

November 2019

Dear EIFS Contractor:

I am a second generation EIFS contractor, and in 2017 I was elected to serve as the first contractor representative on the Board of Directors of the EIFS Industry Members Association (EIMA) in many years. This election has given my firm and the other EIMA contractor members a voice in our industry, with the ability to collaborate, learn, and share with others as we work towards a common goal. It is for this reason that I'm reaching out with the hopes that you'll join me and become a member of EIMA.

You and your firm play a large role in the success of the EIFS industry. It is imperative for all of us to have a seat at the table, so we can effectively help grow our industry, both in volume and in adding skilled labor to help alleviate the existing shortage.

As your company becomes a larger and more visible force in the EIFS industry, it is important that you to have a direct voice to help the industry and find ways to prosper along with us. Attached is a partial list of the many benefits you will receive as a member of EIMA.

I firmly believe that we are on the cusp of significant growth as an industry. We can only achieve this success with your help. With the emphasis today on the labor shortage, the new generation of workers, and other challenges facing contractors, now is the perfect time to find out what your industry association offers. You will see from the recent activities explained on the EIMA website that we are indeed moving the ball up the hill: www.eima.com/initiative/be-an-eifs-craftsman.

[Join EIMA](#) and help me address the challenges facing contractors today as we work as *One Industry Team, Headed for the Future!*

If you have any questions about EIMA or the benefits of membership, I welcome you to reach out to me directly. Thank you for your consideration, and I look forward to your support of the EIFS industry.

Sincerely,



Sarah Aird-Nichols
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