San Francisco Convention to Feature 21 Educational Breakouts

The 74th annual Convention and Exposition of the Association of the Wall and Ceiling Industries-International will be held March 19-24, 1991 at the San Francisco Marriott and Moscone Center. In addition to the largest exhibit hall featuring wall and ceiling products in the world, those who attend will be able to take advantage of the largest number of educational seminars ever conducted at an AWCI convention.

The exhibit hall itself, with nearly 300 booths, will be reason enough to attend the convention. The hall is larger than ever before, and 3,000 industry people from across the country and around the world are expected to attend.

According to Dick Hopkins, Chairman-Elect of AWCI’s Academy Council, the Council had met for three days developing the Convention educational program. Because AWCI’s convention attendance has been growing annually, the Council agreed that the number of educational breakout had to be increased in order to accommodate the larger number of registrants.

**Seminars Divided Between Business and Technical Orientation**

In order to meet the needs and interests of most members and others attending the AWCI convention, the seminars will be divided between business and technically-oriented subjects tailored specifically for the wall and ceiling industry.

Business subjects will include the following:

**Alternative “Money Sources”:** You’ll learn about how to use your bank line of credit; silent partners; credit extension from major suppliers; extending accounts payable; borrowing against receivables; and more.

**Construction Claims:** Legal information and ways to arbitrate, mediate, and litigate, as well as how to use the experts in this area, will be discussed. You have to be prepared in advance for claims, and you’ll learn how to be better prepared on all of your future jobs. What is a claim? What are the costs involved? How do you win a claim? You’ll receive information on an all-important subject in a litigious society.

**Explaining the New International Labor Contracts:** AWCI has negotiated labor contracts with the Carpenters, Laborers, Painters, and Plasterers. They will be signed by the four unions and AWCI on December 20, and will be mailed to all members shortly after that. This session will go into a complete review of these four agreements, showing union contractor members how to be more competitive with open shops.

**Company Image:** There is no time more important than now—in a tough market—to improve your company’s image to buyers, general contractors, developers, and others. This session will give you numerous ideas on how to make your company appear more vital and how to translate this strong positive image into more work.

**Industry Publications That Affect You:** Almost all of the industry publications available to you through AWCI, the Foundation and other sources will be reviewed. You’ll also be fully briefed on how to use the UL Manual, Gypsum Association Fire Resistance Manual, ASTM Standards, and other publications.

**Keeping Key Employees:** Should you provide your key employees such inducements as golden handcuffs, bonuses, commissions, increased salary or enhanced fringes? This session will explore such topics as how to create loyalty; stock bonuses; tax laws; and giving away part of the loaf. You’ll
also learn about non-compete clauses, worthwhile perks, pay scales, and much more.

“On the Road Again” (Working out of Town): The planned outline of this seminar will provide you with everything you have questions about as you determine the pros and cons of working out of town. In the current down economy, looking at work where the grass seems to be greener may not be the answer... or perhaps it is the answer. Experts will help you make decisions on “hitting the road” and, if you do, how to go about being a “traveling man.”

Legal Roundtable: By popular demand, AWCI’s dynamic legal counsel, Peter Spanos, will be on hand to talk face-to-face with you on such subjects as product liability, implied liability, current legal cases in the industry, and more.

Reducing Insurance Costs: Your third highest cost of doing business is insurance. And it’s an area where costs can be successfully and safely reduced. Worker’s compensation, liability insurance, and much more will be on the table. Proofing an insurance audit, in-house audits, taking insurance bids to heart... and what insurance coverage do you really need?

Reducing Worker’s Compensation Claims: How to determine and analyze your “factor.” What is an acceptable ratio for your business? You’ll be exposed to a very intensivestudy of this problem, and answers will be provided.

Understanding Financial Statements: Attend this seminar and leave it a lot better prepared to read and understand financial statements through the eyes of your bonding company. Non-financial managers will find this seminar to provide personal growth and value to their firms.

Working Internationally: While the work may be slow in your area, there are numerous parts of the world where construction projects cannot find sufficient bidders. Eastern Europe will experience the largest rebuilding program since World War II; building construction in other parts of the world is booming. Speakers will provide you

with information on the international construction market and how you can take part.

In addition, the following technical topics will be offered:

Ceiling Systems: A review of new products and specification. Practical information will be provided on the installation of systems including assembly ratios, mechanical interfacing, and seismic zone considerations.

EIFS Code Update: The exterior insulation finishing systems (EIFS) industry has just come through a harrowing experience where competitive interests (masonry and Portland cement) made an all-out effort to legislate EIFS out of business. The industry won twice in a row, but the fight is not over. This seminar will
provide your company with an update on these challenges at the building code level, development of ASTM standards, and the EIMA radiant heat testing program. Also included will be information on the AWCI/EIMA manpower training program.

**Interior Wall Finishes Diversified:** Texture applications on drywall, veneer plaster and EIFS will be discussed, along with the materials, equipment and labor requirements necessary. In addition, the preparation of gypsum board substrates in critical lighting areas will be thoroughly reviewed.

**Scaffolding:** With assistance from the Scaffold Industry Association (SIA), this seminar will give you a complete review of scaffolding for the wall and ceiling contractor including types, specification, regulation, liability, estimating, and employee training.

**Seismic Design:** The general theory of seismic design will be discussed and explained, along with major model building code requirements for various seismic zones. A review of specifications and installation requirements for industry construction.

**Sound Control:** Basic definitions and terminology of sound control will be reviewed along with specification, material selection, and product substitution. This seminar will feature a discussion of the installation of wall and ceiling assemblies, including isolation systems and remedies for non-performing systems.

**Stucco:** A comprehensive overview of Portland cement based plaster (stucco), including substrates, mixes, admixtures, application/curing and textures. Included will be a discussion of elastomeric and trowelable acrylics over stucco, the use of relief and control joints and a review of equipment including spray nozzles and pumps.

**Trims/Finishes:** New and conventional products for use with drywall, plaster and EIFS will be reviewed with practical information on their applications and installation. Also included in the discussions are prefab columns, column covers, light coves and products for ornamentation.

**USG Audiovisual Acoustics Program**

If you counted the seminars described above, you may have noted there were only 20 seminars listed, not 21 as described in the headline.

**The USG Audiovisual Acoustics Program--better known as the USG Sound Booth**--was left out.

This widely acclaimed audiovisual program will be available in a specially arranged room in the Moscone Center through the courtesy and cooperation of the United States Gypsum Company. It will be presented each day during the seminars.

This is an excellent opportunity to learn about sound and the types of products and assemblies of sound control in industry construction systems.
International Drywall Contest To Be Featured

James V. Griffo, Administrator of the National Joint Painting, Decorating & Drywall Apprenticeship and Training Committee has announced that the International Drywall Contest will be held at the AWCI Convention for the second year in a row.

This year’s contest will take place in a room adjacent to the exhibit hall, giving participants the ability to view the contest during exhibit hours by merely walking into the adjoining room.

Contestants this year will come from all parts of North America. Finalists will be selected in seven different districts, generally through run-offs in those areas. Readers interested in getting their outstanding apprentices entered in the contest should communicate with James V. Griffo at the National Joint Painting, Decorating & Drywall Apprenticeship and Training Committee, 1750 New York Avenue, NW, Washington, DC 20006. Jim’s phone is (202) 783-7770.

The International Drywall Contest at AWCI’s convention is an exciting event and is another good reason to attend the San Francisco convention. While the contest itself is open to the public at no charge, entry into the exhibit hall (next to the contest) is restricted to registrants.

Strike It Rich At the 10th Annual Foundation Auction!

Plan now to attend the Annual Auction/Dinner for the Foundation of the Wall and Ceiling Industry beginning at 6:30 pm on Friday evening, March 22, in the Buena Vista Room of the San Francisco Marriott.

Tickets are $50 per person and include: the cocktail reception, a delicious four-course meal, musical entertainment, and an exciting auction. Auction items will include valuable jewelry, a fantastic classic car, collectors items, trips to exotic locations and more.

For further information contact Kathy Sedgwick at (703) 684-2924. Or write Auction Tickets, FWCI, 1600 Cameron Street, Alexandria, VA 22314-2705.

International Guests Coming From Europe, Asia, Africa, Australia

Last year over 75 overseas firms were represented at the Toronto convention. This year, AWCI already has registrations committed for more than 100 firms from Great Britain, Scandinavia and northern Europe, as well as several from South Africa.

Invitations have been mailed to the drywall and plastering associations in Japan, Australia, the Republic of South Africa, and numerous groups throughout Europe.

A technical roundtable is being planned in cooperation with the Drylining and Plastering Federations in Great Britain.

David F. Cole, technical director of the British Association, attended the meeting in Canada last spring and has suggested an international roundtable be set up in San Francisco to allow contractors and suppliers from North America to share ideas and problem solving with their counterparts from all over the world.
Educational programs were varied at last year’s Toronto convention.

Such innovations as EIFS came from overseas. This roundtable could very well produce new products and systems here in North America, in addition to giving our overseas colleagues ideas about the industry here in America that they might take home with them.

**Back by Popular Demand: Joint Registration of Registrant and Spouse**

For over 20 years, AWCI led the association field by offering a complimentary registration for the registrant’s spouse. Last year, an experiment was tried that did not result in “rave reviews”: the spouse registration was separated from the registration of the primary person.

AWCI never knew just how popular the “joint” registration had been. The result of the breakout system was a rash of complaints.

This year the association has gone back to a single registration fee for the primary registrant and his/her spouse. One fee covers both. (This does not extend to two separate registrations from the same company. It is primarily intended for husband and wife.) Room rates also cover single or double.

In keeping with this system, room rates at the same price for one or two persons have been negotiated. The basic (non-suite) rate at the San Francisco Marriott will be $139 per day, single or double. (By the way, room rates in San Francisco at hotels of Marriott quality are now over $200 a day. AWCI negotiated rates at the Marriott before the hotel construction was begun. The room rate, $139 a day for AWCI registrants, is a super bargain in San Francisco.)

**AWCI Regional Conference Caucuses Set**

For the fifth year in a row, AWCI’s seven regional conferences in North America will meet simultaneously to discuss problems and activities on specific geographical regional levels.

Set for March 20, the seven meetings will be open to all contractor and supplier members doing business in the United States and Canada.

Each caucus will elect regional officers for fiscal 1991-92, consider resolutions to go before the San Francisco Convention, and use additional time to discuss problems peculiar to their respective regions.

Following the caucuses of the seven regions, a general session will be conducted, chaired by Michael J. Zellner of Los Angeles, at which an exchange of business management information on banking, manpower, materials, and other pertinent subjects will take place.

All U.S. and Canadian members are encouraged to be in San Francisco not only for the convention but also to take part in these important regional meetings. If you need registration information, call AWCI at (703) 684-2924 immediately.