

CONVENTION 2002 DRAWS EXCELLENT REVIEWS

“Reward Is On a Roll” was the theme for the 2002 convention, held in Las Vegas January 21-23, and those who attended agreed. Attendees gave high marks for the overall quality of the convention experience, the quality of the speakers, the accommodations and the food.



Distinguished Service Award winner Lambert Van Haren tries his luck on the “Wheel of Rewards.”

Highlights

This year’s agenda included five different project profiles as well as speakers on local marketing, maximizing energy efficiency, an architect’s perspective, an overview of the state of the ICF industry, and cDeck, Reward’s insulating flooring system. The second day of the convention began with breakout sessions about the power of the web, energy efficiency in-depth, and getting the competitive edge.

President Ed Storm and Chief Operating Officer Hank Pfeiffer closed out the regular meetings with a review of Reward’s achievements in 2001, including the successful rollout of iForm and Reward’s entry into the high-rise commercial market, and a preview of what to expect in 2002, including most importantly, an expanded product line. [See related story on Page 6.]

Continued on Page 2

Index

| | |
|--|---|
| Right Form for the Job | 2 |
| Stucco and Reward | 3 |
| Trade Show Lead | 3 |
| Letter from the President | 4 |
| Technical Tips | 5 |
| New iForm | 6 |

CONCRETE PROMOTIONAL GROUPS: NETWORKING TOGETHER

Right now you have people in your community working to promote your business and you may not even be aware of it.

Local and regional cement and concrete promotion councils work with other groups, such as ready mixed associations, concrete paving and concrete contractor organizations to promote concrete construction of all kinds. Cement and concrete promotion councils are affiliated with the Portland Cement Association (PCA), and their ICF promotion can take the form of ICF pages on their web sites, seminars on ICF construction that educate homebuyers, architects, engineers, contractors and developers, showing ICF construction in their home and trade show booths and networking with local municipalities. ICF professionals nationwide have benefited from these promotion efforts by joining and becoming active in their local concrete organizations.

Reward distributor Dave McIlwain of Glen Allen, Virginia, is a vocal advocate of networking with the local concrete organizations. He is an active member of the Virginia Ready Mixed Association and chairs the local building and construction committee. “I see the director of the ready mixed association at least once a month,” he said, “and I’m on the phone with him five to six times a week. I know all the managers of all the area concrete companies, and this results in projects for me. Many times homebuyers who want to build concrete houses start with their local concrete company. Since I am well known to all of them, if ICF construction enters the conversation, they say ‘go see Dave McIlwain.’”

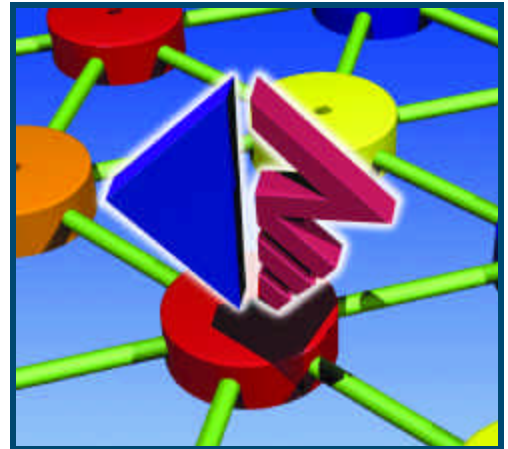
McIlwain noted that sometimes it isn’t just homebuyers who come to him—he has already built two batch houses for one ready mixed company and is ready to start an office building for another.

Christy Martin, Executive Director of the Concrete Promotion Group (CPG) of Kansas City, describes her organization as the marketing arm for the concrete industry in Kansas City. “We promote the marketplace for all types of concrete construction,” she said. She went on to say that the CPG, among other things, gives seminars about ICFs to architects, engineers and building officials. “People tend to avoid things they don’t understand, and we take the mystery out of it.”

According to Tim Reagan, Executive Director of the Aggregate and Ready Mix Association of Minnesota (ARM), the main advantage of becoming involved is that the local builder can take advantage of the information distribution systems ARM has created. ARM is currently making presentations to 100 contractors each Friday for ten weeks. Each presentation involves an ICF distributor, a ready mixed professional and a technical person. ICF professionals helped to develop the content. “We have been taking surveys at these presentations, and so far out of 400 people, 90% weren’t familiar with ICFs,” said Reagan.

Reagan echoed McIlwain and Martin in saying that by teaming up with the local concrete organizations, ICF professionals can help themselves with more effective promotion as well as direct leads from their concrete construction industry colleagues.

To find out how you can get involved in your local concrete promotional groups and begin harvesting the benefits of networking, call your Reward regional sales manager for the name and contact information for your PCA state champion. ■



Convention 2002

continued from page 1

President's Club and Awards

Members of The President's Club 2001 were honored at a special dinner hosted by Storm. Each year The President's Club is made up of Reward ICF professionals who made a significant contribution to Reward and the ICF industry during the previous year. In addition, Storm presented the following awards at the closing dinner held the evening of January 23:

Rookie of the Year:

Tri-State Insulated Forms, Mabel, Minnesota

Top Producer:

Cemstone Companies, Mendota Heights, Minnesota

Distinguished Service:

Lambert Van Haren, Van Haren Insulated Concrete Forms, Faribault, Minnesota, a Reward distributor since 1990.

Outstanding Commercial Project:

Hi-Energy Walls, Portland, Michigan

Outstanding Residential Project:

Up-Tyte Construction, Springfield, Missouri

Lyndon Lee attended the convention for the first time this year. "It was a real learning experience for me," he said. "It was nice to meet other people in the industry and exchange experiences and ideas. The speakers were great, and I was able to pick up a lot of information I normally wouldn't have the opportunity to get. I highly recommend it." Lee received the Rookie of the Year award for his outstanding performance as a Reward distributor during his first year.

Chuck Lipari of EPS Building Systems in Brighton, Colorado, who is consistently one of Reward's top producers, has been attending Reward conventions since 1997. Lipari said he thought the 2002 convention was "...one of the best. The quality of the presenters and the subject matter was excellent. The presentation about the high-rise commercial project in Florida opens up great possibilities for getting into commercial projects of this scale, and as always, the presentation by Ed Storm and Hank Pfeiffer was outstanding and gave us a good overview of what to look for in the coming year," he said. Asked if he planned to attend conventions in the future, Lipari responded, "Definitely. I can't imagine **not** going to one. The mix of the scheduled speakers and visiting with Reward staff and other ICF professionals is too valuable to pass up."

Plans are already underway for the 2003 convention scheduled for January 12-14 in Cancun, Mexico. Watch for more information in upcoming issues of the newsletter.

REWARD: THE RIGHT FORM FOR THE JOB

PROJECT PROFILE

- Ann Arbor, Michigan
- Stucco exterior finish
- 21,400 square feet
- Galvalume steel roof
- 9' 6" to 20' perimeter walls
- Unico High Velocity HVAC and radiant floor heating systems
- 9 1/4" eForm

Dick Manning, of Hi-Energy Walls in Portland, Michigan, was in the right place at the right time with the right insulating concrete form when the more than 1,000 members of Chinmaya Mission, a Hindu shrine in Ann Arbor decided they needed a new building. Viswanathan Kumar, a professional engineer who is also a member of the congregation along with structural consultant Yogi Anand, designed the new building with ICF walls, but the ICF they chose didn't have the code approvals they needed to get a building permit. That's where Dick Manning came in. Kumar was referred to Reward and Manning by a contractor who was working on the project. "The Reward forms had the code approvals we needed to get started right away," explained Kumar, "and the results are phenomenal. We have walls as high as 20 feet and the building measures 108 feet by 150 feet. Our heating bills have averaged just \$300 per month during the past year."

Manning, who acted as a consultant and sent several installers to the project, is very pleased with the way it turned out. "I'm glad we had the right form at the right time," he said. Chinmaya Mission was named the Outstanding Commercial Project at the Reward 2002 convention, and it also qualified for Reward's \$1.00 per form Worship Building Rebate program.



Reward had the right code approvals for this ICF designed Hindu shrine.

STUCCO AND REWARD— A PERFECT COMBINATION

When a Richmond, Virginia, homebuyer told his architect he wanted his house to be finished with “real stucco,” the architect told him that if that’s what he wanted, his house would have to be built with Reward ICFs and contacted Reward distributor Dave McIlwain of Creative Building Products, Inc.

“Shortly before the basement was to be poured the homeowner approached me and told me the only reason he was building with Reward is because the architect insisted on it if it was to be finished with real stucco,” said McIlwain. He added that the entire house is finished with stucco, and Reward was used wherever stucco was to be applied—even around the chimneys.

By the time the house was under roof, the same homeowner came back to McIlwain and said he was really glad they had used Reward.

“He was so impressed with the straight walls and the terrific sound deadening qualities,” explained McIlwain. “The house is located near a busy highway, and even before the windows and doors were installed, there was an obvious decrease in the noise.” ■

PROJECT PROFILE

- **Richmond, Virginia**
- **8,000 square feet**
- **Two-story with basement**
- **Stucco exterior finish**
- **Slate roof**
- **HVAC—two York 4-ton heat pumps**
- **11" eForm below grade**
- **9 ¼" eForm above grade**



The architect specified Reward for this Richmond, Virginia luxury home because of its compatibility with stucco.

TRADE SHOW LEADS TO 6,000 SQUARE FOOT PROJECT



Curved windows were easily accomplished with Reward forms

Mike Van Haren’s booth at the Northfield [Minnesota] Home and Garden Show in the spring of 1999 led directly to a 6,000 square foot residential wall project that he completed in 2001. That’s why Van Haren of Van Haren Construction in Faribault, along with his father, Lambert, has maintained a booth in that home show for more than ten years. “I’d say we get a couple of projects from each of our home show booths,” he said.

Van Haren visited with the potential homeowners at the Northfield show. The homeowners then went out and did some research on their own, and when they were ready to build, directed their architect to design their house with Reward walls.

Because of numerous changes requested by the homeowners, the entire project took a year to complete. But the Reward walls went up in just 2 ½ months, in spite of the most severe winter weather in Minnesota in ten years. According to Van Haren, one thing that slowed construction was the Gyp-Crete flooring. “When they poured the floor, the house was so tight that it took a month to dry instead of a week as it would in a frame house,” he said, and added, “The homeowners really like their home—especially the quiet, and the solid feel.” ■

PROJECT PROFILE

- **Faribault, Minnesota**
- **6,000 square feet**
- **Three stories**
- **9' ceilings**
- **Detached 3-car garage with breezeway**
- **Steel roof**
- **In-floor heat with 1 ½" Gyp-Crete topping on first and second floors**
- **Dryvit exterior finish**
- **11" eForm**

Stay InFORMed

Concrete Uses Recycled Materials.

Portland cement, which makes up about 10 percent of concrete, is manufactured from limestone, clay and sand. Scrap tires and other combustible waste that would otherwise take valuable land in land fills are often used as a fuel source in the cement manufacturing process. Sources of aggregates are diverse and plentiful: sand, gravel, crushed stone, and an ever-increasing array of consumer and industrial waste products—fly ash from coal burning electric power plants and blast furnace slag from steel mills. Crushed concrete from demolition is often used as aggregate for concrete. Concrete’s nearly inert matrix of materials makes it an ideal recycling medium, with absolutely no degradation of strength or performance.

Source: Portland Cement Association

Letter From the President



Office of the President

4115 South 87th Street Omaha, Nebraska 68127 1.800.468.6344 402.592.7077 Fx 402.592.7969 www.rewardwalls.com

Dear Reward Building Professionals,

The 2002 Reward convention is now history, but the energy of the event remains with those of us who were there. Convention 2002 was the best ever in my experience, and from the comments and evaluations we received, that feeling is universal.

As with any event of this kind, a number of elements need to come together to make it a success. This year we had outstanding speakers and breakout sessions on subjects that apply directly to growing our customers' businesses. The projects that were profiled show the diversity of today's ICF market, from beautiful homes to an 11-story condominium to a Hindu shrine!

But the best ingredients of all were those of you who attended. The value of the interaction among more than 120 pure ICF professionals cannot be measured. So the combination of terrific speakers, educational breakout sessions, diverse project profiles and knowledgeable ICF professionals made for an event that was energizing, fun, and a great kickoff to the 2002 building season. If you were unable to attend this year's event, watch for details on when and where you can join your peers at Convention 2003.

The outlook for 2002 is very positive for all of us. The construction market in general has remained strong, in spite of a struggling economy. The ICF industry continues to gain ground in the overall construction market, and Reward continues to gain a larger share of that market. With the upcoming addition of the 9" iForm product line to the rest of the iForm, eForm and cDeck products, you have the strongest mix of products to be competitive on any type of project.

In 2001 we gained a foothold in the large commercial and multi-story residential market, and we plan to build on our successes. Reward is quickly becoming the form of choice for these types of projects, and that gives you the opportunity to expand into this market as well. To support your efforts, we are expanding our manufacturing, construction, marketing and technical services.

We are very excited about the potential for 2002. The market is ripe for all of us to grow together, and that's what we intend to do.

Best regards,

Edward L. Storm
President



Q: What are the differences between EIFS and stucco?

A: Two common exterior finish systems used on ICF walls are Exterior Insulation and Finish System (EIFS) and stucco. While both systems provide a good exterior finish, as with any other type of construction, the installation is critical to the durability and performance. EIFS and stucco are two different types of wall cladding that have some similarities, but also some distinct differences. EIFS is not stucco and stucco is not EIFS. It is very important to know which system is used and what their differences are.

Stucco is applied wet in several steps and consists of metal reinforcement lath, portland cement, sand and lime. Stucco is mixed on site. There are two types of stucco: one-coat and three-coat. While both types can be applied to ICF's, generally the one-coat stucco is the primary choice. Stucco is usually a thicker cladding than EIFS and can have a total thickness of 1/2- to 7/8-inch that includes the decorative finish. Stucco is usually painted to provide color.

EIFS also is applied in several steps. An EIF system consists of a rigid insulation board, a synthetic or fiberglass mesh, base coat and a finish coat. When used with an ICF, the EPS foam may take the place of the rigid insulation board leaving only the EIFS lamina or coating to be applied on the ICF. The matrix of mesh, base coat and finish coat is referred to as the EIFS lamina. The total thickness of the EIFS lamina ranges from 3/32- to 1/8-inch. The EIFS materials are manufactured at a factory under rigid quality control standards to assure purity, consistency and high quality. A small amount of portland cement is mixed on site to the base coat material. EIFS systems have an acrylic base similar to that used in airplanes and cars. The EIFS systems are an engineered system, and color is incorporated into the finish coat to provide more consistent color and less color maintenance than stucco.

In comparison to EIFS, the quality of stucco may not be as consistent, and its durability can vary widely based on the type of lath used and the quality of the on-site mixing of materials. The quality of stucco cladding can vary by as much as 50 to 75 percent. Although the impact resistance of stucco is very good, the variance of the quality can affect the impact resistance.

EIFS also has excellent impact resistance. The EIFS impact resistance results from the type of reinforcing mesh used and the number of layers of the base coat and mesh. To assure the required impact resistance of a particular project, the designer should consult the individual EIFS manufacturer.

Stucco typically weighs 10 to 14 pounds per square foot compared to around 2 pounds per square foot for an EIFS system. Due to the weight differences, EIFS is more workable and can also reduce the weight and associated costs of structural members. Because of the differences in expansion and contraction rates, an EIFS system will require fewer control joints than stucco. ■

Q: What are some of the issues or requirements for EIFS and stucco applications?

A: EIFS is not explicitly covered in the model building codes and therefore rely on evaluation reports for local building code acceptance. In order for the EIFS manufacturer to have an evaluation report they must submit testing evidence to verify the materials, design and construction to comply with the building codes. This evaluation report should always be consulted when using EIFS as an exterior wall cladding. The evaluation report verifies the wall system for durability, structural and fire performance.

Design criteria and construction detailing is vital for long-term durability and life safety. The following issues must be addressed when designing, detailing and constructing a wall with EIFS as the exterior cladding.

1. Design the structural wall assembly for maximum allowable deflection normal to the wall. This is typically L/240.
2. Install flashing above window and door heads, below window and doorsills, at roof/wall intersections, decks, above projecting features and at the base of the wall.
3. Provide additional impact resistance in areas prone to excessive abuse, such as ground floors, entrances, columns, etc. This is accomplished by adding an extra layer of reinforcing mesh to the standard grade mesh. The extra layer of mesh is recommended to a minimum height of 6' above grade or height of concern.
4. The finish coat should have a color reflectance value of 20 or greater. Light reflectance is a relative measure of the lightness of a color. The higher the number on a scale of 1 to 100, the lighter the color. The use of dark colors with a light reflectance value of 20 or less is not recommended when applying an EIFS or stucco coating over EPS foam. EPS has a service temperature limitation of approximately 160 degrees Fahrenheit. Sustained exposure at this temperature or higher could result in delamination of the coatings.
5. Follow the EIFS manufacturers' guidelines for requirements on control joints.
6. Do not use EIFS below grade unless the product specifically states it is designed for below grade applications.
7. Trim, projecting architectural features and reveals must have a minimum of a 27° slope along the top surface. Horizontal reveals must have a minimum of a 27° slope along the bottom surface.
8. Refer to Reward Wall Systems National Evaluation Service report NER-604 for Type I, II, III and IV buildings. ■

It is your responsibility to always use the current reward installation, structural and technical manual.

REWARD TO ROUND OUT iFORM® PRODUCT LINE

Reward customers soon will have an even broader line of iForm products to choose from with the addition of 9-inch straight, 45° and 90° forms and a 13-inch 45° form.

The 9" iForm has a 4" flat wall interior configuration, and was designed as an above-grade exterior residential and commercial wall form.

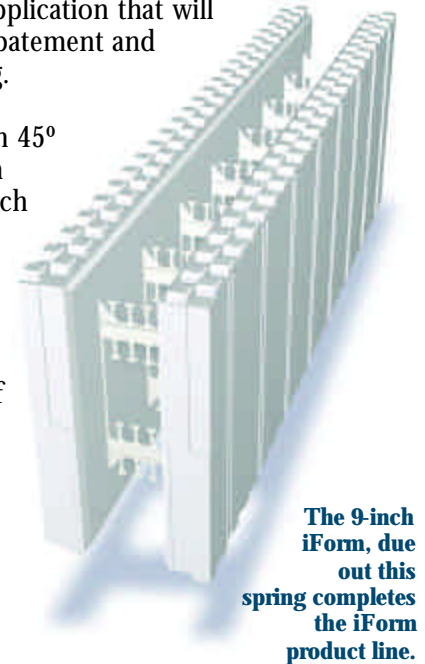
"We saw a strong need for a 4-inch concrete wall above grade," said Chief Operating Officer Hank Pfeiffer, "and we want to be a part of that market."

Kelvin Doerr, director of engineering services at Reward feels the addition of the 9" forms has a lot of advantages. "In certain regions of the country, this 9-inch form will make us much more cost competitive with wood frame, steel frame and masonry walls. It uses a great deal less concrete, but still has substantially more strength than any of those types of wall construction," he said, "and since the 9-inch wall isn't as thick, the building has more interior space."

Doerr added that the 9-inch iForm is ideal for interior partition walls, an application that will greatly increase the sound abatement and overall safety of the building.

Reward is adding a 13-inch 45° form to complete the iForm product line. When the 9-inch iForm goes into full production in early summer, Reward customers will be able to order straight forms, 90° corners and 45° corners in widths of 9, 11, or 13 inches.

Because of the enormous popularity of the iForm product line, Reward will be opening a fifth manufacturing site during 2002. ■



The 9-inch iForm, due out this spring completes the iForm product line.