

EIFS BRIEFS—SPECIAL EDITION— 2020 ANNUAL MEETING

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WELCOME TO AMELIA ISLAND!

The 2020 EIMA Annual Meeting heads to the Omni Amelia Island Plantation Resort near Jacksonville, Florida on March 3-5. The Omni sits directly on the shore of the Atlantic Ocean. There is nothing but sand that separates the Omni from the water. A gem has been picked for this year's annual gathering that 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 new opportunities as we advance the EIFS industry forward.

Throughout the three-day event, the agenda will be full of relevant events for each EIMA member category. Meeting attendees will see how collaboration can move the EIFS industry forward. The meeting will be a non-stop cavalcade of events where information will be obtained to help attendees now and into the future. The program is structured to encourage interaction among all who attend. Networking opportuni-

ties continue to expand and remain a hallmark of EIMA annual meetings. The annual Duncan Crowther Golf Tournament will be a major part of the meeting, while non-golfers will have the opportunity to explore the wonders of the Fernandina Beach area as well as being involved in some EIMA-planned activities such as the first-ever EIMA horse-shoe tournament.

Make plans now to attend! For more details on the annual meeting, EIMA members are welcome to reach out to any EIMA staff member. We look forward to seeing you in Amelia Island!

CHRIS MATHIS IS BACK TO GIVE THE KEYNOTE ADDRESS

Renowned building scientist Chris Mathis 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 world-wide energy-efficiency initiatives and how the best technologies can contribute to this vital universal need sooner rather than later.

Chris Mathis has spent the past 34 years focusing on how buildings and building products perform – from energy efficiency to code compliance to long-term durability. Today, his business focus is to work with strategically-aligned clients, leveraging that knowledge and understanding to improve buildings, building products and the codes and standards that govern them.



ADVANCING AND SELLING THE BEST EVER WALL CLADDING

There is still time
to register!
www.eima.com/events

Competition among opaque exterior wall claddings is fierce. Building owners and designers are constantly faced with a wide range of choices in order to accommodate the objectives of the project: durability, cost, aesthetics, color, texture, in sum curb appeal. Does the final choice end with the specification of a particular exterior wall cladding in the bid package? Discussing whether this is true or not is a panel experienced in how the decision on the type of wall cladding is

made, and in many cases, changed.

During this panel, the construction project leader (depending on the project delivery system being used) will explain how some designers and owners will bemoan the problem of a bid bust or an overrun of the estimate for the project. Usually, the designer and/or owner will approach the project leader and ask for construction materials alternatives to maintain the project's intended program. The project leader will describe the many ways to

accomplish this....usually relying on the full construction team.

Whether it's the diverse and pristine aesthetics, superior durability, or excelling in energy efficiency to be achieved, this session will share what you know and need to know. Sponsored by the **Western Wall and Ceiling Contractors Association** and moderated by its CEO, Albert Carrillo, attendees will hear from distributors, contractors and others on what they're facing in the field.

RISE AND SHINE: NETWORKING BREAKFASTS KICKOFF WEDNESDAY

Whether it's the *Contractors, Distributors, and Board of Directors Breakfast (by invitation only)* or the *General Membership* gathering, 7:30 - 8:45am will help jumpstart your day.

EIMA's contractor and distributor membership will once again come together to high-

light the challenges and successes they are both facing in the field. With a special guest speaker highlighting this session, the opportunity for coming out ahead with information has never been greater. Whether it's the gap in skilled labor or trying to market to a new audience, if it's of importance to you it

should be put on the table for discussion.

Thank you to **Gypsum Management and Supply, Inc.** and the **Wall and Ceiling Alliance** for sponsoring the *Contractors, Distributors, and Board of Directors Breakfast*.

EDUCATIONAL SESSION HIGHLIGHTS CONTRACTOR ISSUES

Positioning Your Firm to Meet the Changing Insurance Market

Dave Dolnick, Dolnick Risk Advisors, is the featured speaker during a session that rings true to many in the industry. Obtaining insurance and finding carriers for future projects is something that affects each and every business in the room. Dolnick will outline how you can position your firm as you maneuver through a successful future.

Construction Financial Issues and Law

Jeff Gilmore, Esq., the Practice Leader for Construction

at the national law firm, Akerman, will provide insights into several of the more significant financial matters that are affected by the contract. Topics like paid when paid and paid if paid will be presented, and you will learn how to avoid the pitfalls in these types of situations. The matter of retention, or retained percentage as it is frequently called, will be discussed along with the situations that can occur when a contractor or subcontractor is attempting to secure final payment. Whether this is new information or a tutorial, Mr. Gilmore's vast experience will benefit even the most informed construction professional or legal advisor.

Greetings from AWCI

Michael Stark, CEO/Executive Vice President of the Association of Wall and Ceiling Industry, will provide an update to the EIFS industry on all things AWCI. EIMA and AWCI remain close allies, building on several decades of success together. Stark's presentation will further elaborate on the activities he and their organization are undertaking in the coming year.

Are you looking to raise your company's profile to the top five EIFS manufacturers in the industry.?

Sponsorship Opportunities are still available at www.eima.com/events

VALUE ADDED: MEMBERSHIP IN EIMA

Everyone at some point takes for granted the reasons why they are affiliated with some social or business organization, be it a country club, a philanthropic cause, or a fraternal organization. It is always good to take stock and assess those reasons to ensure that the reasons why

you made that affiliation still exist. Some of these reasons are: 1) to expand your network of like-minded professionals, 2) learn new skills and gain valuable professional experience, and 3) find or be a mentor. These are just a few. But how much value do they add? Enough to justify

the time and treasure to continue affiliation and active participation? David Johnston, EIMA Executive Director/CEO, will guide the attending members through recent activities, successes, and initiatives that justify your continued and elevated participation in EIMA.

EIFS COUNCIL OF CANADA TO REPORT

President of the EIFS Council of Canada (ECC), John Garbin, will present a report on trends and events affecting the EIFS market in Canada. In entertaining detail, John will tout the ECC's EIFS Design Awards Program and tell about the highly-regarded

ECC's practice manual. Additionally, he will report on the actions that ECC has taken to tear down the unfair and needless barriers to use of EIFS in Canada, including ECC's significant action in the judicial system. John has spent the majority of his

career serving the exterior wall industry and will share his insights on the nuances of this highly competitive market. John's report will leave you with information on how the U.S. and Canadian markets are and are not intertwined.

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SURF'S UP

We're not actually planning to beat some killer waves in the ocean, but rather it's time to sip on cold beverages and leave the surfing to the pros. After a day of highly informative sessions, it's time to kick back and enjoy a good time with

friends and colleagues. With a beverage of choice in hand, attendees will have the chance to unwind and take in the breathtaking ocean view of Florida's northeast coast. Make friends with the bartenders and show them how you shake daiquiris just as effi-

ciently as you put EIFS on the wall.

Cocktails begin at 5:30pm on March 3, with the perfect amount of networking time before heading to the Members Dinner and EIFS Hero Awards Ceremony.

EIFS HERO AWARDS RETURN

The moment the 2019 ceremony ended and all of the winners and nominees left the room, conversations quickly began for how 2020 could be bigger and better. Over the past several months, outstanding projects have been submitted with stories that showcase why each is deserving of the "hero" designation.

March 3 at 7pm, will be highlighted by the 8th annual Members Dinner, which



and year, the much-anticipated awards ceremony will honor outstanding EIFS projects, and the talented and dedicated project team members. This is an evening you don't want to miss!

Thanks to **ADFORS St-Gobain** for sponsoring this event. It will continue to be one of the main draws of the EIMA Annual Meeting, now, and in the years to come.

has quickly become one of the premier networking events at the EIMA Annual Meeting. Immediately following dinner will be the prestigious EIFS Hero Awards Ceremony. Back again for its sec-

**Have you sponsored
a hole for the
golf tournament yet?**

**Don't miss
the opportunity!**

WEDNESDAY AFTERNOON: LET'S HAVE SOME FUN!

Of course, the *Annual Duncan Crowther Memorial Golf Tournament (March 4, Noon-6PM)* is returning for another EIMA Annual Meeting outing. Sponsored by **Dow Construction Chemicals**, Oak Marsh Golf Course will play host to what is bound to be another memorable affair. Grab your drivers, ready your irons, and prepare to make the longest putt. If you're part of the winning group, bragging rights are yours alone for the remainder of the year. Travel and Lei-

sure Golf included Oak Marsh as one of "Florida's 50 Finest Courses."

So, golf isn't your thing? How about a guided tour around the historic Downtown Fernandina Beach (12:30 - 4:30pm, \$125pp)? The tour will take attendees through bed and breakfasts, shops, and a cafe for lunch overlooking the Fernandina Harbor. Following the tour, it's time for a friendly competition around the horseshoe pits



(4:30 - 5:30pm). Whether you're the master of "leaners," the true "ringer," or just good at keeping things in the box, this tournament will result in some worthwhile prizes for the winners. Choose wisely and lead your team to victory.



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