

EIFS BRIEFS

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Calendar

EIMA Virtual Fall Membership Meeting
November 10, 2020

GreenBuild Virtual International Conference & Expo
November 10-12, 2020

NAHB Virtual International Builders' Show
Week of February 8, 2021

AWCI's Convention and INTEX Expo
April 10-14, 2021
New Orleans, LA

World of Concrete 2021
June 8-10, 2021
Las Vegas, Nevada



WE ARE STRONGER TOGETHER

We Are Stronger Together came out of 2020 as the rallying cry for the association and the entire industry. Whether it's looking back or forward, our industry has a bright future that we are collectively part of making a reality.

On November 10, that slogan will transform into the EIFS Industry Members Association's first virtual membership meeting. The virtual meeting will run from 3:00pm-4:30pm, with a special "Masters Tournament" trivia networking session to follow the business session.

Over the 90 minutes, attendees will receive information from economic and policy professionals. Additionally, for the very first time, EIMA will be releasing *I'm an EIFS Craftsman*, a video that showcases the importance of contractors.

Headlining the event is Ken Simonson (Chief Economist for the Associated General Contractors of America) who will provide an economic overview and outlook for the coming year. Simonson brings over 20 years of experience to the construction field and will be able to provide a detailed look at where the industry is heading. Following his presentation, Kevin Kolevar (Vice President of Global Government Affairs for the Dow Chemical Company) will provide a policy outlook based on the results of the 2020 Presidential, Sen-



ate, and House elections. His wealth of knowledge and own experience will provide attendees with information they won't find anywhere else. If you're looking for a holistic view of where our country is heading, these presentations can't be missed. There is no question, this collection of information can only be found in one place.

Registration is \$35 per person. EIMA members and non-members alike are invited to attend. The virtual networking and trivia session is complimentary to registered meeting attendees.

More details and online registration can be found here: www.eima.com/about/events



Ken Simonson



Kevin Kolevar

NAMBA CONDUCTS FIRST ANNUAL MEMBERSHIP MEETING

The North American Modern Building Alliance (NAMBA) was formally organized in 2020, and EIMA is a founding member of it. NAMBA's mission is to promote responsible fire-safety policies which support the use of plastic building materials in the building and construction industry. The organization itself falls under the umbrella of the American Chemistry Council, and in addition to EIMA, several other firms and organizations belong including the Polyisocyanurate Insu-

lation Manufacturers Association, Kingspan, Huntsman, Atlas Roofing Products, DuPont, and many others.

NAMBA is dedicated to coordinating and leading advocacy and communications, education, research and project management on combustibility issues and the safe use of plastic building materials with regard to building envelope fire performance. In fact, one of NAMBA's first goals is to establish itself to the membership of



the International Code Council as a recognized and trusted source on the safe use of plastics. Over the next several months and years, you will hear more about the achievements that NAMBA is making for the EIFS industry and for the safe use of plastics in the construction industry.

OCTOBER BRINGS A PLETHORA OF INDUSTRY MEETINGS AFFECTING EIFS

The month of October is a popular month for fall and semi-annual meetings of business and technical organizations, including many that have missions that have some effect on EIFS. EIMA monitors the work and activities ASHRAE, which formerly was called the American Society of Heating, Refrigerating and Air-conditioning Engineers, has a committee called the ASHRAE 90.1 Standing Standard Project Committee (SSPC). This committee produces the ASHRAE 90.1, Energy Standard for Buildings Except Low-Rise Residential

Buildings, which is the benchmark for commercial building energy codes in the United States and a key basis for codes and standards around the world. The 90.1 SSPC and its Envelope Subcommittee has been meeting in October and continues its work on 'cool walls' and air leakage in walls.

The International Code Council's Industry Advisory Committee, of which EIMA is a member, met on October 19 to consider new guidelines on how standards can be referenced in the International

Building Code and the International Residential Code.

The American National Standards Institute's Organizational Member Forum Committee, of which EIMA is a member, conducted a virtual meeting during World Standards Week. Topics addressed included new standard development procedures and how standards are aiding in overcoming the pandemic. EIMA is an ANSI accredited standards development organization (SDO) and has completed an accreditation audit last year.

NEW YORK CITY BUILDING CODE REVISION

The revision of New York City Building Code continues. As a part of this revision process, a proposal was made to severely restrict EIFS and other combustible materials from the exterior of buildings in the city. This initiative, led by the Fire Department of New York City, was first started in November of 2017,

and EIMA has been actively involved, along with other organizations, in clarifying inaccurate views of EIFS and other combustibles. Following many meetings, both sides have not retreated from the positions that they took when this revision began. To date, there is nothing new to report; however, the American

Chemistry Council (ACC) believes that the New York City Department of Buildings wants to initiate new talks on this topic. No specifics have been offered by the Department of Buildings. ACC speculates that some activity may occur near the end of this year.

NOMINATIONS NOW OPEN FOR 2020 EIFS HERO AWARDS

EIMA is pleased to announce the Call for Entries for the 2020 EIFS Hero Awards. Now in its third year, the EIFS Hero Awards Program recognizes outstanding projects in the EIFS industry in a variety of building categories. Award winning entries will demonstrate the unique attributes of exterior insulation and finish systems and exemplify EIFS as *a hero hidden in plain sight*.



EIMA is now accepting project submissions. **Entries are due on January 15, 2021.**

For more information, an online entry form, and a look at past winners, visit:

www.eima.com/eifs/hero-awards/2020-awards

Key Dates:

Call for Entries:
October 15, 2020

Submissions Due:
January 15, 2021

Judging:
February 15-26, 2021

Winners Notified:
March 1, 2021

Awards Ceremony:
2021 EIMA Annual Meeting
(early May)

EIMA AND ECC JOIN IN OPPOSING PLASTIC BAN IN CANADA

In September, EIMA and the EIFS Council of Canada joined in signing on a letter with over 50 other groups to oppose a ban on the general use of plastics in Canada. The overall initiative, along with developing the letter of protest,

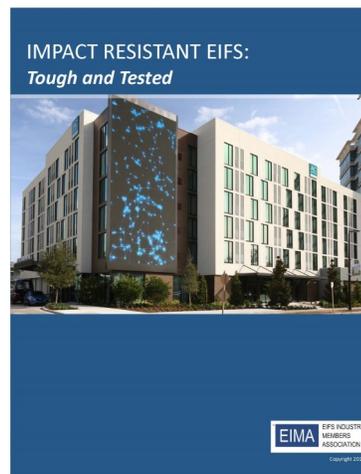
was organized by the American Chemistry Council, which has member firms on both side of the border. The letter protested the over-reaching attempt by the Government of Canada to ban most plastic products. In the end, the gov-

ernment did issue its regulatory ban, but it did greatly reduce those items which would be banned to plastic straws, plastic utensils, and the like.

EIFS DURABILITY GUIDE DISTRIBUTED TO ARCHITECTS

“Impact Resistant EIFS: Tough and Tested”, a practice aid to educate building designers on how achieve a durable finish by using EIFS, was distributed to over 2,000 design professionals in October. The publication provides information and guidance to designers and specifiers on

how to achieve impact resistant performance that is in line with project and owner expectations. Recipients of the publication were offered complimentary membership in EIMA, which would ensure that they continue to receive these valuable practice aids.



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EIFS CONTRACTOR UPDATE

EIMA remains dedicated to the challenges facing our contractor membership base. Over the last few months, Sarah Nichols has kept the line of communication open with several organizations that have similar goals. Conversations have continued with Build Your Future, Skills USA, and others on ways that EIMA can assist in helping to grow a more skilled workforce.

In addition to these conversations, the coming months will

include several exciting announcements. For starters, during the upcoming November virtual meeting the *I'm an EIFS Craftsman* video will debut. This will be used as a resource to show the value of the EIFS Craftsman.

Looking forward, EIMA is working with several committees on a new form of education for the contractor community. Building on several existing opportunities, *EIMA University* will provide contractors and others an

opportunity to receive recognition for their achievements. A long-term goal is to encourage contractors to further their education and training, while providing credit for completing approved courses from other organizations.

Stay tuned for many other initiatives that seek to build on the already stellar profile of the EIFS Craftsman.

CALLING ALL ARCHITECTS: MEMBERSHIP INITIATIVES

In early September, as part of a membership committee initiative, EIMA launched a campaign to encourage more architects to join the association. This initiative followed a survey this past summer of over 100 architects, one that highlighted the specific materials these individuals sought out on the EIMA website.

Tactics for the campaign included direct email, social media and committee member outreach.

The campaign is still offering complimentary membership to AIA registered architects.

Architects can join EIMA by visiting: www.eima.com/join/architect-designer.



Do you know the latest technical advances, specifications, and details for **Exterior Insulation and Finish Systems (EIFS)**? This superior exterior wall cladding system not only meets stringent continuous insulation energy code requirements, but delivers important performance benefits and allows unbelievable design freedom.

The EIFS Industry Members Association (EIMA) is offering complimentary membership to AIA registered architects. **Join today** and stay in the know about EIFS.

