

# 2024 EIMA ANNUAL MEETING

## MARCH 12-14, 2024



™

**EIMA**

EIFS INDUSTRY  
MEMBERS  
ASSOCIATION

**OMNI Las Colinas Hotel  
DALLAS (IRVING), TEXAS**

Dear Members and Friends of EIMA:

On behalf of the members and Board of Directors, I welcome you to the 2024 EIMA Annual Meeting. It's been a while since we've been in Texas and we're glad to be back. This year's meeting is headquartered at the OMNI Las Colinas Hotel, just minutes from downtown Dallas.

The annual meeting is always a great place to network, to make new friendships, and to learn about the most current issues affecting the Exterior Insulation and Finish Systems industry. Throughout this year's event, meeting attendees will learn what's in store to move the EIFS industry forward. The program is structured to encourage interaction among all who attend. Networking opportunities remain a hallmark of EIMA annual meetings, and include the popular Cocktail Reception, Members Dinner, and EIFS Hero Awards Ceremony. New this year is a Welcome BBQ (Texas-style) which will include a much-anticipated Cornhole Tournament. Everyone is invited to play and prizes will be awarded! We'll enjoy the beautiful outdoor space at the Omni with a scenic view of Lake Carolyn.

EIMA has a great lineup of speakers in store, including the ever-popular EIFS advocate and building scientist Dr. Joseph Lstiburek, as the keynote at the Opening General Session. Additionally, Donna Laquidara-Carr, with Dodge Data & Analytics will provide industry insights. Lastly, a diverse group of Texas-based EIFS stakeholders will present a compelling panel discussion titled "EIFS in Texas."

EIMA Working Groups will meet during the first two days, and anyone who is an EIMA member in good standing is invited to attend. Working Group co-chairs will report on their strategic initiatives to the membership at the Closing General Session.

Attendees will leave knowing more than ever before about the EIFS industry. I encourage you to take full advantage of the events at our annual meeting by attending as many of them as you can. Your active participation here will improve your business and your career, as well as contributing to the enhancement of our wonderful industry.

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



## REGISTRATION HOURS

**Tuesday, March 12**

**2:00 pm - 6:00 pm**

**Lakewood Foyer (Lake Level)**

**Wednesday, March 13**

**8:00 am – 1:00 pm**

**Lakewood Foyer (Lake Level)**

**3:00 pm – 5:00 pm**

**Mandalay Foyer (Lobby Level)**

# SCHEDULE OF EVENTS

## Tuesday, March 12

3:00 pm – 5:30 pm	<b>Working Group Meeting</b> -Advocacy: Technical and Research	<b>Lakewood</b>
6:00 pm – 7:30 pm	<b>Welcome BBQ and Cornhole Tournament</b>	<b>Lawn Next to Pool</b>
7:30 pm	<b>Board of Directors Dinner</b>	<b>Las Colinas Boardroom</b>

## Wednesday, March 13

8:00 am – 12:45 pm	<b>Working Group Meetings</b> -Advocacy: Federal State and Local -Promotion -Education and Workforce Development	<b>Lakewood</b>
8:00 am – 9:30 am		
9:45 am – 11:15 am		
11:30 am – 12:45 pm		
1:00 pm – 2:30 pm	<b>Networking Luncheon</b>	<b>Flossie's</b>
3:00 pm – 8:00 pm	<b>EIMA Lounge Open</b>	<b>Mandalay Foyer</b>
3:30 pm – 4:30 pm	<b>Afternoon Insights</b> <i>"Construction Industry Top Trends"</i> Presented by Donna Laquidara-Carr, Dodge Data & Analytics	<b>Mandalay Ballroom</b>
4:30 pm – 6:00 pm	<b>Opening General Session</b>	<b>Mandalay Ballroom</b>
4:30 pm – 4:45 pm	<b>Opening Remarks and Welcome</b> Presented by Steve Smithwick, Master Wall, Inc. 2022/2024 EIMA President	
4:45 pm – 6:00 pm	<b>Keynote Address</b> <i>"The Evolution of EIFS in the Era of COVID and Carbon Counting"</i> Presented by Dr. Joseph Lstiburek, Building Science Corporation	
6:00 pm – 7:00 pm	<b>Cocktail Reception</b>	<b>Mandalay Ballroom</b>
7:15 pm – 8:00 pm	<b>Members Dinner</b>	<b>Mandalay Ballroom</b>
8:00 pm – 8:30 pm	<b>EIFS Project Awards Ceremony</b>	<b>Mandalay Ballroom</b>

## Thursday, March 14

8:00 am – 9:30 am	<b>Board of Directors Meeting</b>	<b>Las Colinas Boardroom</b>
9:00 am – Noon	<b>EIMA Lounge Open</b>	<b>Mandalay Foyer</b>
9:30 am – 10:30 am	<b>"EIFS in Texas" – A Panel Discussion</b>	<b>Mandalay Ballroom</b>
10:30 am - noon	<b>Closing General Session</b>	<b>Mandalay Ballroom</b>
10:30 am – 11:30 am	<b>Reports by EIMA Working Group Co-Chairs</b> <b>Advocacy, Federal, State, Local:</b> Rafaël Bao, ADEX Systems <b>Promotion:</b> Meagan Siwiec, Saint-Gobain ADFORS <b>Advocacy:</b> Technical and Research: Terry Viness, Sto Corp <b>Education and Workforce Development:</b> Nate Katz, Saint-Gobain ADFORS, Mike Chaney, James River Exteriors	
11:30 am – Noon	<b>CEO/Executive Director's Report</b> Presented by Stephen Sears, MBA, CEP	
Noon	<b>General Discussion and Closing Remarks</b> <b>Adjournment</b>	

# 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

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**Wednesday, March 13 · 4:45 pm - 6:00 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](http://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.

### Afternoon Insights

#### *"Construction Industry Top Trends"*

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

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**Wednesday, March 13 · 3:30 pm – 4:30 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.

#### Panelists include:

**Keith Giddens** – Baker Triangle

**Kevin Maxwell** – Prime Wall Systems

**Andy Boyd** – Galindo & Boyd

**Dennis Deppner** – Master Wall, Inc.

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#### *CEO/Executive Director's Report*

Presented by **Stephen Sears, CEO of EIMA**

**Thursday, March 14 · 11:30 am – noon**

Stephen Sears will report on the organization's focus on transforming strategic planning into strategic action, highlighting an approach that bridges the gap between planning and execution. EIMA's strategic initiatives are actively being pursued via the efforts of its Working Groups, with a unified commitment to translating vision into tangible outcomes. This strategic alignment not only enhances operational efficiency but also cultivates a competitive edge in the industry. With a focus on actionable strategies and measurable results, EIMA is poised for success.



# SPECIAL EVENTS & NETWORKING

## Welcome BBQ and Cornhole Tournament

Tuesday, March 12 · 6:00 pm

Get ready to toss some bags and network at the Welcome BBQ and 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.

Welcome BBQ Sponsored by



Cornhole Board Sponsors:



## Members Dinner

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.

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## EIFS Hero Awards Ceremony

Wednesday, March 13 – 8:00 pm

Immediately following the Members 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. An elite jury of past "Hero of the Year" award-winning architects judged the entries. The Hero Award winners will be announced publicly for the first time at the event, and the EIFS project winning the esteemed "Hero of the Year" will be named.

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### 2023 Judges



**Damon Barda**  
c|a ARCHITECTS  
Long Beach, CA



**Kirk Rose**  
HMC Architects  
Los Angeles, CA



**Joseph Del Ciotto**  
Lantz Boggio  
Englewood, CO

**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.

Visit the tables of the EIMA Lounge Sponsors and find out what EIMA member companies have to offer.



### EIMA Lounge Hours

Wednesday, March 13 · 3:00 – 8:00 pm

Thursday, March 14 · 9:00 am – Noon

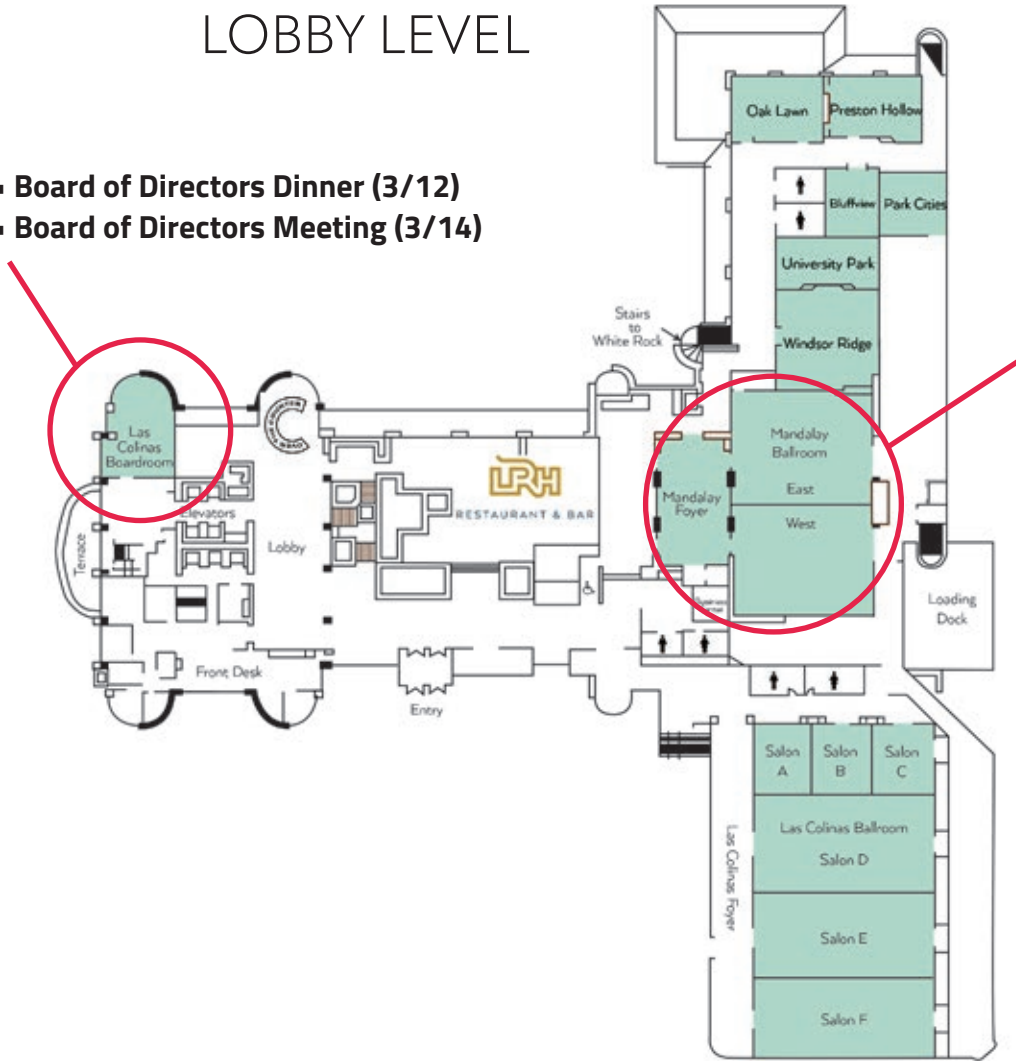
Thank you to our sponsors:



# MEETING LOCATIONS

## LOBBY LEVEL

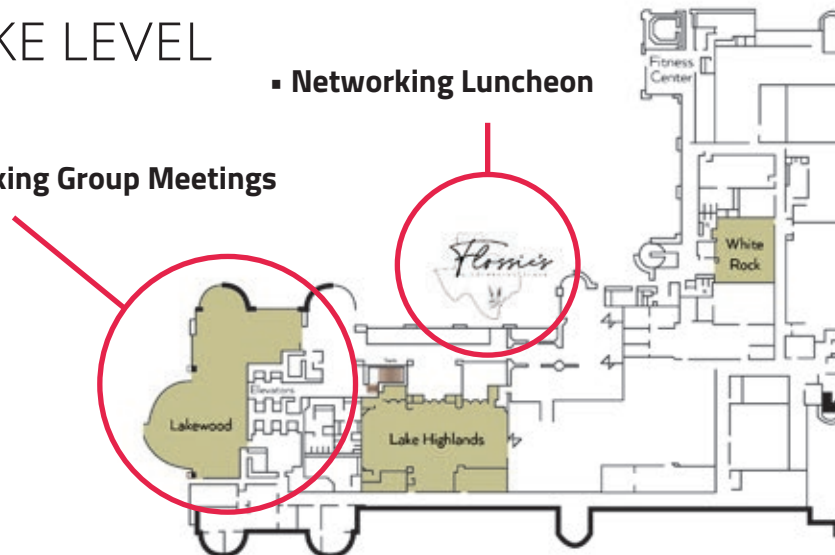
- Board of Directors Dinner (3/12)
- Board of Directors Meeting (3/14)



- Afternoon Insights
- General Sessions
- EIMA Lounge
- Cocktail Reception
- Members Dinner / Awards Ceremony

## LAKE LEVEL

- Networking Luncheon
- Working Group Meetings



# THANK YOU TO OUR SPONSORS

## Keynote Speaker



## Cocktail Reception



## EIFS Hero Awards Ceremony



## Welcome BBQ



## Members Dinner



## Afternoon Insights



## EIFS in Texas



## EIMA Lounge



## Cornhole Board Sponsors

