By George Brueggman, Jr.

You know, if you’re a Young Executive in the wall and ceiling industry—and you seriously intend to make this industry your career—you’re wanted.

You’re wanted to make your own contribution at the AWCI 3rd Annual Young Executives Convention to be held at the Phoenix-Hilton Hotel in Phoenix, Arizona, from December 3 to December 7, 1981.

It’s fashionable, I suppose, to think that when AWCI works with the young executives in this industry and makes the preparations and scheduling for a convention event, that the session must make the contribution while we—as convention goers—ease back and observe the proceedings.

Perhaps that’s true in some cases. With an AWCI Young Executive convention it couldn’t be farther from what we’re trying to accomplish. The men and women who are marked for executive leadership in wall and ceiling firms know that they contribute as much to the success of the convention as the convention planners and speakers.

Whether your leadership plans carry you into field operations or within the offices of your companies you have something to contribute, something to give to other Young Executives and this is what the Young Executives program seeks to attract.

The convention has been designed, of course, for all levels of young management personnel—up-and-coming leaders who are being groomed for bigger and better things—as well as individuals who have already grasped the control levers of their companies and are forging ahead.

The registration fee is only $300 (another $75 if you bring along your spouse). Spouses, you should know, are invited to attend all educational meetings at no extra charge, as the full convention package registration fees includes admission to all meetings (with a choice of attending one of the three technical and management programs), admission to the exhibit hall and all social activities.

Headquarters for all activities is the Phoenix-Hilton Hotel, located in downtown Phoenix. Incidentally, all requests for room reservations must be made through AWCI because the hotel won’t rent on a direct basis for the AWCI event.

Because we succeeded in attracting a growing number of young executives, the number of booths for the 1981 convention has been increased to 39-up from the 23 displays last year. A full 9-1/2 hours will be devoted to the exposition. As an added bonus, we’ve even asked the manufacturers and suppliers to send their own young execs to man the booths.

Three programs will run simultaneously Friday through Sunday. The program subjects include 1) panelization; 2) estimating, and 3) business management.

The content of each program is being customized to make it responsive to both field and office execs. To increase flexibility, registrants will be permitted to jump back and forth between the three programs. Unofficially, we recommend that everyone try to stay with one of the three tracks to get the most out of the program.

Here are summaries of the course contents:

Panelization

As you know, this involves the advanced fabrication of steel frames in combination with the advanced finishing of the exterior surface, prior to positioning of an exterior wall section onto a building.

The primary difference between panelization and more conventional forms of construction is that the major part of the panelization work is performed away from the building site, usually at a well-organized plant that is set up to receive, store and work with the various materials that make up a panel.

Panelization opportunities have grown for a number of reasons—they are cost effective, they offer ter-
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minal efficiency, and they have a low life-cycle cost.
It’s expected that the panelization market will double by 1983. That’s how big the market is—and becoming. The Young Exec course will focus on the cost effectiveness and marketing aspects by having experts with many years of experience discuss the technical and practical use of panelization.

They will help you identify which projects are suitable for prefab vs. in-site (stick-bilt) panelization, covering subjects such as economics, distance involved, route (low bridge, power lines, etc.) Obstacles involved in a successful project will be examined and discussed and these will include such technical considerations as shop construction, movement transporting, hoisting and attaching, and surface coating.

Instructors will also show you the need to understand on-site measurements vs. “shop” or architectural drawings and the importance of close coordination with designer and other trades.

Estimating

The Carter School of Estimating will present this concentrated course. It’s designed for the estimator who is looking for ways to sharpen his skills in estimating.

You will also be able to experiment with new ways of time-saving yet proven techniques. This intense course, admittedly not for beginners, is being set up specifically to address itself to the problems of the wall and ceiling industry.

It is not a generalized course in estimating. Rather it is designed to be a nuts and bolts examination of what makes estimating work—and what makes good estimators work. There’ll be over 12 full hours devoted to making you a better estimator!

Business Management

The session on business management will focus on generating new business leads, organization of the in-house marketing department, picking markets, planning sales literature, and the techniques for promoting your completed work.

Other business areas featured will include family and closely held corporations, insurance for contractors, and contract law and labor law with some treatment on construction claims.

The unique problems involved in a family or closely held corporation represent a vital contribution to a young exec’s understanding of the construction business, especially the
transition of power from one generation to the next.

You may expect answers to such critical questions as how to handle situations that arise when a young family executive is put in charge of older and more experienced employees, how to smoothly and effectively transfer the reins of the company from one generation to the succeeding one, and how to effectively capitalize on your own strengths while minimizing your weaknesses in dealing with an existing organizational company structure . . . and more.

The session on insurance is designed to cover both the cost and coverage aspects of insurance. Upon completion of this session, a young exec should possess the tools for negotiating substantial cost reductions and improvements in your insurance programs.

Topics will include analysis of auto/vehicle coverage, comprehensive general liability, umbrella coverage, property coverage, insurance bid specifications, claim and contracts, and the relationship between the insurance company, its agent/broker and the consultant.

Do you know how to write a contract that protects you and your company? If you don’t, you’ll want to attend the legal session. This session will show what to put into your contract and records so as to protect you from unpaid change orders, costly slowdowns or work stoppages, material delays and shortages, and payment scheduler.

The importance of good record-keeping should you ever need to substantiate your claims in a court with its rules of evidence. In these cases documentation is paramount—and it needs to be done properly. This session will show you how.