

EIFS BRIEFS

INSIDE THIS ISSUE:

Interview with EIMA President	2
EIFS Hero Awards Due Nov. 30	2
NYC Advocacy Update	3
EIMA Presents at ETICS Forum	3
EIMA Committee Week Recap	4
EIMA Welcomes New Members	5
EIMA 2022 Annual Meeting	5

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

INTERVIEW WITH THE EIMA PRESIDENT

Steve Smithwick of Master Wall, Inc. is the current President of EIMA. He shared his thoughts on the EIFS industry in a recent interview:

What brought you into the EIFS industry in the first place?

I was working as production manager in Marietta, GA for a blending and compounding company that manufactured flavors and fragrances. I sent a resume to a P.O. Box in Columbus, GA in response to an ad for a Plant Manager. The job was for a company I had never heard of, Dryvit Systems, and I had no idea what they did at the time. They needed someone with a blending/compounding background to run a plant they were setting up to supply the southeastern U.S. I had one interview face-to-face in Columbus, then a couple of phone calls, and I got the job. I was the Plant Manager for seven years before starting Master Wall.

What would you say has been the biggest success and/or challenge to your career in the industry?

Volume growth in sales and products. Most of the 40 plus years I have been associated with the EIFS Industry have been high growth years. Exceptions being the Great Recession of 2008 through 2013. Product additions have been a good thing but challenging. Most EIFS manufacturers now make liquid applied barriers. These products

have improved our wall systems. The addition of many new finish looks from stone and brick looks, and woodgrain to granite appearance finish, and many additional coatings have definitely added to the options available for our customers.

How do you think the industry has changed in the last 25-30 years and why?

Many of the largest EIFS manufacturers have been purchased by larger corporations. Some of the smaller EIFS companies have been absorbed or have disappeared altogether.

Dry-blend bagged products are much more prevalent now than they were in the 80's and 90's.

Panelization of our systems became popular in the 80's and 90's. The concept of panelization pretty much disappeared, but has been making a comeback the last few years.

Our industry was a very strong residential product up until the late 90's-early 2000's. It has evolved to almost an entirely commercial product with very little residential use.

What do you think are the biggest challenges the industry is/and or will face now and in the future?

Labor/manpower – There has been and continues to be shortages of trained wall mechanics. Not sure when and if this will improve. Needs to be emphasis on trade school train-



ing. Getting younger people right out of high school into a trade school where they can learn the plastering trade may be our best hope for manpower.

Our newest problem, but it has become a huge problem, is supply chain issues. There are so many raw materials that manufacturers cannot find to purchase. It's a huge problem. If you find the raw material, how long will it take you to get some of it? We receive price increases almost daily on everything from plastic pails to biocides and other chemicals. Distributors are sometimes waiting months for foam to be delivered. I can find no one that can say when these issues could improve.

What is the value of EIMA membership, and what would you want to tell members about EIMA as an organization and the direction it is going in?

EIMA is a resource for many things such as insurance, testing and technical information, (continued on Page 2)

INTERVIEW WITH EIMA PRESIDENT (CONTINUED)

advocacy, EIFS construction guides, energy codes, ICC reports and more.

Architects can find details, specifications and other tools on the EIMA website.

EIMA focuses on the best-looking project every year with our EIFS Hero Awards program.

When it comes to energy efficiency, continuous insulation (CI) and good construc-

tion efficiency, EIFS is the product our world needs. EIMA sells the benefits of EIFS full-time. The versatility of EIFS makes it the building product of now and the future. This is the on-going conversation EIMA is constantly having.

Steve Smithwick is the founder and President of Master Wall, Inc. He began the exterior insulation and finish systems company in 1987 in a small production area in

Lithonia, GA and has grown the company to include the home office in Midland, GA with a global distribution network that includes production facilities in Stonecrest, GA, Brookshire, TX and Payson, UT.

Steve is married, has 4 children, 12 grandchildren and 1 great grandchild. In addition to spending time with family, Steve has enjoyed coaching a local high school basketball team for almost 20 years.

EIFS HERO AWARDS SUBMISSIONS DUE NOVEMBER 30

The entries for the 2021 EIFS Project Hero Awards competition are rolling in. Have you submitted your EIFS project yet? Don't miss this once a year opportunity for your project to be in the running for a prestigious EIFS Hero Award!

Now in its fourth 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, including unmatched design flexibility and superior energy efficiency.

EIMA will continue to accept project submissions through **November 30, 2021**. Program eligibility and an Entry Form can be found on the [EIMA website](#).

With each passing year as this important industry program evolves, the competition gets stronger, and the jury more discriminating. Please



put your best foot forward when submitting your project and pay close attention to the "Tips for Submitting a Successful Entry". High resolution photography is crucial, as is the written description which tells the jury the important story of your EIFS project.

Key Program Dates:

Submissions Due:
November 30, 2021

Judging:
January 17-21, 2022

Winners Notified:
February 1, 2022

Awards Ceremony:
2022 EIMA Annual Meeting
March 23, 2022

Everyone within the EIMA membership has a chance to be showcased for their exceptional work with EIFS.

For questions or more information, please contact Laurie Joseph, EIMA's Director of Communications, at (703) 538-1615 or Ljoseph@eima.com.

PASSAGE OF UPDATED NEW YORK CITY BUILDING CODE AND EIMA NEXT STEPS

On October 7th, the NYC City Council passed legislation ([Int. No. 2261-2021](#)) resulting in what the City reports to be over 600 major updates and thousands of smaller changes to the Building Code last revised in 2014. As mentioned during the Committee Week meetings, EIMA and its allies expected the code to pass. Some of the changes pertain to combustible materials in exterior walls however, and these will generally not go into effect for at least another twelve months. You can read what the Department of Buildings has to say about the new code here. <https://www1.nyc.gov/site/buildings/dob/pr-sweeping-updates-cons-n-bldg-regulations.page>

Throughout 2021, EIMA has invested significant time and financial resources on the industry's behalf with groups like the American Chemistry Council's [North American Modern Building Alliance](#) and [Mercury](#) – a public strategy and communications firm with deep roots in the New York City public affairs and non-governmental space.

The news about the bill is obviously not what EIMA and others had hoped for, but we believe EIMA has made substantial progress in promoting the efficacy of NFPA 285 in high-rise fire safety, educating local authorities about the frequent-usage of EIFS in NYC (with EIMA member help,) and pointing out that NYC will have [challenges](#)

meeting their own energy goals outlined in [Local Law 97](#) if the new codes curtail the usage of EIFS.

Since EIMA is continuing to build support for a clean-up bill addressing our industry's interests as well as understand the ramifications of this new code, EIMA is utilizing all of its data about projects that have incorporated EIFS to connect with legislators in the City on the important issue. On behalf of EIMA, Mercury also continues to build relationships across the spectrum of environmental justice groups and community groups to advocate for the climate efficacy of our products. EIMA is re-framing the issue of EIFS in NYC as a proactive solution

to the war on climate rather than reacting to policies in jurisdictions where our superior standard (NFPA 285) does not exist—such as the Grenfell incident—as if it is apples-to-apples.

More information will be forthcoming as it becomes available, and do not hesitate to call Stephen Sears at 703-538-1616 or ssears@eima.com if you have any questions or comments.

EIMA PARTICIPATES IN THE EUROPEAN ASSOCIATION FOR ETICS 2021 VIRTUAL FORUM

For the first time as an online event, the European Association for Exterior Thermal Insulation Composite Systems (EAE) held its 5th European ETICS Forum on September 16, 2021. Around 200 participants from Europe, Asia and North America joined for the entire duration of the conference.

At the request of Ralf Pasker, Managing Director of EAE, Stephen Sears of EIMA participated in the event. Sears provided some brief, introductory remarks about the strategic alignment between EIMA and ETICS as well as the fact that several companies belong to both organizations. Sears also provided a brief overview on the size and

scope of the American construction market, the growing EIFS Hero Awards Program and the fact that tackling the issue of climate change is very important in the US like it is in Europe.

The 2021 Forum was an ambitious and well-conceived event as it marked the first-ever EAE Awards for outstanding energy-efficient buildings in Europe using ETICS. The award aims to honor amazing examples of energy-efficient projects from across Europe using ETICS and demonstrates that energy-efficient buildings and superb architecture go hand in hand. Alessandro Siragusa from the Italian ETICS association Cor-texa and EAE board member

for marketing affairs explained the objectives of the competition: "With this award, we are awarding energy-efficient, technically innovative, sustainable and aesthetically sophisticated façade solutions that showcase what is possible when using External Thermal Insulation Composite Systems." More than 50 projects from ten European countries were submitted. The five-member independent jury selected the winners out of four categories (new single-family homes, new multi-family homes, residential refurbishment, non-residential buildings). They also honored some projects with special mentions.

It is clear that curbing the effects of climate change is a top-of-mind priority for our European counterparts, and the EIMA staff looks forward to maintaining contact with EAE and other organizations in the future.



EIMA'S FIRST-EVER "COMMITTEE WEEK" TOOK PLACE IN ATLANTA OCTOBER 4-6

To mark a return to in-person meetings, EIMA held its first-ever "Committee Week" at the Atlanta Airport Marriott on October 4-6. Twenty EIMA members travelled to Atlanta to participate in the dinner and/or meetings, and every session included a hybrid option so that members could take part in the meetings even if they were not able to be there in person. The week was a great opportunity to get re-acquainted, update each other on industry developments and to discuss EIMA's future strategic direction. Here are some highlights of the meetings that took place:

Technical and Research Committee chaired by Terry Viness, Sto Corp. This meeting included participants of both the Steering Committee and the Full Committee and it aligned with the virtual ASTM 6.58 (Subcommittee for Performance of EIFS) that took place on October 5. The group also discussed the ICC Code Change Hearings in Pittsburgh, and several key changes will be made in the 2024 International Codes – pending ICC staff verification and mail-in ballots. Additionally, the members discussed a document published by RAINA (Rainscreen Association of North America), which classifies EIFS as "not rainscreens". Several members found this verbiage to be subjective and suggested that RAINA delete any reference to EIFS altogether. Finally, the group discussed the status of the NYC Building Code Revision as well as the extent of member representation on industry trade associations and standards groups such as NFPA, ASTM, ASHRAE, ABAA, RAINA, ICC, etc.

Membership Committee, chaired by Lauren Eubank, GMS. EIMA membership continues to trend in a positive

direction, with the addition of 37 new member companies thus far in 2021. With 747 total members, EIMA membership has increased 5% since last year. The contractor and architect categories continue to be on the rise, up 8% and 11% respectively. Highlights from Marketing General's 2021 *Membership Marketing Benchmarking Report* were presented to the committee. It was noted the top three reasons for joining a trade association are: networking with others in the field, supporting advocacy, and accessing specialized and/or current information.

Communications and Education Committee. Barbara Catlow of Dryvit Systems, Inc., has resigned as Committee Chair due to a change in her professional responsibilities, leaving the position vacant. Any committee member interested in the role may contact Laurie Joseph. The committee reviewed its past major initiatives which included two market research projects and the "EIFS: hero hidden in plain sight" campaign. This segued into discussions on the current initiatives of promoting EIFS to the design community (via EIFS Project Hero Awards) and EIFS education (EIMA University).

The EIFS Hero Awards Program, now entering its fourth year, has seen a total of 35 award-winning EIFS projects, with more than 80 EIFS projects having been submitted into the competition over the years. The program is a significant part of EIMA's communications strategy. A 4-color brochure of the winning projects is direct-mailed to over 2,000 architects and a significant amount of industry publicity gets generated by both EIMA and its members through social media and press releases.

The goal of EIMA University is to further educate contractors, architects, and industry professionals about EIFS. The committee discussed the depth, breadth and role of potential education initiatives at EIMA. Issues that were discussed included a) should EIMA develop and provide its own education program or support/promote educational programs of allied groups and b) should EIMA expend time and resources on educating decisionmakers (e.g. architects) or focus on supporting members' educational efforts.

Advocacy and Industry Relations Committee chaired by Jay Winters, Dow Construction Chemicals. The discussion in this meeting focused on emphasizing the central role that advocacy plays at EIMA. One of the primary reasons why EIMA relocated from Morrow GA to Falls Church, VA back in 2010 was so that EIMA could be "located closer to those national trade organizations whose memberships include clients, customers, and constituents of EIMA members." Further, "design and construction industry coalition meetings in Washington that were once difficult to attend due to cost and distance are now a subway ride away." ("EIMA Offices Relocated to Falls Church, VA", *EIFS Briefs*, January/February 2010.) To that end, EIMA plans to hire a person located within the Washington, DC metro area who can help with advocacy efforts at the Federal, state and local level as well as execute some of EIMA's communications programs. Similar to the Technical and Research Committee, this group also discussed the New York City Building Code Revision at length.

Board of Directors chaired by Steve Smithwick, President, Master Wall, Inc. The board met for the first time in person

since March of 2020, and the board elected some new officers and members. Tyson Kindstrom, Sto Corp. and Vice Chair and Dave Maynard, Tremco, Inc. and Secretary resigned due to new roles they assumed within their respective companies. The board unanimously elected Jose Berlinger of Sto Corp and Kristin Gongora of Dryvit to succeed Tyson and Dave as board representatives. Additionally, they elected the following members as new officers: Peter Daechsel of Master Builders Solutions, Vice Chair, Marius Mavrodin Parex USA, Treasurer and Kristin Gongora, Dryvit Systems, Inc., as Secretary. In addition to committee meeting recaps, the board also heard from Buck Buchanan about the EIFS Industry Market Analysis. Buck has an enviable perspective on our industry as he was a very active member of EIMA between 1982-2017 and served as President of the association on three separate occasions.

In addition to discussing matters specific to their own committees, each group participated in some roundtable discussions on EIMA's strategic direction in the future. All committees not only reviewed the content of the draft strategic plan, but they also discussed how EIMA can best serve its members given its current staffing and financial resources. Since the strategic imperatives call for EIMA to simultaneously maintain its technical capabilities and prowess; advocate, promote and educate various stakeholders and the general public about EIFS; and deliver on a diverse set of "core responsibilities"; the members will most likely need to prioritize what needs to be done if EIMA is going to help the industry attain a real impact. Stay tuned for next steps.

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

www.eima.com

EIMA WELCOMES NEW MEMBERS

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

Contractors

ASF Stucco Professional
3018 Wren Circle
Kennesaw, GA 30144
(404) 207-9822

Capitol City Stucco
9980 Horn Rd
Sacramento, CA 95827
(916) 809-1785
www.capitolcitystucco.com/

CRS Restorations LLC
2200 NE 36th Ave,
Ocala, FL 34470
(352) 816-4610
<https://crsrestorations.com/>

Eco Windows and Facades
6498 NY-42
Woodbourne, NY 12788
(917) 747-0103
www.ecowindowsandfacades.com

I&D Plastering and Masonry
104 Rio Frio Cove
Del Valle, TX 78617
(512) 623-9638

John J. Weindel Co.
PO Box 6202
Virginia Beach, VA 23456
(757) 435-2325
www.jjwco.com

LPC Scaffold Services Inc.
2200 NE 36th Ave.
Ocala, FL 34470
(305) 537-9338
<https://lpcsccaffold.com/>

Martin Specialty Coatings, LLC
P.O. Box 19208
Shreveport, LA 71149
(318) 686-2400
www.martinsc.com

Mega Plastering Systems, Inc.
431 West Lambert Road, #304
Brea, CA 92821
(562) 201-9228
www.megaplasteringsystems.com/

Novos Remediation Corp.
915 Johnstown Road
Beckley, WV 25801
(855) 558-4333
novosremediation@usa.com

SK Plastering, Inc.
18710 Moonlit Pond Ct.
Houston, TX 77084
(832) 279-0133
www.skplastering.com

Southern Plastering
3616 S Goodlett St
Memphis, TN 38118
(901) 356-2080

Xpress Remodeling & Construction, LLC
6216 Lance St
Panama City, FL 32404
(850) 532-3732

Architects
Elias Engineering & Forensic Solutions
1005 Main Street, Unit 8115B
Pawtucket, RI 02860-7810
(401) 328-5540
<https://www.eliasefs.com/>

Friedmutter Group
7632 Allerton Ave
Las Vegas, NV 89128
(206) 739-8125
www.friedmuttergroup.com/

HOK
9530 Jefferson Boulevard
Culver City, CA 90232
(415) 309-4233
www.hok.com/studios/los-angeles/

Madhouse Architect
221 N Hillside Ter
Madison, WI 53705
(608) 446-4042

ObraWerks
309 East Ave
Park Ridge, IL 60068
(312) 878-5700
<https://www.obrawerks.com/>

Sherlock, Smith & Adams, Inc.
3047 Carter Hill Road
Montgomery, AL 36111
(334) 263-6481

SWA Architects
48 East Holly Street
Pasadena, CA 91103-3905
(626) 793-9805
<https://www.swaarch.com>

Victor Fabionar Architect
1803 Fillmore Avenue
Madera, CA 93637
(559) 907-1253

Williams & Associates Architects
445 South Hull Street
Montgomery, AL 36104
(334) 391-1933

SAVE THE DATE

2022 EIMA Annual Meeting

Omni Resort - Amelia Island Plantation

Amelia Island, Florida

March 23-25, 2022



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