



See  
page 2  
for an  
exciting  
offer!



AWCI's

**CONVENTION** +**INTEX** EXPO 2012Interior  
ExteriorCommercial  
Construction

April 15-19, 2012  
Charlotte, North Carolina



# WELCOME

## Dear Colleagues,

It is my pleasure to welcome you to your guide to AWCI's Convention—a convention that promises to deliver the best in education sessions, networking and, of course, the INTEX Expo.



AWCI 2012 will focus on education and networking—the elements that all our attendees use to boost company profitability, improve management skills and enhance leadership strategies. We know you'll walk away with at least one great idea that will more than pay for your investment of time and money to attend.

AWCI also will bring you opportunities to network in a social environment. Meet with old pals and make new friends at the Presidents' Joint Welcome Reception on Tuesday evening, and again at the AWCI Awards Brunch and the AWCI Celebration Night Dinner and Foundation Auction on Wednesday.

AWCI's 2012 annual convention will be the best convention yet. Again this year, a special prize drawing will be held on the last day of the trade show. Will you be the lucky one?

I urge you to read through the information, reserve your hotel room and register early for what promises to be an outstanding week.

A handwritten signature in black ink, appearing to read 'Tim Wies', written in a cursive style.

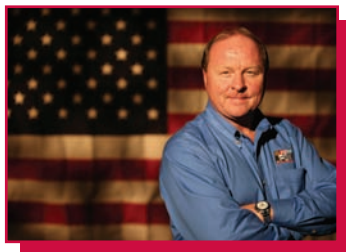
Tim Wies  
AWCI President

***The first 100 AWCI full conference registrants will be entered into a drawing for a free Presidential Suite at the Omni Charlotte!***

Wednesday, April 18 • 9:30 a.m.–12:30 p.m.

## Larry McReynolds

One of NASCAR's most successful and recognized crew chiefs, Larry McReynolds' NASCAR career began in 1975. He worked his way up the ladder and took his first crew chief job in 1985. His first win as a crew chief was in 1988 at Watkins Glen with Ricky Rudd as the driver. The combination in 1991 of McReynolds, Robert Yates and driver Davey Allison was pure magic! Together they brought home 11 wins and three pole positions, and McReynolds won his first Daytona 500 in 1992 with Allison behind the wheel of the famous No. 28 Texaco Ford.



When teamed with driver Ernie Irvan in 1993, the two combined for five pole positions. After joining Richard Childress Racing in 1997, McReynolds helped NASCAR legend Dale Earnhardt earn the one missing jewel of his champion's crown—the 1998 Daytona 500!

McReynolds has enjoyed 23 victories, 21 pole positions, 122 Top 5 finishes and 209 Top 10 finishes in 457 starts! McReynolds-led teams have finished in the Top 10 in the Winston Cup point standings six times and finished in the Top 5 three of those times. At the end of the 2000 NASCAR season, McReynolds made the hard decision to leave Richard Childress Racing to venture into the Fox Sports broadcast booth with Mike Joy and three time Winston Cup champion Darrell Waltrip.

But amidst all the success also came tragedy. Not only was McReynolds the crew chief for Allison, they were best friends who spent more time together away from the track than at the track. Allison's fatal helicopter accident on his way to Talladega Superspeedway in 1993 tore at the very heart and soul of McReynolds. Later in 2001, McReynolds was broadcasting the race for FOX Sports when another of his treasured friends, Dale Earnhardt, was killed in the final lap of the Daytona 500.

McReynolds will speak to his success and heartbreak, and why he not only continues to broadcast for FOX Sports and SPEED, but how he fully supports his son's NASCAR career.

***Meet Larry following the Awards Brunch! He will be in USG's booth #303 until 1 p.m.***

## How to Control Predatory Practices with General Contractors

**Donald Gregory, Esq., Kegler Brown Hill & Ritter**

The economic downturn has given certain contractors leverage to extract concessions from subcontractors through one-sided subcontract language, bid shopping and other predatory practices. Learn how to better protect yourself from unfair bidding and contracting practices.

**Don Gregory** chairs the Litigation and Construction Law areas of the law firm of Kegler, Brown, Hill & Ritter in Columbus, Ohio, where he regularly represents subcontractors, contractors, architects, owners and others in the construction industry. He currently serves as general counsel to AWCI as well as the American Subcontractors Association and the National Ground Water Association.



## Leveraging the Technology You Already Own

### Cecilia Padilla, On Center Software

Are you maximizing the efficiency of your On Center Software? On Center wants every user of On-Screen Takeoff, Quick Bid and Digital Production Control to become a “Power User.” You will learn intermediate and advanced level tips and tricks from one of On Center’s key executives.

**Cecilia Padilla** is an internationally known expert in the industry and brings more than 25 years of experience in estimating and project management for commercial drywall and plastering projects.

Prior to joining On Center Software as vice president in 2008, she assisted the company with beta testing for 14 years. She previously served as a senior project manager for Marek Brothers Systems in Houston and for Raymond Interior Systems in both Las Vegas and Orange, Calif.



### Planning For Your Company's Recovery

#### **Dave Chapman and John Lombardo, Advanced Estimating Systems, Inc.**

A discussion of the problems and solutions for effectively re-growing your business back to pre-recession levels.

**Dave Chapman** started with Advanced Estimating Systems, Inc. in 2001 as a consultant working throughout North America primarily with The EDGE and specializing in interior trades including drywall, acoustical, painting, fireproofing, EIFS, stucco and plaster.

**John Lombardo** has been a sales consultant for Advanced Estimating Systems, Inc. in Delray Beach, Fla., since 1990. Lombardo has presented seminars and The EDGE demonstrations specializing in trades such as drywall, acoustical, painting, fireproofing, EIFS, stucco and plaster.



## Hot Technologies & Social Media

**John Rapaport, Component Assembly Systems**

**James Spellos, CMP, Meeting U**

*Sponsored by C/F Data Systems, LLC*

In a time-starved world, how can you keep up with the number of technological advancements that impact your job and career? Looking for an overview of what's new and hot as well as trying to learn how to keep pace with the innovation information? This session examines the latest in technology in this fast-paced look at what's here for us to use now and in the near future. This session includes an in-depth look at social media tools and how they can help your business.

After participating in this session, you will be able to:

- Identify critical desktop and mobile applications.
- Understand the lingo for the latest technologies.
- Recognize the most crucial social media tools and how you can use them to enhance client communications.

**John A. Rapaport** is director of operations and general counsel for Component Assembly Systems, Inc. CAS is one of the largest carpentry, drywall and ceiling contractors in the United States, with offices in New York, Boston, New Jersey, Washington, D.C., and Las Vegas. Besides law, Rapaport has spearheaded his company's efforts to digitize and modernize its technology infrastructure. Through his vision, the company was able to develop its own proprietary software known as CASim, which tracks and updates progress on its projects using the latest Web-based tools.



**James Spellos** is the president of Meeting U., a company specializing in training in the topics of technology applications and meeting planning. Spellos is certified as a Microsoft Office Specialist and is recognized as an expert in the field of technology applications training, delivering more than 150 seminars annually. He has been a faculty member at New York University's School of Professional and Continuing Studies since 1990.





## Navigating Your Business after a Major Loss— Rising from the Ashes

**David Barry, ARM, Willis**  
**Howard Bernstein, Penn Installations**

AWCI member Howard Bernstein of Penn Installations experienced a major loss on July 2, 2010, when his corporate headquarters burned to the ground. Much was learned during the exhaustive process of navigating the building and contents loss while also trying to run the business. This session will



cover the following: pre-loss precautions; contemplating loss scenarios and taking insurance policies for a “test drive;” crisis management; media coverage; code upgrades; what “replacement value” versus “cash value” really means; lessons learned and post-loss advocacy.

**David Barry, ARM**, is the national technical director for casualty risk control at Willis. He assists Willis clients with identifying, analyzing and creating hazard control programs that address industry specific loss potentials that their organization may be exposed to. Barry specializes in workers’ compensation, property, general liability and commercial automobile exposures and control strategies that help clients control insurance costs and improve profitability.



**Howard Bernstein** is president of Penn Installations, a full service specialty contractor, founded in 1949 and based out of Summerhill, Pa., with a satellite office in State College. With an average volume of \$10 million, the employees/owners of Penn Installations are proud to have worked on projects across the eastern United States. On July 2, 2010, their world was turned upside down.





## Are You a Project Manager or a Project Witness? Norb Slowikowski, Slowikowski & Associates

Let's start with a few definitions. A project *manager* effectively administers the entire project's lifecycle by working with other people to ensure they have the correct resources to be productive and profitable. In short, they coordinate all activities and limit the company's risk and liability.

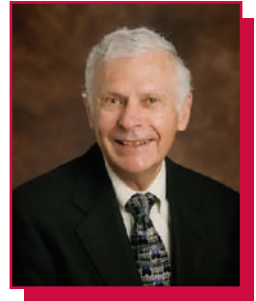
A project *witness* is someone who oversees but has no direct stewardship of the process or any real accountability. Because he doesn't actively manage in the trenches, a witness can't back up his words with actions or goals with follow-through.

This seminar will provide project managers with the basics for success, covering every aspect of the managing process. It will clearly define the interactions of the "Project Triangle" (project manager – superintendent – foreman) and core project managing processes. Participants will learn how to monitor budgets, meet deadlines and manage scope and risk.

### *Who Should Attend?*

New/Current project managers or people aspiring to be project managers who want to learn to build a solid foundation of management knowledge along with how to execute the required skills with expertise and confidence.

**Norb Slowikowski** is a productivity consultant who has been working in the construction industry since 1982. He has assisted more than 180 contractors in improving productivity and maximizing profitability. Slowikowski has also been a columnist for AWCI's Construction Dimensions for more than 10 years.



## Building Bigger with Steel: Mid-Rise Construction

**Don Allen, P.E., Steel Framing Alliance**  
**Patrick W. Ford, P.E., Matsen Ford Design Associates, Inc.**

You'll come away from this session with a better understanding of how you can integrate heavy load-bearing CFS framing into your project portfolio and how you can help convince owners and developers to use steel over less-appropriate materials such as wood and concrete masonry. See how bearing wall systems can be integrated with both steel and non-steel floor systems, and how steel framing, done properly, can help your bottom line. Specific examples and case studies will be included: on bracing of heavily axial-loaded studs, shear wall options, non-steel shear wall systems, tracking loads and detailing between steel and other structural materials, transfer of loads at the podium level and ground level, and acoustic and fire ratings for both floor and wall assemblies in mid-rise construction.

**Don Allen, P.E.**, has worked for a product manufacturer, a specialty engineer and a full-service structural engineering firm before his current role as technical director for three groups in the steel framing industry: the Steel Stud Manufacturers Association, the Steel Framing Alliance and the Cold-Formed Steel Engineers Institute. Allen has a special interest in the structural role of materials in sustainable construction, and is a LEED® Accredited Professional. He is a member of ASCE Structural Engineering Institute Committee on Sustainability, the ASCE SEI Committee on Cold-Formed Steel and the International Code Council Evaluation Service Industry Advisory Committee.



**Patrick W. Ford, P.E.**, is a principal of Matsen Ford Design Associates, Inc., a registered professional engineer in Wisconsin and in numerous other states, and a member of the American Society of Civil Engineers and American Institute of Steel Construction. He has also served as a subcommittee member of the American Iron and Steel Institute and AWCI, and is a past president as well as a member of the board of directors of the Light Gauge Steel Engineers Association. Relative to cold-formed steel framing, his experience includes the application of many of the latest technologies and design concepts to load-bearing structures and a variety of curtainwall and prefabricated systems.



## Prefabrication and Offsite Construction— Are We There Yet?

### Juan Bermudez, Neopod Systems

From cruise ships to complete buildings, from head walls to bathrooms, how far can we take offsite construction and prefabrication in the construction industry? The benefits are well documented. Other industries rely on it. Why are we just starting to embrace the benefits of a more efficient, higher quality and quicker construction process? In this discussion we will focus on some of the emerging trends in prefabrication emerging in our industry. From bathroom pods to mechanical racks, from hotel rooms to complete buildings, find out what to do to adapt and ride the offsite wave. We will discuss some of the projects leveraging these concepts and what it means to the trades involved.



**Juan Bermudez** leads Neopod Systems as its president/CEO. He has served as operations manager for Procter & Gamble's Caribbean manufacturing and distribution operations, management consultant for Fortune 50 corporations (industrial and financial), and vice president of B2B e-Commerce implementation for a Latin American consortium of financial institutions. Bermudez is a LEED AP and has also completed various courses in project management (PMBOK), manufacturing process optimization (theory of constraints), and advanced leadership programs. He is actively involved in the Urban Land Institute having completed several executive real estate development education programs and in the National Homebuilders and Latin Builders Associations.

## Spray Foam Insulation—Rapidly on the Rise

### Ken Allison and Robert Naini, Demilec USA

This session will cover the following:

1. Spray Foam 101: Where and how it is used, what it does and a basic understanding of the building science involved.
2. The insulation marketplace and how spray foam has grown in market share.
3. Energy saving case studies and actual results.
4. The limited amount of spray foam installers and the opportunity it has in commercial construction.

**Ken Allison** is the business development manager for Demilec USA. His role at Demilec USA is to seek out and develop potential markets mostly through training architects, code officials, builders, contractors and consumers on the impact spray foam insulation has on energy savings, indoor air quality and the comfort of a building. Allison has been involved in sales, teaching and training in the building/remodeling arenas since 1995. He is an approved AIA presenter and has been certified as a Building Analyst through the Building Performance Institute.



**Robert Naini** is the director of engineering for Demilec, USA where he is responsible for the technical approvals of Demilec's products and provides product support to contractors, builders and consumers across the nation. He also works with architects and code officials regularly and has conducted more than 200 spray foam presentations in his time with Demilec. In 2009, he was honored as Demilec's Employee of the Year.



**Invest in your education!** Once again, AWCI is offering attendees an opportunity to increase their knowledge by attending a Doing It Right seminar on April 19 and 20. These seminars (ceilings, gypsum and stucco) were developed for owners and upper and middle management—project managers, foremen and estimators.

Each seminar provides eight hours of education and will be held from 1 p.m. to 5 p.m. on Thursday, April 19, and from 8 a.m. until noon on Friday, April 20.

Your registration for a Doing It Right seminar **includes a complimentary trade show pass to INTEX Expo on April 18 and 19, 2012.** Register by February 27, 2012, to receive the early bird discount of \$195 for AWCI members and \$245 for non-members. Registration fees after February 27, 2012, are \$245 for AWCI members and \$295 for non-members.

## Thursday, April 19

**1 p.m.–5 p.m.**

Gypsum–Doing It Right®

Stucco–Doing It Right®

Ceilings–Doing It Right®

## Friday, April 20

**8 a.m.–Noon**

Gypsum–Doing It Right®

Stucco–Doing It Right®

Ceilings–Doing It Right®

## Ceilings–Doing It Right®

This seminar covers the proper installation of acoustical ceilings and is based on the seismic provisions of the American Society of Civil Engineers. Developed under the guidance of an expert oversight group made up of contractors and manufacturers, some the topics covered include types of surfaces, moldings and accessories, codes and standards, engineering and design considerations, material handling, specialty tools, estimating and project management/quality control.

*continued*

*About the Speaker*

**Keith Johnson**, LEED GA, has been in the commercial ceiling industry for more than 30 years. He is currently the technical sales manager for the suspension systems division and is responsible for the Americas territory for Armstrong World Industries, Inc. Johnson has experience as an estimator and project manager and worked to build and develop several computer estimating systems.



**Gypsum—Doing It Right®**

This seminar is based on industry standards and best practices for the installation of gypsum board systems. Developed under the guidance of an expert oversight group made up of contractors and manufacturers, a few of the topics covered include codes and standards, design issues, types of gypsum systems, red flags and solutions, finish systems and project management/quality control.

*About the Speaker*

In 2009, after more than 30 years as technical director of the Drywall Information Trust Fund of California, Jason Fell formed Jason W. Fell, Inc. and is currently serving the wall and ceiling industry as a drywall consultant. He is an active member of ICBO, ASTM, CSI and AIA and holds three ACIA certifications: construction inspector, project manager and construction consultant. He is also a department of education credentialed drywall instructor as certified by the state of California.



He has conducted more than 100 seminars and educational programs for building inspectors, architects, engineers, contractors and people associated with the wall and ceiling industry. His awards include California Building Officials Industry Person of the Year, ASTM Outstanding Member Award, CSI Chevron Award, Northern California Drywall Contractors Association Person of the Year Award 2008, and the California Drywall Lathing Apprenticeship Program Outstanding Service Award.





## Stucco—Doing It Right®

This seminar is based on ASTM C926 and C1063 and covers the application of portland cement-based plaster applied to metal and solid bases. Developed under the guidance of an expert oversight group made up of contractors and manufacturers, some of the topics covered include codes and standards, substrates, design considerations, materials, weather concerns and limitations of material/stress control/cracking.

### *About the Speaker*

In 2002, after 40 years of successful experience as a plaster and drywall subcontractor, Mike Boyd formed Boyd Consulting Group. His company serves architects, building owners, developers, property managers, general contractors, exterior wall subcontractors, attorneys, insurance companies, realtors and homeowners. In the stucco business since 1960, Boyd was a key part of the 55-year-old family business, the nationally respected Ray Boyd Plaster & Drywall, in Texas. Boyd has been an active leader in the industry at the local, state and national levels. He is a Certified EIFS Inspector as certified by AWCI, the Exterior Design Institute and the Moisture Warranty Corporation.



**Thursday, April 19**

1 p.m.–5 p.m.

Hard Hat Productivity Seminar

**Friday, April 20**

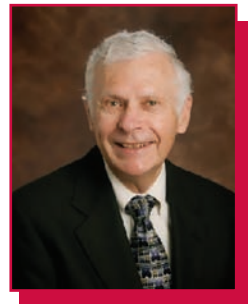
8 a.m.–Noon

Hard Hat Productivity Seminar

**Hard Hat Productivity Seminar:  
 Nine Critical Factors for Maximizing Profits  
 Norb Slowikowski**

This seminar provides key information and strategies for improving job site productivity and organizational effectiveness. The training provides a blueprint for implementing nine critical factors for maximizing profits and building a strong unified team by linking up office support staff with the foreman and crews on the job site. It’s a synergistic approach for effective management of projects.

**Norb Slowikowski** is a productivity consultant who has been working in the construction industry since 1982. He has assisted more than 180 contractors in improving productivity and maximizing profitability. Slowikowski has also been a columnist for “AWCI’s Construction Dimensions” for more than 10 years.



*Who Should Attend?*

People from all levels of the company who are interested in increasing productivity by taking a proactive approach to continuous improvement and maximizing employee effectiveness.

This seminar provides eight hours of education and will be held from 1 p.m. to 5 p.m. on Thursday, April 19, and from 8 a.m. until noon on Friday, April 20.

Your registration for the Hard Hat Productivity seminar **includes a complimentary trade show pass to INTEX Expo on April 18 and 19, 2012.** The cost to attend is \$215 for AWCI members and \$315 for nonmembers by the February 27, 2012 early-bird cut-off. After February 27, the fee is \$265 for AWCI members and \$365 for nonmembers.

## Registration Options

You can register online at [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml) or return pages 18, 19 and 20 with a check or credit card information to AWCI's Convention & INTEX Expo 12, 11208 Waples Mill Road, Suite 112, Fairfax, VA 22030; phone: (703) 449-6418. If you pay by credit card, you may fax your registration to (703) 631-7258. DO NOT mail a duplicate copy if you fax. We will e-mail, fax or mail you a confirmation of your registration. If you are bringing additional registrants, ordering additional tickets for meal functions or events or registering others in your company, please photocopy and complete a separate registration form for each individual. Do not register more than one person (except spouse/guest) per form.

## Cancellation Policy

If you must cancel, your registration fees will be refunded in full less a \$75 processing fee, if we receive your cancellation in writing by March 19, 2012. Trade show passes will be refunded prior to March 19, 2012, in full. No refunds will be issued after March 19, 2012, or for no-shows. Convention event tickets, Foundation events and tours and activities are not refundable.

## Questions?

Call AWCI Registration at (703) 449-6418  
or e-mail [awciregistration@jspargo.com](mailto:awciregistration@jspargo.com).

**Attendee Information** Please photocopy this form for each additional registrant, or register online at [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml).

Name \_\_\_\_\_ formal first \_\_\_\_\_ last \_\_\_\_\_ badge first name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Province \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail Address \_\_\_\_\_

Spouse/Guest (list only if paying to register) \_\_\_\_\_ (An additional company employee is not considered a spouse/guest.)

Spouse/Guest Badge Name \_\_\_\_\_

**Fees & Payment** (payable in U.S. Dollars)

**Full Registration** (includes entrance into all convention events and exhibit hall for the attendee)

|  | Early Bird On or Before 2/27/12 | Regular After 2/27/12 | Amount |
|--|---------------------------------|-----------------------|--------|
| <b>AWCI Member</b>                                 |                                 |                       |        |
| Full Convention 1st person (FULL) .....            | \$650                           | \$850                 | _____  |
| Full Convention 2nd or more same firm (FULL) ..... | \$500                           | \$650                 | _____  |
| Spouse/Guest (SG01) .....                          | \$175                           | \$195                 | _____  |
| <b>Non-Member</b>                                  |                                 |                       |        |
| Full Convention (FULL) .....                       | \$800                           | \$950                 | _____  |

**Convention Events** (included in full and spouse/guest registration)

Presidents' Joint Welcome Reception (PR) ..... How many? .. \$100 per person ..  
 AWC1 Opening Session and Awards Brunch (OB) ..... How many? .. \$100 per person ..  
 AWC1 Celebration Night (DC) ..... How many? .. \$150 per person ..

**INTEX Expo Trade Show Pass Only**

Wednesday (TSWED)  \$40    Thursday (TSTHU)  \$40    Both Days (TS)  \$75  
 Early Bird On or Before 2/27/12    Regular After 2/27/12

**Post Convention Optional Seminars**

**Gypsum—Doing It Right®**

AWC1 Member (SEM1) ..... \$195 ..... \$245 .....  
 Non-Member (SEM1) ..... \$245 ..... \$295 .....

**Stucco—Doing It Right®**

AWC1 Member (SEM2) ..... \$195 ..... \$245 .....  
 Non-Member (SEM2) ..... \$245 ..... \$295 .....

**Ceilings—Doing It Right®**

AWC1 Member (SEM3) ..... \$195 ..... \$245 .....  
 Non-Member (SEM3) ..... \$245 ..... \$295 .....

**Hard Hat Productivity**

AWC1 Member (SEM4) ..... \$215 ..... \$265 .....  
 Non-Member (SEM4) ..... \$315 ..... \$365 .....

**Tours and Activities**

Spouse/Guest Event - Duke Mansion Tour (TOUR1) ..... How many? ..... \$135 per person .....  
 Duke Energy Center per person (TOUR2) ..... How many? ..... \$10 per person .....  
 (available only to the first 30 people) .....

**EIMA General Session (EIMA)** .....

How many? ..... \$35 per person .....

**Foundation Tickets**

\$5,000 Raffle Tickets (A1) ..... How many? ..... \$100 each ..... Total .....  
 \$5,000 Raffle Tickets Multiples (A5) ..... How many sets of five? ..... 5 Tickets for \$400 ..... Total .....  
 Jewelry Raffle Tickets (J1) ..... How many? ..... \$20 each ..... Total .....  
 Jewelry Raffle Tickets Multiples (J5) ..... How many sets of six? ..... 6 for \$100 ..... Total .....

**Method of Payment**

Check     Visa     MasterCard     American Express  
 Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

# AWCI REGISTRATION FORM (continued)

## Please answer the following questions:

### What is your business?

(Please check all that apply.)

- Contractor
  - Manufacturer
  - Supplier/Distributor
  - Architect/Specifier
  - Independent Manufacturer's Rep
  - Service Associate
  - Other (Please specify)
- 

### What is your primary business?

(Please check all that apply.)

- Access Floors
  - Ceilings/Acoustics
  - Drywall
  - EIFS
  - Fireproofing
  - GRG
  - Insulation
  - Lath/Metal Framing
  - Lighting
  - Plaster
  - Spray Textures/Paint
  - Stucco
  - Windows/Doors/Trim
  - Other (Please specify)
- 

### What is your title/function?

(Please check one.)

- Owner/Partner
  - President
  - Vice President
  - General Manager
  - Superintendent/Foreman
  - Project Manager
  - Estimator
  - Field Personnel
  - Other (Please specify)
- 

### What is your firm's annual dollar volume?

(Please check one.)

- Under \$1 million
- \$1 - 4.99 million
- \$5 - 9.99 million
- \$10 - 19.99 million
- \$20 - 49.99 million
- \$50 - 99.99 million
- Over \$100 million
- I don't know
- Confidential

### How did you hear about the INTEX Expo?

(Please check all that apply.)

- AWCI Website
  - INTEX Expo Website
  - Cisca Website
  - AWCI's Construction Dimensions
  - Interior Construction
  - Direct Mail
  - E-mail
  - Fax
  - Referral
  - Other (Please specify)
- 

### Is this your first convention with us?

Yes  No



### **Duke Mansion Lunch, Tour and Wine & Chocolate Pairings by The Sugar Man**

**Tuesday, April 17 • 11:30 a.m.–4 p.m. • \$135 per person**

**A minimum of 25 and maximum of 48 for this tour.**

The Duke Mansion, listed on the National Register of Historic Places, is one of Charlotte's most prized historical sites. Its setting is a page from history, a gracious estate made famous by its former owner, James Buchanan Duke. From the moment you enter the Grand Hall, walk across the original marble floors and see the beautiful gardens through the French doors, you know that you have entered a special place.



You'll have a two course lunch, followed by an exclusive tour of the house and grounds. You'll then be introduced to one of Charlotte's most unique and favorite people, The Sugar Man. Four wines will be selected, and The Sugar Man will actually create chocolates to go with these wines.



**A minimum of 25 must be registered by March 30. If this number is not met, AWCI will cancel this tour and any tour registration fees will be refunded.**

### **EIMA Golf Outing**

**Tuesday, April 17 • Noon–6:30 p.m.**

**Location: To be determined**

For more information and to register, contact Dave Johnston, EIMA's executive director, at (703) 538-1616 or [djohnston@eima.com](mailto:djohnston@eima.com).

## Duke Energy Center Tour

Thursday, April 19 • 2 p.m.–3:15 p.m. • \$10 per person

Tour limited to *a maximum of 30* participants.

**Note: An official ID will be required for security clearance.**

Duke Energy Center is not only a trophy tower, it is a statement of conscience, a progressive and sustainable offering that sets a new standard for environmental accountability. It is within easy walking distance of the Charlotte Convention Center.

As the first and tallest office tower to receive Platinum Certification under the USGBC's LEED for Core and Shell rating system Version 2.0, the Duke Energy Center incorporates industry-shaping measures such as rainwater harvesting to provide irrigation for the campus and adjoining park. Twenty-six million gallons per year of ground water and HVAC condensation are also reclaimed and treated to provide all make up water for the tower's cooling system. The green roof reduces storm water run-off and alleviates the heat island effect by replacing heat-absorbing surfaces with plants, shrubs and small trees, which cool the air.

The drywall used for Duke Energy's 21 floors was made from by-product gypsum recycled from Duke Energy's nearby coal-fired plants.



## Charlotte Auto Fair Spring Meet, April 19-22 at Charlotte Motor Speedway

The Charlotte Auto Fair is the greatest collector car event in the Southeast! Tickets are \$10 per person with under age 12 free. Parking is \$5 per vehicle. Although no organized trip will take place, you can find out more about this event at [www.charlotte-autofair.com](http://www.charlotte-autofair.com).



## Foundation \$5,000 Raffle

Sponsored by



The Foundation is raffling off a cash prize of \$5,000 to the winning ticket holder! Buy a chance to win money for yourself as well as the Foundation. Raffle tickets are available for \$100 each or five for \$400 and can be purchased in advance with your convention registration or on site at the convention. The winner will be selected during AWCI's Celebration Night Dinner on Wednesday, April 18. You do not need to be present to win.

## AWCI Cares Jewelry Raffle

Sponsored by **RICHTER SYSTEM®**

AWCI Cares is a program managed by the Foundation to provide financial support to individuals affiliated with our member companies in times of hardship and crisis. Spend a little in order to receive great rewards as proceeds from this raffle benefit the AWCI Cares program. Tickets are \$20 each or six for \$100. You do not have to be present to win. Non-winning raffle tickets are tax-deductible. The winning ticket is valid only for the jewelry being raffled and is not redeemable for cash.



All raffle tickets ordered in advance can be picked up at the registration desk on site.

Contact Annemarie Selvitelli at (703) 538-1608 or [selvitelli@awci.org](mailto:selvitelli@awci.org) for more information.

## Silent Auction

Participate in the Foundation of the Wall and Ceiling Industry's annual silent auction with proceeds going to the Foundation's education and research programs. Auction items in the past have included dazzling jewelry and ladies accessories, sporting equipment, vacation packages, high-end tools and equipment, and electronics. The silent auction will coincide with the cocktail hour. Bid-items will be on display and will be sold prior to the start of dinner.

To donate an item to the silent auction, contact Annemarie Selvitelli at (703) 538-1608 or [selvitelli@awci.org](mailto:selvitelli@awci.org).

### **Presidents' Joint Welcome Reception**

**Tuesday, April 17 • 6:30 p.m.–7:30 p.m.**

Join AWCi President Tim Wies and First Lady Barb Wies along with CISCA President Shawn Burnum and First Lady Misty Burnum. This is your opportunity to network with colleagues and catch up with old friends—a great way to kick off the annual convention and INTEX Expo. Hors d'oeuvres and cocktails will be served. *Sports jacket is appropriate.*



*Sponsored by ClarkDietrich Building Systems*

### **AWCI Opening Session and Awards Presentation Brunch**

**Wednesday, April 18 • 9:30 a.m.–12:30 p.m.**

Come and see who the big winners are this year! The program includes the opening address presented by AWCi President Tim Wies, and presentations of the AWCi excellence in construction quality and safety awards and the Pinnacle Award. One of NASCAR's most successful and recognized crew chiefs, Larry McReynolds will share his accomplishments both on and off the track. *Business casual attire is appropriate.*



*Sponsored by USG*

## AWCI Celebration Night Dinner and Foundation Auction

### A Day at the Races

Wednesday, April 18 • 6:30 p.m.–11 p.m.

Join your friends and colleagues at the wall and ceiling industry's Celebration Night. Meet and mingle over cocktails, hors d'oeuvres and a wonderful dinner, then test your racing skill with interactive games and simulators. Adding to the fun will be a silent auction and raffle drawings to help support the programs of the Foundation of the Wall and Ceiling Industry. *Business casual attire is appropriate.*

*Sponsored by National Gypsum*

Contact Annemarie Selvitelli at (703) 538-1608 or [selvitelli@awci.org](mailto:selvitelli@awci.org) to make a donation to the silent auction.



# SCHEDULE

## Sunday, April 15

9 a.m.–1:30 p.m. Executive Committee Meeting+

## Monday, April 16

7:30 a.m.–9 a.m. Association Executives Committee+

9 a.m.–5:30 p.m. Construction Technology Council and Committee Meetings

9 a.m.–9:30 a.m. Council Overview

9:30 a.m.–10:30 a.m. Gypsum Board Committee

10:30 a.m.–11:30 a.m. EIFS & Related Products Committee

11:30 a.m.–12:30 p.m. Construction Management Technology Committee

12:30 p.m.–2 p.m. Lunch

2 p.m.–3 p.m. Interior and Exterior Steel Framing Committee

3 p.m.–4 p.m. Portland Cement Plaster/Gypsum Plaster/  
Metal Lath Committee

4 p.m.–5 p.m. Fire, Acoustical & Specialty Products Committee

5 p.m.–5:30 p.m. Council Wrap-up

9:30 a.m.–10:30 a.m. Industry Awards Committee+

10 a.m.–11:30 a.m. EIFS Curriculum and Examination Committee

11 a.m.–Noon Lifetime Membership Committee

Noon–1:30 p.m. Board of Directors Spouse/Guest Luncheon+

3 p.m.–3:30 p.m. AWCI Cares Executive Committee+

3 p.m.–7 p.m. Union Contractors Council

3:30 p.m.–4 p.m. AWCI Cares Corps

4 p.m.–5 p.m. Foundation Board of Directors Meeting+

5 p.m.–6 p.m. Continuing Study Committee

5 p.m.–7 p.m. AWCI Dealer-Manufacturer Reception  
*Sponsored by AMAROK, ParexUSA and Telling Industries*

5:30 p.m.–7:45 p.m. EIMA EIFS Industry Member Reception+

+ *Invitation Only*



# SCHEDULE

## Tuesday, April 17

|                      |   |
|----------------------|---|
| 7:30 a.m.–9 a.m.     | Safety & Loss Control Forum   |
| 8 a.m.–8:30 a.m.     | Education Committee   |
| 8 a.m.–9 a.m.        | Social Media Committee  |
| 8 a.m.–11:30 a.m.    | Union Craft Committee Meetings  |
| 8 a.m.–9 a.m.        | Plasterers' Craft Committee   |
| 9 a.m.–10 a.m.       | AWCI-FCA Finishers' Craft Committee   |
| 10 a.m.–11:30 a.m.   | Carpenters' Craft Committee   |
| 9:45 a.m.–11:15 a.m. | <b>EIMA General Session</b>   |
| 9:45 a.m.–11:15 a.m. | <b>Steel Framing Industry Association Board of Directors Meeting and Annual Meeting</b>             |
| 10 a.m.–10:30 a.m.   | Convention Committee  |
| 10:30 a.m.–11 a.m.   | Hospitality Committee   |
| 11:30 a.m.–4 p.m.    | \$ Optional Event: Spouse/Guest Duke Mansion Lunch, Tour & Wine and Chocolate Pairings Presentation |
| Noon–2 p.m.          | <b>Steel Framing Industry Association General Session</b>   |
| Noon–6:30 p.m.       | <b>EIMA Golf Outing</b>   |
| 2:30 p.m.–5 p.m.     | AWCI Board of Directors Meeting<br><i>Refreshments sponsored by Dryvit Systems</i>                  |
| 4 p.m.–6 p.m.        | Supplier & Manufacturer Members Committee   |
| 6:30 p.m.–7:30 p.m.  | <b>Presidents' Joint Welcome Reception</b><br><i>Sponsored by ClarkDietrich Building Systems</i>    |

## Wednesday, April 18

|                      |  |
|----------------------|--|
| 7:45 a.m.–9:15 a.m.  | <b>Education Sessions</b><br><i>Coffee Break sponsored by Flex-Ability Concepts</i> <ul style="list-style-type: none"><li>• How to Control Predatory Practices with General Contractors</li><li>• Leveraging the Technology You Already Own</li><li>• Planning for Your Company's Recovery</li><li>• Hot Technologies &amp; Social Media</li><li>• Navigating Your Business after a Major Loss—Rising from the Ashes</li></ul> |
| 9:30 a.m.–12:30 p.m. | <b>AWCI Opening Session and Awards Presentation Brunch</b><br><i>Sponsored by USG</i>  |
| 12:30 p.m.–5 p.m.    | <b>Grand Opening of INTEX Expo Exhibit Hall</b>  |
| 6:30 p.m.–11 p.m.    | <b>Foundation/AWCI's Celebration Night</b><br><i>Sponsored by National Gypsum</i>  |

# SCHEDULE

## Thursday, April 19

8 a.m.–9:30 a.m.

### Education Sessions

- Are You a Project Manager or a Project Witness?
- Building Bigger with Steel: Mid-Rise Construction
- Prefabrication and Offsite Construction—Are We There Yet?
- Spray Foam Insulation—Rapidly on the Rise

10 a.m.–1 p.m.

### INTEX Expo Open

12:30 p.m.

### INTEX Expo Passport Prize Drawing

1 p.m.–5 p.m.

Business Forums 1, 2, 3, 4, 5 & 6+

## POST CONVENTION

## SEMINARS and EVENTS

### Thursday April 19

1 p.m.–5 p.m.

1 p.m.–5 p.m.

1 p.m.–5 p.m.

1 p.m.–5 p.m.

### Friday April 20

8 a.m.–Noon

8 a.m.–Noon

8 a.m.–Noon

8 a.m.–Noon

### Seminars (8 hours each)

Ceilings—Doing It Right

Gypsum—Doing It Right

Stucco—Doing It Right

Hard Hat Productivity

### Thursday April 19

### Event

2 p.m.–3:15 p.m. Duke Energy Center Tour

+ *Invitation Only*

# AWCI CONVENTION SPONSORS

**Special thanks are extended to the following AWCI 2012 convention sponsors:**

(as of 11/2/11)

## Platinum Level



## Silver Level



## Bronze Level



# INTEX EXPO 12 EXHIBITORS

Exhibitors offer new technologies, products and tools to enhance your productivity and strategies to give you the competitive edge in your market.

## **Exhibitors** *(as of 11/2/11)*

3M

Aegis Metal Framing

American Gypsum

Ames Taping Tools

Armstrong World Industries

Award Metals

AWCI's Construction Dimensions

BASF Corporation - Wall Systems

BASWA Acoustic North America, LLC

Bellcomb Technologies

Cargotec USA, Inc.

CertainTeed

ClarkDietrich Building Systems

Clinch-On Cornerbead Company

Columbia Taping Tools

Demand Products, Inc.

Dryvit Systems, Inc.

Dura-Stilt Sales

Flex-Ability Concepts

Fry Reglet Corporation

G&S Acoustics

Georgia-Pacific Gypsum

Get The Point

Glasteel

Gordon, Inc.

Grabber Construction Products

Graco, Inc.

Guardian Building Products

Hilti, Inc.

Hunter Douglas Architectural Products

Hunter Panels

Intercorp

Interior Systems International

International Fasteners, Inc.

Jiangsu Jiuding New Material Co., Ltd.

Kinetics Noise Control

L.D. Peters & Sons, Inc.

Lafarge

Magnum Products

MarinoWARE

Marlite

Master Wall, Inc.

MBI Products Company, Inc.

Murco Wall Products

Nathan Kimmel Co., LLC

National Gypsum

Nu-Wave Manufacturing

On Center Software

Operative Plasterers' & Cement

Masons' International Association of  
the U.S. and Canada

Painters and Allied Trades LMCI

Palfinger North America

Parex USA

Parkland Plastics

Phillips Manufacturing Company

Plastic Components, Inc.

PrimeSource Building Products, Inc.

Project DocControl

Radius Track Corporation

Rulon Company

Simpson Strong-Tie

SLP Lighting

Sound Seal

SPEC MIX, Inc.

Star Sales & Distributing Corp.

Strait-Flex International

StrucSoft Solutions Ltd.

Structus Building Technologies, Inc.

TapeTech Tools

Tectum Inc.

Telling Industries

Temple-Inland

The Quikrete Companies

The Steel Network, Inc.

Tool Source Warehouse, Inc.

ToolPro, Inc.

Trim-Tex, Inc.

TrusSteel, An ITW Company

USG

V & H, Inc.

Wallboard Tool Co., Inc.

Walls & Ceilings Magazine

# INTEX EXPO SPONSORS

**INTEX Expo 12 would like to extend a special thank you to the following sponsor:**

(as of 11/2/11)

## Gold Level



## Silver Level



## Bronze Level



# WELCOME TO CHARLOTTE!

Look closely at Charlotte and you'll discover a lot. Thanks to new assets ranging from the NASCAR Hall of Fame to the dynamic dining and nightlife at The EpiCentre, you will be captivated by the city's blend of urban sophistication and Southern hospitality. Explore mind-blowing museums at the Levine Center for the Arts, adrenaline-rushing adventures at the U.S. National Whitewater Center, and much more adding to Charlotte's vibrant cityscape. Visitors are sure to find a lot to their liking—not to mention plenty of Southern comforts along the way.



**The NASCAR Hall of Fame is offering discounted group rates to registrants of AWCI's Convention & INTEX Expo:** \$17.95 for general admission, \$16.95 for seniors and \$11.95 for children ages 5-12. To get these discounted rates, show your convention badge when you purchase your tickets at the NASCAR Hall of Fame. **Please note that if you purchase tickets online you will not receive this discount and you will be charged an additional \$7 service charge.**

## Accommodations

Two hotel options:

|                  |                 |
|------------------|-----------------|
| Westin Charlotte | \$219 per night |
| Omni Charlotte   | \$189 per night |

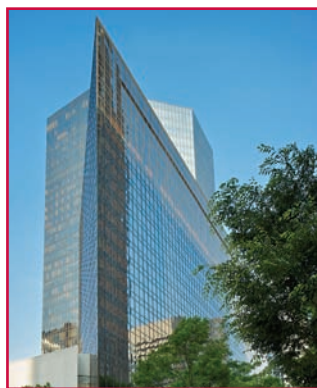
The official headquarters hotel for AWCI's Convention is the **Westin Charlotte**, 601 South College St., Charlotte, NC 28202. The Westin is directly across the street from the Charlotte Convention Center. **AWCI and INTEX attendees are extended special group rates of \$219 for single or double occupancy per night** April 10-23 in a standard guest room. **March 21, 2012, is the cut-off date for room reservations, or earlier if the block of rooms sells out sooner.**



Westin Charlotte

# WELCOME TO CHARLOTTE!

Reserve your room early online by visiting **AWCI's website at [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml) or by calling (866) 837-4148 or (704) 375-2600**. Tell the reservation agent that you are with AWCI or the Association of the Wall and Ceiling Industry to receive the **group room rate**. **Please ensure cancellations are made at least 72 hours prior to your scheduled arrival date in order to not be charged one night's room and tax.**



*Omni Charlotte*

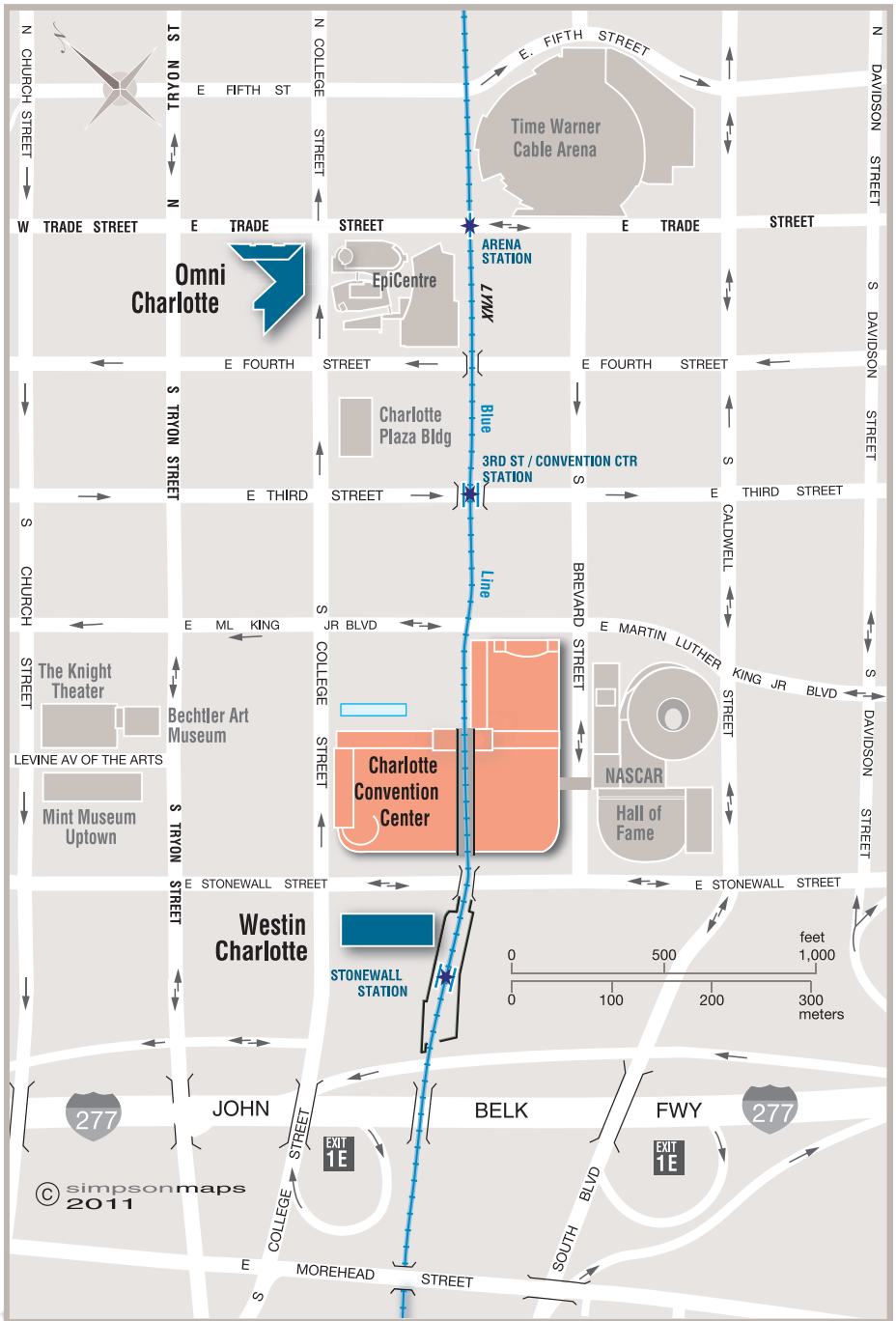
Additionally, AWCI is holding rooms at the **Omni Charlotte**, 132 E. Trade St., Charlotte, NC 28202. The Omni is three short blocks from the Charlotte Convention Center and directly across the street from the EpiCentre, an entertainment mecca that includes lots of shopping, restaurants and bars such as Whisky River owned by NASCAR star Dale Earnhardt Jr. **AWCI and INTEX attendees are extended special group rates of \$189 for single or double occupancy per night April 10-23 in a standard guest room. *March 21, 2012, is the cut-off date for room reservations, or earlier if the block of rooms sells out sooner.*** Reserve your room early online (by visiting AWCI's website at [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml) or by calling (800) 843-6664). Tell the reservation agent that you are with AWCI or the Association of the Wall and Ceiling Industry to receive the **group room rate**. All reservations must be guaranteed by a valid major credit card, which will be supplied at the time of reservation. **Any guaranteed reservation not canceled 72 hours prior to arrival will be subject to one night's room and tax cancellation fee.** All guaranteed reservations that fail to arrive on the scheduled arrival date will be considered No-shows and a charge of one night's room and tax will be posted to the credit card on file.

**See the map on the next page for the proximity of the Westin Charlotte and the Omni Charlotte to the Charlotte Convention Center.** Light rail connects the convention center, Omni and Westin, in case you don't feel like walking.

## Hours of Registration

|                     |                  |
|---------------------|------------------|
| Monday, April 16    | 2 p.m.–7 p.m.    |
| Tuesday, April 17   | 10 a.m.–5 p.m.   |
| Wednesday, April 18 | 7:30 a.m.–5 p.m. |
| Thursday, April 19  | 8 a.m.–1 p.m.    |

# CHARLOTTE MAP





## Getting There

Both hotels and the Charlotte Convention Center are just 15 minutes from Charlotte/Douglas International Airport.

## AIRLINE DISCOUNTS

AWCI has partnered with **American Airlines** to provide attendees a **5 percent discount off any published airfare** on [www.aa.com](http://www.aa.com) for AWCI's Convention & INTEX Expo 12 in Charlotte, N.C. The valid travel dates for this discount are April 10 through April 25, 2012. You can easily access American's fares and apply this discount by going to [www.aa.com](http://www.aa.com) to book your flight. **Place promotion code 7442AX in the promotion code box and your discount will be calculated automatically.** This special discount is valid for any applicable published fares listed for American Airlines, American Eagle and American Connection. International originating guests will need to contact your local reservation number and refer to the promotion code.



**You may also call (800) 433-1790 to book your flights; please refer to promotion code 7442AX below when you call. Please note there is a reservation service charge for all tickets issued by phone.** Please use our preferred partner, American Airlines, when you can because of the benefits provided to you as a traveler and to our association for extended partner value. **Promotion Code: 7442AX**

## Ground Transportation

Taxi service is approximately \$25 one way from the airport to the Westin Charlotte, Omni Charlotte or the Charlotte Convention Center.

Parking at the Westin Charlotte is \$18 per day for self-parking and \$25 per day for valet parking.

Parking at the Omni Charlotte is \$15 per weekday, \$10 per weekend day for self-parking and \$22 per day for valet parking.

## CAR RENTAL DISCOUNTS

AWCI and Avis Rent-A-Car have joined to offer you special low car rental rates that are available one week before and one week after the convention. All Avis rentals include air-conditioning, automatic transmission and unlimited free mileage. **Use AWD number J658995 or call (800) 331-1600 for rates and information.**





Association of the Wall and Ceiling Industry  
513 W. Broad Street, Suite 210, Falls Church, VA 22046-3257

**Your registration information for  
AWCI's Convention & INTEX Expo 12  
is enclosed. Register Now!**