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WALLS & CEILINGS

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A HIGH POINT FOR
SHIELDS

PLASTER ON
BROADWAY

LASER TAGS





As We Move Forward

The Wall And Ceiling Alliance is the collaborative work of seven groups, five plaster and two drywall associations (that were active for more than 60 years in Northern California) that have come together to develop one

mutual association. The concept was to bring the groups together and operate as one unified, stronger entity. The association's sole purpose is to serve its members with a cohesive and synchronized wall and ceiling association.

WACA is comprised of two types of members: wall and ceiling contractor members and associate members. The contracting members make up one of the most highly skilled and experienced union workforces in Northern California. Associate members include manufacturers, distributors, suppliers, and other professional industries that provide products and services to the wall and ceiling industry. Established early last year, the association has steadily grown to approximately 60 contractor members and more than 50 associate members (see the full list of membership on the Web site.)

WACA is strictly a wall and ceiling union signatory contractor association. Our contractors specialize in drywall, lath, interior and exterior plaster, spray fireproofing, EIFS, steel framing, and acoustical ceilings. WACA represent our contractor members with labor organizations, state agencies, and legislative advocacy. Among the services and activities provided are educational forums, technical assistance, government advocacy, labor relations, community service, networking activities and industry promotion.

Although the association is primarily Northern California-based, the contractor members are headquartered both locally and nationally, and the scope of their work ranges locally to internationally. Many of our

contractors have been recognized for multiple industry awards, including our very own Construction Excellence Awards.



CONTRACTOR RECOGNITION

Last year, the association held its first project competition, CEA. The competition is designed to recognize contracting members that have performed exceptional interior and exterior wall and ceiling work in Northern California. The competition is limited to WACA contractors. Entrants are evaluated by an independent panel of two certified American Institute of Architects judges. Recipients are invited to the awards ceremony to showcase their projects. Nearly 200 guests attended our first awards ceremony last year and we project to exceed that attendance in 2012.

The Wall and Ceiling Bureau is a technical team of the association that specializes in all segments of our contractors' work and serves as a technical resource to contractors, architects, building departments, and other industry organizations. The bureau's technical team represents our contractors at various industry technical committees including ASTM, ICC, ACI, AIA, and CSI.

WACA has partner associations and industry organizations that members actively collaborate with

on an association level and through our technical teams. The associations are continuously working on projects that help promote the industry and that support our membership. The technical teams work on technical information and industry best practices projects. WACA's affiliated partners include Finishing Contractors Association, Western Wall & Ceiling Contractors Association, Northwest Wall & Ceiling Bureau, Washington Wall and Ceiling Contractors Association, and Oregon Wall and Ceiling Contractors Association, AWCI and more.

WORKSHOPS AND SEMINARS

Currently, the association offers a variety of educational workshops and seminars. Several networking opportunities through the year happen, with the CEA Awards, a fall golf tournament and holiday party being the three key events. As the association continues to grow, more activities and services will be available.

WACA is utilizing up-to-date technology to advance the association's services and communications. A new Web site has been launched, where members can get real-time information on our association activities, events, and announcements.

The focus for 2012 is to expand services to members and to establish a partnership with each member. WACA aims to serve as a strong resource to our members. Many members already utilize staff frequently for special projects. By forming strong relationships with members, WACA hopes to expand resources and tailor efforts to members' needs. **W&C**

Frank Nunes is executive director of the Wall And Ceiling Alliance, former executive director of the Lath and Plaster Institute and Contracting Plasterers Association, president of the Western Conference of Wall & Ceiling Institutes and more. Carmen Valencia is director of communications with WACA. For more information, contact her at carmen@wallandceiling.org or visit www.wallandceilingalliance.org and www.wallandceilingbureau.org.