The future is . . .

63rd convention to zero in on industry; Phoenix is site

“There will always be a place for the single-skill contractor, but his market possibilities and potential for growth are greatly reduced. The opportunities for real growth lie with the contractor who is diversified, who is growth oriented and who can expand his market through a broader product line.”

—Robert F. Watkins, President AWCI

As the construction industry enters a new decade of expanding market opportunities, new products and technologies, critical demands for energy-efficient building techniques and pressure for further diversification among contractors, the wall and ceiling industries face an unprecedented challenge.

The wall and ceiling contractors who will survive the 1980’s with prosperous businesses will be those who recognize the dynamics of change within the industry and who demonstrate the ability to grow in a more sophisticated marketplace.

The industry was once marked by conventional tools of the trade: trowels and taping knives and screwdrivers and hammers. The critical changes of the 1980’s will bring the advent of new tools to the industry, educational tools, management tools, computers and even more progressive hardware.

Helping contractors get a handle on the changes within the industry is a key dimension of AWCI’s 63rd Annual Convention, set for March 17-22 in the beautifully natural setting of Phoenix, Arizona. Coming on the heels of the largely successful conventions in San Francisco (1978) and Atlanta (1979), the 63rd
meeting already promises to set new records for registrations and exposition exhibits.

In addition, the conference will draw heavily on the contributions of leading speakers and educators from business, government and the wall and ceiling industries in order to provide registrants with the specific means for meeting the expanding challenges ahead of us. Booth reservations are already up 35% from the Atlanta convention, offering a significant opportunity for wall and ceiling people to meet face-to-face with the major suppliers, manufacturers and suppliers of the multitude of traditional, new and dynamic products and systems moving into the marketplace. New educational seminars will offer guidelines for addressing the future and its growth opportunities.

In addition to the exposition and educational opportunities to be offered at the convention, the Phoenix meeting will also be highlighted by a series of meetings of key AWCI committees and the board of directors. Much of the future direction of the association and the industry will be determined within these meetings.

In all, the Phoenix convention promises to be the largest and most successful single gathering in the history of the wall and ceiling business. Conducted under the theme, "The Future Is . . . ", the convention will pack five days with powerful special interest sessions, general sessions, and one-on-one discussions among the best contractors within the industry.

Product information, technical data and the overdue arrival of computerization will help to bring registrants the specifics on changes in field and business office techniques. In special sessions, highly-qualified moderators will lead those attending through an incredible array of sophisticated management programs.

Within these sessions, spaced and repeated at regular intervals to maximize attendance opportunities, a blueprint for future prosperity will be drawn. Registrants will have the opportunity to learn why certain management styles no longer are effective, how to avoid overpayment of taxes, and how to address labor relations with a working knowledge of what goes on on both sides of the table.

Also offered are opportunities for avoiding costly bonding mistakes, how to work architectural designing from the inside out and realizing the impossible dream of increasing productivity. Information on systems applications will also be highlighted, including programs on the profit potential of shaftwalls, integrated ceilings, doors, frames and hardware.

Special dialogues will focus on job material handling, the loneliness of command, how to read between the lines on contracts and open shop training techniques.

Although the program adds up to a marvel of comprehensive technical exchanges, it is only one dimension of AWCI convention programs. A key element in the forming of an association for the wall and ceiling industries is the exchange of fellowship between members, their associates and their families. AWCI’s 63rd convention offers a full schedule of social events, receptions and a hospitality center where stories or learning experiences can be exchanged at will.

Among these social highlights will be the elegant president’s reception, the grand opening reception, a special breakfast, another evening reception, a brunch and a grand finale party, all
capped off by the annual reception and dinner dance which closes the convention.

There’s also the return, by popular demand, of the night club program, each night at 10. Themes will include Showtime USA, South of the Border, Swing Your Partner & Do-Si-Do, and the Last Dance Discotheque.

And, that’s not all. There’s also the beautiful setting of Phoenix, capital city of the Valley of the Sun. Phoenix has the perfect climate and the perfect opportunity for virtually every cultural, entertainment or sporting proposition you might wish to pursue.

Its cultural centers reflect the Mexican, Indian and American Cowboy heritage of the Old West, but they also offer contemporary opportunities for symphonic music, live theater and the lively arts.

Its dining opportunities are among the finest in the United States; its leisure community offers “everything under the sun” from swimming and hiking to sunbathing and sight-seeing to golf and tennis.

Its commercial community includes numerous formal malls that feature some of the finest department stores in the country, but can be as intimate as a tiny Indian pottery shop set back off the main streets of town.

If all that isn’t enough, there’s nearby Scottsdale, which offers the same multiplicity of activities as its sunny neighbor. There are also special tour packages available, and the more adventuresome can arrange car rental for mountain forays or a side trip to the scenic Grand Canyon.

The unique blending of our active convention program and social opportunities of your association and Phoenix should provide each participant in the convention the rarest of expositions. Coming away from the convention, registrants will have gained the tools needed to address the challenges of the 80’s through hard work tempered by an escape into the restful social aspects of the meeting.

That makes the AWCI 63rd Annual Convention a priority for the future. The convention will help to pinpoint exactly what “The Future Is . . .”