

# AWCI Co WRA

**I**f the number of people who attended the 77th Annual Convention and Exposition of the Association of the Wall and Ceiling Industries—International is any indication of the construction industry's current situation, then it is clear that things are definitely looking up.

More than 1,900 people toured the sold-out exhibit hall and attended the educational sessions and other activities presented during the convention, the largest show in the construction industry, which was held March 13-16 at Bally's Casino Resort, Las Vegas, Nev. It also gave members the opportunity to meet in person AWCI's new executive vice president, Marshall Besch, and AWCI's new technical director, Michael Gardner.

***This page, from top to bottom:***

- AWCI 2nd Vice President Tom McCartney, president of T. J. McCartney, Inc., Hollis, N.H., welcomed members during the new member/first-timer breakfast.
- Mike Boyd, AWCI's new convention chairman, was "feeling pretty" during the opening general session.
- AWCI President Jim Cassidy, Pat Cassidy, Donna Feldner and AWCI Convention Chairman Joe Feldner, president and chief executive officer of McNulty Bros. Company, Chicago, cut the ribbon that officially opened the exhibit hall.
- A first-timer to the convention, Rosemarie Reed of the WINROC Corporation in Alberta, Canada, was serenaded by Elvis in the exhibit hall.
- Jerry Meadors, president of Perry Manufacturing Company, Indianapolis; never knew exhibiting could be so fun.
- The exhibit hall saw lots of traffic, satisfying many exhibitors.

Here are some of the highlights of the meeting.

***DAY ONE***

As exhibitors put the final touches on their booths and as AWCI committees met to discuss the industry's hot topics, Teri Joslyn of Sto Industries greeted guests who came to the new member/first-timer breakfast, which kicked off the events on Sunday, March 13. The Sto-sponsored event was held specially for those who are new to AWCI and/or new to an AWCI convention. AWCI's key board members and staff were on hand to introduce the newcomers to the association.

Later in the day, AWCI President James Mark Cassidy officially welcomed the attendees during the opening general session. Keynote speaker Brent Taylor of The Taylor Croup, Greensboro, N.C., offered tips on how to find success in a crowded marketplace.

And, no, that wasn't Milton Berle, just AWCI's co-convention chairman Mike Boyd, chief executive officer of Ray Boyd Construction Systems, Garland, Texas, who strutted through the audience wearing a green satin showgirl costume, complete with curly blond wig and headpiece, bright red lipstick ... and cowboy boots.

The final event of the evening was the ribbon-cutting ceremony that officially opened the exhibit hall. Convention-goers were greeted by Frank Sinatra, Marilyn Monroe and three Elvis Presley look-alikes. While Frank crooned his greatest hits and Elvis posed for photos with attendees, Jerry Meadows, president of Perry Manufacturing Company, Indianapolis, had a calendar girl come to life before his eyes: Marilyn heated up the hall with the breathless, sultry tunes that made her the legend she is today.

# CONVENTION P - UP

*The Association of the Wall and Ceiling Industries—International extends its sincere thanks to the following firms for their sponsorship of events at AWCI's 77th Annual Convention and Exposition, March 13–16, 1994.*

## **AWCI Executive Committee**

Final Night Entertainment

## **Dryvit Systems, Inc.**

Hospitality Center

## **Eagle Gypsum**

Opening General Session

## **Grabber/JWA**

Exhibitor Directory

## **W.R. Grace**

Opening General Session

## **Gypsum Association**

President's Opening Reception

## **Larsen Products, Inc.**

Registration Kits

## **National Gypsum Company**

Official Program Booklet

## **Negwer Materials**

Refreshments at Board of Directors Meeting

## **Plastrglas**

Final Night Banquet Printed Programs

## **Senergy**

Lifetime Member Reception

## **Sto**

New Member/Non-Member Breakfast

## **United States Gypsum Company**

Awards Breakfast

## **John Wagner Associates**

Exhibit Directory

By the end of the evening many of the exhibitors expressed their satisfaction with the size of the crowd and flow of traffic.

### **DAY TWO**

The second day of the convention opened with the Awards Breakfast, which paid tribute to nine honorees (details are in *AWCI Corner*, page 56).

The afternoon was highlighted by educational sessions. Topics included steel framing, sales and marketing, fighting workers' compensation fraud and how to beat OSHA.

Later in the afternoon, the Lifetime

### *This page, from top to bottom:*

- *Isolatek's Lany Schilling and Susan M. Fritz discussed their company's products with convention attendees.*
- *AWCI committees met for two days before the convention officially started.*
- *Some of the educational sessions were so full that attendees had to come early to get a seat.*
- *AWCI President Jim Cassidy, president of Cassidy Brothers Inc., Rosemont, Ill., presented the symbolic gavel to President-elect Michael L. Chambers, president of J & B Acoustical, Mansfield, Ohio.*
- *From left to right, Contractor-at-Large on the AWCI board of directors R. Gabe Reitter II, president of Reitter Wall Systems, Inc., Columbus, Ohio; Jimmie U. Crane owner of F. L. Crane & Sons Inc., Fulton, Miss., and winner of the AWCI Pinnacle Award Evelyn Shiraki, executive secretary of the Gypsum Drywall Contractors of Hawaii one of AWCI's charter chapters; and Johnny L. Crane, owner of F. L. Crane & Sons Inc.*
- *AWCI President Jim Cassidy and Pat Cassidy found something to be incredibly humorous during the 13th Annual Auction of the Foundation of the Wall and Ceiling Industry.*



Member Reception for lifetime AWCI members was held in the president's suite.

The evening closed with the Foundation of the Wall and Ceiling Industry's 13th annual auction and dinner. Bidders went home with items ranging from a trip to Hawaii to Mickey Mouse Band-Aids, and the donations, which totaled over \$23,000, will go to further the research and the mission of the Foundation.

### ***DAY THREE***

Educational sessions were featured again on day three, covering the legal side of OSHA, finding your niche in residential steel framing, thwarting EIFS failures, automation of construction documents and building a successful family business.

Throughout the exhibit, attendees had the opportunity buy a raffle ticket at the AWCI booth to win a new Jeep Sahara. The raffle winner, Patsy Alley of

Alley Drywall Inc., Oswego, Ill, was announced at the final night banquet.

### ***DAY FOUR***

The ceremonial passing of the gavel occurred on the final day of the convention, during the membership meeting.

AWCI President Cassidy welcomed AWCI President-elect Michael L Chambers, president of J & B Drywall, Mansfield, Ohio. Also, Joseph A. Feldner, president and chief executive officer of McNulty Brothers Company, Chicago, ended his five-year term as AWCI's convention chairman and turned the responsibilities over to Mike Boyd, who wore more appropriate masculine attire for this event.

Chambers said his goals for 1994-95 will be tied to AWCI's Mission Statement, which is to provide services and undertake activities that enhance the members' ability to operate a successful business.

—LMP