

## EIFS BRIEFS

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## 2022 Industry Events Calendar

**World of Concrete**  
January 17-20, 2022  
Las Vegas, NV

**International Builders Show**  
February 8-10, 2022  
Orlando, FL

**2022 EIMA Annual Meeting**  
March 23-25, 2022  
Amelia Island, FL

**AWCI's Convention and INTEX Expo**  
April 3-7, 2022  
Grapevine, TX

**ASTM E06 Committee Meeting**  
April 24-27, 2022  
Seattle, WA

**Northwest Walls & Ceilings Bureau Meeting**  
May 5-7, 2022  
Scottsdale, AZ

**ABAA Building Enclosure Conference**  
May 10-11, 2022  
Reston, VA



## CEO COLUMN: CHARTING A COURSE FOR THE POST-PANDEMIC ENVIRONMENT

Over the last six months at EIMA, I have enjoyed learning about the industry, the membership and the outstanding products EIMA represents. While the pandemic has not allowed me to travel as much as a typical new Executive Director at the beginning of their tenure, I have devoted time into optimizing some of EIMA's operations and becoming more familiar with the industry—with the aim of helping EIMA help the industry prepare for growth.

During the last two calls with the Board of Directors, we discussed several aspects of EIFS and EIMA that confirmed what the board members already knew. For example:

**EIFS' net sales through the 3<sup>rd</sup> quarter of 2021 are not where we expect them to be.** While the industry has certainly recovered from the Great Recession – with some individual components performing quite strongly over the years – the industry as a whole is not tracking with macro construction patterns as anticipated.

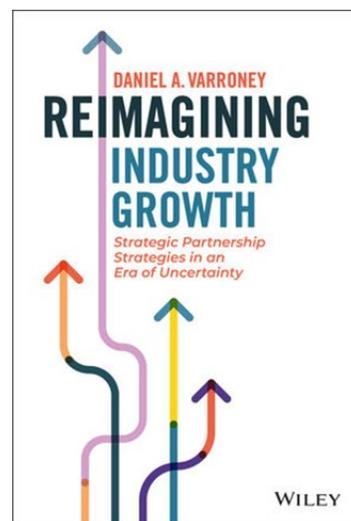
**Stucco's share as a primary cladding material has been growing steadily and it was the #1 cladding material in both 2019 and 2020 according to the US Census Bureau.** This is significant because stucco has NEVER been ranked as the top cladding before 2019 (since at least

1973), and the number of single-family homes sold has increased over 60% from 2015 to 2020.

**Other building materials sectors are investing heavily in industry-wide checkoff programs that are paid for by industry participants.** Here are two examples:

**The US Department of Agriculture administers the Softwood Lumber Board.** Since 2011, this was an industry-funded initiative established to promote the benefits and uses of softwood lumber products in outdoor, residential, and non-residential construction. For 2022, the group approved an \$18M budget for programs and initiatives that focus on increasing the demand for softwood lumber products in the United States. You can learn more at [www.softwoodlumberboard.org](http://www.softwoodlumberboard.org).

**The US Department of Commerce will administer the Concrete Masonry Checkoff program.** Concrete block producers voted to approve this program on December 20, 2021 as producers were frustrated with continual loss of market share. That frustration was compounded when great program ideas surfaced, but there was no way to fund multi-year, well-funded programs that would help change outdated perceptions of CMU. The sample budget that this group pro-



poses is \$7.2M, and you can read more at [www.cmucheckoff.com](http://www.cmucheckoff.com).

Given the fact that EIMA's 2020 *Industry Analysis* prepared by 3-time EIMA President Buck Buchanan does not forecast robust growth in several core segments, the question I posed in my August column still seems relevant – how can EIMA help the EIFS Industry when we are a decidedly small organization? Should EIMA 1) focus on maintaining current programming and executing the 2021-2024 strategic plan (described in the July/August 2020 issue of *EIFS Briefs*) or 2) explore new possibilities in preparation of a Post-Pandemic environment?

The Board decided for the second option, and they approved the creation of a new strategic

## CEO COLUMN (CONTINUED)

plan to be led by *Potomac Core Association Consulting*. By way of introduction, this company was founded in 2012 in Arlington, VA. The principal, Dan Varroney, has decades of experience in the association arena - including a stint as a Senior Vice President at the National Association of Manufacturers. Dan's experience spans several industries, and you can learn about Potomac Core's

philosophy and work in his new book, *Reimagining Industry Growth: Strategic Partnership Strategies in an Era of Uncertainty*. The book includes several industry case studies and can be ordered here. [Wiley: Reimagining Industry Growth: Strategic Partnership Strategies in an Era of Uncertainty - Daniel A. Varroney](#)

While a robust strategic planning process like this takes real work, I am also very excited about what the end product could be. If the result of this exercise is to establish measurable goals, objectives and programmatic directions that help the industry take back its rightful place in the cladding market - then the exercise will have been worth it.

We look forward to having Dan Varroney speak about the strategic plan progress at our Annual Meeting in late March.

Thank you for this opportunity, and please do not hesitate to contact me with comments and questions.

Best regards,  
Stephen Sears, MBA, CEP  
[ssears@eima.com](mailto:ssears@eima.com)  
703-538-1616.

## NEW BOARD MEMBERS AND OFFICERS ELECTED

As several members of the EIMA Board of Directors resigned to take other positions within their respective companies, several new officers and board members were elected during the October 6, 2021 Board meeting. The results of these elections are:

- Peter Daechsel, Master® Builders Solutions, LLC, is the new Vice-Chair
- Marius Mavrodin, Parex USA, Inc., is the new Treasurer
- Kristin Gongora, Dryvit Systems, Inc, is the new Secretary as well as a new Director
- Jose Berlinger, Sto Corp, is a new Director

These members will lead EIMA with the current members of the Board listed below:

- Steve Smithwick, Master Wall, Inc., President
- Sarah Aird-Nichols, Robert A Aird, Inc., Director
- Darryl Little, Gypsum Management & Supply, Inc., Director
- Chip Blome, L&W Supply Corporation, Director
- Nate Katz, Saint-Gobain ADFORS, Director
- Sereen Massoud, Dow, Director

## 2022 EIMA ANNUAL MEETING SLATED FOR MARCH 23-25 RETURNS TO AMELIA ISLAND, FL

Mark your calendars for the 2022 EIMA Annual Meeting slated for March 23-25, 2022 at the Omni Resort Amelia Island Plantation in Amelia Island, FL. By popular demand, EIMA will be returning to this spectacular beachfront property; a fitting location to reunite as it is the last place we gathered as an industry back in 2020.

The meeting will have an action-packed agenda as is typical of EIMA annual meetings, kicking off with a keynote presentation by Dan Varroney of Potomac Core

Consulting. Varroney will speak on EIMA's strategic plan and programmatic direction for the next 3-5 years.

The meeting will also be highlighted by the traditional networking events EIMA mem-

bers have come to know and look forward to: a first-class cocktail reception, the highly anticipated EIFS Hero Awards Ceremony and Members Dinner, the ever-popular Golf Outing, and, of course the EIMA Networking Lounge,

where EIMA members have the opportunity to show their wares.

Be on the lookout in the coming weeks for a complete agenda, registration details, and the vast array of sponsorship opportunities that will be available to EIMA members to raise their profile to the 150+ EIFS industry executives in attendance.

If you have any questions about the upcoming EIMA Annual Meeting, please contact Laurie Joseph at [Ljoseph@eima.com](mailto:Ljoseph@eima.com).



# EIFS PROJECT HERO AWARDS PROGRAM SEES HIGHEST NUMBER OF ENTRIES EVER; CONTEST JUDGES NAMED

A total of 50 EIFS projects have been entered into this year's EIFS Project Hero Awards competition and will be vying for the "Hero of the Year Award", the top honor given to the most outstanding EIFS project. Now in its fourth year, the EIFS Project Hero Awards program continues to gain popularity as is

evidenced by a 47% increase in the number of projects entered into the competition from last year. The entries will be judged the week of January 24<sup>th</sup> and winners will be notified on February 1.

EIMA is pleased to announce the judges for this year's competition. Peter Freeman,

Chair of the jury, is returning to judge the competition for the third year in a row. His firm, Freeman Kennett Architects of High Point, NC, was the architect of the 2018 "Hero of the Year" award winning project "Liv.able Show-room".

Returning to the jury for a

second time is Ron Cooper of Svigals + Partners, the New Haven, Connecticut based architecture firm that designed the 2019 "Hero of the Year" award winner "Ronald McDonald House of Connecticut".

Lastly, and in keeping with the EIMA tradition of inviting Hero Award winning project architects to judge the competition, Damon Barda of c|a ARCHITECTS, joins the jury for the first time. Long Beach, CA based c|a ARCHITECTS designed "Long Beach Memorial Pediatric Medical Office Building", the 2020 Hero of the Year.

The 2021 EIFS Project Hero Awards winners will be presented at an awards ceremony on March 23rd during the 2022 EIMA Annual Meeting being held in Amelia Island, FL. All EIMA members are cordially invited to attend.



Peter Freeman  
Freeman Kennett Architects



Ron Cooper  
Svigals + Partners



Damon Barda  
c|a ARCHITECTS

## Laurie Joseph is EIMA's Senior Director and Newest Full-Time Employee

Effective January 1, 2022, Laurie Joseph is EIMA's Senior Director.

Starting off as an Administrative Manager in 2010, Laurie has now been promoted four times. In her most recent role as Director of Communications, Laurie spearheaded the EIMA Hero Awards Program, created and executed the EIMA Hero and Residential Videos, ran event planning and promotional aspects of the Annual Meeting, served as staff liaison to the Membership and Communications and Education Committees and expedited many administrative tasks for the association. She has also

developed excellent member relations throughout her decade plus tenure at EIMA.

In her new role, Laurie will maintain responsibility for the aforementioned tasks, and will also help facilitate the strategic planning process, have more responsibility in office administration and management, and help develop and execute future association programs.

In addition to recognizing her value to the association, Stephen Sears believes that Laurie's experience, skillset and credentials are ideally suited to her enhanced roles. Besides her marketing and

membership services roles at EIMA, Laurie's experience includes marketing for 11 years at a real estate developer in the shopping center industry that was acquired by Tanger Outlets. Laurie is also a Certified EIFS Professional through AWCI's EIFS Doing It Right® program, a Leadership Columbia County (NY) graduate and a BS graduate in Business Economics from the State University of New York College at Oneonta.

Sears is very pleased that Laurie is also EIMA's newest full-time employee, and he urges EIMA members to congratulate Laurie on her newly enhanced role.



Laurie Joseph's contact information remains the same, and she can be reached at 703-538-1615 and [Ljoseph@eima.com](mailto:Ljoseph@eima.com)

# STEPHEN SEARS ELECTED TO CHAIR ACC'S NORTH AMERICAN MODERN BUILDING ALLIANCE

At the December 9, 2021 Membership Committee Meeting for the American Chemistry Council's (ACC) North American Modern Building Alliance (NAMBA), the members elected EIMA's Stephen Sears as NAMBA's new Chair. Max Xie of Kingspan is Vice-Chair.

Founded in 2020 as part of the American Chemistry Council, NAMBA is a self-funded subgroup of the Plastics Division of the ACC and a leading voice on the safe and effective use of plastic building materials in building envelopes. With 16 companies and organizations contributing to the effort, NAMBA executes a diverse program

of work that is coordinated by a member of ACC staff. EIMA has been an Executive Member of NAMBA since its inception, which was reported in the January/February 2020 *EIFS Briefs*.

NAMBA is focused on addressing fire safety through the development and enforcement of building codes and believes that an informed public and robust codes and standards are essential to supporting a multi-layered approach to building fire safety. Most recently, NAMBA and EIMA coordinated efforts in advocating for maintaining the existing provisions of the International Building Code with respect to foam plastics in

high-rise construction in the updated New York City Building Code ([Code Revisions - Buildings \(nyc.gov\)](#)). While the NYC Council rejected the position that meeting the NFPA 285 thresholds were sufficient for foam plastic use without fire blocking in tall buildings (which is not required in the current building code), NAMBA fully supported EIMA's amendment as reported in the September/October 2021 *EIFS Briefs*.

As one of the group's newest participants, Sears believes that NAMBA has a great message that complements EIMA's work. He is also

pleased that this group is part of the ACC umbrella (In 2019, the council had \$60M in total net assets and \$129M in total revenues.) More information can be found here [North American Modern Building Alliance | NAMBA](#)

With a new Mayor and City Council sworn in this January, both NAMBA and EIMA are continuing their efforts in NYC. If you have questions or comments, please contact Stephen Sears at [ssears@eima.com](mailto:ssears@eima.com) or 703-538-1616.

## STAY CONNECTED WITH EIMA AND THE EIFS INDUSTRY ON LINKEDIN

Social media is now a part of our everyday lives and is an important channel in a business' communications and outreach strategy. Most companies and organizations - including EIMA - have a presence on channels like Facebook, YouTube, Twitter, Instagram and LinkedIn, but each channel has their own strengths and weaknesses. For example, Facebook has the largest number of users of any social media channel (2.8 billion monthly active users worldwide), and it is a great way to share content with friends and family as well as spread the word about products and services to consumers on a very broad scale.

While EIMA posts content on most sites (including Facebook), we have made a concerted effort to enhance our presence on LinkedIn. Although the channel has a much smaller user base (64 million active monthly users worldwide) than Facebook, LinkedIn

is the one social media channel that is specifically geared towards the audiences that have the most impact on our industry. Because of the instantaneous nature and reach of the channel, LinkedIn is also a great way to exchange ideas and news quickly about major issues affecting the industry, member news, and developments concerning EIMA—without having to wait for the next *EIFS Briefs*. Moreover, many of the posts we issue are seen by EIMA members, professionals in our own network, former members and prospects. In fact, one of our “boosted” posts garnered over 45,000 impressions. Below is a screenshot of a section of EIMA's post concerning Sika's acquisition of MBCC Group that we posted soon after the news was announced.

Research from Dodge Data & Analytics confirms that the approach we are taking with LinkedIn is a sound one - especially with a B2B audience like

architects. In a recent video presentation, “[Architect Research on BPM Engagement and BIM Content](#),” Dodge confirmed that more than half of the architects use social media as a way to research building products. When asked which three sites they use the most, the respondents came back with the following rankings:

- LinkedIn - 28%
- Pinterest - 17%
- Instagram - 11%
- Facebook - 6%
- Twitter - 2%
- Other - 9%

LinkedIn's value and impact is enhanced even more when people participate. While we recognize that not everyone participates in social media channels like LinkedIn, we can certainly consider posting members' own news and de-

velopments that they would like to see distributed on a broad scale.

In the meantime, we invite all EIMA members to follow EIMA's LinkedIn page and link with Stephen Sears and Laurie Joseph. It's a good way to learn about industry events and issues in a timely manner, and there are usually several new posts a week.

- [EIFS Industry Members Association \(EIMA\): Overview | LinkedIn](#)
- [Stephen T. Sears, MBA, CEP | LinkedIn](#)
- [Laurie A. Joseph, CEP | LinkedIn](#)

The screenshot shows two LinkedIn posts. The top post is from the EIFS Industry Members Association (EIMA), which has 1,059 followers. The text of the post reads: "Recently, some VERY big news occurred with two manufacturer members of the EIFS Industry Members Association (EIMA). Sika signed a definitive agreement to acquire MBCC Group, the former BASF Construction Chemicals, from..." The bottom post is from Sika, which has 265,975 followers. The text of the post reads: "Sika has signed a definitive agreement to acquire MBCC Group, the former BASF Construction Chemicals, from an affiliate of Lone Star Funds, a global private equity firm, to accelerate its growth strategy and reinforce it..." To the right of the Sika post is a yellow callout box with the text: "Sika to acquire MBCC Group to accelerate its growth strategy and reinforce its position as sustainability champion in the global construction industry". Below the callout box is a photo of construction workers in safety gear looking at a blueprint on a construction site. At the bottom of the screenshot, the text "Sika to Acquire MBCC Group" is visible.