

# EIFS BRIEFS

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**Calendar**

*Design-Build Conference and Expo*  
November 6-8, 2019  
Las Vegas, NV

*IRMI Construction Risk Conference*  
November 10-13, 2019  
Seattle, WA

*Building Envelope Technology Symposium*  
November 11-12, 2019  
Louisville, KY

*GreenBuild International Conference & Expo*  
November 19-22, 2019  
Atlanta, GA

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

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

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

## EIMA WEBSITE IS THE PREMIER SOURCE OF INFORMATION ON EIFS

The EIMA website, [www.eima.com](http://www.eima.com), has year after year proven to be a critical source of information about exterior insulation and finish systems. Whether it be technical tools such as installation tips, the benefits of using EIFS, or local EIFS contractors, [www.eima.com](http://www.eima.com) is the one-stop destination on the internet for all things EIFS-related. When conducting a search for "EIFS" on the number one search engine "Google", the EIMA website appears as the top listing. It's no surprise then, that 75% of visitors to the site come from search engines.

So far in 2019, over 45,000 visits have been made to the EIMA website. 20% of those



visitors (nearly 9,000) return to the site for more information.

The average duration of an initial visit to the site is 2 minutes, 6 seconds, while returning visitors spend twice that amount of time, averaging 4 minutes, 32 seconds. The entire site has received nearly 91,000 page views ytd, with the most popular pages being [About EIFS](#), the [EIMA home](#)

[page](#) and the [EIMA Directory of Members](#).

Due to the popularity of its website, EIMA will be announcing a new member service in 2020: website sponsorships. Stay tuned for more details in the coming months. For more information, contact Laurie Joseph, EIMA's director of communications at [Ljoseph@eima.com](mailto:Ljoseph@eima.com).

## SUBMISSIONS DUE NOV 29TH

Don't miss out on the opportunity to showcase and be recognized for your fabulous EIFS project! The November 29th submission deadline is fast approaching, so if you haven't started working on your award entry, now is the time. The EIFS Hero Awards Program honors EIFS projects that demonstrate the unique attributes of exterior insulation and finish systems, and exemplify EIFS as a hero hidden in plain sight.

To be eligible to submit your EIFS project, your company must be an EIMA member in good standing, and the EIF system used on the project must be that of an EIMA manufacturer member. Projects can be either new construction or renovation, and submissions in a variety of building categories are welcome.



For a complete list of eligibility requirements and to obtain the awards entry form, visit: <https://www.eima.com/eifs/hero-awards/2019-awards>

# CHRIS MATHIS TO DELIVER KEYNOTE AT 2020 ANNUAL MEETING



Renowned building scientist Chris Mathis will deliver the keynote address at the 2020 EIMA Annual Meeting at the Omni Amelia Island Plantation Resort on Tuesday, March 3. Mr. Mathis' presentation titled: "No Time Better than Now to Make a Difference" will focus on a wide-range of issues related to the building envelope, climate

change, sustainability, energy-efficiency and the market for various forms of exterior claddings. He will focus on the urgency of elevating worldwide energy-efficiency initiatives and how the best technologies can contribute to this vital universal need sooner rather than later. Mr. Mathis last presented to EIMA during the 2015 annual

meeting in Long Beach, California where his speech thoroughly impressed those in attendance. His career in the building science arena spans over 30 years, and he has consulted for a list of who's who in the design and construction industry.



# ICC HEARINGS VET PROPOSALS FOR 2021

The International Code Council's (ICC) Public Comment Hearings were held in Las Vegas on October 23-30 in conjunction with the ICC annual conference. These hearings represent the final opportunity for the proponents or opponents of specific code changes to make one last argument for or against a code change proposal that will be included in the 2021 edition of the ICC International codes. One specific code

change proposal that concerned EIMA was a proposal that would have required subsurface foam insulation to be flame retardant free. In addition to increasing its flammability subsurface, if approved, the proposal would require two types of foam insulation on the jobsite, those that contain flame retardants and those that do not.

EIMA was proud to be a major sponsor of the ICC Ron Burton

Golf Outing, which was held at the ICC annual conference and which helps fund a major ICC initiative to educate newer code officials about the International codes.



# NYC BUILDING CODE REVISION UPDATE

A meeting was held on September 23 to attempt to resolve the specific differences between those sides which oppose and favor use of foam plastic insulation on the exterior of buildings in New York City. Obviously, EIMA is in favor of and actively advocating the use of foam

plastic insulation. The meeting was presided over by the NYC Department of Buildings (DOB) and was an attempt to have the two sides resolve their differences. Despite the DOB's effort to achieve a resolution, the 3 hour meeting concluded with no resolution and no clear path for-

ward of how the matter will be resolved. There is no indication from DOB of a timetable for resolving the differences and no DOB statement of where the process will proceed from the present.

## EIMA JOINS COALITION TO PUSH CODE CHANGE IN GEORGIA

Following the successful legislation in Texas during the 2019 legislative session, EIMA has joined a coalition in the state of Georgia with a similar goal. As of September 30, the Georgia House Workforce Housing Study Committee began holding hearings on the topic.

EIMA, like others, believes restrictive local ordinances against building products and materials drives up the cost of doing business. As seen in Texas, this can often preclude people from being able to pur-

chase homes in general. It also can prevent aesthetic improvements in neighborhoods and business districts from being done.

Beyond the effort to push for more flexibility with residential codes, EIMA is pushing for commercial language to be included with any legislation that is officially introduced. To assist with these efforts, EIMA is working with a well-known lobbying firm in Georgia to make sure the industry's interests are being represented and your voices are being

heard. They will be testifying during the November 7 public hearing, highlighting the benefits of EIFS and why we should be looking to national building codes for guidance on these topics.

The study committee will wrap up their meetings before the start of the legislative session. The EIMA Advocacy and Industry Relations Committee has already gotten involved, with several members reaching out to relevant elected officials in Georgia.

## ASTM MAKES PROGRESS ON FLUID-APPLIED WRB STANDARD

The ASTM Performance of Buildings Committee met in Houston on October 20-23 and among the many subcommittees that met was the one that address air/water-resistive barriers (A/WRBs). For many years, this subcommittee has been attempting reach consensus on a standard that establish-

es performance criteria for A/WRBs. Since most proposals in the past favored inclusion of criteria that would either eliminate those that are produced by EIMA EIFS manufacturing firms or place them at a highly competitive disadvantage in the marketplace. EIMA members on this committee have been suc-

cessful in deflecting these attempts. Now, a compromise appears to be at hand with a new draft standard establishing and recognizing two types of A/WRBs, including those produced by EIMA members. The next draft will be sent out for ballot after the first of the year.

## EXPANDING THE WORKFORCE EFFORTS AND UPDATE

In recent months, Sarah Aird-Nichols and EIMA staff have engaged with the ACE Mentorship Program as an avenue to target the younger generation to join the construction industry. In September, EIMA expanded its efforts and reached out to NCCER to discuss their "Build Your Future" program.

NCCER was founded in 1996 to help with construction education and research. Following the *Great Recession* they were asked to get more involved and thus began the "Build Your Future"

program. One of their missions is to provide tools and information to those looking to engage students, teachers, and parents in the path toward construction. NCCER believes, as does EIMA, that targeting middle schools is a must. Often times teenagers are already pushing forward in one career path by the time they reach high school.

How difficult is it to get into schools? It can be challenging, especially if there are not existing relationships. NCCER provides tools to contractors who are interested in making presentations

and they provide help in making connections with schools.

Do students know what field they want to get into? No. NCCER believes by approaching younger students, the conversation begins. Many simply don't know what opportunities exist, and by providing information, it is often enough to open students' eyes to a different path.

EIMA will continue to work on this issue, while collaborating with other organizations that are also dedicated to this initiative.

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## LET'S GET SOCIAL: FOLLOW, LIKE AND SHARE!

If you post a photo on social media and no one engages, does it really help your business? We all need help getting the message out that EIFS is a superior exterior wall cladding system, a hero hidden in plain sight. So let's work together as "One Industry Team" and get social! If you see a great photo or post about EIFS, like it and share it!

Do you follow EIMA on all its social media channels? If not, you're missing out on important news and information about what's happening in the EIFS industry. Follow us today!



Did you know EIMA offers social media benefits to its members? If you have a photo to share, a post for the blog, or a new project to highlight, let EIMA know! Topics that help the entire EIFS industry are exactly what EIMA wants to share.

Every month, as a member in good standing, your company can request that EIMA share a topic or photo across its social media platforms. In doing so, your message will be seen by

more prospective customers and possibly an entirely different network. In return, EIMA asks that you share the publications and articles that it posts, as they are intended to help the entire industry.

Let your industry association push a message that helps your company on social media. Let's all work on liking, sharing, and commenting to create more awareness about EIFS.

## ACCEPTING NOMINATIONS FOR THE MIKE SWEENEY PRESS AWARD

The Mike Sweeney Press Award was created in memory of the late Media Manager of Sto Corp, and to recognize an article from any publication, either on-line or in-print, that showed the benefits of Exterior Insulation and Finish Systems (EIFS) on a variety of levels. Many articles over the last

couple years have been submitted, ranging from success stories in zoning cases to energy efficiency upgrades thanks to EIFS.

Articles that are deemed to meet the criteria of showing the benefits of EIFS must be submitted to Scott Robinson

at EIMA, by January 10, 2020. A copy of the article as well as the reason for its submission must be included. The winner will be announced at the 2020 EIMA Annual Meeting. You can send submissions to [srobinson@eima.com](mailto:srobinson@eima.com).

## NEW GROUP IS PROPOSED TO ADVANCE PLASTICS IN CONSTRUCTION

On October 4, a second meeting was hosted by the American Chemistry Council (ACC) to make further progress in the formation of a U.S./North American counterpart to Europe's Modern Building Alliance. In Europe, the MBA

demonstrates how foam insulation can advance sustainability as well as providing information and advocacy about fire and life safety. EIMA indicated that its Board had consented to EIMA's financial participation in this coal-

tion. The next meeting will be held at the headquarters of the ACC on November 1 at which time it is anticipated that the organization will be launched.



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