If you were one of the over 150 attending in person, or you were following us on Facebook and Twitter, the 2012 EIMA Annual Meeting in Charlotte, North Carolina was a success!

Whether it was at the general session, a committee meeting, the golf course or the cocktail reception we were all able to gather and discuss EIFS while having a lot of fun. In this special edition of EIFS Briefs we will recap the 2012 EIMA Annual Meeting and show you what you missed if you were unable to attend.

If you missed the fun this time, just mark your calendars now because next year we’re going to San Antonio, Texas for the 2013 EIMA Annual Meeting. If this year was any indication, next year will be even better!
If you were unable to attend the General Session, you’ve probably already heard that you missed out. On April 17th, EIMA members and friends joined together to get a recap of the past year and an overview on things to come from executive director David Johnston and our president Buck Buchanan.

Dryvit Systems sponsored the guest speaker, Steve Gilliland who gave a discussion entitled “Enjoy the Ride”. He gave the group a positive message to live by but also had everyone loud with laughter from the moment he started talking. If you haven’t heard of Steve before, you likely know who he is now.

Buck Buchanan and John M. Jones both received recognition for their dedication and achievements in the EIFS industry as well as EIMA.

The coffee and refreshments were before the general session were sponsored by Dow Construction Chemicals.

To view additional photos from the EIMA Annual Meeting visit our Facebook page.
**Mike Sweeney Press Award**

The Mike Sweeney Press Award was given out for the first time in 2012. The award was in memory of the late STO Corp employee Mike Sweeney, who handled media relations while at STO. The award was for an article from a daily publication that shows EIFS in a “good light”. A jury was selected and a plaque was sent to Brad Berton for his article *EIFS in Practice: Implementation Case Studies*, that showed several of the benefits that EIFS can bring to a range of commercial sector developments.

There were a total of four nominations for the award, each article has subsequently been posted on both the EIMA Twitter and Facebook page.

Pictured left is Jamie Makucchi, Chair of the Communications and Education Committee

---

**Membership Committee**

The Membership Committee reviewed the core areas of EIMA membership: Recruitment, Retention, Development and Administration. An update was given by Laurie Joseph, EIMA’s manager of member services as to how many companies are currently on the membership rolls and the corresponding numbers in each membership category. Additionally a rundown of new 2012 EIMA members was given. Discussions ensued with many new and exciting ideas on how to increase EIMA’s membership in the Associate, Contractor/Applicator and Distributor categories. The committee reviewed and expanded upon the benefits of EIMA membership to each individual category and discussed possible strategies to approach companies in these categories about joining EIMA.

---

**Technical and Research Committee**

During the Technical and Research Committee meeting, Jess Beitel of Hughes Associates, EIMA’s fire code consultant, made a presentation on “Fire Requirements for Light Framed High R-Value Walls”. The committee also reviewed the proposed code changes that would be considered during the International Code Council (ICC) Code Development Hearings that would be held at the end of April and established EIMA’s position on the proposed changes that would, if adopted, affect EIFS. Other topics discussed included work on proposed EIMA standards for EIFS, development of EIFS publications, and consideration of EIMA policies addressing the application of EIFS. Reports on the status of EIMA EIFS research were also provided.

---

**Communications and Education Committee**

The Communications and Education Committee was full of updates including the announcement of a Facebook and Twitter page going live the week prior to the Annual Meeting. A great deal of discussion went toward the idea of advertisements and the targeted audience and message that should be used. The discussions of advertisements stemmed from the idea of trying to increase the market share for EIFS by 1% over the next year. David Johnston gave an update on Phase III and when to expect the official results of that monumental study.
The 2012 EIMA Cup Golf Tournament, sponsored by Vela Insurance Services, was held at the Pine Island Country Club. Several golfers put on a show, while others just enjoyed the gorgeous weather. The putters were polished and the drives were flying down the fairway, as everyone put their best 3-wood forward. The event had everything the Masters showed in Augusta, with the exception of Bubba Watson.

While Chris and Dave Boccia and Lee Zaretsky took home the EIMA Cup, Mike Murphy from Dryvit Systems decided he had some room on his wall for several individual awards. The event was another great success, with gorgeous weather and entertaining conversations along the way.
“Pit Stop”
Cocktail Reception

Whether you were there for a picture with Danica Patrick and Tony Stewart, a chance to take on a friend on the Wii, or just to grab a gin and tonic or Budweiser; the reception was filled with fun.

The music was playing, the video was streaming, and the drinks were flowing. If you missed the pictures of your friends with Danica, don’t worry because we didn’t.

After a day full of committee meetings the reception was a great break for all of us. Everyone had a chance to talk with one another and a couple people decided they just wanted to kick back and dance a little.

The sponsors for the reception included Sto Corp, BASF, Boral Building Products and Quikrete/Spec Mix.
Danica Patrick and Tony Stewart Photographs
Take a look at EIFS now.

www.eima.com

SAME ADDRESS COMPLETELY REMODELED!

© 2011 EIMA