

EIFS BRIEFS

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Industry Events Calendar

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

ICC Conference & Hearings
 September 19-28, 2021
 Pittsburgh, PA

ASTM EO6 Performance of Buildings Meeting
 October 3-6, 2021
 Atlanta, GA

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

EIMA BOARD SELECTS STEPHEN T. SEARS AS NEXT EIMA EXECUTIVE DIRECTOR AND CEO

On June 10, the EIFS Industry Members Association (EIMA) Board of Directors proudly announced that Stephen T. Sears had been named the new Executive Director and CEO of EIMA. Mr. Sears' selection followed a months-long search conducted by EIMA's Board, fulfilling its due diligence obligation to the EIMA membership.

Prior to joining EIMA, Mr. Sears was the Chief Operating Officer and Head of Marketing and Communications at the Brick Industry Association (BIA), where he guided the marketing efforts for the

brick industry as well as provided oversight for BIA's advocacy efforts at the state and local levels. "I am delighted to join the dedicated EIMA staff in its mission to advance the knowledge and use of EIFS, especially in the post-pandemic environment," said Mr. Sears.

"The membership of EIMA is looking forward to Stephen taking the EIFS industry and EIMA up to the next level. The fact is Stephen Sears was at the top of all the selection task force members' list. His credentials are exquisite and literally



Stephen T. Sears

outstanding from all the others. This, coupled with the wonderful interview, resulted in an enthusiastic, unanimous vote (continued on Page 2)

2020 EIFS "HERO OF THE YEAR" PROJECT ANNOUNCED DURING VIRTUAL AWARDS CEREMONY

The EIFS Industry Members Association proudly announced the winners of the 2020 EIFS Project Hero Awards during a virtual ceremony on May 19th. The Hero Awards Program recognizes and honors outstanding projects in the EIFS industry.

"The EIFS Hero Awards program is of great value to the EIFS industry and is a chance

for EIMA members to show the entire design and construction industry the appeal of this best ever wall cladding," said Steve Smithwick of Master Wall, Inc. and EIMA's 2021/2023 President. "The awards ceremony is a premier industry-wide event, and each award-winning project uniquely showcases the many benefits of EIFS, and how truly

diverse the system is."

A total of 34 EIFS projects were entered into the awards competition and were judged by a jury consisting of Ernie Conrad of Conrad Engineers, Peter Freeman, Principal at Freeman Kennett Architects, and Ron Cooper, Associate Principal at Svigals + Partners. Two of the jurors were archi- (continued on Page 2)

STEPHEN T. SEARS (CONTINUED)

by the selection task force and the Board,” said Steve Smithwick, president of Master Wall, Inc. and the 2021-2023 president of EIMA.

Mr. Sears has extensive experience in the marketing and communications industries, providing client support and strategic leadership while employed by firms such as

Ogilvy and Mather, a WPP company with headquarters in London.

He holds a Bachelor of Arts degree from Washington & Lee University and a Master of Business Administration from The Fuqua School of Business at Duke University. Mr. Sears also held several appointed positions in the Administration

of President George H.W. Bush prior to entering the business world.

Stephen assumed his duties effective June 4 and succeeds long-time Executive Director/CEO David A. Johnston who is retiring. Mr. Sears can be contacted at ssears@eima.com.

2020 HERO AWARDS (CONTINUED)

texts on past “Hero of the Year” award-winning projects. The jury created three different award categories, Honorable Mention, Award of Merit and Hero Award, and 18 projects were winners. Of the three Hero Award winning projects, one was awarded the prestigious “Hero of the Year”. The award recipients are as follows:

Hero of the Year

Long Beach Memorial Pediatric MOB, Long Beach, CA

Hero Awards

Polaris Fieldhouse, Columbus, OH; Greenhouse, Skokie, IL; Long Beach Memorial Pediatric MOB; Long Beach, CA

Awards of Merit

Grand Bohemian Hotel, Charlotte, NC; Oceans Enclave by Hilton, Myrtle Beach, SC; Tru by Hilton, Manchester, NH; Hub 2 on Campus, Gainesville, FL; Peace Raleigh Apartments, Raleigh, NC; Outwest Drywall Supply, Eagle, CO; District 850, Tallahassee, FL; 11 Crown Street, Meriden, CT; Houston House, New York, NY; Imperial, Queens, NY; Zannis Residence,



New Bern, NC

Honorable Mentions

Gentry Buckhead Village, Atlanta, GA; Caesars Forum Las Vegas, NV; Herpetarium Addition at Zoo Knoxville, Knoxville, TN; Harlow on Main, Columbus, OH.

If you were unable to attend the virtual ceremony or would like to share it with customers, the event can be viewed on [EIMA's YouTube channel](#) in its entirety. Details of each award-winning project, includ-

ing photographs and project team members can be found on [EIMA's website](#).

EIMA would like to extend congratulations to this year's EIFS Hero Project Award recipients. The EIMA Board of Directors extends a special thank you to all EIMA members that submitted projects for this worthwhile awards program that recognizes and honors outstanding projects in the EIFS industry.

VICTORY FOR BUILDING MATERIALS IN TENNESSEE

Tennessee Governor Bill Lee recently signed legislation into law ([HB0749](#) and [SB631](#)) that prevents local jurisdictions from creating bans on building and construction materials. Similar legislation was approved in

Texas in 2019, which also included language that prohibited restrictions on materials and products allowed by national model building codes.

EIMA will continue to support and engage with those organi-

zations advocating for similar pieces of legislation. EIFS has been part of the International Residential and Building Codes since the 2009 edition was published and benefits from these efforts.

ADVOCACY UPDATE: NEW YORK CITY

The ongoing New York City (NYC) Building Code revision continues. One of the NYC Department of Buildings' (DOB) proposals mandates fire-blocking for EIFS that would amount to a **de facto ban on EIFS**. EIMA and allies from several national and local organizations have been actively lobbying the NYC City Council's Committee on Housing and Buildings Committee members since January of 2021. This matter has been pending in NYC since November 2017.

On May 29, representatives from the EIMA and the Metal Contractors Association (MCA) met with NYC DOB officials to discuss the onerous proposal. EIMA highlighted that the proposal would bring harm to building owners and NYC citizens, not to mention the EIFS industry, by denying these bodies of one of the best ways to achieve NYC's ambitious

energy-efficiency goals for its buildings. EIMA urged that in lieu of fire-blocking, the city should rely on a more appropriate approach: the venerable and highly effective NFPA 285 fire test. EIMA and others also highlighted that the examples of fires in Europe, Asia, and other parts of the world that city officials cite were not using systems that would meet the codes and testing of buildings in the United States.

On June 14, the NYC City Council's Committee on Housing and Buildings conducted a hearing on the DOB's code revisions as well as on a number of other issues. EIMA's Executive Director Dave Johnston and Bill Egan, a former member of the EIMA Technical Committee and now a consultant to EIMA, testified on behalf of EIMA and urged the City Council to revise the proposal to eliminate the re-

quirement for fireblocking while protecting the fire safety of citizens, firefighters and buildings so that NYC's climate goals could be achieved. The Operative Plasterers' and Cement Masons' International Association (OPCMIA) assisted the effort by emphasizing that this proposal could result in job losses if EIFS and other products are restricted.

EIMA continues to raise its and its allies concerns to decision-makers in NYC. If you are in the New York City area, or have business ties to New York, please contact Scott Robinson at srobinson@eima.com who will guide you to the most appropriate office in NYC so that you can voice your concerns and help defeat this dangerous and misguided precedent that revise the time-tested and true regulations governing EIFS.

INTERNATIONAL CODE COUNCIL UPDATE

Proposed changes to many sections of the 2021 International Building Code (IBC) were reviewed at the recent ICC Committee Action Hearings held virtually on April 11-May 5.. The results of the hearing's recommendations are available for public comment and subject to final vote this Fall during the ICC Annual Convention in Pittsburgh, PA on September 19-28.. Approved changes will be included in the next edition (2024) of the International Building Code.

Among the proposed changes were two submitted by EIMA



which are referenced as FS 146 and FS 147. Both changes add language to the EIFS section of the IBC to provide clear, specific references to fire test and performance requirements. At the Committee Action Hearings in April, both changes were recommended for disapproval since fire test requirements currently exist in the code. EIMA views the proposed changes

as meaningful since they elevate the importance of these existing requirements. Public comments will be submitted by EIMA in favor of the changes and testimony in support will be given by EIMA during the ICC Annual Convention.

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



EIMA CELEBRATES ITS 40TH ANNIVERSARY



The EIFS Industry Members Association (EIMA) proudly celebrated its 40th anniversary the week of May 24 - May 28. The anniversary week showcased the 2020 EIFS Hero Awards, a social

media campaign, and a [video](#) highlighting 40 years of accomplishments. Additionally, on May 28, the date the association was founded in 1981, EIMA staff joined Tremco LIVE to discuss the history and

successes of the last four decades. More information on EIMA's history can be found on its [40th Anniversary webpage](#).

Take a look at how EIMA members celebrated the occasion.



EIFS INDUSTRY MEMBERS ASSOCIATION