High atop Beacon Hill in Seattle, Washington, stands Beacon Towers, a high-rise apartment building owned by the Seattle Housing Authority. Located just five minutes from downtown Seattle and built in 1970, Beacon Towers had a problem. Hugh Wilkinson, Assistant Project Manager for the Seattle Housing Authority, explains. “Some time ago, the windows on the building were retrofitted; and they did an absolutely horrendous job. The windows were leaking,” said Mr. Wilkinson.

The problem was so severe that 30 of the 100 units in Beacon Towers were left completely vacant. Something had to be done. All the windows had to be replaced. The Seattle Housing Authority rationalized that their unfortunate problem gave them the fortunate opportunity to renovate, update and upgrade the Tower’s gray, gloomy exterior cladding. Improving the building’s energy efficiency was a big factor. They chose Dryvit’s Outsulation Plus™ System.

According to Chris Burrow’s of Evergreen Building Products, Dryvit’s local independent distributor, approximately 50,000 square feet of Outsulation Plus with Sandblast® finish was field applied over the existing precast concrete cladding. Outsulation Plus is Dryvit’s high-performance EIF system that incorporates an air and moisture protective barrier, an ideal solution for a building like Beacon Towers.

“The building is 15 stories high on one of the highest points in Seattle. The wind gusts, particularly in the winter, typically reach up to 100 miles per hour. On an average day, the winds would be blowing 30 to 40 miles per hour,” said Mark Dow, President and Owner of Triple D Construction, the project’s general contractor.

Because of the issues with the windows, special attention was given to that aspect of the $2 million renovation project. “We went above and beyond and then some on making sure the windows went in right and that the detail work around the windows was perfect. We also spent a lot of time making sure the drainage plains were aligned properly,” said Mr. Dow.

Mr. Dow reports that he was extremely pleased with the support and assistance Triple D received from Dryvit. “I have used Dryvit before but never on a project of this scale. They were terrific. We got great support from Evergreen and technical support on site from Dryvit. It was great, very helpful.” Mr. Wilkinson agreed, “We got great cooperation from everyone.”

Working together, the tower on the top of the hill overlooking Seattle has been transformed, serving as a ‘beacon’ of restored beauty for all, thanks to Dryvit.
"I want brick on my house."

For many homeowners, brick has a certain appeal that is undeniable. Why? What makes brick attractive? Is brick all that it is stacked up to be?

For Paul and Nancy Janky, the appeal of brick was strong indeed. Understanding that a brick home connotes strength and carries with it a strong curb appeal — and, therefore, would be easier to sell in the future — the Jankys were committed to building their home with a brick exterior. "We were going to use traditional brick until I saw the price," said Mr. Janky.

Suffering from a case of brick-induced sticker shock, Mr. Janky wanted options. He was also concerned about several realities about brick that are too often overlooked by homeowners when weighing their exterior cladding options. Brick is heavy, it requires more costly substrates, it can be difficult to obtain, it lacks color options, it limits exterior design flexibility, it does not insulate well and it is vulnerable to moisture intrusion, especially as the wall ages.

Confronted with these problems, Dryvit and Dryvit distributor Dakota Wall Systems supplied Mr. Janky with the best of all worlds: a Dryvit Custom Brick™ facade that offered numerous color choices, optimal design flexibility, superior insulating quality and a flexible, high — performance, lightweight exterior.

Dryvit’s Custom Brick was applied to the Janky’s 2,200 square foot ranch home; and the final result, according to Mr. Janky, was nothing short of fantastic. "My wife, Nancy, was very skeptical at first. Now she loves it. I think it turned out great, too."

The Jankys’ experience and well-reasoned decision got us to thinking

With Custom Brick being such a perfect option for brick lovers, why doesn’t anyone who likes the look of brick build with Custom Brick instead? So we talked to someone who knows as much about the brick industry as anyone in the country to find out how brick really stacks up to EIFS.

We found out that brick’s liabilities as an exterior cladding are well-known to Ken Dash, the former President and CEO of the National Association of Brick Distributors and a brick industry stalwart for more than 25 years before leaving the industry to run his own marketing firm in Maryland.

“When people think of brick, they think of the Three Little Pigs and the firehouse and schoolhouse around the corner from their home,” says Dash, who also helped create those perceptions as Marketing Director for the brick industry in his quarter century selling brick. "But there’s a lot more to brick than those perceptions. A lot more."

According to Dash, compared to other cladding choices like vinyl siding or EIFS, brick is significantly more expensive. He also said it is at least as vulnerable to moisture intrusion as any other cladding when proper workmanship is not employed. And Dash said that the quality of bricklayers has been in precipitous decline for more than a decade.

“Brick is an old industry and almost all of the quality masons are retired or gone. The new guys don’t have the same values or skill, and the quality of brick home construction has been slipping for years. I personally visited more than 200 'sick' brick homes in my years in the brick industry. Almost all of those homes suffered from moisture-intrusion damage,” said Dash.

Dash said that many of brick’s presumed strengths are, in fact, myths:

- Brick doesn’t have moisture issues like other claddings.

Not so fast cautions Dash. Brick itself is very porous. Like a sponge, it absorbs water. And when you consider that the average brick home has more than 25,000 openings, you begin to understand why the NAHB says all cladding choices have the same potential for moisture problems if the detail work is not done right the first time. Because brick is so porous and has so many joints and breaks in the exterior, it is arguably more vulnerable than any cladding to moisture — especially if it is not properly maintained. In fact, Dash notes that brick’s vulnerability to moisture is well documented on the industry’s web site (www.bia.org). If you go on the site and click on the Tech Notes section on the home (continued on back cover)
Grand Happenings At Peoria’s Grand Prairie

If you are one of the 180,000 or so residents of Peoria County, Illinois, or if you just so happened to be driving down Route 150 adjacent to the Illinois River, you’d be hard pressed to miss what is going on — or more accurately, going up — in what was once just a big open piece of land.

What is it? According to general contractor Tim Driscoll, “it is a lifestyle mall.” Lead architect, Karen Quinlan, has a slightly different interpretation. “It is an open-air, life-center mall.”

Lifestyle, Life Center. While different folks involved in the Shops at Grand Prairie project have slightly different takes, they all agree that the project is flat-out cool, thanks in large part to Dryvit.

Eight separate buildings, all situated on 100-plus acres and tied together by a common area, comprise the Shops at Grand Prairie Mall. The $85 million project is “flying along,” according to Rich Anderson, District Manager for Dryvit distributor Westmont Interior Supply House.

Jeffrey D. Giebelhausen, Managing Member of Cullinan Properties, the project’s developer and owner, reports that they are a full three weeks ahead of schedule.

Ground was broken in the summer of 2001, and the 500,000 square foot retail shopping mall is heading into the final home stretch. Shops are expected to open in the spring of 2003. Dryvit has been one of the major reasons for the success of the project to date. Approximately 200,000 square feet of Dryvit’s Outsulation Plus™ System was applied to six buildings. Another 50,000 square feet of Outsulation was applied to another building. Contracting crews from three different applicator firms, Carter Construction, Associated Construction and Stohl Plastering, worked seamlessly and tirelessly together on the project.

“I’ve used Dryvit before, and we were looking for the best product out there to meet our needs. It more than met our expectations. In fact, it’s been the best part of the project so far,” said Tim Driscoll, Project Manager for general contractor Diversified Construction.

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When opportunity calls, you answer the phone. Twenty-nine years ago, the phone literally rang for Sandy Tilzey. It was her father, Fred Tilzey. It was a phone call that would change her life.

“My dad called to tell me that his secretary was leaving, and he asked me to come work for him. At the time I was going to school in Missoula studying to be a CPA. I left school and went to work for him,” Sandy recalled.

That’s how Sandy Tilzey, President of Empire Lath & Plaster in Billings, Montana, got her start in business. She has not looked back since. “If I stayed in school and became a CPA, I would be very, very frustrated. Every day presents a challenge, and I like that. The friends and acquaintances I've met and worked with over the years have been great.”

“My dad started the business in August 1960. He is retired, but he still comes in every day to see and talk with the guys and work on the vehicles,” said Sandy. It is still very much a family affair. “My brother, David, and sister, Alice, work for the company. We have many many people who've been with us for 10, 15, 20 years; and many are sons and daughters, brothers and sisters of people — good people — who have been with us for a long time,” reported Sandy.

Empire Lath & Plaster is still headquartered in Montana but that is changing as the company grows and expands noted Sandy. “We're doing a lot of work in New Mexico and Arizona.” The company has more than 60 employees with roughly 90 percent working in the field. Approximately 85 percent of their work is commercial.

“We do all kinds of work — metal studs, drywall, acoustical ceilings, small projects to very big projects,” said Sandy, who also takes pride in being Montana’s number one Denver Bronco’s fan.

Their most memorable project to date was work done on a health care center in Fort Defiance, Arizona. According to Sandy, the $62 million complex was the largest federal project under construction in 2000.

Sandy proudly looks back on the long and successful relationship Empire has enjoyed over the years with Dryvit. “We were the first company to use EIFS in Montana; and that was many, many years ago. And many years later, those EIFS buildings are still doing great; and we've done nothing to them.” Sandy continued, “What we have done is gotten better over the years, both Empire and Dryvit. Architects love EIFS in Montana and are drawing it up all the time.”

2002 has been something of a paradox for her company. “It's been a tough year — busy but tough.”

Asked to recite what advice she would give to people starting out in business, Sandy offered the following words of wisdom: “Listen to other people. Don't be an 'I' person. And, the same advice that my dad gave me, which is to surround yourself with good people. If you do that, my dad said, life, with all its challenges, will be fun.”

And if the phone rings, it’s a good idea to pick it up because you never know where life will take you.

### People In The News

**Richard Pang** has been promoted to Senior Development Chemist. A Dryvit employee since 1998, Richard has been instrumental in developing Dryvit's dry-mix product line. Prior to joining Dryvit, he worked as a Research Scientist at Dalian Institute of Chemical Physics. He is a graduate of the University of Windsor in Ontario, Canada, as well as a graduate of East China University of Science and Technology in Shanghai, China.

Richard and his family reside in West Warwick, Rhode Island.

**George Belgrade** has been promoted to Corporate Colorist. George most recently was a Quality Control Technician for Dryvit. Prior to joining Dryvit, he worked as Colorist for Coverluxe Inc. of Woonsocket, Rhode Island. A graduate of the Community College of Rhode Island where he earned a degree in Chemical Technology, George resides in Pawtucket, Rhode Island.
Dryvit Extends $500 Product Offer To EIFSmart Dryvit-listed Contracting Firms

‘Doing It Right’ is appropriately the name of AWCI’s training program designed to improve application and construction standards in the EIFS industry. ‘Doing It Right’ is more than a catchy campaign slogan. It’s an imperative way of life at Dryvit. Contracting firms that have at least one professional (office) employee and at least one technical (field applicator) employee who successfully complete the AWCI Doing It Right EIFS contractor training course are considered by AWCI to be an EIFSmart contracting firm. That minimum standard will increase to a requirement to have 10% of the total workforce receiving the Doing It Right certification in July 2003.

Demonstrating its strong support for AWCI’s EIFSmart Program, Dryvit will offer its Dryvit-listed contracting firms, who do it right by achieving the AWCI EIFSmart designation, $500 in selected Dryvit product.

“We strongly support the AWCI EIFSmart Program because we see it as a critical step in helping to reverse some of the negative and false perceptions that currently exist relative to EIFS construction practices,” said Peter Balint, Dryvit President. “We are willing to put our money where our mouth is and reward those listed contracting firms that achieve the EIFSmart designation a significant product value.”

All Dryvit-listed contracting firms that receive the EIFSmart designation by AWCI can contact Dryvit at 1-800-556-7752. Dryvit will then send the firm a product voucher for $500 in free product, redeemable at their local independent Dryvit distributor. Qualifying firms will be able to choose between Genesis DM™, Genesis DMS™, Rapidry DM™ 35-50 or 50-75, or Dryvit’s new E™ Finish for their free product offer.

Are You Ready For Old Man Winter?

The summer of 2002 is firmly in the rear-view mirror. Say goodbye to your beach chairs for another season. Adios to your screen doors, so long to the garden hoses, and see ya to the Jet Skis. Old Man Winter is knocking again on the door. Break out the comforters and quilts, gas up the snow blower, stack another cord of wood and get ready.

And while you are making your preparations for the colder months, now is the time to stock up on Rapidry DM™ 35-50 and 50-75, Dryvit’s fast-drying adhesives and base coats that are specifically designed for colder weather applications.

Say goodbye to summer and hello to savings because Rapidry saves contractors time and money by allowing them to complete two installation steps in one workday.

Quest Is Over, Billings Building Is Back

We can shut down the searchlights and load up the bloodhounds. Call the posse back to base because the quest to find the world’s flat-out most unappealing office building is officially over.

The Midland Empire Building in downtown Billings, Montana, was so bad looking that — well, let’s say — it put the “ugh” in “ugly.”

But hold on just one minute, cowboy. You said it WAS so bad.

That’s right, WAS. No more and thank goodness, thanks to Dryvit and Empire Lath and Plaster. So the search is over, and the trophy for worst in class will just have to be retired. Described by the local media as a “gray box with concrete ribbing, recessed windows and absolutely nothing else to recommend it”, even the building’s owners, Max and Jeanine Griffin, conceded that Midland was “truly the ugliest building downtown.” No argument here at the Penguin Press.

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page, it will lead you to at least seven tech notes that explain brick’s vulnerability to moisture. “Tech Notes are disclaimers that are virtually never brought to the attention of homeowners...who wouldn’t read or understand them anyhow. In fact, the thousands of pages of Tech Notes possibly represent the longest legal disclaimer in the building industry,” says Dash.

- **Brick gives the homeowner peace of mind in cases of fire.**
  Peace of mind is important, but Dash notes that almost all fires start from within the home. A brick exterior is not going to prevent your house from burning down.

- **Brick has great insulation value.**
  Not true according to Dash. Brick offers very little R-value to a building compared to other cladding choices. Because it does not provide a seamless exterior curtain over the wall like EIFS, brick actually has very poor insulating qualities.

- **Brick just looks great.**
  Yes it does. Lots of folks just love the look and texture of brick. But people like Paul Janky realize that you can attain the look of brick without all of brick’s liabilities.
  So if a homeowner loves brick and wants a brick exterior, they will have to pay more and get less...right? Wrong. Thanks to Dryvit’s revolutionary Custom Brick finish, homeowners who like the look of brick can have a beautiful, high-performance exterior without all of brick’s shortcomings. Just ask homeowners like Paul and Nancy Janky who love the way brick looks on their home but don’t want to pay more and get less.

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**Grand Happenings...**
(continued from page 3)

“We had a lot of details that we wanted to add throughout the project, and the cost of creating those details was prohibitive with stone—not just in terms of the product but also involving extensive structural costs to support the stone,” added Ms. Quinlan. “We also got much more color differentials using Dryvit, something that was much less possible if we decided to go with something else.”

Mr. Giebelhausen concurred. “We chose Dryvit for three reasons. Colorwise, Dryvit gave us a lot of flexibility. It’s also very durable. We’re in a four-season climate, and we want it to look wonderful on day one and well into the future. Finally, economically it was the best choice, too.”

One particularly helpful aspect that’s kept the project ahead of schedule was the use of new spray equipment from PFT. This apparatus seamlessly incorporated Genesis DMS™, Dryvit’s sprayable, dry blend, polymer-modified adhesive and base coat for use with Dryvit systems.

Crews using PFT’s new rotor and stader pump, along with a continuous mixer and silo system, were able to net about 1,500 square feet an hour base and mesh. According to Spray It Inc., that coverage is roughly 40 percent more than could be done manually with the same sized crew. Spray It Inc. trained the crews to use the new equipment.

So the next time you find yourself near Peoria, Illinois, take a drive down Route 150 and pay the folks at the Shops at Grand Prairie a visit.