DISCA is rapidly becoming the hottest new step to hit the drywall industry in Houston in some time. The Drywall and Interior Systems Contractors Association has put its best foot forward for its member companies, and today is enjoying tremendous growth and loyal support from within its ranks.

One of the major reasons for DISCA’s success is reflected in its recent trade show convention held at the Houston Astro Village Hotel on September 11. In the spotlight were some 40 exhibits representing everything in the drywall trade from tapping mud and metal to screws and screw guns.

And, before the evening was over, it was evident that many could have “danced all night” as crowds viewing the various displays barely thinned as the show grew near its 7:30 p.m. closing. In fact, show director and association executive director Albert Hyde had his hands full just letting folks know that it was time to pack up and go home.

Before they did pack up their wares and move on, all had experienced the most successful show ever with nearly 700 visitors representing architectural firms, builders, general contractors, building owners, building managers, manufacturers, suppliers, and contractors taking the grand tour of the many display booths.

What beckoned them out may be left to conjecture. But, without a doubt, at least a few factors directly attributable to the DISCA group accounted for the enthusiastic reception. Foremost would have to be the hard work and participation of association members. According to Albert Hyde, who provides the association management services for DISCA, member participation has
been the key to the successful organization and its functions.

“We have an active Board of Directors as well as tremendous interest in serving on various committees within the organization,” claims Hyde. “This type of participation makes our programs more interesting and more beneficial to the members, which in turn encourages more participation. Everything just kind of helps everything else along.”

Hyde also attributes effective communication as having favorable impact on DISCA’s success. “By publishing a monthly newsletter and staging two annual social events, we keep members informed and involved in the association at all times.”

Such participation was highly evident at the recent trade show-interest which resulted in September 11, the day of the show, to be proclaimed “Drywall and Interior Systems Contractor Association Day” by Houston Mayor Jim McCann. Although Mayor McCann was out of the city the day of the show, Jim Goodner, Houston City Councilman, cut the ribbon opening the show and read the Mayor’s Proclamation.

The real determination of the success of the show, however, lies in the views of those architects, general contractors, owners, managers and fellow contractors who visited the trade show.

Jay Reppond, office design manager for Transco Companies Incorporated, is no newcomer to the show, and wholeheartedly agreed that the 1980 version was the best yet. Reppond, whose company has spent five million dollars in remodeling in the last two years, says that the show proves interesting with its many displays and exhibits.

His company, which jointly owns a 25-story building in Houston’s Galleria area, began with open landscape planning but since has steadily converted to more conventional drywall partitions.

According to Reppond, the DISCA Trade Show helped him to keep up with the latest wall systems, as well as a cross section look at a variety of building materials and products.

On the other side of the fence, Bob Thweatt of Construction Systems, represents the exhibitor’s point of view when describing the 1980 DISCA Trade Show. “I’ve been to a lot of regional meetings that were not as good as this show,” contends Thweatt. “As a wholesale distributor of ceiling materials, Construction Systems, I was well pleased with the amount and quality of potential customer traffic.”

Perhaps some of the best insight comes from drywall contractors active in the Houston market who currently are not members of the association but who have attended the show.

Garland De Bord, partner in De Bord-Hinojosa Co., Inc. has viewed the growth of DISCA and the trade show for the last few years. “It looks like it keeps getting bigger and better every year,” says De Bord. While De Bord feels that his company may not yet be in a position to capitalize on the benefits DISCA offers, he has certainly taken notice of the growth and acceptance of DISCA by other contractors and suppliers. As De Bord points out, “I give it (joining DISCA) more thought all the time. I’m sure some day we will be right in there with the rest of them as a contractor member.”

Getting bigger and better each year is an apt description of DISCA and its annual trade show. In 1975 when the association was known as Houston Gypsum Drywall Contractors Association, its trade show drew just over 200 people to view 17 exhibitors’ displays. Four years later the number of booths grew to 28, and the 1980 show featured some 40 booths. Perhaps a more impressive figure lies in the number of people who pre-registered for this year’s event—580.

Of DISCA’s 72 member companies which includes both contractors and associate supplier members, 30 exhibited in the show, several displaying in more than one booth. When nearly half of the association membership becomes active in such an event the result has to be favorable.

So, if the old adage “It takes two to tango” applies, it takes a dedicated following to make a successful trade association. And DISCA can dance with the best of them.

DISCA is a chartered chapter of the Association of the Wall and Ceiling Industries (AWCI).