Talk about an accelerating trend of association goodies and you have to include iaWCC/GDCI’s expanding educational programs and services.

For the first time in nearly a half dozen years, the association scheduled a symposium on Portland Cement — and it drew a record crowd of contractors and suppliers.

The event was held in January at the now world-famous MGM Hotel in Reno, Nev. At the conclusion of two and one-half days of fact-filled sessions, the contractors generally conceded that the program was just about as substantive as the huge hotel.

Some 65 contractors — both members and non-members of the association — were on hand along with guests, wives, and a number of manufacturers who participated in the program and operated table-top displays to familiarize contractors with their products.

The most knowledgeable specialists in Portland Cement in North America were assembled for the iaWCC/GDCI program — and were instrumental in proving that a major meeting can be brought off successfully just prior to the largest conven-
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tion in the industry. iaWCC/GDCI’s 62nd annual convention which was coming up February 23.

“For a few weeks before the symposium,” explained iaWCC/GDCI Executive Vice President Joe M. Baker, Jr., “we understandably were concerned that attendance would be unacceptably low in view of the closeness of the annual convention.

“But we knew we had a fine program and the response was better than we had hoped for,” he concluded.

As a matter of fact, the response was such that Joe Feldner, of McNulty Brothers, Chicago, who is chairman of iaWCC/GDCI’s national technical committee and who keynoted the symposium, promised a repeat, probably somewhere in the East as soon as feasible.

Among the specialists who participated in the 20-odd sessions were Tom Geary, Calaveras Cement Division of Flintkote, who helped plan the program; James J. Rose, Executive Secretary, Contracting Plasterers of Southern California, also a program planner; Walter Pruter, Lathing and Metal Furring Contractors Association of California; John J. Bucholtz, Plaster Information Center, San Jose;

Clint Fladland, Minnesota Lathing and Plastering Bureau; Robert C. Drury, Northwest Lath and Plaster Bureau; Lou Gable, of La Habra Products, Inc., Anaheim; Donald E. Schroeder, Milcor Division of INRYCO, Milwaukee, and John Zamzow, lime division of Flintkote.

Among the subjects covered in the comprehensive program were basic Portland Cements, sand, limes, bases for cement plaster, furring lath, bonding, pumping, hand application, curing, cracking, admixtures, various problems unique to Portland Cement, variations in color, new information on smooth troweling, efflorescence and freeze-thaw cycles, and new market applications such as curtain walls, handball and racquetball courts.

The final half-day of the program was devoted to textures, energy conservation and insulation, marblecrete, swimming pool applications, and specifications.