

2024 EIMA ANNUAL MEETING

MARCH 12-14, 2024



OMNI Las Colinas Hotel
DALLAS (IRVING), TEXAS

Dear Members and Friends of EIMA:

The 2024 EIMA Annual Meeting heads to the Omni Las Colinas in Irving, Texas just outside Dallas on March 12-14. On behalf of the EIMA officers, Board, and active membership, I cordially invite you to attend this much anticipated EIFS industry event.

The meeting will have an action-packed agenda as is typical of EIMA annual meetings. EIMA has a great lineup of speakers in store, including the ever-popular EIFS advocate and building scientist Joseph Lstiburek, Ph.D. P. Eng., ASHRAE Fellow as the keynote at the Opening General Session. Additionally, Donna Laquidara-Carr, PhD, LEED AP with Dodge Data & Analytics will provide industry insights as the luncheon speaker.

The very productive and important Working Group meetings will continue to be an integral aspect of the meeting.

And don't forget the networking events EIMA members have come to know and look forward to: a first-class cocktail reception, the highly anticipated Members Dinner and EIFS Project Awards Ceremony, and the EIMA Networking Lounge, where EIMA members have the opportunity to show their wares.

There will not be an EIMA organized golf outing this year, however, Cornhole is BACK! Everyone is invited to play in the tournament – and prizes will be awarded! We'll enjoy the beautiful outdoor space at the Omni with a scenic view of Lake Carolyn as we enjoy a good old-fashioned Texas-style BBQ. A good time is promised to be had by all.

On Thursday morning, a panel discussion on the EIFS industry in Texas will happen with distinguished EIMA members providing insights. The Closing General Session will follow with Working Group updates, and the annual meeting will officially conclude at noon.

A vast array of sponsorship opportunities are available to EIMA members to raise their profile to the EIFS industry executives in attendance.

Anyone in the EIFS industry is invited to attend, EIMA members and non-members alike. Make your plans now to attend! I look forward to seeing you there.

Best Regards,
Steve Smithwick, Master Wall, Inc.
2022/2024 President
EIFS Industry Members Association



REGISTRATION INFORMATION

Registration Fees for the 2024 Annual Meeting

Full Meeting Registration:

- EIMA Members - \$825
- Non-Members – \$1,350
- EIFS Contractors - \$575

Dinner and Awards Ceremony ONLY - \$275

Spouse - \$275

SCHEDULE OF EVENTS

Tuesday, March 12

3:00 pm – 5:30 pm

Working Group Meeting

-Advocacy: Technical and Research

6:00 pm – 7:30 pm

Welcome BBQ and Cornhole Tournament

7:30 pm

Board of Directors Dinner

Wednesday, March 13

8:00 am – 11:15 am

8:00 am – 9:30 am

9:45 am – 11:15 am

Working Group Meetings

-Advocacy: Federal State and Local

-Promotion

12:30 pm – 1:30 pm

Member Luncheon

“Construction Industry Top Trends”

Presented by Donna Laquidara-Carr, Dodge Data & Analytics

2:00 pm – 3:30 pm

Working Group Meeting

-Education and Workforce Development

2:00 pm – 4:00 pm

Networking - EIMA Lounge

4:00 pm – 5:30 pm

Opening General Session

4:00 pm – 4:15 pm

Opening Remarks and Welcome

Presented by Steve Smithwick, Master Wall, Inc.

2022/2024 EIMA President

4:15 pm – 5:30 pm

Keynote Address: “The Evolution of EIFS in the Era of COVID and Carbon Counting”

Presented by Dr. Joseph Lstiburek, Building Science Corporation

5:30 pm – 7:00 pm

Cocktail Reception

7:15 pm – 8:30 pm

Members Dinner

8:30 pm – 9:30 pm

EIFS Project Awards Ceremony

Thursday, March 14

8:00 am – 9:30 am

Board of Directors Meeting

9:00 am – Noon

Networking - EIMA Lounge

9:30 am – 10:30 am

“EIFS in Texas” – A Panel Discussion

10:30 am - noon

Closing General Session

10:30 am – 11:00 am

CEO/Executive Director’s Report

Presented by Stephen Sears, MBA, CEP

11:00 am – Noon

Reports by EIMA Working Group Chairs

Noon

General Discussion and Closing Remarks

Adjournment

SPEAKERS

Opening General Session

Keynote Address

"The Evolution of EIFS in the Era of COVID and Carbon Counting"

Presented by **Joseph Lstiburek, Ph.D. P. Eng., ASHRAE Fellow**
Building Science Corporation



Wednesday, March 13 · 4:15 pm - 5:30 pm

Joseph Lstiburek is the founding principal of Building Science Corporation. Dr. Lstiburek's work ranges widely, from providing expert witness testimony to overseeing research and development projects, to writing for the ASHRAE Journal and buildingscience.com. Dr. Lstiburek's commitment to advancing the building industry has had a lasting impact on building codes and practices throughout the world, particularly in the areas of air barriers, vapor barriers, and vented and unvented roof assemblies. For example, his work with industry partners through the Department of Energy's Building America program led to significant research into the wetting and drying of walls and ultimately to a major code change relaxing the requirement for vapor barriers in the International Residential Code.

Dr. Lstiburek is also an acclaimed educator who has taught thousands of professionals over the past three decades and written countless papers as well as the best-selling Builder Guides. Fittingly, the Wall Street Journal has described him as "the dean of North American building science." He has a joy for telling tall tales to his protégés and audiences.

Dr. Lstiburek holds a Bachelor of Applied Science in Mechanical Engineering, a Master of Engineering in Civil Engineering, and a Doctor of Philosophy (Ph.D.) in Building Science. While still an undergrad, Dr. Lstiburek worked as a residential construction manager; during his Master's degree, he developed the Air Drywall Approach to air barriers. Other formative experiences include working on the Canada-wide Super Energy Efficient Housing R-2000 program and serving as senior engineer on commercial construction projects for Trow in Toronto. Dr. Lstiburek founded BSC in 1990 with his business partner Betsy Pettit, and he has been a key figure in establishing BSC as one of the most influential, innovative, and respected building science firms in North America.

Luncheon Speaker

"Construction Industry Top Trends"

Presented by **Donna Laquidara-Carr, PhD, LEED AP**
Dodge Data & Analytics



Wednesday, March 13 · 12:30 pm – 1:30 pm

Donna Laquidara-Carr, PhD, LEED AP, is Industry Insights Research Director at Dodge Data & Analytics, where she provides editorial direction to the SmartMarket Report Series, covering such diverse topics as World Green Building Trends, Business Value of BIM, Diversity, Equity and Inclusion in the Design and Construction Industry, The Drive Toward Healthier Buildings, Building a Safety Culture and Lean Construction.

In her role as Research Director, Donna is actively engaged in all aspects of the research process, from survey development to data analysis to authoring reports based on the data.

Her insights on these topics have been published in numerous industry publications, and she regularly conducts webinars and speaks about this research at events for diverse organizations, including the AIA National Conference, Greenbuild, CMAA National Convention, AGC National Convention, the Lean Congress and many others.

Previously, Donna was responsible for policy and training for the editorial division of the Dodge Reports. Donna has her Ph.D. from Tulane University, M.A. from Boston University and B.A. from Middlebury College.

"EIFS in Texas" – A Panel Discussion

Thursday, March 14 · 9:30 am – 10:30 am

This panel discussion will be an insightful exploration into the dynamic world of Exterior Insulation and Finish Systems (EIFS) as it pertains to the unique challenges and opportunities within the Texas construction landscape. Our distinguished panel, comprised of industry experts, will share their extensive knowledge and experiences, addressing regional considerations, regulatory frameworks, and innovative practices specific to EIFS applications in the Lone Star State. This event provides an invaluable platform for professionals, contractors, and stakeholders to gain in-depth insights, exchange ideas, and stay abreast of the latest developments in EIFS technology tailored to the Texas construction environment.

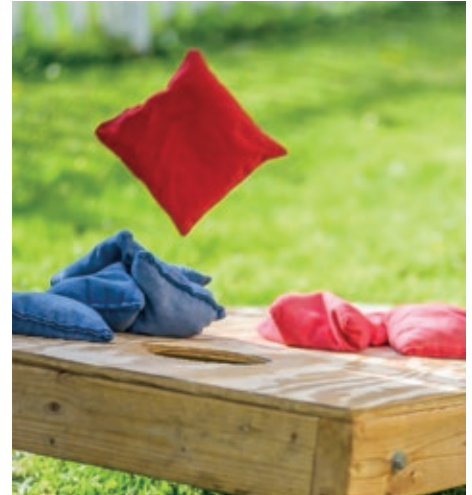
SPECIAL EVENTS & NETWORKING

Welcome BBQ and Cornhole Tournament

Tuesday, March 12 · 6:00 pm

Get ready to toss some bags and network at the EIMA Cornhole Tournament! We're excited to invite all members to participate in this friendly competition that promises not only thrilling games but also a chance to unwind and connect with fellow industry enthusiasts. Whether you're a seasoned cornhole pro or a novice looking to try your hand at this entertaining game, this tournament is the perfect opportunity to showcase your skills and build relationships within the EIMA community.

The tournament is open to participants of all skill levels, and we encourage everyone to bring their A-game. So, grab a partner, practice your throws, and let's make this cornhole event a memorable experience for all EIMA members.



Members Dinner and EIFS Hero Awards Ceremony

Wednesday, March 13 · 7:15 pm



In its eleventh year as the premier networking event at the EIMA Annual Meeting is a dinner honoring the dedicated EIMA membership. Now an anticipated tradition, the Members Dinner provides a unique networking opportunity for EIMA members to dine together and network in an intimate setting, perfect for both meeting new industry colleagues and renewing old friendships. Immediately following dinner will be the prestigious EIFS Hero Awards Ceremony. Now in its sixth year, the much-anticipated awards ceremony will honor outstanding EIFS projects, and the talented and dedicated project team members. You don't want to miss this chance to come together, applaud excellence, and forge lasting connections within the EIFS industry.

The EIMA Networking Lounge... a place where EIMA members gather before, in between, and after presentations and sessions to charge their phone, check their email, grab a cup of coffee, or catch up with a colleague from the industry.

Sponsorship Opportunities are available! EIMA Lounge sponsors are provided a 6' draped table to display their wares and create awareness of their products and services to top EIFS industry professionals. Table-top displays are allowed!



EIMA Lounge Hours

Wednesday, March 13 · 2:00 - 4:00 pm

Thursday, March 14 · 9:00 am - Noon

WELCOME TO IRVING!

Welcome to Irving!

Irving, Texas is a city that embraces the spirit of diversity, innovation, and a rich cultural heritage. Nestled in the heart of the Dallas-Fort Worth metropolitan area, Irving stands as a dynamic and vibrant community with a unique blend of modernity and tradition.

One of Irving's defining features is its cultural mosaic, reflecting the harmonious coexistence of various ethnicities and backgrounds. From the bustling Irving Arts Center, where creativity flourishes in the form of visual arts, theater, and music, to the myriad of authentic restaurants offering a global culinary experience, the city invites residents and visitors alike to celebrate diversity.

Irving also proudly houses the Las Colinas district, a symbol of architectural prowess and urban planning. The iconic Mustangs of Las Colinas sculpture, depicting wild horses running through a granite stream, serves as a testament to the city's commitment to art in public spaces. The district is not only a corporate hub with towering skyscrapers but also a picturesque setting with scenic waterways and landscaped parks, making it a delightful place to work, live, and explore.

Beyond the urban landscape, Irving offers outdoor enthusiasts a chance to connect with nature at the Campi3n Trail, a sprawling greenbelt along the Elm Fork of the Trinity River. Whether one enjoys hiking, biking, or simply strolling along the riverbank, the city provides a respite from the hustle and bustle of daily life.

With its inclusive community, cultural richness, and commitment to progress, Irving stands as a beacon of Southern hospitality and a city that beckons exploration and appreciation.

Accommodations

The Omni Las Colinas Hotel merges city energy with tranquility. Convenient to major corporate offices, the waterfront location overlooking Lake Carolyn invites guests to a peaceful oasis amid the bustling business district. Guest accommodations are bold and spacious—a place to relax and unwind after a day of leisure or business. All hotel rooms offer charming views of Lake Carolyn and Las Colinas.

EIMA meeting attendees are extended a special group rate of **\$239.00/night**. There is no resort fee, and applicable state and local taxes apply.

Check-in: 3:00 PM

Check-out: Noon



Reservations

Monday, February 19, 2024 at 5:00 PM (CST) is the cut-off date for room reservations, or earlier if the block of rooms sells out. To make a reservation, click on this link:

<https://www.omnihotels.com/hotels/dallas-las-colinas/meetings/eima-annual-meeting-03092024>

Getting There

The Omni Las Colinas Hotel is located near the following airports:

- About 9 miles (15 minutes) from Dallas/Fort Worth International Airport (DFW)
- About 10 miles (15 minutes) from Dallas Love Field Airport (DAL)

Hotel Parking

On-site parking fee: \$10 daily/\$18 overnight

Valet parking fee: \$16 daily/\$25overnight