Rise Residential Buildings and is used globally as a benchmark to set MEPS (minimum energy performance standards) and energy codes in the United States.

Currently, the committee is working on the users' manual for the 2019 version of 90.1 in addition to considering a common base line for in-cavity insulation for metal buildings. The subcommittee is also working on 'cool walls.' On this issue, the subcommittee is debating thermal emissivity, which is the ratio of the radiant emittance of heat of a specific object or surface to that of a standard black body. High thermal emittance material radi-



ates thermal heat back into the atmosphere more readily than one with a low thermal emittance. This matter could be important for our finish coats. The debate has just begun, though.