STUCCO FUTURES

# The Mission Of The Stucco Futures Exchange

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Stucco is slowly being edged out by panels, fiber cement, and other systems, not because it cannot perform, but because those systems arrive with clearer, more confident stories about risk and performance. In complex commercial and institutional buildings, that difference matters. The Stucco Futures Exchange grew out of that observation.

**What It Is**

The Exchange is a once-a-month conversation about how high-performance stucco assemblies behave in the real world. It brings together building-envelope engineers, commercial stucco contractors, architects, and technical specialists, with manufacturers participating but not presenting. Discussions center on wind, water, fire, thermal performance, and the realities of layered continuous insulation assemblies, where details are unforgiving.

**How It Works**

- One, perhaps two, topics per 90-minute session
- No manufacturer product presentations and no selling
- A moderator, not an expert, keeps the conversation moving
- Shared documentation between meetings, so thinking accumulates instead of disappearing after each call

**What It Is Not**

The Exchange is not a sales forum, and it is not meant to replace or compete with the work of SMA, AWCI, TLPCA, or other associations that support stucco across the nation. The posture is listening and learning: surfacing real language, real questions, and real friction from the field.

**Who We Need**

The group is still taking shape. Its value comes from breadth, so more architects, contractors, and envelope professionals from across the country are welcome, along with perspectives from different climates and codes.

**Looking Ahead**

This is long-game work. Done well, it builds quiet credibility and a stronger technical footing for stucco in complex buildings. It succeeds only if it stays open and practical rather than agenda-driven.

**What do you think?**

Let us know at www.clarkdietrich.com/stuccofutures, or on LinkedIn, Instagram, or Facebook #stuccofutures