



ASSOCIATION OF THE WALL AND CEILING INDUSTRY



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Hyatt Regency Long Beach • Long Beach Convention Center • Westin Long Beach

AWCI  
**CONVENTION + INTEx** EXHIBIT 2015



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## Hours of Registration

Monday, April 27	2 p.m.–7 p.m.
Tuesday, April 28	10 a.m.–5 p.m.
Wednesday, April 29	7:30 a.m.–5 p.m.
Thursday, April 30	8 a.m.–1 p.m.



# WELCOME



## Dear Colleagues,

Please join me for AWCI's Convention & INTEX Expo in beautiful Long Beach, California.

Here are my Top 4 reasons for attending:

**Take home contacts** with new friends—and see old friends. The networking is unparalleled for meeting the top movers and shakers in the wall and ceilings industry.

**Take home solutions.** Exhibitors will provide the latest product and service offerings at INTEX Expo (see page 26).

**Take home tips** for recruitment, IPD, LEED® v4, continuous insulation and much more during professional development sessions on Wednesday and Thursday mornings (see pages 7–11).

**Take home inspiration and fun** at the Opening Session and Awards Presentation Brunch and at the Celebration Night Dinner (see pages 21 & 22).

I 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's 2015 annual convention will be the best convention yet. A special prize drawing will be held on the last day of the trade show. Will you be the lucky winner?

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

Scott Casabona  
AWCI President

## J.B. Bernstein

### *Legendary Sports Agent and Marketing Pioneer and Inspiration for the Disney Film Million Dollar Arm*

After more than 25 years in the consumer goods and sports marketing industries, J.B. Bernstein knows what it takes to receive positive results. As the CMO of Seven Figures Management, a sports marketing and athlete representation firm, Bernstein was the mastermind behind The Million Dollar Arm contest. This revolutionary reality TV show and talent search for baseball players in India yielded the first two Indian-born men to ever sign pro sports contracts in the United States, both signing with the Pittsburgh Pirates. Bernstein's story is now the subject of Disney's motion picture "Million Dollar Arm." Bernstein is portrayed by actor Jon Hamm of "Mad Men" fame.



Bernstein got his start in sports during the formation of The Upper Deck Company and as the director of development for the memorabilia division, he developed over 250 products and is widely known as one of the godfathers of milestone marketing for his work on Wayne Gretzky's 802nd goal program and Dan Marino's all time touchdown record.

Bernstein is the co-founder and president of the Access Group of Miami and has represented some of the greatest athletes of all time including Barry Bonds, Barry Sanders, Emmitt Smith and Curtis Mann. Bernstein was responsible for creating ground-breaking programs like Smith's "Run with History," which is now the standard deal in NFL milestone marketing.

**Meet J.B. following the Awards Brunch! He will be in USG's booth #109 until 1 p.m. The first 50 people to visit USG's booth will receive a free autographed copy of the "Million Dollar Arm" book.**



**8:30 a.m.–10:30 a.m. SFIA Board of Directors Meeting\***

**10:45 a.m.–Noon SFIA Annual Meeting**

2014 will be remembered as a year of turning points and progress for the cold-formed steel framing industry through a better understanding of our market, a strategic industry vision, and the release of promotional tools, educational programs and products that will help you and your customers lower costs with cold-formed steel framing.

The SFIA has also grown stronger with the addition of nearly 300 members, including a 60 percent increase in contractor members and the addition of seven new manufacturer members.

Attendees at the SFIA Annual Meeting will learn about the programs that their investments have made possible, and how they can tap into these resources to enhance their business planning and increase their competitive position.

2015 also promises to be a year of significant activity that builds on the marketing, educational and cost reduction programs that have been put into place. Come to the SFIA Annual Meeting and learning about the industry efforts in research and building code advocacy, and what is being done to “Close the Gap” with wood framing.

*\*Closed Session*

## 1 p.m.–2:30 p.m. **SFIA General Session**

The 2015 SFIA General Session is a “must” for companies that manufacturer, supply and install cold-formed steel framing. Among the featured programs and resources to be presented include the 2014 Market Share Report and analysis of markets for cold-formed steel and related products.

A special guest speaker will offer his outlook for segments within non-residential construction, the pricing pressures at work in the market, and any bright spots (or cautions) for steel studs and connectors.

The session is free to SFIA and AWC members, as well as all INTEX Expo attendees. Register at [www.cfsteel.com](http://www.cfsteel.com) or contact Larry Williams, SFIA’s executive director, at [Larry@CFSteel.org](mailto:Larry@CFSteel.org), or contact Emma Goodgion at [Emma@CFSteel.org](mailto:Emma@CFSteel.org).



## Holding It All Together: Stucco and Continuous Insulation

The task of attaching continuous insulation (ci) and stucco cladding to the wall framing requires engineering and product selection that is job specific. We will review the design and specifications for this task, the panel will outline what has worked and the challenges of different markets across the country.

**Mike Boyd**, formed Boyd Consulting Group in 2002 after 40 years of successful experience as a plaster and drywall subcontractor. His company serves architects, building owners, developers, property managers, general contractors, exterior wall subcontractors, attorneys, insurance companies, real estate agents and homeowners. Boyd has been an active leader in the industry at the local, state and national levels. He was AWCI's president from 1991 to 1992 and won AWCI's highest honor, the Pinnacle Award, in 2001.



**Mike Chaney** founded James River Stucco/James River Exteriors in 1992. He is currently a member of AWCI, the EIFS Industry Members Association and the Homebuilders Association of Richmond.



**Terry Kastner** has been technical consultant to the Northwest Wall and Ceiling Bureau since 2007. He has 13 years of field-related experience in cold-formed metal framing, drywall installations, drywall finishing, acoustical ceiling installations and insulation and exterior claddings of stucco and EIFS. In addition he worked for 10 years as an estimator and project manager for a nationwide specialty contractor performing the same type of installations.



**Michael Logue** has more than 32 years' experience in commercial and residential construction. Following a successful 13-year tenure as technical director for the Western Wall and Ceiling Contractors Association, Logue reactivated his consulting firm, Michael M. Logue & Associates formed in 2001, and now serves architects, contractors, builders and developers in the wall and ceiling industry. In addition, Logue is a technical consultant for Structa Wire Corp and provides technical and field assistance with contractors doing lath and plaster work.



*continued on next page*

**Eddie McCormick** is executive director of the South Central Walls Ceiling & Plaster Association. Prior to SCWCPA he held numerous positions with Marek Brothers Systems, Inc., a Texas-based subcontractor.



**Steve Pedracine** has been the executive director of the Minnesota Lath and Plaster Bureau since 1999. Prior to his tenure at the bureau he was a technical representative for Parex where he developed Parex CAD system details and wrote its application and maintenance guide as well as many technical publications/articles on stucco, EIFS and plaster for the bureau. Pedracine has held a seat as an advisor to the Minnesota State Building Code and is member at-large for ASTM C11. Most recently Pedracine was selected to be a board member of the Minnesota Building Enclosure Council.



## Immigration: Where Have All the Workers Gone? How Do We Change the Image of Our Industry?

**R. Stan Marek** is president and CEO of the Marek Family of Companies, one of the largest interior contractors in the Southwest. Marek's focus over the past three years has been comprehensive immigration reform. He is the co-founder of Texans for a Sensible Immigration Policy and a member of the Greater Houston Partnership's task force, Americans for Immigration Reform.





## The Hitchhiker's Guide to LEED® v4

### Keith Lindemulder, Nucor

LEED® v4 is here. And it's bolder, more specialized and designed for a better user experience.

*Keith Lindemulder is the environmental business development manager for Nucor Corporation, headquartered in Charlotte, N.C. He has more than 25 years of experience in the building component and cold-formed steel industries working on projects ranging from single-family residential to high-rise commercial. In his role at Nucor, he works with both internal and external customers to understand the role sustainable steel plays in today's market. He provides guidance and training from the product level to project level.*



### Recruiting: Seek and Find in Unusual Places

I need personnel. Where can I find them? Mike Taylor and a panel of contractors will share the strategies they use to recruit workers.

**Mike Taylor** is executive vice president of Liddle Brothers Contracting, Inc., in Nashville, Tenn. Liddle Brothers is a specialty contractor with focus in lath, plastering, stucco and EIFS. Taylor has 30 years' experience with public and private firms relating to all phases of recruiting and managing employees.



### The Anderson Collection Ceiling: A Case Study in Teamwork to Build the "Whale Belly"

Stepping into the Anderson Collection building, visitors enter a two-story lobby open to a grand staircase extending to the main galleries above. Topping it all is an acoustic ceiling undulating from its clearstory bounded edges to its lowest point over the grand stair. Facing this set of construction documents, the construction team approached each unique design as a challenge to be conquered by leveraging technology, experience and imagination. In this case study of the Anderson Collection, a new Museum for Stanford University, you will learn how the specialty contractor selected to deliver this one-of-a-kind ceiling nicknamed the "Whale Belly" utilized project team members to deliver the complex interior design successfully.

**Kim Herrmann** is a 37-year veteran of the wall and ceiling industry. After college, he started in the field, quickly working into his current position as senior estimator and project manager for J&J Acoustics, Inc. In this capacity Herrmann has completed numerous multimillion dollar projects ranging from high-rises, hotels, multifamily housing and universities to biomedical laboratories, data centers, offices, retail centers and hospitals. His area of expertise lies in cold rolled steel framing, drywall, lath, plaster and EIFS.



**Ryan Rademacher, AIA**, is the design director at Radius Track Corporation. He is responsible for directing and overseeing the design team and the execution of all its custom projects.



*Trina Warren, LEED® AP BD + C, is senior project manager at Devcon Construction with 17 years of experience in the design and construction industry. An active volunteer for Habitat for Humanity and Earthwatch Institute, Warren combines her commitment to the natural world with her expertise in engineering and construction to benefit the built environment and Devcon Construction projects.*



## Framing the Future of Integrated Project Delivery for Our Industry

See how the wall and ceiling industry is evolving to successfully plug itself in design assist and lean construction methods using technology and its best resource—people.

*Ashish Peters began with Raymond in 1995, after nearly 20 years of experience in design assist, interior space planning and commercial construction and design. His responsibilities include development of the engineering department's BIM standards and processes, and reaching out to the project management and field supervision in the company as they interface with the BIM and IPD aspects. His experience with a number of BIM/IPD projects has given him a great understanding of the best practices for the IPD process.*



*Ed Sellers is president of OCP Contractors in Holland, Ohio, a statewide Ohio contractor. OCP Contractors lead their region in IPD, design assist and preconstruction services.*



**Capitalize on your education!** AWCI is offering attendees an opportunity to increase your knowledge by attending a Doing It Right seminar on April 30. These seminars were developed for owners and upper and middle management—project managers, foremen and estimators.

Each seminar provides seven hours of education and will be held from 7:30 a.m. to 5 p.m. on Thursday, April 30. There will be a break from 10:30 a.m. to 1 p.m. so participants can walk the trade show floor and have lunch.

Registration for a Doing It Right seminar includes a complimentary trade show pass to INTEX Expo on April 29 and 30, 2015. Register by March 20, 2015, to receive the early bird discount of \$225 for AWCI members and \$325 for non-members. Registration fees after March 20, 2015, are \$275 for AWCI members and \$375 for non-members.

### Exterior Envelope—Doing It Right®

The International Energy Conservation Code® has made exterior wall systems more complex to design and construct. The new code's continuous insulation requirement combined with ASTM and ASHRAE construction standards are presenting major design and construct challenges. Today's architects need to know how to design to meet the IECC requirements. They must also provide solutions when details aren't always available and the requirements are constantly changing. This forces contractors to struggle with constructing exterior assemblies with cladding over multiple inches of continuous insulation and highly complex air and water barriers.

**Robert Grupe** spent more than 38 years with United States Gypsum Company where he held various technical and management positions. Activities included product and system design and technical consultation to the AEC community. He currently is a consultant to the construction community where he has worked on several large scale international construction projects. He has authored numerous articles and given presentations on fire, sound and environmental issues as they relate to wall and ceiling assemblies.



### 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.

***Michael Logue** worked for 13 years as director of technical services for the Western Wall and Ceiling Contractors Association before applying his full efforts to growing his consulting firm, Michael M. Logue and Associates. MMLA is a wall and ceilings consulting firm that serves architects, contractors, builders, homeowner and developers. Structa Wire Corp, in Vancouver, B.C., utilizes Logue's expertise as a commercial construction technical consultant where he provides technical and field assistance to contractors and architects.*



### 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.

*In 2002, after 40 years 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, real estate agents and homeowners. He is a Certified EIFS Inspector as certified by AWCI, the Exterior Design Institute and the Moisture Warranty Corporation.*



## HOSPITALITY ACTIVITY

### Surrey Bike Scavenger Hunt and lunch

Tuesday, April 28

11:15 a.m.–3:15 p.m.

Cost: \$80 person

20-person minimum

40-person maximum

The group that pedals together, stays together ... of course that has a lot to do with the fact that everyone is riding on the same bike. Each team is given instructions and the scavenger hunt list. You then race around to find answers to questions and solve clues and riddles about nearby landmarks, points of interest and fun stops. Before your adventure have lunch at Parker's Lighthouse.



### EIMA Annual Duncan Crowther Memorial Golf Tournament

Tuesday, April 28

Noon–6:30 p.m. (1 p.m. shotgun start)

El Dorado Park Golf Course, Long Beach

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).



# REGISTRATION INFORMATION

## Registration Options

You can register online at [www.awci.org/convention](http://www.awci.org/convention) or return pages 16, 17 and 18 with a check or credit card information to AWCI's Convention & INTEX Expo, 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) 574.8332. 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.

## Under 35 Discount

AWCI is encouraging younger members of the industry to attend the convention with a targeted discount. We are offering a 25 percent discount off the full convention registration for anyone younger than 35 to attend. To receive this discount complete the information on the registration form (pages 16–18) or register online at [www.awci.org/cd.shtml](http://www.awci.org/cd.shtml) and indicate if you are younger than age 35 to receive the discount. **Proof of age will be required at onsite registration when you pick up your badge.**

## Cancellation Policy

If you must cancel, your registration fees will be refunded in full less a \$100 processing fee if we receive your cancellation in writing by March 20, 2015. Trade show passes will be refunded prior to March 20, 2015, in full. No refunds will be issued after March 20, 2015, or for no-shows. Tickets for convention events, Foundation events and tours and activities are not refundable.

## Suitcasing Policy

Please note that while all meeting attendees are invited to the exhibition, any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of AWCI's INTEX Expo rules will be asked to leave immediately. Additional penalties may be applied. Please report any violations you may observe to show management.

## Questions?

Call AWCI Registration at (703) 449.6418  
or email [awciregistration@jspargo.com](mailto:awciregistration@jspargo.com).

# AWCI Registration Form



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

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

E-mail Address \_\_\_\_\_ Cell (for emergencies only) \_\_\_\_\_

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

Spouse/Guest Badge Name \_\_\_\_\_ Spouse/Guest Email Address \_\_\_\_\_

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

**Your Best Value: Full and Spouse/Guest Registrations** (includes entrance into all convention events, education sessions and INTEx Expo.)

	Early Bird On or Before 3/20/15	Regular After 3/20/15	Amount
AWCI Member			
Full Convention 1st person (FULL)	.....\$695	.....\$895	.....
Full Convention 2nd or more same firm (FULL)	.....\$545	.....\$695	.....

**Any promo codes?** \_\_\_\_\_

Under Age 35 (FULL).....\$520 (25% discount).....\$670 (25% discount).....

**Proof of age will be required at onsite registration when you pick up your badge.**

Spouse/Guest (SG01).....\$175.....\$195.....



Non-Member - Register now at the nonmember FULL convention rate below and receive a complimentary AWCi Membership

(a \$585 value, good through June 30, 2016).

- Yes!** I'd like to become a member of AWCi. (You will be contacted by AWCi to complete your membership application.)
- No, thank you. Not right now.

Full Convention (FULL) .....\$845 .....\$995 .....

**Convention Events (INCLUDED in Full and Spouse/Guest registration)**

AWCI President's Welcome Reception (PR) 4/28 ..... How many? .. \$125 per person .....

AWCI Opening Session and Awards Brunch (OB) 4/29 ..... How many? .. \$125 per person .....

AWCI Celebration Night (DC) 4/29 ..... How many? .. \$175 per person .....

Education Sessions 4/29 and 4/30 ..... How many? .. \$250 per person .....

**Intex Expo Trade Show Pass Only (INCLUDED in Full and Spouse/Guest registration)**

Wednesday (TSWED)  \$50 Thursday (TSTHU)  \$50 Both Days (TS)  \$90 .....

Early Bird On or Before 3/20/15 Regular After 3/20/15

**Post Convention Optional Seminars 4/30**

- Gypsum-Doing It Right®**  **Stucco-Doing It Right®**  **Exterior Envelope-Doing It Right®** (✓ which seminar attending)
- AWCI Member (SEM1) ..... \$225 ..... \$275 .....
- Non-Member (SEM2) ..... \$325 ..... \$375 .....

**Tours and Activities**

Surrey Bike Scavenger Hunt and Lunch (TOUR1) 4/28 ..... How many? .. \$80 per person .....

**EIMA Opening General Session (EIMA) 4/27**

..... How many? .. \$50 per person .....

**EIMA Closing General Session (EIMA) 4/28**

..... How many? .. \$50 per person .....

**SFIA General Session (SFIA) 4/28**

..... How many? .. \$0 .....

**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 .....

**Any special assistance needed or dietary restrictions? (Please describe)**

**Method of Payment**  Check  Visa  MasterCard  American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

**I have read and understand the Intex Expo Suitcasing Policy** (see page 15).

# 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 million - \$4.99 million
- \$5 million - \$9.99 million
- \$10 million - \$19.99 million
- \$20 million - \$49.99 million
- \$50 million - \$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
- AWCI's Construction Dimensions
- Direct Mail
- E-mail
- Fax
- Referral
- Other (Please specify)  
\_\_\_\_\_

### Is this your first convention with us?

Yes  No



## Foundation \$5,000 Raffle

Sponsored by



The odds could be in your favor. 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 29. You do not need to be present to win.

## AWCI Cares Jewelry Raffle

Sponsored by **RICHTER SYSTEM®**

AWCI Cares is raffling a stunning John Hardy bracelet valued at \$1,500. Heads will turn when they see this 40mm mesh bracelet with African Ruby Eyes. This sterling silver and 18K gold bracelet is from Hardy's Naga collection.



Spend a little in order to receive great rewards as proceeds from this raffle benefit the AWCI Cares program. AWCI Cares is a program managed by the Foundation to provide financial support to members of our association in times of financial crisis. 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 registration. Tickets will be available for purchase on-site at the registration desk and during AWCI's Celebration Night dinner.

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 fabulous jewelry and accessories, sporting equipment, vacation packages, electronics and high-end tools and equipment. 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).



## **AWCI President's Reception**

**Tuesday, April 28**

**6:30 p.m.–7:30 p.m.**

Hosted by AWCI President Scott Casabona and first lady Anna, 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 29**

**9:30 a.m.–12:15 p.m.**

AWCI Awards Brunch speaker J.B. Bernstein will entertain you with his story about his life as a sports agent and the creation of the Million Dollar Arm baseball recruitment contest and the Disney movie of the same name.

Come and see who the big winners are this year! The program includes the opening address presented by AWCI President Scott Casabona, and presentations of the AWCI excellence in construction quality and safety awards and the Pinnacle Award.

*Business casual attire is appropriate.*

**Meet J.B. following the Awards Brunch! He will be in USG's booth #109 until 1 p.m. The first 50 people to visit USG's booth will receive a free autographed copy of the "Million Dollar Arm" book.**

*Sponsored by USG*



## **AWCI's Celebration Night Dinner and Foundation Silent Auction Hooray for Hollywood Party**

**Wednesday, April 29**

**6:30 p.m.–11 p.m.**

Since Long Beach is almost spitting distance from Hollywood, we summoned the cream of the crop of old Hollywood royalty to this year's party. If you wish, dress in your best Hollywood premiere finery and strike a pose on the red carpet. There will be lots of opportunities for photos with celebrities. Will you win an award for Best Picture?



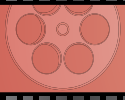
After dinner, dance to the melodic croonings of Danny Freyer and his band. Adding to the fun will be a silent auction and raffle drawings to help support the programs of the Foundation of the Wall and Ceiling Industry.



*Hollywood red carpet attire or business casual attire.*

*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



EIFS INDUSTRY  
MEMBERS  
ASSOCIATION



(As of 12-10-14 – Subject to change)

## Sunday, April 26

9 a.m.–Noon Executive Committee Meeting+  
1 p.m.–5 p.m. Committee of Past Presidents Meeting+

## Monday, April 27

7:30 a.m.–9 a.m. Association Executives Committee Meeting+  
9 a.m.–4 p.m. Construction Technology Council and Committee Meetings  
    9 a.m.–9:15 a.m. Council Overview  
    9:15 a.m.–10 a.m. Gypsum Board Committee Meeting  
    10 a.m.–10:45 a.m. Interior and Exterior Steel Framing Committee Meeting  
    10:45 a.m.–11:30 a.m. EIFS & Related Products Committee Meeting  
    11:30 a.m. –1:30 p.m. Lunch on your own  
    1:30 p.m.–2:15 p.m. Construction Management Technology Committee Meeting  
    2:15 p.m.–3 p.m. Portland Cement Plaster/Gypsum Plaster/Metal Lath Committee Meeting  
    3 p.m.–3:45 p.m. Fire, Acoustical & Specialty Products Committee Meeting  
    3:45 p.m.–4 p.m. Council Wrap-up  
9 a.m.–10:30 a.m. EIFS Curriculum and Examination Committee Meeting  
9 a.m.–12:30 p.m. EIMA Board of Directors' Meeting and Luncheon+  
9:30 a.m.–10:30 a.m. Social Media Advisory Committee Meeting  
Noon–3 p.m. Open House Reception in the President and First Lady's Suite for AWCI Full Registration Spouses/Guests+  
12:45 p.m.–1:15 p.m. EIMA Membership Committee  
1:15 p.m.–1:45 p.m. EIMA Advocacy and Industry Relations Committee  
1:45 p.m.–3:45 p.m. EIMA Technical & Research Committee  
3 p.m.–3:30 p.m. AWCI Cares Executive Committee Meeting +  
3 p.m.–6 p.m. Union Contractors Council Meeting  
3:30 p.m.–4 p.m. AWCI Cares Corps Meeting  
4 p.m.–5:15 p.m. EIMA **Opening** General Session

+ *Assigned Members Only*

April 26-30, 2015 • Long Beach, California

# SCHEDULE

4 p.m.–5 p.m.	Foundation Board of Directors Meeting+
4 p.m.–5 p.m.	Industry Awards Committee Meeting+
5 p.m.–7 p.m.	AWCI Dealer-Manufacturer Reception <i>Sponsored by AMAROK, Parex USA and Telling Industries</i>
5:30 p.m.–6:30 p.m.	Continuing Study Committee Meeting
5:30 p.m.–7:30 p.m.	EIMA Cocktail Reception+
7 p.m.–9 p.m.	AWCI Dinner for Past Presidents+
7:30 p.m.	EIMA Associate Members Dinner+ <i>Sponsored by Vela Insurance Services, LLC</i>

## Tuesday, April 28

7:30 a.m.–11:30 a.m.	Safety & Loss Control Forum
8 a.m.–10 a.m.	Union Craft Committee Meetings
8 a.m.–9 a.m.	AWCI-FCA Finishers' Craft Committee Meeting
9 a.m.–10 a.m.	Plasterers' Craft Committee Meeting
8 a.m.–5 p.m.	Drywall Finishing Council Meeting (Check with dwfc.org for the meeting location and details.)
8:30 a.m.–10:30 a.m.	SFIA Board of Directors Meeting+
8:30 a.m.–10 a.m.	Supplier & Manufacturer Members Committee Meeting
8:45 a.m.–9:30 a.m.	EIMA Communications & Education Committee
9:30 a.m.–10 a.m.	Education Committee Meeting
9:45 a.m.–11:30 a.m.	EIMA <b>Closing</b> General Session
10 a.m.–10:30 a.m.	Convention Committee Meeting
10:30 a.m.–11 a.m.	Hospitality Committee Meeting
10:45 a.m.–Noon	SFIA Annual Meeting
11:15 a.m.–3:15 p.m.	Spouse/Guest Optional Surry Bike Tour with Scavenger Hunt & Lunch (see page 14)
Noon–6:30 p.m.	EIMA Annual Duncan Crowther Memorial Golf Tournament (See page 14)
1 p.m.–2:30 p.m.	SFIA General Session (see page 6)
2:30 p.m. –5 p.m.	AWCI Board of Directors Meeting
6:30 p.m.–7:30 p.m.	<b>AWCI President's Welcome Reception</b> <i>Sponsored by ClarkDietrich Building Systems</i>

+ Assigned Members Only





# SCHEDULE

## Wednesday, April 29

7:45 a.m.–9:15 a.m.

**Education Sessions** (See pages 7-9)  
*Coffee Break sponsored by Flex-Ability Concepts*

The Hitchhiker's Guide to LEED® v4

Holding It All Together:  
Stucco and Continuous Insulation

Immigration: Where Have All the Workers Gone?  
How Do We Change the Image of Our Industry?

8:30 a.m.–10 a.m.

SFIA Market Development Committee

9:30 a.m.–12:15 p.m.

**AWCI Opening Session and Awards  
Presentation Brunch (see pages 4 & 21)**  
*Sponsored by USG*

10 a.m.–Noon

SFIA Technical Committee

12:30 p.m.–5 p.m.

**Grand Opening of INTEX Expo Exhibit Hall**

6:30 p.m.–11 p.m.

**AWCI's Celebration Night Dinner and  
Foundation Silent Auction** (see page 22)  
*Sponsored by National Gypsum*

## Thursday, April 30

7:30 a.m.–10:30 a.m.

Exterior Envelope–Doing It Right® Seminar - Part 1 of 2  
(see page 12)

7:30 a.m.–10:30 a.m.

Gypsum–Doing It Right® Seminar - Part 1 of 2  
(see page 13)

7:30 a.m.–10:30 a.m.

Stucco–Doing It Right® Seminar - Part 1 of 2  
(see page 13)

8 a.m.–9:30 a.m.

**Education Sessions** (See pages 10-11)  
Recruiting: Seek and Find in Unusual Places  
The Anderson Collection Ceiling: A Case Study  
in Teamwork to Build the “Whale Belly”  
Framing the Future of Integrated Project Delivery  
for Our Industry

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 & 7+

1 p.m.–5 p.m.

Exterior Envelope–Doing It Right® Seminar - Part 2 of 2

1 p.m.–5 p.m.

Gypsum–Doing It Right® Seminar - Part 2 of 2

1 p.m.–5 p.m.

Stucco–Doing It Right® Seminar - Part 2 of 2

+ *Assigned Members Only*

# INTEX EXPO 2015 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 December 10, 2014)*

3M	Fascan International, Inc.	PABCO Gypsum
About Time	Firestone Building Products	PAC International
Aegis Metal Framing	Flex-Ability Concepts	Painters and Allied Trades LMCI
Alpine TrusSteel	Franklin International	Palfinger North America
American Gypsum	Georgia-Pacific Gypsum	Panel Rey
Ames Taping Tools	Glasteel	Parex USA
Armstrong Building Products	Gordon, Inc.	Parkland Plastics, Inc.
Award Metals	Grabber Construction Products	Phillips Manufacturing Company
Association of the Wall and Ceiling Industry	Graco, Inc.	Plastic Components, Inc.
AWCI's Construction Dimensions	Greenmaker Industries	Plexxis Software
BASF Wall Systems	Gypsum Management and Supply, Inc.	Poly-Tak Protection Systems
BASWA Acoustic North America, LLC	Halstead Ceilings & Walls	PPG Architectural Coatings
BIK Hydraulics, Ltd.	HIAB USA Inc.	PrimeSource Building Products, Inc.
BlazeFrame Industries	Hilti, Inc.	Project DocControl
Ceilings & Interior Systems Construction Association	Hunter Panels	Radius Track Corporation
CEMCO	IDI Distributors, Inc.	RectorSeal
CertainTeed Corporation	Insulation Solutions, Inc.	Rockfon
ClarkDietrich Building Systems	Insul-Quilts, Inc.	Roxul, Inc.
Clinch-On Cornerbead Company	JAACO Corporation	Sure-Board for Shear
Collis CraneWorks	Jia Xin Jin Wei Fiberglass Products Co.	Simpson Strong-Tie
Coner Abrasive Mfg. Co., Ltd.	Jiangsu Jiuding New Material Co., Ltd.	Sound Seal
Continental Building Products	Jobsiteready.com	SPEC MIX, Inc.
Crane Composites	Kinetics Noise Control	Star Sales & Distributing Corp.
Custom Truck & Equipment	Knauf Insulation	Steel Framing Industry Association
Demand Products, Inc.	Kraft Tool Company	Sto Corp.
Dow Building Solutions	L&W Supply	Stockton Products
The Drake Group, LLC	L.D. Peters & Sons, Inc.	Strait-Flex International Inc.
Dryvit Systems, Inc.	Makita USA	Structus Building Technologies, Inc.
Dura-Stilt Sales Limited Partnership	Marino\WARE	TapeTech Tool Co.
Eagle Industries	Masco Contractor Services	Tool Source Warehouse, Inc.
The Estimating Edge	Master Wall, Inc.	Trimaco
eSUB Inc.	MBA Metal Framing	Trim-Tex, Inc.
EuroStone Empacomercio, SA de CV	Merit Trade Source	USG
E-Z Taping System	Murco Wall Products	V & H, Inc.
	Nathan Kimmel Co., LLC	Wallboard Tool Co., Inc.
	National Gypsum	Walls & Ceilings Magazine
	On Center Software, Inc.	



# AWCI CONVENTION SPONSORS

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

(as of December 10, 2014)

## Platinum Level



## Silver Level



## Bronze Level



# INTEX EXPO 2015 SPONSORS

**INTEX Expo extends a special thank-you to the following sponsors:**

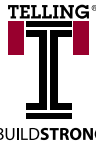
(as of December 10, 2014)

## Gold Level



**CONTINENTAL™**

## Silver Level



## Bronze Level



**AWCI's Convention & INTEX Expo**

# WELCOME TO LONG BEACH!

## General Information

**Go Green!** Handouts from AWCI's Convention will be posted to the AWCI Convention website a week prior to the convention. Attendees are encouraged to download and print the presentations ahead of time since handouts will not be distributed on site.

## Dress

**Business casual** attire is appropriate for all functions except for the Celebration Night Dinner on Wednesday, April 29, where dinner registrants are encouraged to dress in their best **Hollywood red carpet attire** for pictures.

## Welcome to Long Beach!

Settled along 5 1/2 miles of sandy coastline, Long Beach is the quintessential vacation getaway, boasting both the ambience of a sophisticated urban center and the charm of a seaside community. Located just 20 miles south of Los Angeles, California's fifth largest city offers visitors a dynamic range of oceanfront hotels, attractions, shopping, recreational activities, art and culture, restaurants and nightly entertainment that make it an ideal destination for any time of the year.

*Show your badge and save.* Show your **INTEX** badge at many restaurants and attractions and receive a discount. However, for safety's sake, please do not wear your badge outside the hotels or convention center.

For more information on everything there is to see and do in Long Beach, visit [www.visitlb.com/awci](http://www.visitlb.com/awci).



*Photos courtesy of Long Beach Convention & Visitors Bureau*

*continued*

## Accommodations & Travel

**Beware any outside calls, emails or faxes you may receive for “discounted” rates for Long Beach hotels.** AWCI does not use a housing company for room reservations. These calls are often scams that could result in your credit card information being compromised and no hotel room reserved.

AWCI’s official headquarters hotel is the **Hyatt Regency Long Beach Hotel** located directly across from the Long Beach Convention Center. AWCI attendees are extended special rates of \$249 (single or double) per night. A limited number of upgraded rooms and suites is also available. Please inquire about upgraded rooms with the reservations department at the Hyatt. April 3 is the cut-off date for room reservations at the group rate or until the hotel is sold out. Reserve your room early online at <http://tinyurl.com/mx9qjj7> or call (888) 421.1442 and tell the reservation agent you are with AWCI or Association of the Wall and Ceiling Industry to receive group rates.



*Hyatt Regency Long Beach*

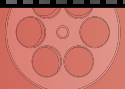


*Hyatt Regency Long Beach*

AWCI’s other official convention hotel is the **Westin Long Beach Hotel**, which is two to three short blocks from the Long Beach Convention Center. AWCI attendees are extended special rates of \$239 (single or double) per night. A limited number of upgraded rooms and suites is also available. Please inquire about upgraded rooms with the reservations department at the Westin. March 24 is the cut-off date for room reservations at the group rate or until the hotel is sold out. Reserve your room early online at <http://tinyurl.com/qh2m6o5> or call (888) 627.8403 and tell the reservation agent you are with AWCI or Association of the Wall and Ceiling Industry to receive group rates.



*Westin Long Beach*



# WELCOME TO LONG BEACH!

For both hotels 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. If you depart earlier than your booked departure date, the hotel will charge a one night room and tax penalty. 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.

## Getting There

Getting to and around Long Beach is easy. Fly directly into the Long Beach Airport (LGB) or the Los Angeles International Airport (LAX) or Orange County Airport (SNA). LAX and SNA are only 25 minutes from Long Beach.

## Ground Transportation

Estimated one-way taxi fares are \$25 from LGB and \$75–\$90 from LAX or SNA.

Self or valet parking at the Hyatt Regency Long Beach is \$22/day, \$24/overnight.

Self parking at the Westin Long Beach is \$8/day, \$18/overnight, and valet parking is \$10/day, \$21 overnight.

Both hotels recommend Super Shuttle service, which offers both shared and nonstop service. For rates and schedules visit [www.supershuttle.com](http://www.supershuttle.com).



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 is enclosed.  
REGISTER NOW!**