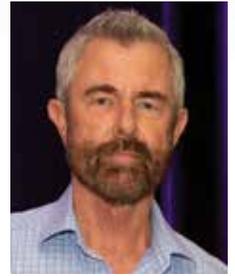




Long After I'm Gone, Buildings Still Standing



by Brent Fisher, Business Development Manager at Dryvit Systems, Inc.

Dryvit Systems, Inc. is one of the largest manufacturers of exterior insulation and finish systems (EIFS) in North America. In construction, these systems are categorically known as continuous insulation claddings and facades. We manufacture several types of EIFS claddings for use commercially and residentially. Dryvit also manufactures NewBrick and promotes its Tech21 prefabricated panels for use in both new and retrofit applications. We put both good looks and high-performance insulation on the building's exterior walls, where it can be the most beneficial.

Dryvit began operations in 1969 in Rhode Island. Since 1996, Dryvit has been a part of the RPM, Inc. corporate family. Our company employs almost 500 people, with manufacturing facilities in seven locations around the United States, Canada and Poland.

My career with Dryvit started in July 1985. I've held many positions, but I currently have the title of Manager for Business Development/West. My geographical area spans from Seattle to Los Angeles. I'd been intrigued with EIFS since first seeing it in the late 1970s. I derive a lot of enjoyment from seeing our EIFS applied to the hundreds of projects that I get to be involved with each year. Nothing makes one prouder than to drive down a freeway and see project after project that you've touched or influenced during your tenure. The exterior is what defines the building, right? I've always felt for the representative who sold the rough plumbing in those buildings. Their work is just as important, but the exterior is what generally creates the greatest impression and lasting memory of the construction project.

One of my favorite current projects is an eight-story retrofit of a 1970s era "brutalist" designed building in Bremerton, Washington. This project at 500 Pacific Avenue utilizes the Dryvit Fedderlite system installed as an insulated rain-screen panel project. Installed by one of the Northwest Wall And Ceiling Bureau member contractors, this application pushes EIFS to new limits for insulation performance, design and speed of install. We're working on mid- and high-rise condominium projects, new-build hospitality and retrofit hotel projects. Our NewBrick product has been utilized on retrofit

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and new construction projects for Swinerton Builders, Anning-Johnson Company, Patrick J. Ruane, Inc., Onyx and Level 5.

Dryvit concentrates on working with owners, architects and general contractors who are specifying its products. That effort sets us apart from our direct competitors and says that we are willing to spend the time and money to develop an application to a particular project. It's very common to see an architectural specification stating that the "Basis of Design is Dryvit (product name)." Dryvit is affiliated with quality assurance and standards organizations like ISO (International Organization for Standardization), ASTM (American Society of Testing and Materials), AWCI (Association of the Wall and Ceiling Industry) and EIMA (Exterior Insulation Manufacturer's Association). We pride ourselves in being board members of trade associations like SWRI (Sealant Waterproofing and Restoration Institute), ABAA (Air Barrier Association of America) and AAMA (American Architectural Manufacturers Association).

Working at Dryvit and with our member contractors has provided many wonderful moments, blessings really. I started here in my 30s,

and I'm nearly 70 now. In my time with Dryvit, the achievement I'm most proud of is my guiding hand in developing our ReVyvit by Dryvit (renovation) and Tech21 (prefabrication) Programs. During the 40 years I've worked in design and construction, the world has changed significantly. Today, what is key to any building project is that it must be either built faster, or repurposed and "life extended." These two programs help contractors, architects and developer customers accomplish efforts easily, inexpensively and with excellent visual and performance outcomes. I'm very pleased that these programs will live on in the buildings that they influence long after I'm gone. That is gratifying.

And speaking of moving on, as a proud "lifer" who is about to retire from the wall and ceiling industry, I've seen our industry change in so many ways it could be its own article. But I must say specifically that the inclusion of women in the industry is not only a sea change, but also a refreshing one. Women are smart, organized and detail oriented. Having the fairer sex represented in our industry is not only beneficial, but also welcome and progressive. The other notable evolution I've seen in our industry is the level of detailed

knowledge that representatives must bring to the table. Whether it's EIFS, metal stud framing, or grids and ceilings, the level of detail that we now provide to architects is staggering. Architects are burdened with more and more regulation as reflected in the building code, but they are not fully compensated for it nor permitted the time it takes to become that experienced. We must provide those extensive details ourselves now, so architects can make informed and confident choices for the projects.

As exciting as it's been, I won't miss the emergencies in our industry and late-night oil-burning reviews of plans and specs. I will miss the personal camaraderie and the joy of seeing a project come to life from sheets of paper. I'll mostly miss the people I get to laugh with (and have sometimes cried with too). That I will miss. I've been blessed to know many of our members for all these 34 years, and it'll be a little sad to no longer talk with them on a regular basis. When I attended Joe Meiswinkel's funeral a few years ago, between the tears we were all shedding, I looked around and realized, "It's all these people and what we get to do in our little world — creating buildings and friendships, that's what life is all about."

Russell & Quimby, San Mateo

