

March 27, 2020

The Honorable Lawrence J. Hogan, Jr.  
Governor  
State of Maryland  
Chair  
National Governors Association  
444 North Capitol St NW #267  
Washington, DC 20001

The Honorable Andrew Cuomo  
Governor  
State of New York  
Vice Chair  
National Governors Association  
444 North Capitol St NW #267  
Washington, DC 20001

Dear Governors Hogan and Cuomo:

On behalf of the 600 plus members representing the exterior insulation and finish system (EIFS) industry, I'm writing to commend you for your ongoing work to combat COVID-19, while doing your best to consider economic impacts to the workforce. According to the Associated Building and Contractors of America, 70% of contractors were finding it difficult to find skilled labor. With the challenges not only on the horizon, but facing us today, these struggles will only increase.

Many governors, yourselves included, have labeled the construction industry as an "essential business," allowing for some progress to continue. We thank you for this step in truly highlighting the importance of the construction industry. As governors across the country work with state and local governments on what restrictions to put in place to maximize health and safety efforts, we encourage language that continues to emphasize the importance of not putting the construction industry to rest.

To offer consistency from cities to counties and across the United States, we support a recent request from a coalition from the roofing industry to develop model language that helps to expedite these efforts. Consistent language across the broad spectrum of construction-related industries will be easier to draft, interpret and apply, and be more efficient for all participants. The overall economy needs construction to safely continue throughout this crisis.

Founded in 1981, the EIFS Industry Members Association (EIMA) is a national non-profit technical trade association comprised of leading suppliers, manufacturers, distributors, contractors, architects, related products manufacturers and suppliers, and other interested parties involved in the exterior insulation and finish systems (EIFS) industry.

EIFS makes up a portion of the United States facade market, which is valued at roughly \$47B as of 2020. EIFS and other facades help keep hospitals and other healthcare facilities, convention centers, hotels, grocery stores, and most importantly homes safe and resilient. Structures built with EIFS are some of the most energy-efficient in the country, and lead the way in construction for reducing environmental impact and the carbon footprint of buildings.

Additionally, since the last downturn in 2008, the construction industry has continued to add essential jobs to the workforce. However, even with these record additions, the skilled labor gap remains large. Forcing construction companies to layoff these valuable workers would only further exacerbate an already fragile situation. Keeping these people working, or returning them to work as quickly and safely as possible is critical in preventing the COVID-19 pandemic into becoming a depression-scale economic disaster.

We greatly appreciate your continual leadership and thank you for your consideration during these challenging times.

Sincerely,

A handwritten signature in blue ink that reads "David A. Johnston". The signature is written in a cursive style with a large, looping initial "D".

David A. Johnston  
Executive Director/CEO  
EIFS Industry Members Association