

THE QUARTERLY

FALL 2014

A PUBLICATION OF THE WALL AND CEILING ALLIANCE



2014 GOLF
TOURNAMENT
PAGE 8

Training Benefits
for WACA Contractors
PAGE 14



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Looking at 2014's Accomplishments

It's hard to believe 2014 is coming to an end. It seems like just the other day WACA hosted our annual Crab Feed at Castagnola's in San Francisco and held our annual *Construction Excellence Awards* show in the spring. Yet here we are — about to celebrate the end of the year and our amazing wall and ceiling industry with our annual Holiday Party — and already looking ahead to 2015.

Before we arrive in the new year, there are a few things to highlight from 2014.

Our Wall and Ceiling Bureau (WCB) team early this year helped create the Wall and Ceiling Conference (WCC), a national technical organization that supports the wall and ceiling industry. The WCC is made up of united wall and ceiling trade associations that provide technical support to the design community and code officials. To learn more about the WCC, visit www.wccinfo.org.

The WCB and the WCC organized the "Code Changes: Continuous Insulation (CI) and Air Barrier Systems" seminar for our members and wall and ceiling partners. The seminar was so popular it drew in nearly 100 attendees. It featured eight guest speakers — all leaders in the wall and ceiling industry. The seminar covered code changes relating to CI and air barrier systems, performance testing, and proper installation of an air barrier system. Congratulations to the WCB and WCC for the successful partnership!

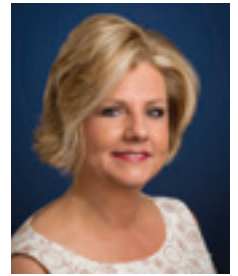
We held a members meeting in Sacramento to extend our reach in that area. We had contractors and associate members attend the luncheon, and with the feedback received from the meeting, we're planning on a greater presence in Sacramento next year. We take our member feedback seriously; we're listening when members offer their thoughts and respond to the brief surveys we send during the year to improve our services.

On May 15, WACA held its annual *Construction Excellence Awards* (CEA) show. Considered one of the largest wall and ceiling shows in the country, it was hosted at the Hilton Concord. Over 200 guests enjoyed the dinner and video presentation of the winning projects highlighting our contractors' exceptional craftsmanship and showcasing the industry's top wall and ceiling work in Northern California. Thirteen winners and four Project of the Year winners took home the prestigious crystal awards as recipients accepted accolades from their peers.

Our first-ever Wall and Ceiling Expo held at the Alameda County Fairgrounds in August was a great success. With over 40 vendors and a large crowd of attendees, we received a lot of positive feedback. Due to those helpful responses, plans are already in the works for the 2015 Wall and Ceiling Expo.

A demanding profession such as the wall and ceiling industry requires a tremendous amount of hard work ... and the need to take a moment at the end of the year to celebrate all of the year's accomplishments, professionally and personally. WACA offers opportunities throughout the year to support and promote our industry and membership. I encourage you to take advantage of the opportunities WACA provides and get involved more with the association by attending meetings, events, educational workshops, joining our committees or just simply providing feedback on what you — as a member — would like us to deliver.

It's an honor serving as Board president of WACA's Board of Directors. It's hard to believe the first year of my term is almost done. Among our extraordinary wall and ceiling community and fellow professionals, it's a great privilege to serve this industry. Thank you for all of your efforts this past year and for being a valued member of WACA. We're excited to wrap up 2014 with you and together roll out the start of 2015!



Nancy Brinkerhoff
Board President



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TABLE OF CONTENTS



08
2014 Golf Tournament



14
Training Benefits for WACA Contractors

2014 WCB Safety Fair.....	7
Crab Feed: Feb. 12, 2014	7
2015 CEA Guidelines and Application.....	12
Holiday Party: Dec. 13, 2014.....	15

The President's Corner.....	3
WACA 2014-2015 Board of Directors.....	3
Contractor Member Spotlight	16
Associate Member Spotlight.....	18
Welcome New Members.....	19
Calendar of Events	19
The Technical Corner – Expo 2014.....	20
WACA Members.....	22

Thank You to Our Advertisers!

Allied Fund Administrators.....	11
www.alliedadministrators.com	
CEMCO.....	5
www.cemcosteel.com	
Edward Jones	17
www.edwardjones.com	
Merlex Stucco.....	17
www.merlex.com	
QUIKRETE	6
www.quikrete.com	
SCAFCO.....	2, 23, 24
www.scafco.com	
Westside Building Material	11
www.westsidebmc.com	



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The Wall And Ceiling Alliance (WACA) serves and represents signatory wall and ceiling contractors in Northern California's 46 counties. Our primary goal is to represent and negotiate labor agreements for our contractor members. WACA organizes and steers the committees that negotiate the collective bargaining agreements with the unions.

WACA provides resources that assist members in operating a successful business. Among the services and activities provided are educational forums, technical assistance, government advocacy, labor relations, industry promotion, marketing and networking opportunities.

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On the cover: Levi's Stadium, home of the San Francisco 49ers, Santa Clara, California



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2014 WCB SAFETY FAIR

We hosted our first Safety Fair on September 13 from 8 a.m. to 3 p.m. at the Alameda County Fairgrounds.

Scissor lifts, scaffolding, powder-actuated tools and fall protection were the focus of WCB's event. Having selected their classes upon registering, attendees used this opportunity to increase their knowledge and training.

A complimentary catered lunch was provided at different times to make sure participants could still make all the classes they registered for.

Both safety certification and recertification courses were offered. Three classes were given by certified trainers from United Rentals and Papé on scissor lifts. Scaffold Solutions offered several one-hour classes throughout the event. Powder-actuated tools were also reviewed in one-hour sessions, with classes instructed by certified trainers from Hilti. Fall protection was demonstrated by FallTech.

At the end of each class, trainers provided students with a certificate of completion for their respective training. Participants were able to leave the Safety Fair certified or recertified, whatever their professional needs were. We'd like to thank the Safety Fair Committee for a successful event!

Photos of WCB's Safety Fair can be seen via the Photo Gallery on WACA's website.

The Wall And Ceiling Alliance would like to thank our trainers from Hilti, FallTech, Papé, United Rentals and Scaffold Solutions.



We're kicking off the first members meeting of the year with a...

CRAB FEED

WHEN
February 12 at 4 p.m.

WHERE
San Francisco, California

2014 **GOLF TOURNAMENT**



On Friday, July 25, WACA's members braved the sweltering heat to show off their best game at Wente Vineyards for our sold-out 2014 golf tournament.

Starting that morning, the foursomes began mixing together and interacting over brunch. Attendees were treated to the scenic views of the historic vineyards and rolling hills while networking, and they could even revel in the spectacular view of the famous Wente 18-hole championship course, designed by pro golfer Greg Norman.

By 11 a.m., the players gathered and positioned themselves for tee-off time. Golfers grabbed their water bottles to stay hydrated during a blistering 102-degree day — and the heat of the friendly competition.

We were pleased to host pro golfer Eric Jones, who performed golf-swing demonstrations for the players, providing an inside look at the sport at its finest from his position at the fifth hole. With lunch stationed on the course, players could take a moment to network, have lunch and enjoy cold drinks.

This year, we had four hole sponsors: JHS, PABCO Gypsum, Radius Track and Westside Building Material. Sponsors had the opportunity to host snacks and drinks and to promote their companies at a hole on the course. This additional sponsorship opportunity, different from previous years, was a great success — so much that an increase in the number of hole sponsors is in progress for next year's golf tournament.

At the end of the tournament, guests were treated to a buffet dinner while the Bay Area Hula dancers entertained everyone with their authentic performances. The WACA staff and Board President Nancy Brinkerhoff raffled off more than 30 prizes. The grand prize went to Dan Allen with California Drywall, netting him a membership with 10 rounds for the Wente Golf Course.

Our congratulations to the foursome who won the tournament, as well as to the male and female long-drive champions and our closest-to-the-pin champs. A special thank-you to everyone who participated in this year's tournament! Visit WACA's website for more event photos.

THE WALL AND CEILING ALLIANCE WOULD LIKE TO THANK ALL OUR SPONSORS:

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2015 CONSTRUCTION EXCELLENCE AWARDS

WACA is now calling for **2015 Construction Excellence Awards (CEA)** entries!

CEA is an exclusive competition that recognizes outstanding work and craftsmanship in the wall and ceiling industry. Only WACA contractor member projects are eligible to enter this select competition. Applications can be submitted by both associate and contractor WACA members.

CEA honors contractors that have performed exceptional wall and ceiling construction work and recognizes suppliers and manufacturers that supported the winning projects.

Winning projects are featured in industry publications and are recognized at one of the biggest wall and ceiling award ceremonies in the industry. Recipients are invited to the CEA ceremony to showcase their award-winning projects.

This is an opportunity for contractors to recognize dedicated employees, business partners, architects and general contractors!

Entrants are evaluated by an independent panel of two certified American Institute of Architects (AIA) judges. The panel looks for brilliant work and technical merit of skilled wall and ceiling construction workmanship. The judges select the winning projects including our Project of the Year winners.

Thursday, January 15, 2015, is the application deadline. All submitted projects must have been completed in the 12 months prior to January 15, 2015.

If you're a WACA contracting member and interested in entering a project, or if you are an associate member and would like to nominate a contracting member, use the application form on page 13. The application and guidelines are also available on WACA's website.

PROJECT CATEGORIES

- Residential Exterior
- Residential Interior
- Commercial Exterior
- Commercial Interior
- Retail Exterior
- Retail Interior
- Institutional Exterior
- Institutional Interior
- Historical Restoration Exterior
- Historical Restoration Interior
- EIFS
- Ceilings
- Green Building
- Project of the Year Under \$500,000 – Exterior
- Project of the Year Under \$500,000 – Interior
- Project of the Year Over \$500,000 – Exterior
- Project of the Year Over \$500,000 – Interior

Project photos must be HIGH QUALITY/RESOLUTION (300 dpi) in order for that project to enter the competition.

We look forward to seeing all the exciting submissions for the 2015 CEA!



2015 CONSTRUCTION EXCELLENCE AWARDS (CEA) CALL FOR ENTRIES

Application Deadline: Thursday, January 15, 2015

Please submit one application per project. Submit application form by email to Mike Nonn at mike@wcbureau.org, or by mail to Mike Nonn, Wall And Ceiling Alliance, 5726 Sonoma Drive, Pleasanton, CA 94566.

APPLICANT'S CONTACT INFORMATION

Full Name: _____
Company: _____
Phone: _____ Email: _____
Project Name: _____
Project Start Date: _____ Project Completion Date: _____

PROJECT CLASSIFICATION (Circle category)

- Residential Exterior
- Residential Interior
- Commercial Exterior
- Commercial Interior
- Retail Exterior
- Retail Interior
- Institutional Exterior
- Institutional Interior
- Historical Restoration Exterior
- Historical Restoration Interior
- EIFS
- Ceilings
- Green Building
- Project of the Year Under \$500,000 – Exterior
- Project of the Year Under \$500,000 – Interior
- Project of the Year Over \$500,000 – Exterior
- Project of the Year Over \$500,000 – Interior

PROJECT LOCATION

Address: _____
City: _____ State: _____ ZIP: _____
Job Site Contact: _____ Phone: _____
Architect: _____ Phone: _____
General Contractor: _____ Phone: _____
Stucco/Gypsum Manufacturer: _____ Phone: _____
(WACA) Supplier/Dealer: _____ Phone: _____
Metal Stud Manufacturer: _____ Phone: _____
WACA Contractor: _____ Phone: _____

DESCRIPTION OF PROJECT (Attach additional pages if necessary)

TRAINING BENEFITS FOR WACA CONTRACTORS

by Matt Rowlett, Training Officer, Carpenters Training Committee for Northern California



The Carpenters Training Committee for Northern California (CTCNC) is the Northern California training affiliate for the United Brotherhood of Carpenters & Joiners of America (UBC). We are the educational group that provides apprentice, journey-level and related training services for union members and contractors signatory to the UBC.

The Apprenticeship Training Program was created and established over 60 years ago. The training program is recognized and registered with the state of California and the federal Department of Labor. Our journey-level advancement health and safety classes are California OSHA and federal OSHA accredited, and the journey-level advancement craft classes are certified courses.

CTCNC is constantly trying to improve apprenticeship training. Currently, we are working with the Wall And Ceiling Alliance (WACA) to analyze and develop training methods to help expand the curriculum of the acoustical apprenticeship program. We are hopeful that this partnership will strengthen the program.

The apprenticeship training programs range from three to four years to complete. Apprentices attend mandatory classes, one week every three months, four days a week, nine hours a day. CTCNC has five apprenticeship training centers throughout Northern California with locations in Fairfield, Hayward, Pleasanton, Fresno and Morgan Hill. The training classes include a combination of classroom and shop time.

CTCNC offers a wide variety of journey-level advancement classes, in addition to the Apprenticeship Training Program. We offer open-weld shops through the Bay Area in Pleasanton, Hayward, Fresno and now at our expanded facility in Fairfield. During open-weld shop hours, CTCNC has certified welding inspectors (CWI) on staff who certify members in different welding procedures. CTCNC also has CWIs who provide performance qualification records (PQRs) and welding procedure specifications (WPSes).

CTCNC supports our contractors by providing complimentary trainings to help our workforce stay current with practices and increase skills. Classes offered to WACA contractors are: (H&S) forklift, aerial lift,

CPR and first aid, scaffold user, fall protection, (JAC) acoustical ceilings, blueprint reading, construction math, and steel framing (basic and advanced). All of the class information and schedules are available on our website at www.ctcnc.org. We encourage signatory contractors to take advantage of the complimentary classes we provide!

As skills, tools and technology in our industry continue to change, our goal is to improve our members' skillsets by refining, developing and implementing superior-quality training programs that are evolving and progressive.

CTCNC employs two full-time instructors for journey-level training, Dennis Rose and Bob McAndrews. The trainers travel throughout Northern California to service members, employers and local union journey-level training needs. We hold trainings at the local union halls, training centers, or contractors' job sites and offices. We understand contractors have busy schedules and limited time frames; to accommodate schedules, our training staff offers classes from Monday through Saturday, with day and night sessions.

How Can WACA Contractors Request a Class?

- **Via CTCNC Website:** Our website is very user-friendly. Members

log in with their UBC ID numbers to access the system. They can sign up for trainings, view class schedules, add their names to waitlists and update contact information.

- **CTCNC Training Department:** Contractors can contact the Training Department directly by calling (925) 462-9640 and speaking with one of the training officers.
- **Local Union Halls:** Contractors can call their local union halls and request to set up a training, at which point the Training Department and the union hall will work together to coordinate a training.

All trainings that CTCNC offers are FREE to signatory UBC members! There is no cost to contractors or members to set up a training. We encourage contractors to take advantage of our resources!

Important Key Recommendations to Be Aware of When Requesting a Class:

- We have different minimum and maximum student requirements for each training
- Classes should be scheduled two months in advance
- All materials, books and power tools are provided; however, members should dress appropriately for the training and bring their hand tools

As skills, tools and technology in our industry continue to change, our goal is to improve our members' skillsets by refining, developing and implementing superior-quality training programs that are evolving and progressive. We believe in working with local members, contractors and unions to advance our workforce. By working together, we can develop the programs and resources needed to sharpen our labor force and strengthen skills by providing valuable on-the-job training.



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To reserve your space, visit the Calendar of Events page on WACA's website.

Magnum Drywall

by Gary Robinson, President and CEO



Magnum Drywall is dedicated to providing customers with the most professional approach to their drywall, acoustical ceiling/T-bar and painting needs. We believe strongly about the four tenets we take to every project: safety, quality, service and efficiency. We strive to accomplish the best quality, the best safety record and the best service on all of our projects. Working together as a team with the general contractor, we believe, and have proven, that even the most difficult schedules can be met.

It's interesting how things turn out sometimes. I began this company in 1991 and continue to serve to this day as president. A cousin got me a part-time job working in drywall while I was in school. It started out as just a way to put myself through college, and I ended up liking the industry. After graduation, two friends and I had \$2,000 to start up this "green beret"-style company, and we went for it. Now here we are, 24 years and 150 employees later, with about 510 in the field. I've been asked if I have a knack for the business; I think I've just always been a construction-oriented type of person.

We have some very exciting projects in progress. The Google tech centers have been amazing to work on. There are some nice architectural features involved that we're going to be very proud of once they're up. We're driven by the knowledge that the sooner we help finish them, the sooner the company can continue changing the world. There's also Genentech, the giant pharmaceutical company, which we're doing work for now in South San Francisco, with Webcor Builders as the general contractor. On this project, we're really pushing the envelope with a highly collaborative process; all the subs are in one big room working together, which ensures everyone is on the same page at the same time. We're about halfway through the project, and I'm optimistic about how it's going so far. This creative collaboration is helping everything go smoothly.

As we know, our construction industry can be a difficult one. There's no shortage of challenging, high-quality projects to get done, and highly demanding customers as well. Magnum specializes in doing those it-can't-be-done projects and working with the clients who need to

make them happen. In the middle of all this, the greatest challenge seems to be the regulations and billing codes. They change often, and it's easy to wonder if projects are always going to take longer from here on out and cost a lot more. Nevertheless, we are up for that challenge and will meet it with the same spirit and results that have helped make us the organization we are today.

And I have to hand it to the employees of this company. We stand out in the industry for our flexibility, our responsibility, and our people — but the people really are number one here. It's because of their willingness to work together, to not dabble in a lot of interoffice politics or conflicts, that we're able to be efficiency-, safety- and quality-oriented in the way we operate. Our people are very like-minded in that they focus on the job to be done above all else, and our accomplishments reflect that commitment.

Magnum is a good-sized company and a very effective one, so we're able to hold our own in this business. There are advantages, however, to having assistance in the industry, and being a WACA contracting member provides that. It's nice to have that common voice for the industry. It's good to have a say about our issues, particularly to have a voice that advocates for us.

We're getting the art of construction down. I think we've finally made it! At Magnum Drywall, we like to take on the challenges of the wall and ceiling industry, and as a dedicated team, we like to come together to solve them. It's when we're at our best and why we love being a part of this demanding profession.

We believe strongly about the four tenets we take to every project: safety, quality, service and efficiency.

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2015 ADVERTISING OPPORTUNITIES IN *THE QUARTERLY*

With *The Quarterly*, wall and ceiling contractors throughout Northern California have a valuable resource for the news and information they need to know — straight from the association that's looking out for its members' best interests.

If your company serves these contractors, there's no better ad space opportunity for you than *The Quarterly*! Be sure to ask about members-only rates. Get noticed — advertise with WACA today!

Ad space opportunities are available in the following sizes:

Back cover	1/2 page horizontal	1/3 page block	1/6 page vertical
Full page (with bleed)	1/2 page vertical	1/4 page block	1/9 page vertical

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Dryvit Systems, Inc.

by Brent Fisher, Manager of Business Development



The Wall And Ceiling Alliance is particularly grateful to be able to highlight our associate member Brent Fisher, manager of business development with Dryvit Systems, Inc. Brent has provided immeasurable support to WACA over the years. His dedication to the wall and ceiling industry is evident in the help he's given our association: attending events, giving industry talks at our member dinner meetings and educational trainings (such as the Wall and Ceiling Bureau's continuous insulation workshop), and encouraging other members to participate at our events. Brent is also a member of the Wall and Ceiling Bureau's Safety Fair committee and helped drive attendance to our Safety Fair event in September. WACA exists because of the enthusiasm and efforts of industry professionals like Brent, and we're very pleased to feature Dryvit Systems in our magazine.

— Wall And Ceiling Alliance

In 1969, Dryvit Systems, Inc. introduced the concept of combining both continuous insulation and design-flexible aesthetics into a single exterior wall system, Outsulation.® Since then, Outsulation systems have become a trusted choice for architects, building owners and contractors who want a high-performance, insulated cladding solution that can provide everything the client needs. Dryvit Systems also

offers a wide variety of products in different areas: commercial, residential and renovation/restoration.

As the manager of business development, I could talk for a long time about why I'm proud to be with Dryvit Systems and what makes the company stand out. One reason is the overall impact we've had on the

industry as a whole. Dryvit introduced the highly successful exterior insulation and finish systems (EIFS) industry in North America over 40 years ago. Currently, as of 2014, more than one in every 11 commercial buildings in this country features Dryvit products on the exterior, which is an accomplishment we're proud of.

Another reason I'm grateful to be a part of this company is our focus on sustainability. We take it seriously, both in the products we make and in the way we encourage employees to maintain good health and quality of life. In regards to our product, installing a Dryvit Outsulation system is like wrapping the building in a seamless blanket of insulation — placing it on the outside of the wall where it is most effective. Worldwide, more than 450,000 buildings we've completed save on average at least 20 percent on their energy costs because they are clad with Dryvit Outsulation systems. We've also encouraged suggestions from our employees, and they've offered many of the environmentally conscious ideas we now use. To this day, we remain the only EIFS manufacturer to have all of its five North America production facilities ISO 9001:2008 and ISO 14001:2004 certified. This is the gold standard for worldwide product consistency, quality and environmental stewardship.

Dryvit Systems also brings a resourcefulness and innovation in meeting new challenges. For instance, our architectural shapes and "sand pebble" finish allowed Dryvit to match the new Gordon E. Inman Center to the historical style already on campus at Belmont University in Tennessee. This was a significant design challenge for both the university and the building team. In the end, Dryvit was complimented by the principal of the construction company, who observed, "Dryvit EIFS was the perfect solution to the university's needs." We're very pleased with how our products and services can be used to achieve an ambitious vision and high-performance durability.

WACA is an important part of meeting those new challenges and an important part of how Dryvit brings its message to the Northern California marketplace. We believe that WACA helps increase the opportunity for products like ours through promotion and education. WACA provides a collegial atmosphere to meet with our customers, competitors and

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allied members. It's within this setting that we can map out important venues to improve the quality of product application and provide learning events for members, general contractors and architects.

My job at Dryvit could be described somewhat as a "catch-all" because I get to work with many architects, builders and contractors to help them technically realize an idea for design, and the products and projects all vary. This summer, we started a huge project for Macy's in Walnut Creek: the reclad of an existing department store and a large addition to the store. Raymond-Northern California, Inc. is the installing subcontractor; TVA Architects of Cleveland is the designing architect; Swinerton is the builder. Other California projects we are working on are hotels in the Bay Area, Los Angeles, Sacramento and the Desert Cities.

The tech and entertainment booms and thousands of new workers moving to key metro centers has caused multiunit housing to rebound everywhere in the western United States. We're working with about a dozen architects to bring those project exteriors to fruition. It's fun and gratifying to see a plan move from lines on paper through the design phases and then into a reality. It's the thrill that rewards us in this business every day.

Vinyl Corp.

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**WELCOME
NEW MEMBERS**

CALENDAR OF EVENTS

DECEMBER 1-3, 2014

Construction SuperConference
Encore Resort at Wynn
Las Vegas, Nevada

DECEMBER 7-10, 2014

LMCI Finishing Industries Forum
Mirage Hotel
Las Vegas, Nevada

DECEMBER 13, 2014

WACA Holiday Party
Fairmont Hotel
San Francisco, California

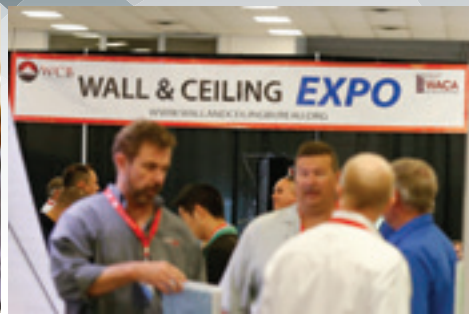
JANUARY 17, 2015

WACA Drag Race
Hayward, California

FEBRUARY 12, 2015

First Member Meeting of the Year
Crab Feed
San Francisco, California

2014



2014 WCB EXPO

Over 40 vendors and a crowd of attendees made for a successful Expo at the Alameda County Fairgrounds on August 14. We were proud to offer and host this first-time Expo, presenting can't-miss exhibits, products and live demonstrations. We were also pleased to offer a variety of seminars, such as "Understanding Air Barriers" and "Clarification on How OSHPD Works," among others.

Attendees had an opportunity to visit members' and partners' booths and to attend the complimentary seminars as well. Parking for both vendors and attendees was also complimentary. Lunch was catered and provided for free to the Expo crowd.

Maury MacKenzie, certified hospital inspector with 36 years of construction inspection experience, presented the first seminar at 11 a.m., "Clarification on How OSHPD Works." Maury helped participants understand the requirements, how to get information to the right people, and how to bridge the gap between the information that management has and what the workers have always done. Successful inspections were also reviewed. Creating a profit and retaining it was a final focus, as was how to "build it once" the right way, the first time.

The noon seminar was presented by Don Pilz, research and development manager for CEMCO. Don's 20-plus years of experience in the wall

and ceiling industry served him in informing participants about fire, smoke and sound ratings. Attendees for this seminar learned about the latest requirements and options in the areas of fire safety.

After lunch, a comprehensive review of air barriers was presented by Lynn Walters. With his experience in conducting architectural/contractor training for more than eight years, Lynn reviewed what air barriers are, exactly how they work and how air barriers fit into the new energy code.

At 2 p.m., a presentation on continuous insulation was conducted by Dryvit Systems' representative Brent Fisher, an expert in continuous insulation with over 15 years of experience in the industry.

WCB's final seminar was given by Chad Pearson, head of business development for Plexxis Group. In this software and technology class, "How to Unify Your Entire Company, from Estimating to Financials," participants learned how to integrate company information into one common database and maintain its accuracy, regardless of how many employees use the software.

More photos of the Expo can be seen in the Photo Gallery on WACA's website, www.wallandceilingalliance.com.



THE WALL AND CEILING ALLIANCE WOULD LIKE TO THANK ALL OUR EXHIBITORS:

- ACH Foam
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