

Catching the Winning Spirit in Record Numbers

The Wall & Ceiling Industry's 72nd Annual Convention and Exposition

By Denise M. McGiffin

There wasn't a loser in the bunch. And it was a big bunch. More than 2,800 people "caught the winning spirit" and came to Las Vegas to participate in the 72nd Annual Wall and Ceiling Industry Convention and Exposition, sponsored by the Association of the Wall and Ceiling Industries-International (AWCI).

Participants of this year's conference came from as far away as Japan, France, Germany, Switzerland, and Australia. There was something for everyone with a five-day conference schedule packed-full of working committee meetings, informative general sessions, educational programs, an industry awards presentation, gala social events, a sold-out 245-booth exposition and a Board of Directors meeting.

Sound like a full program? It was.

Working Together

The week started out with a day of committee meetings. Several technical subcommittees met to finalize projects that were started at AWCI's Committee Week. The Suppliers' Council and the Wall and Ceiling Political Action Committee (WAC/PAC) held annual meetings, as well.



Technical Subcommittee No. 3 works to finalize industry-wide statement on the preparation of gypsum board.

In General . . .

The general sessions were especially well received this year. The Opening



Pierre Dupuis, President of Domtar Gypsum speaks on the implications of a global economy.



Dr. Dennis Waitley on winning . . .

General Session featured two outstanding speakers, Mr. Pierre Dupuis, president of Domtar Construction Materials, and Dr. Denis Waitley, author of several best-selling motivational books.

Mr. Dupuis discussed the opportunities of a global economy and how that phenomenon will effect contractors. Followed by the inspirational Dr. Waitley who spoke on how to be a "winner." Dr. Waitley talked about how to gain and maintain success in both your professional and personal life and how to teach and train others to enhance their self management skills.

New to this year's program was a Special General Session which focused on industry training and manpower. This session was added to the program following the release of the U.S. Department of Labor's report, "Opportunity 2000," warning that the 1990s



AWCI President Burt Fisher addresses Opening General Session.

will usher in a major manpower shortage for the construction industry. The keynote speaker was Peter Cockshaw, editor-publisher of Cockstraw's Labor News-Operation.

The main session then divided into two "Training Update" sessions. The first sub-session featured representatives of the training programs for the Painters, Carpenters, and Plasterers who reported on each group's the current apprenticeship and training program. The second sub-session was a briefing on the newly developed Wheels of Learning Drywall I training program, a joint project of AWCI and the Associated Builders and Contractors (ABC).



Regional vice presidents gather for "Issues and Answers"

The Closing General Session was the popular "Issues and Answers" Forum. The "Phil Donahue-style" format allowed participants to ask questions of some of the leading contractors from all over North America. Subjects covered in this informative session were: drug testing, OSHA's Hazard Communication Standard, AIDS, and training programs.

Education Day

Because continuing education is vital to the industry, AWCI set aside an entire day of the Convention program for educational sessions. One of the most popular sessions was "A Look at Exterior Insulation Finish Systems," that had 190 people in attendance. Other



Educational sessions were packed . . .

sessions included "Selecting Winning Employees," "Tracking Receivables," "Employee Incentive Programs," "Stucco: It's Not Plaster," and "Acoustical Grid Systems." (Most sessions were professionally recorded and are available for purchase through AWCI, call (703) 684-2924.)

Honoring Our own

The Annual Awards Breakfast is AWCI's chance to pay tribute to the people who have made significant contributions to the wall and ceiling industry.

Ora J. Blaw of Omega Drywall in Winchester, Virginia was honored with AWCI's Unsung Hero Award. This award was presented to Blaw for his consistent and tireless work on many of AWCI's committees including the Continuing Study Council and the Merit Shop Committee which was responsible for the development of the Wheels of Learning Drywall I training program.



Breakfast of Champions, Master of Ceremonies Frank Morsilli

AWCI's Outstanding Association Executive Award was presented to Robert N. Gulick executive director of the California Drywall Contractors Association (CDCA). The award goes to an industry association staff employee who has demonstrated superior performance to the industry. During his 25 years at CDCA, Gulick has developed numerous services and programs that serve as models to other industry associations.

The recipient of AWCI's J.D. McNulty Award for Innovation in the Industry was Fred Treadway, President of Specialty Systems Inc., Indianapolis,



Bob Gulick, Executive Director of the California Drywall Contractors' Association, receives Outstanding Association Executive Award.

Indiana. Treadway received this award for his many contributions in the field of asbestos abatement.

Receiving this year's Outstanding Young Member Awards were James M. Keller of James A. Keller, Inc., Toledo, Ohio and Kenneth P. Navratil of J&B Acoustical, Inc., Mansfield, Ohio.

As chairman of the Academy Council, AWCI's educational planning committee, Keller has played a significant role in the development of that committee and AWCI's improved educational efforts.

Navratil is the vice chairman of AWCI's Carpenter Liaison Committee. He has been instrumental in having successful negotiations with the Carpenters' Union, where there has been developed a new and innovative national agreement.



Lou Germinario and Don Morrice accept the Outstanding Chartered Chapter Award for DISCA-New Jersey

James E. Biddle, chairman of AWCI's Building Committee received the Outstanding Committee Chairman Award for the countless hours he put in to make the new headquarters building a reality. Under Biddle's leadership, the new building was completed on time and within budget.

AWCI named the Drywall and Interior Systems Contractors' Association of New Jersey (DISCA-NJ) winner of the Outstanding Chartered Chapter Award. One of the industry's strongest state wide groups, DISCA-NJ represents a majority of all the drywall and interior systems work in the state of New Jersey. DISCA-NJ has a reputation for excellence in educational

programming and conducting successful annual state conventions.

Also honored at AWCI's awards presentation was the American Subcontractors' Association (ASA), recipient of the newly established Winning Spirit Award for Industry Achievement. ASA was instrumental in securing passage of the federal Prompt Payment Act Amendments of 1988. On hand to accept the award for ASA was National President M.R. "Mac" Sullivan.

Leonard Liddle of Liddle Brothers Contractors, Nashville, Tennessee, AWCI's Southeast Conference Chairman, was the recipient of the Outstanding Regional Chairman Award. Liddle took an active role at the grassroots level of his conference and conducted one of the most successful meetings in the history of the conference.

The recipient of the association's Outstanding Supplier Member was Stuart F. Bland of Gold Bond Building Products, Port Republic, Maryland. Bland is a valued member of AWCI's National Affairs Committee and has played a significant roll on numerous other committees including: Communications Group Executive Committees, Technical Subcommittee No. 3, Council of Supplier Members, and the Wall and Ceiling Political Action Committee Board of Directors.

AWCI presented its prestigious Honorary Lifetime Membership Awards during the program to James Williamson of North Port, Florida and Robert A. Pierce of Fresno, California. Granted for life, this honor is conferred upon selected members of AWCI

and others who have performed conspicuous and meritorious service to the industry.

Williamson is the retired executive director of the Gypsum Drywall Contractors of Northern Illinois. Pierce has been a key player in the industry for over 60 years and has played a roll in shaping the industry not only in California but all over North America. Both have long been supporters of AWCI.

Boyd Receives Pinnacle Award

One of the highlights of the Breakfast of Champions awards ceremony was the presentation of



Harry Verneti presents Ray Boyd with the Pinnacle Award

AWCI's highest—honor the Pinnacle Award to Ray Boyd of Ray Boyd Construction Systems Company, Garland, Texas.

The award is presented annually to the individual who has gained the "pinnacle" of success in the wall and ceiling industry. Recipients of this award become members of AWCI's Circle of Leadership as a continuing tribute to them for their contributions to the industry.

As Frank Morsilli, the event's Master of Ceremonies, said in his presentation to Boyd, "Ray is head and shoulders above the rest, he is a stand out among men by every measure . . . He offers the substance of leadership around which it becomes easy to build a strong team."



The Circle of Leadership gathers . . .

Ray Boyd helped organize and served as president of the Dallas Lath & Plastering Contractors Association in the 1950s. He has also been a member of the Texas Lathing and Plastering Contractors Association since 1956 and served as the organization's president in 1963. And in 1980 he was elected President of AWCI.

Throughout his years of success and achievement Ray has enjoyed the support of his beautiful wife, Velma, and his wonderful family.

Raising \$\$ in the Wild, Wild West

The Foundation of the Wall and Ceiling Industry hosted its Eighth Annual Auction and Dinner on April 17, the most successful such event in the Foundation's history. The theme for this year's Auction was "A Night in the Wild, Wild West," and wild it was.



Keeping track—cashiers Pat Boyd and Kathy Sedgwick . . .

The Auction was the highest income producing event in the history of the Foundation, grossing \$91,000. According to the Foundation's Executive Director Kathy Sedgwick, this shatters the Auction's gross income record of \$78,000, set in 1987.

This annual event is the major fundraising activity of the Foundation, the industry's non-profit, research and education organization. Some of the Foundation's many worthwhile projects include: a scholarship program, the industry's only technical library, the development of a single source document on fire-rated Portland cement plaster wall assemblies, and a video on curtainwall systems.

The single highest bid of the evening (\$26,000) came from Art Cheff of Alderwood Concrete Pumping Company, Bothell, Washington who drove away with a bronze 1956 Chevrolet Bel Air Convertible, donated by Autobahn Classic Cars Limited, a division of John Wagner Associates.

Serving again as the Master of Ceremonies was Auction Chairman T. Gilley Hickman of Dallas, Texas and for the sixth year, Jarvene Shackelford of American Livestock Brokers, Ripley, Mississippi was the auctioneer.

The evening's activities also included the announcement by Foundation President James L. Houser of the names of the Foundation's first scholarship recipients. Mr. Houser also acknowledged Mr. and Mrs. Arthur Godsell, of Godsell Construction Company, Hauppauge, New York, the parents of one of the scholarship recipients who were in attendance.

Helping make the Foundation a "wild success" was the Foundation Board of Directors and Auction Chairman T. Gilley Hickman who, caught up in the excitement of the moment, put his hat up for bid. In her first attempt, Kathy Sedgwick will also

have the distinction of having organized the Foundation's best Auction ever.



. . . on their way to the ball . . .

Gala Evenings

Other evenings were spent at spectacular social events such as the President's "Hurray for Hollywood" Welcome Reception, the New Member/Non Member "Hall of Fame" Reception, and the Black and White Ball Final Night Dinner/Dance.

Exposition Action

The sold-out 245-booth Exposition Center was the hub of activity during much of the Convention. Product



Exposition Action

demonstrations and prize drawings highlighted the more than twelve hours in the exhibit hall. The largest trade show in AWCI's history, this year's exposition featured a fabulous outdoor exhibit area.

AWCI's 73rd Annual Convention and Exposition will be April 28 to May 3, 1990, in Toronto, Canada.

An Overall Look at AWCI's 1989 Convention

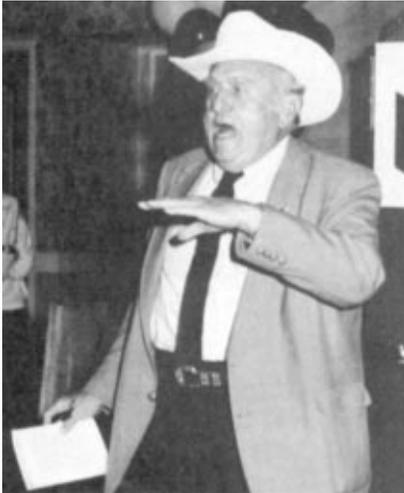


Rick Hewis, left, and Brian Watts, right, of Cambridgeshire, England shake hands with AWCI President Burt Fisher.



Members of the Japan Plasterers' Association gather with AWCI President Burt Fisher, Minnesota Drywall Council's Executive Secretary Cece Ryan, AWCI members Richard Eaton and Tom Donnelly.

More convention photos on page 53! 



Auction Spotter, Fred "Hoss" Shaw keeps things lively.



. . . 279 tickets were sold for a chance at the 1989 Lincoln Town Car.

An Overall Look at AWCI's 1989 Convention



Foundation President Jim Houser and wife Harriet



... relaxing with friends ...



Awards Chairman Bill Scott presents the Winning Spirit Award to ASA President M.R. "Mac" Sullivan.



*Exposition
Action*



Mac Stokes on a "changing Workforce."

An Overall Look



Issues and Answers . . .

*. . . dressed for a night in the
wild, wild, west . . .*



Exposition Auction

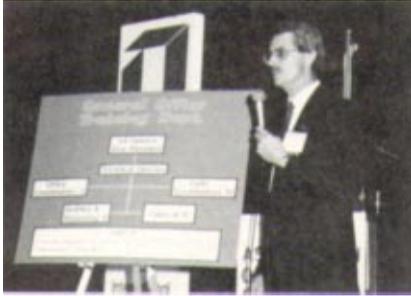




SPECIAL SECTION WALL AND CEILING INDUSTRY ANNUAL CONVENTION



Peggy McCollum and Arlis Atkinson have a chance to chat at the reception hosted by the Florida Wall and Ceiling Contractors' Association, an AWCI Chartered Chapter.



Training Update . . .

at AWCI's 1989 Convention



Two time Essick mixer winner (1984 and 1989) Dave Kelly, Kelly Plastering Co., South Holland, Illinois picks up his prize from John Walker of Walker Equipment, South Chicago Heights, Illinois.

