

# EIFS BRIEFS

**INSIDE THIS ISSUE:**

<i>Annual Meeting Day 2 Program</i>	<b>2</b>
<i>New EIMA Board Elected</i>	<b>2</b>
<i>New York City Update</i>	<b>2</b>
<i>Construction Insurance Market</i>	<b>3</b>
<i>EIMA Advocacy in Georgia</i>	<b>3</b>
<i>New Members</i>	<b>4</b>

**Calendar**

**NAHB International Builders' Show**  
January 21-23, 2020  
Las Vegas, NV

**ASHRAE Winter Conference and 90.1**  
January 31-February 5, 2020  
Orlando, FL

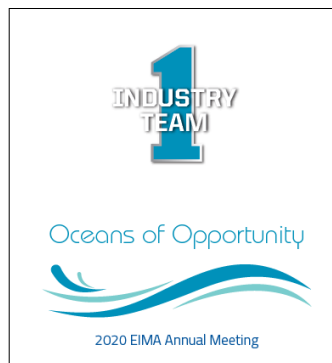
**World of Concrete Show 2019**  
February 10-14, 2020  
Las Vegas, NV

**EIMA Annual Meeting**  
March 3-5, 2020  
Amelia Island, FL

**AWCI Convention + INTEX Expo**  
March 22-26, 2020  
Las Vegas, NV

## 2020 EIMA ANNUAL MEETING SLATED FOR MARCH 3-5 IN AMELIA ISLAND, FLORIDA

The 2020 EIMA Annual Meeting heads to the Omni Amelia Island Plantation Resort near Jacksonville, FL on March 3-5. The Omni sits directly on the shore of the Atlantic Ocean. This year's annual gathering will include education, networking, and honoring the best EIFS projects in the industry. Of course, plenty of time has been built in for fun and relaxation at this beautiful location.



As the meeting's hotel is on the ocean and as the industry looks forward to advancing EIFS, this year's theme is "One Industry Team: Oceans of Opportunity." This theme will, again, highlight how we're all stronger working together, seizing on new opportunities to advance the EIFS industry. Throughout the three-day event, the agenda will be full of relevant events for each EIMA member category and

will encourage interaction among all who attend. Networking opportunities remain a hallmark of the EIMA annual meeting. The annual Duncan Crowther Golf Tournament will be a major part of the meeting, while non-golfers will have the chance to explore the Fernandina Beach area and/or participate in the first-ever EIMA horse shoe tournament.

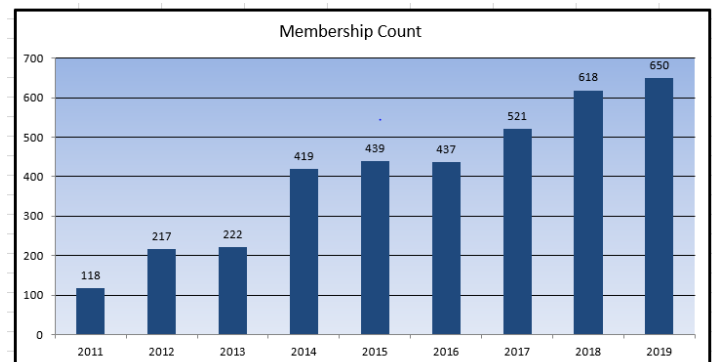
The annual meeting will showcase keynote speaker Chris

Mathis from Mathis Consulting, world-renowned building science and exterior building envelope consulting firm. For contractors in attendance, the "EIFS Contractors Committee Breakfast" will return to discuss pressing challenges for the EIFS industry and beyond. An additional breakfast meeting will bring Associate and Allied Members together to meet with the EIMA Technical and Research Steering Committee. And finally, back again this year is the EIFS Hero Awards Ceremony, which will take place at the traditional EIMA Members Dinner, and will showcase and honor outstanding EIFS projects. To date, 22 EIFS projects have been submitted for consideration of an award.

Be on the lookout for meeting registration and hotel information in early January.

## EIMA MEMBERSHIP ENDS THE DECADE UP BY 450%

EIMA's membership has increased by 450% in the last decade. At the beginning of the decade, EIMA had just over 100 members. As 2019 comes to a close, EIMA is pleased to report a membership roster of 650 firms, all dedicated to the EIFS industry. To be noted is the growing interest in EIFS by the design community, as is evidenced by a 20% increase in the architect category of membership.



## ANNUAL MEETING EDUCATION PROGRAM PACKED WITH LEADING EDGE TOPICS

The plenary session of the morning of the second day of the EIMA Annual Meeting is always loaded with value-packed presentations on issues that every firm in the EIFS industry can use immediately. During this plenary session, an insurance update will be presented by Dave Dolnick of Dolnick Risk Advisors. Mr. Dolnick is formerly the risk manager of The Brady Companies, a major wall and ceiling contractor in Southern California. He will provide information on the current insurance market conditions and what subcontractors can do to

sustain themselves in a difficult market. Also presenting is Jeff Gilmore, head of the Construction Practice at the law firm Akerman and also EIMA's General Counsel. Mr. Gilmore will present on legal matters affecting construction financial issues. A featured speaker is the executive vice president of the Association of the Wall and Ceiling Industry (AWCI), Mike Stark. Mr. Stark started this position in September of 2019 and will provide an assessment of the transitions occurring at AWCI and on those current trends within the wall and ceiling industry that may affect



*Mike Stark  
Executive Vice President, AWCI*

the EIFS industry. This plenary session is another reason why everyone should attend the 2020 EIMA Annual Meeting.

## EIMA BOARD ELECTS NEW OFFICERS



*Stephen Kennedy  
EIMA President*

The EIMA Board of Directors has announced its positions for 2020-2022, which includes the elevation of Stephen Kennedy of Dow Construction Chemicals as EIMA President for the 2 year term. Mr. Kennedy has served previously as Vice President.

Joining the appointment of Mr. Kennedy, are:

*Greg Weidbusch (ParexUSA)  
Vice President*

*Steve Smithwick (Master Wall)  
Treasurer*

*R. Michael Murphy (Dryvit)  
Secretary*

*Tyson Kindstrom (STO Corp)  
Manufacturer Director*

*Peter Daechsel (BASF)  
Manufacturer Director*

*Dave Neff (Manning Materials)  
Distributor Director*

*Sarah Aird-Nichols (Aird Inc.)  
Contractor Director*

## NEW YORK CITY CONTINUES TO MULL PLASTICS BAN

At a November 21 meeting, the New York City (NYC) Department of Buildings (DOB) presented the American Chemistry Council's (ACC) coalition representatives with a 7 point 'compromise' on the proposed ban on combustibles on the exterior of buildings in NYC. Although a few of

the constraints in the 7 points were benign, many called for extensive, untested fireblocking requirements that will effectively halt the use of plastic accessories and foam plastic insulation on the exterior of buildings. The ACC coalition, that includes EIMA, was given a week to respond to

the DOB. Basically, the ACC response outlined that the DOB proposal was unworkable and offered suggestions for improvement. DOB is now reviewing the ACC response. No timeline has been established for this review, but DOB wants to finalize this matter early in the new year.

## CONSTRUCTION INSURANCE MARKET DETERIORATES

Based on presentations made at the International Risk Management Institute's Construction Risk Management Conference held in Seattle, Washington on November 10-13, obtaining insurance for construction industry risks is going to be more difficult over the next year.

There was general agreement by the presenters that the market has been changing since the first of July 2019, and they see that the market becoming less and less friendly to clients. Rates over the past 5 years have been reduced by 2.5% on the average, but in the last year have increased by an average of 4%

for all clients and 5.5% on the average for those in the construction industry. ***They advised that on renewal of insurance coverage, customers may see big increases in their insurance premiums, which reflect the changing insurance market.*** They encouraged contractors to start pricing the anticipated increases into their estimates for future work.

Some advice offered to insurance buyers by the presenter on how to weather these impending headwinds are:

- Get close with your insurance broker. Relationships are always important but vital and critical during an insurance market constriction. Good

brokers come through for their clients, and the weaker ones are less likely to deliver for them.

- Get ahead of the insurance renewal by meeting with your broker now.
- Be prepared to explain the reason for a claim and demonstrate how you altered your firm to ensure that the condition for that claim will not occur again.

Although the insurance market is tightening, it is not a crisis. Planning for and anticipating some difficulties will great aid you and your firm. See EIMA website for more details about these presentations.

## EIMA ELEVATES PUSH IN GEORGIA TO REMOVE EIFS BANS

Since late last summer, EIMA has been involved in an initiative in Georgia to have legislation introduced in the Georgia legislature that will preclude local governments in Georgia from implementing bans and restrictions on the use of EIFS and other construction materials and systems that are approved by national model building codes. This initiative is almost identical to the one in which EIMA participated in last Spring when allies were able to secure legislation in Texas to achieve EIMA's goal.

Just this month, EIMA members and staff communicated and met with representatives of allied trade groups to coordinate activities. Meetings were also held with consultants who are highly knowledgeable with the legislative process in Georgia. These consultants have represented EIFS interests at a series of

hearings by the Georgia House Workforce Housing Study Committee that is determining whether bans on various types of construction materials and systems are restricting the production of affordable housing. Also, the consultants have initiated a dialogue with Georgia House leadership on the topic.

EIMA believes the message and argument is clear. Local governments should not restrict building materials and systems that have been approved by the International Building Code and/or the International Residential Code. While the effort from the Georgia House in 2019 focused only on residential construction, it remains EIMA's belief that not including language that extends to commercial construction only hurts the effort.



The next several weeks will be spent trying to expand this effort in the best interests of the entire EIMA membership. For those EIMA members who reside in Georgia and for those who conduct EIFS related business in Georgia, you are strongly encouraged to send a letter to your state officials. You can reach Scott Robinson at [srobinson@eima.com](mailto:srobinson@eima.com) for more information.

# EIMA WELCOMES NEW MEMBERS

EIMA extends a most cordial welcome to its new members. We thank you for your support of the EIFS Industry.

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