Some called it an educational seminar.
Others called it a mini-convention.
What it really was was a unique and comprehensive approach to the learning process in the “new” industry of insulation.

It was iaWCC/GDCI’s First International Insulation Seminar held Dec. 1-3, 1977, at the Sheraton Conference Center, in Reston, Va., and the event—first of its kind ever held in the construction industry—measured its success in terms of a convention-like exhibit hall and crowded educational sessions.

Arrangements—because of the hotel’s capacity—were set for 220 contractors. It came to that easily and with the suppliers, manufacturers, local and federal government visitors, press, and guests the total pushed 300.

Some 29 different educational sessions, all relating in one way or another to insulation, were jam-packed with contractors who were already active in the insulation business or were taking a look at future possibilities. As a matter of fact, hotel staff personnel drifted into the sessions, too, to learn something about an industry that is just now on the threshold of a boom.

“We certainly were setting our sights on a successful program,” explained Joe M. Baker, Jr., Executive Vice President of iaWCC/GDCI, “but the response to our Seminar was even more than we honestly expected.

“Every session produced the kind of information that contractors had come to receive, and we even added special ‘rap sessions’ as a program extra so that contractors could trade ideas and problem solutions with their counterparts from other areas.”

As for the suppliers and manufacturers, each reported the three-day exposure to be well worth the time and money invested.

“We found more interest in our exterior wall system at this seminar than at any comparable meeting,” said Doug Creed, national sales...
iaWCC/GDCI’s first International Insulation Seminar outpaced even the most optimistic expectations in numbers, achievements

head for Dryvit Systems, Inc., of Warwick, R.I. “Actually, the insulation market right now is mostly residential oriented and Dryvit attracted the commercial/industrial contractors because we offer the only exterior wall system with designed-in insulating qualities.

“To say that we are most happy with the results of this seminar is to understate our reaction to this entire event,” Creed concluded.

At the same time, those attending the seminar developed new contacts and leads for alternative sources of supply for shortage-inflicted product needs.

“At first I wondered just what value there could be in a seminar when insulating materials are either impossible or extremely difficult to obtain,” said Bob Nunamaker, president of The Nunamaker Company, Inc., of Mentor, Ohio.

“But we were able to make new contacts and to learn that other workable insulating systems are not in short supply—and are the only reasonable alternative until the more traditional Fiberglas products can catch up to demand.”

Making good contacts and learning of other approaches were all part of the over-all objective of the seminar, Baker explained, but the principle goal was to provide a complete grounding in all of the aspects of insulation. To this end, iaWCC/GDCI and the National Bureau of Standards, co-sponsors, worked.

Here is a listing of the speakers and their topics for the entire program:

**Thursday** — Opportunities, Joe Baker, iaWCC/GDCI; Government’s Role, Dr. Ervin L. Bales, Department of Energy; Understanding Insulation, John J. Bucholtz, Plaster Information Center of California; Understanding ASHRAE, Frank Powell, NBS; Commercial Building Research, Gareth Wells, GSA; Sales Plans, Ben Murray, Murray Drywall & Insulation; Safety Hazards, John Ottino, MarketDyne; Solar Energy, Elliot Roseman, U.S. Department of Energy; Locating Potential Customers, John J. Daly, John Jay Daly Associates;

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INSULATION:
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Friday — (At National Bureau of Standards, U.S. Department of Commerce): Welcome, Dr. Richard N. Wright; Insulation’s Importance, Dr. Preston McNall; Estimating, Ben Murray; Standards and Specifications, Dr. Walter Rossiter; Air Leakage Theories, P. Reece Achenbach; Infra-Red Thermography, Doug Burch; Fire and Insulation, Dan Gross; Life Cycle and Economics, Steven Petersen;


... with time out for lunch ...

... and then more information for the future.