I have told you in recent columns how AWCI’s meetings always help me to learn new ways to make my business better, and next month’s AWCI annual convention and trade show is no exception.

In the last two months, this magazine has included a program booklet and registration form for the March 12-15 convention in San Antonio, Texas, and I hope you found some the time to read it (or at least leaf through it). If you did, you know that the convention program consists of a mix of education and social activities, and that the trade show (also known as AWCI’s Expo: Construction Directions) features more than 150 exhibiting companies. And, because AWCI represents many trades, the program covers it all, from interiors to exteriors.

But the program also looks at the “big picture.” If you want your company to be successful, there are education sessions that address business matters such as compensation programs, employee handbooks and insurance. In addition, the Business Forums allow members to privately share their secrets of success.

Let’s not forget the industry committee meetings. This is your chance to voice your opinion about the industry as a whole and your association. Don’t let this opportunity pass you by.

Yes, much work gets accomplished at these meetings, but there’s plenty of time for fun too. There are tours, a golf tournament, the auction, the awards ceremony and receptions—all designed to give you a chance to relax with your colleagues.

Don’t miss this chance to pick up some conventional wisdom. Karan and I look forward to seeing you in San Antonio.