AWCI CONVENTION PROVES SMASH EVENT

Wall and Ceiling Industry Annual Event
Posts New Attendance, Exhibitor Records:
Convention Goers Remain in City Afterwards

It was a smasher—literally.
The 67th annual convention and exposition of the Association of Wall and Ceiling Industries-International sent previous records flying in every direction.

When activities in San Antonio, TX, came to an end on March 8 after four solid days of convention activities there wasn’t a record left. Attendance was skyrocketing past the 1,650 mark. With some 156 exhibits in the exposition hall, that record too scaled a new height.

The daily visit count through the exhibit hall alone for the three days totaled more than 3,300—a record that hadn’t even been approached in more than six decades.

As for a convention city, San Antonio lived fully up to its reputation and then some. The convention ended officially on Wednesday night and dozens—perhaps hundreds—of AWCI people could still be seen in the city on Saturday, walking up the colorful pathways and visiting shoppes and boutiques and restaurants along the inner city river.

It’s been said the AWCI members go to the convention for two reasons: to keep up with the technology and to meet and talk with industry friends throughout the world. They also go to learn something—but primarily the event is to allow wall and ceiling industry people to get together.

The San Antonio convention met those major criteria. But something else occurred there, too. After three miserable business years and gloomy predictions of the future, 1984 appears...
to be a year when contractors and their suppliers are doing business. The recession is ending—and optimism held way.

Indeed, the convention was cut a full day to concentrate activities better and to maintain a better control. The shift was met with near total approval. Business in the exposition hall was brisk-and at the annual exhibitors’ critique the company representatives voted a repeat-and asked that exhibit hours be scheduled at standardized hours for the three days in Kansas City. The main expression coming out of that meeting, though, was that business is coming back with a charge. was “Riding the Winds of Change.”

And ride fast and high was what convention goers did. Robert Whittle, AWCI President and head of Niehaus Construction Systems, of St. Louis, got the convention moving at the opening general session.

From that point on, there wasn’t a let-up. Sen. Gordon Humphrey, New Hampshire’s conservative Republican who staged a major upset in 1978 in replacing the liberal Thomas McIntyre, took the podium in the first session and demonstrated the kind of stuff it takes to win elections.

Whittle and AWCI Executive Vice President Joe M. Baker, Jr., performed a two-part program on the subject of change and its impact in world, national and industry affairs.

The theme of the 67th convention was “Riding the Winds of Change.”

Regional Vice Presidents’ Forum

The annual Regional Vice Presidents’ Forum was the highlight of the second general session. Rather than the free wheeling format used in previous years, the vice presidents took up the important issue of the 250 recommendations made by the Construction Industry Cost Effectiveness Project (CICE) to improve productivity in the construction industry.

With Dan McGlone, of Edison, NJ, and Bill Reimer, Little Rock, AR, acting as co-chairmen, the forum covered every aspect of productivity. The unique wrinkle on the program formatting was AWCI Executive Director Rob Lederer’s functioning as the host-monitor, fielding answers from the floor and keeping the vice presidents and CICE Committeemen moving along at a rapid pace.

At the same time, at the spouses’ sessions, outstanding speakers were also standard offerings. Congresswoman Marjorie Holt, Republican of Maryland’s 4th District and a member of the House Armed Services Committee, spoke on women in politics and business.

The second feature on the spouses’ session was Heloise, of household hints fame. One of the imaginative presentations for the spouse program was Martha Falke, a fashion and image consultant from San Antonio, who discussed fashion accessories.

On the final, third day of the convention, Frank Morsilli, chief executive

International Aspect of Convention Emphasized with Increased Registration

The international aspect of the Association of Wall and Ceiling Contractors was emphasized in San Antonio as foreign contractors from more than a dozen countries showed up.

The largest group came from Japan, representing the Japan Plasterers Association. They were led by Suburo Sugiyama, President, and Yasuo Suzuki, who brought a contingent of 18 Japanese plastering and drywall contractors.

A lifetime honorary member, President Sugiyama, the largest plastering contractor in Japan, addressed the AWCI contractors at their annual meeting.

The next largest group came from Germany under the leadership of AWCI member Karl Otto Griep, of Bodenwerder. Some 14 German contractors attended the convention as part of a tour of the U.S.

Other countries represented on the international contracting spectrum included Australia—whose Guy Cook was given an honorary lifetime membership-along with New Zealand, Israel, France, Mexico, Great Britain.
officer of Dryvit Systems, Inc., of E. Warwick, RI, stepped out with a fast pace as master of ceremonies for the annual Awards breakfast which Dryvit sponsors. The breakfast event was called to order by Second Vice President Jim U. Crane, of Fulton, MS.

In addition to the award presentations, of course, the morning featured a sensational talk on outer space by Astronaut Jack Lousma, pilot of Skylab 3. Lousma, who is currently running for the Republican nomination for U.S. Senate in Michigan, got a standing ovation from his eloquent description of flight in space.

Later in the day AWCI conducted its annual business session at which time two resolutions were amended by the membership and then approved. The top issue of this annual meeting, though, was a comprehensive presentation on AWCI’s new captive insurance company by Larry Fernald, of St. Petersburg, FL; Jim Biddle, of Buffalo, NY, and Arnold Powell, a representative of EBASCO, New York City.

Following the presentation and an active question and answer period, the membership voted to go ahead with the program which will allow the association’s captive insurance company to provide complete insurance coverage to wall and ceiling contractors at rates that better reflect their lower risk status.

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ELECTION’S A-COMIN’: ARE YOU AND YOUR FAMILY/BUSINESS ASSOCIATES REGISTERED?

U.S. members are reminded that to vote next November, they must be registered.

Why this on-going reminder?

Because 40% of America’s businessmen and business women were NOT registered to vote in 1980’s elections!

AWCI urges you to check to see if you are registered. In many states, failure to vote in a certain number of elections automatically wipes you off the rolls!

Call your local board of election supervisors today and see if you are registered.

Get your family and business associates to do the same.

Don’t let the all-important November elections go by default!

(If you are going to be traveling on election day in November, by all means be sure to get an absentee ballot! Your vote counts: a switch of 9,000 votes in Hawaii and Ohio in 1976 would have kept Gerald Ford in the White House and denied victory to Jimmy Carter!)
Since 1959 his name has meant something in the wall and ceiling industry.

When Jim Rose, a Massachusetts-born plastering contractor, took over the reins of the Contracting Plasterers’ Association of Southern California, good things started to happen to the industry there. And Jim Rose has kept the flow of outstanding contributions running abundantly ever since—both for Southern California and for the industry as a whole.

In San Antonio, the wall and ceiling industry paid homage to Jim. They awarded him the Pinnacle Award—the industry’s top award, inaugurated in 1982 as the replacement for the famed E. F. Venzie Award. The Pinnacle Award is symbolic of an individual recognition for gaining the Pinnacle of Success in service to the wall and ceiling industry.

As the winner, Jim joins other industry immortals who have been so honored for outstanding services to the industry. A Pinnacle Award winner (along with previous Venzie Award recipients) is automatically vested in the AWCI Circle of Leadership.

The previous winners of the Pinnacle Award are Joseph A. Felder, of Chicago’s McNulty Brothers, and Jack Dillard, of Dallas’ Storbeck, Gregory & Dillard.

As in previous years, Rose’s winning was kept secret until the awards ceremony breakfast conducted by Dryvit Systems. Jim was seated at one of the rear tables with his wife, Norma, when the announcement was made.

Other awards made at the special breakfast ceremony included:

- J.D. McNulty Award, for outstanding research and development—Jean Pepin, of Augusta, MA.

- Outstanding Committee chairman—P. Kenneth Hampshire, Hampshire Industries, Inc., Baltimore, MD: Building Committee;

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- Outstanding Industry Employee—Paul R. Finucan, Greater Cincinnati Bureau for Lathing and Plastering, Cincinnati, OH;
- Outstanding Associate Member—Edward A. Thompson, Chicago Metallic Company, Chicago, IL;
- Outstanding Young Member—Michael L. Chambers, J & B Acoustical, Inc., Mansfield, OH;
- Outstanding Regional Chairman—Richard Radtke, Radric Industrials Corporation, Ft. Lauderdale, FL; Southeast Conference Chairman;
- Award of Special Recognition—Odin and Chris Nielsen, Nielsen Richard C. Cronn, Billings & Cronn Plastering Co., Portland, OR, and
- Honorary Lifetime Membership—Guy Q. Cook, Association of Building Lining Contractors of New South Wales, Australia.

Contractors at Annual Meeting Approve Resolutions on Market Recovery, CISCA Merger

Controversy was not a major element at the annual business meeting of AWCI held in San Antonio as members approved two resolutions which dealt with union market recovery and possible merger talks with the Ceiligs and Interior Systems Contractors (CISCA).

The first resolution — on union market recovery—took note of various obstacles facing union contractors and the trade unions in their competitive face-off with non-union operators. In effect, the resolution addressed itself to the need for most unions to come to grips in a more meaningful manner with emerging trends and problems, while at the same time endorsing the Operation Turnaround Program espoused by the United Brotherhood of Carpenters and Joiners of America.

The same resolution also called for AWCI, in concert with cooperative craft unions, to establish a basic agreement involving guidelines for uninterrupted construction, workmen productivity, pay rates, working hours, grievance procedures, and competitive fringe benefits.

It asked that both unions and management agree to abide by such an agreement for the purpose of bringing about a market recovery in those areas where non-union construction is considered a serious competitive threat to the continued existence of union operations.

In the other resolution, AWCI members endorsed the concept of a union with CISCA. Sponsored by the Mid-Central and Western Conferences of AWCI and endorsed by the new Associate Member Council and Executive Committee, the original wording was amended by the general session to...
simply put AWCI on record as having endorsed the concept of a union of the two national groups, AWCI and CISCA.

Other annual business meeting decisions involved the approval of AWCI’s new captive insurance program, and a stepped up program on computer involvement. Members approved the hiring of Jim Jones, of Atlanta, GA, as AWCI’s computer consultant and the publication of a regular newsletter about computers to go to members.

In the annual retirement of notes for loans on AWCI’s headquarters building, the notes to be re-paid were drawn for the Acme-Arsena Company, of Cleveland, and the Mader Corporation, of Buffalo.

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**Houston’s Bill Marek Will Assume Presidency**

William A. Marek, the Houston drywall contractor who sacrificed his year as association president for the good of the wall and ceiling industry back in 1976, will assume the duties of President of AWCI on July 1, 1984.

When the Gypsum Drywall Contractors International (GDCI) and the international association of Wall and Ceiling Contractors (iaWCC) voted to consolidate in 1976, Marek was scheduled to begin his presidency of GDCI that year. So that the consolidation agreement could go ahead with no hitches, Marek agreed to resign his post after one day in office, paving the way for joint presidents.

He waited a few years and then moved back into the executive committee where he now succeeds Robert L. Whittle, chief executive officer of Niehaus Construction Systems, of St. Louis.

Marek, along with other members of AWCI’s executive committee, were actually elected by mail ballot which had been sent to all members of the association prior to the convention.

Election to AWCI’s executive committee is virtually tantamount to ultimately becoming association president. AWCI works on an “in the chairs” philosophy whereby each Executive Committee member automatically moves up—with one permanent new
member elected each year along with the appointment of an ex officio member who is chairman of the association’s Continuing Study Council. This provides a top leadership with experience and tenure in association affairs. It also assures a president who has served in all the major executive committee posts.

In keeping with this tradition, P. Kenneth Hampshire, of Hampshire Industries, Inc., Baltimore, MD, was elected Secretary.

Other Executive Committee members include: Harry J. Vernetti, First
Vice President, Rockford, IL; Jimmie U. Crane, Second Vice President, Fulton, MS; and Financial Vice President, William C. Scott, Houston, TX.

T. Gilley Hickman, of Hickman Painting Co., Inc., Dallas, TX, was elected Chairman of the Continuing Study Council. By virtue of his post, Hickman will become the *ex officio* member of the AWCI Executive Committee.

Whittle will remain on the Executive Committee, too, in the capacity of Immediate Past President and Treasurer.

**Board Members**

In the same mail ballot, several new members to the AWCI Board of Directors were elected. These include:

- At-Large, Contractor—Patrick J. Daly, Mt. Hope, Ontario, Canada;
- At-Large, Associate — William Knorr, Salem, OR;
- Mid-Central Conference—Anthony Cesaroni, Toronto, Ontario, Canada; Roger Zack, Minneapolis, MN;
- Southeast Conference—J. Patrick Boyd, Garland, TX;
- Northwest Conference—Philip M. Ramey, Woodinville, WA;
- Western Conference—Richard C. Martin, Los Angeles, CA.
The Wall and Ceiling Foundation and the Wall and Ceiling Political Action Committee (WAC/PAC) both enjoyed successful convention programs, too.

The Foundation which has successfully turned its annual convention banquet and auction into a convention highlight posted the best auction result in its history. When the auctioneer dropped his gavel for the final time, the Foundation had gathered some $68,000 into its operation fund.

Foundation Manager Susan Dove reported this record-shattering total has been received from the many donations and contributions made by industry people.

For WAC/PAC, the question was: could committee members really sell off all those $250 raffle tickets even if a spanking new 1984 Cadillac was the grand prize. The answer was a resounding “yes” as the ticket issue was completely sold out and $50,000 was realized from the industry for its political contributions war chest.

At the annual banquet on the final evening, WAC/PAC chairman Bob Watkins presided over the grand drawing. The winner was W. Tom Stroud, of Nashville.
Convention Goers Earn Chance at Prize Drawing

If you attended the activities in the exhibition hall at the AWCI convention you had a chance for some valuable prize drawings. The drawings, sponsored by INRYCO whose representatives actually pulled the winning names from a prize drum, were conducted throughout the three-day exposition period.

Those winning valuable prizes were:
- "Genie" Deco Telephone—Lawrence J. Sadowski, Sweeney Co. of Maryland, Columbia, MD
- Zoom Binoculars—Glenn King, Design Construct Systems, Mandeville, LA
- Leather Attache Case—Kenneth Navratil, J&B Acoustical, Mansfield, OH
- Lady’s Seiko Quartz Watch—Richard F. Muns, Acoustec Contractors, Inc., Bayamon, Puerto Rico
- Man’s Seiko Quartz Watch—Eric Kemble, Drywall Construction, Inc., Topeka, KS
- Wicker Chest with Brass Fixtures—C.A. LaFon, South Texas & Lone Star Drywall, Columbia, OH
- Toastmaster Convection Broiler Oven—Chris Nielsen, Nielsen Plastering, Denver, CO
- Samsonite Silhouette Garment Bag—Robert A. Pierce, Pierce Enterprises, Fresno, CA
- Man’s Seiko Quartz Watch—James W. Berry, J.W. Berry Drywall, Inc., Bothell, WA
- A 19” RCA Color TV was given away as a door prize at the general session two days in a row . . . the first was won by Cliff Winter, Drywall, Inc., Lexington, KY. And the door prize the second day was won by Cliff’s partner, William A. Bell of Drywall, Inc.

The winner of the Essick Mixer was David F. Kelly, Kelly Plastering, South Holland, IL.

The leather attache case in the special drawing for exhibitors went to Steven Martin, Contractors Computer Systems, Columbus, OH.
Next Year It’s Kansas City

If San Antonio was a record breaker, Kansas City will have a lot to live up to—and Kansas City is ready, willing and able to demonstrate itself. AWCI’s 68th annual convention will be held in Kansas City March 9-13 at the Kansas City Convention Center—and it already has the earmarks of a coming success. Before the Texas convention ended, some 95 exhibit booths were already signed up—with promises of more.

So AWCI members and their guests would have a positive feeling about the next convention site, Kansas City Convention Bureau dispatched Diane McFerrin and the Hyatt Regency Hotel of Kansas City sent along Denise Leimkuehler. They gave a stunning presentation of Kansas City at the AWCI banquet.
The special social events and good times were plentiful, but for wall and ceiling contractors going to the 1984 Wall and Ceiling Industry’s Convention & Exposition with content in mind, the offerings were wide and substantial. This annual event posted the most extensive collection of educational seminars and general sessions ever assembled for the wall and ceiling industry. There simply is no comparison. In keeping with the overall convention theme of “Riding the Winds of Change”, seminar topics were carefully selected to address key aspects of our changing industry. Speaker after speaker spoke to standing room only crowds which was evidence of the success of the educational programs held during the convention.

The result—a valuable educational opportunity for the literally hundreds of contractors from around the world who gathered to participate in this educational forum. The always popular general sessions, which are annually held in conjunction
with the convention, provided the attendees with a behind the scenes look into the changes going on in the government and industry. The attendees packed the opening general session to hear a variety of presentations highlighted by an inspiring presentation given by Senator Gordon Humphrey from the State of New Hampshire. Senator Humphrey was representing the Honorable Vice President, George Bush, who was slated to speak however, due to scheduling conflicts was unable to attend at the last minute. Senator Humphrey provided the attendees with a look behind the scenes about what’s ahead for the country and the wall and ceiling industry.

The second general session featured the very popular regional vice presidents “Issues and Answers” forum, which highlighted an idea exchange between leaders of the various AWCI regions and the rest of the country. The session opened off with a series of presentations, each of which addressed recommendations of the Business Roundtable as it applies to the wall and ceiling industry. The Construction Industry Cost Effectiveness Project (CICE), was designed by the Business Roundtable to greatly improve cost effectiveness in construction. AWCI’s CICE Liaison Committee presented their suggestions on how the wall and ceiling industry should react to these recommendations. Daniel P. McGlone

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Here Are Sponsors For Convention Events

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of T.J. McGlone & Co., Inc. resided over the CICE project presentations which were addressed by Steven Wilders, E.F. Brady Co., Inc., Bill Knopf of the Wall & Ceiling Contractors Association of Greater St. Louis, Michael L. Chambers, J&B Acoustical Inc., and Lloyd Martin, of Henderson-Johnson Co., Inc.

These presentations were followed by the regional vice presidents “Issues and Answers” forum which stimulated a lively debate between the audience and the seven regional chairman regarding their evaluation of the CICE Committee recommendations. Representing the AWCI Regional Chairmen were Bill Reimer, Reimer-Oaks, Inc.; Thomas M. Flynn, Specialty Contractors, Inc., Kenneth P. Navratil, Jr., J&B Acoustical, Inc., Charles Fraser, Charles Fraser Drywall, Inc., Patrick J. Daly, P.J. Daly Contracting, Ltd., William A. Bell, Drywall, Inc., Carmen S. Paterniti Interstate Plastering Corp., and Bill Gargano, Jr., Bill Gargano Co., Inc.

The third general session featured one of the most talked-about industry figures, Mr. James W. Walter of the Jim Walter Corporation who discussed “What it will take to survive in tomorrow’s business climate.” This informative and interesting presentation was followed by an outstanding talk on “Liability,” presented by AWCI’s General Legal Counsel Mr. McNeill Stokes, of Stokes and Shapiro in Atlanta, Georgia.

In addition to the three exciting general sessions, the 1984 Wall and Ceiling Industries Convention & Exposition sponsored 17 individual seminar topics during the three days of this event.

Starting off the educational programs was a seminar entitled “Open Plan vs. Traditional” with Robert D. Vrancken, professor of F.E. Seidman College of Business Administration, serving as moderator. His panel members included Anthony Harbour, of Gensler & Associates, Burt Richmond, of RMM, Inc. and William G. Krebs, Interspace, Inc. This session provided the attendees with a valuable insight into the design of interior.
systems in construction for the future.

Joe F. Canterbury, a lawyer, discussed “Double Breasted/Open Shop.” This presentation was not a sermon on why you should or shouldn’t be double-breasted, but a how-to-do-it session for those considering the move.

“Light General Contracting” was the subject of a seminar by Michael B. Kramer, of the HIVA Group. He addressed the issue of how to move from subcontracting to Light General Contracting. AWCI Technical Director, Gene Erwin; Fred Treadway, of Specialty Systems, Inc.; and David Spinazzolo of Spinazzolo Systems, Inc., gave a highly informative discussion on “Asbestos Abatement and Replacement.” This seminar was designed for those too busy to attend AWCI’s 3 day seminars and it ad-
dressed a capsule view of this growing area of contracting.

The session, “Direct Disburse-merits,” was presented by John T. Parker, of Carolina Dredging Company. He explored the concept and the impact of this new answer to the “age old problem” of getting paid on time. Attorneys Betty Southward Murphy and Byron Wallace presented the latest legal developments and responsibilities on federal pension legislation, entitled “ERISA.” These individuals, who are two of the most knowledgeable people in America, discussed withdrawal liabilities and other burdens placed on the contractor by ERISA.

Other special educational seminars included “Acoustics,” presented by Tom Koenig, of Business Facilities Development Corporation, Dave Harris, of Owens-Corning Fiberglas Corporation, and Jon Teli of the Donn Corporation. This program discussed all aspects of acoustics including types of systems, products, acoustical requirements and installation techniques.

David E. Brackett of The Gypsum Association, and Walter Haas, from the Fire Protection Division of Underwriters Laboratories, shared the podium for a seminar on “How to Use
UL & Fire-Test Manuals,” which examined thoroughly the important aspects of business in today’s industry. “Computers in Construction” was the seminar title given by AWCI’s new computer consultant, Jim Jones, of Automated Systems Research. This seminar thoroughly discussed a review of what’s out there and how to get into it regarding computers. Jean Mateson, president of his own company, was the featured speaker for the session, “Disaster Reconstruction/Hazardous Waste Cleanup,” which dealt with hazardous waste clean-up and decontamination. The session, “Union Market Recovery,” was given to a standing room only crowd by Sigurd Lucassen, first general vice president of the United Brotherhood of Carpenters & Joiners of America. The program was designed to provide the union contractor who is facing stiff competition from open shop with a new competition edge—“operation turnaround.”

Richard Lynch, of the Zinc Institute’s market developing division, talked about “Corrosion Resistance of Steel Framing.” “Productivity,” was the name of the session presented by Stephen Wilders of the E.F. Brady Company, which discussed better ways to get results from everyone in the company.

McNeill Stokes, AWCI’s General Legal Counsel, who is always one of the more popular speakers at the convention, presented a detailed session on “Marketing Skills.” The seminar on “Joint Ventures (A-Z)” was given by William J. Palmer, of the Arthur Young Company. This industry expert discussed what to do and what not to do when getting into a joint venture. An interesting session, “Steel Framing & Exterior Claddings” was presented by Wayne Higgins, ISPO, and Jim Szatkowski, both from ISPO, and Jerry Wolf, of STO Industries, which was a continuation of the session on corrosion resistance of steel framing.

Last but certainly not least, was a presentation on “Computer Aided Design Systems (CAD)” given by a representative of Computervision in Houston, Texas. This seminar provided the attendees with insight on how a CAD System will impact their business in the wall and ceiling industry.