

**NORTHWEST WALL & CEILING INDUSTRIES
CONVENTION & TRADE SHOW**
SAN DIEGO • CA
APRIL 28-30, 2016
LOEWS CORONADO BAY RESORT



NORTHWEST WALL & CEILING INDUSTRIES 2016 CONVENTION AND TRADE SHOW



Join your wall and ceiling industry colleagues for a game-changing event designed to help you elevate your businesses to a new level of efficiency and profitability. This year's speaker lineup has been chosen to provide you with battle-proven business tools and strategies as well as the latest trends and technical information in the industry. You will be able to take home tools and ideas and networking contacts that can be employed immediately to improve their business operations and bottom line.

See the latest products, systems and tools.

Build your network of industry contacts in a fun and relaxed setting.

Enjoy golf and social events.

Experience a fantastic destination resort.

Learn from powerful seminars:

- » Keynote: The Five Attributes of Highly Profitable Companies—Learn The Secret Formula For Long Term Success
- » What Business Leaders Want Most—A High Performance Profit Producing Culture
- » Liable or Not—Construction Defects Can Affect Everyone
- » Achieving a High-Performance Air-Barrier System
- » Labor-Management Collaborative Business Presentation & Discussion
- » Seven Strategies for Effectively Connecting with Anyone—Communicate, Network and Present with Confidence
- » Outpacing Technology, Trends and Rising Expectations in the Trade
- » Fire-Test Results Every Drywall Contractor Needs to Have



 **Read the convention blog:** nwcb.org/convention-blog

 Connect with NWCB on **Facebook**

 Follow **@WallCeilingShow** on Twitter

Register now at
wallceilingshow.org

2016 GOLF

The convention golf tournament will be played on Thursday, April 28, at **Riverwalk**, one of San Diego's top courses, featuring mature stands of palm, oak and eucalyptus trees framing the undulating fairways and manicured greens and numerous wetland areas, bunkers and scenic water features. A great course for players of all abilities combined with a fun scramble format promises a great golf and networking outing for our delegates.

Convenient charter bus transportation will be provided for the tournament participants.

The golf outing begins with breakfast from 6:45 am to 7:45 am, and the shotgun start will be at 8:00 am. Golf prizes will be given out Friday morning in the exhibit hall.

The tournament fee is \$185, which includes a breakfast buffet, cart and green fees, transportation to and from the course, tournament services by the course and prizes. Reserve your spot early. Space is limited!



LOEWS CORONADO BAY RESORT



Perched on a private, 15-acre peninsula with views of the shimmering bay waters and the San Diego skyline, the Loews Coronado Bay Resort offers luxurious accommodations and a relaxed atmosphere with spectacular views overlooking the surrounding waters and lush landscaping. The resort is comprised of five connected buildings, curving around the expansive pool deck featuring three heated swimming pools, hot tub spa and dry sauna and fun outdoor games, plus three plexi-paved tennis courts.

The resort's state-of-the-art fitness center will help you keep up your fitness routine while away from home, and the Sea Spa, a world-class spa offering signature treatments, therapies, and products, provides a place for relaxation and pampering.

For those who love water and outdoor activities, the Loews offers on-site rentals of powerboats, jet skis, sailboats, stand-up paddle boards, kayaks and many types of bicycles. The Silver Strand Beach, is within an easy walk from the resort.

Five restaurants serve everything from quick snacks and smoothies to fine dining with a fantastic view. More restaurants choices are a short drive away in downtown Coronado, or you can easily venture out to downtown San Diego, which will multiply your shopping and dining options.



WEDNESDAY, APRIL 27

1:00 PM - 7:00 PM	Convention Registration
5:30 PM - 7:00 PM	NWCB Board of Directors Meeting

THURSDAY, APRIL 28

1:00 PM - 9:00 PM	Exhibit setup (must be complete by 9:00 pm)
6:45 AM - 7:45 AM	Golf Breakfast
7:15 AM - 6:30 PM	Convention Registration
8:00 AM - 1:00 PM	Golf Tournament
5:00 PM - 6:00 PM	OPENING SESSION WITH KEYNOTE PRESENTATION The Five Attributes Of Highly Profitable Companies—Learn The Secret Formula For Long Term Success Outstanding Project of the Year Awards
6:00 PM - 7:00 PM	Welcome Social Hour
7:00 PM	Free Evening

FRIDAY, APRIL 29

7:30 AM - 4:00 PM	Convention Registration
8:00 AM - 10:00 AM	Exhibit Breakfast
10:00 AM - 11:30 AM	SEMINAR: What Business Leaders Want Most—A High Performance Profit Producing Culture
11:30 AM - 12:30 PM	Free Time for Lunch
12:30 PM - 1:30 PM	SEMINAR: "Liable or Not—Construction Defects Can Affect Everyone"
1:45 PM - 2:45 PM	SEMINAR: Achieving a High-Performance Air-Barrier System—Proper Design, Installation, and Field Quality Control
3:00 PM - 5:00 PM	Dealer Caucus Meeting
3:00 PM - 4:00 PM	Labor Caucus Meeting
3:00 PM - 4:00 PM	Contractor Caucus Meeting
4:00 PM - 5:00 PM	Contractor-Labor Joint Caucus meeting with Bob Prosen presenting
5:30 PM - 6:30 PM	Reception
7:00 PM - 10:00 PM	Manufacturer & Dealer Party—an evening of fun dining and dancing

SATURDAY, APRIL 30

7:00 AM - 8:00 AM	NWCB Annual Membership Meeting
7:30 AM - 1:00 PM	Convention Registration
8:00 AM - 10:00 AM	Exhibit Breakfast
10:00 AM - 11:15 AM	SEMINAR: Seven Strategies for Effectively Connecting with Anyone—Communicate, Network and Present with Confidence
11:30 AM - 12:30 PM	SEMINAR: Outpacing Technology, Trends and Rising Expectations in the Trade
11:30 AM - 12:30 PM	SEMINAR: Fire-Test Results Every Drywall Contractor Needs to Have
6:00 PM - 7:00 PM	Reception
7:00 PM - 9:00 PM	Closing Banquet

USEFUL CONTACTS**Loews Coronado Bay Resort**

4000 Coronado Bay Road • San Diego, California, 92118
resweb.passkey.com/go/NorthwestWallCeiling
Phone: 619-424-4000 • Reservations: 1-800-235-6397

Convention Registration and Information

206-524-4243 • www.nwcb.org

Trade Show Booth Reservations

shows.map-dynamics.com/nwcb2016/?register

San Diego International Airport • www.san.org**Enterprise Rent-A-Car**

www.enterprise.com • 800-261-7331 • Discount code: EHSB45A

San Diego Visitor Information • www.sandiego.org**2016 PRESENTERS****THURSDAY, APRIL 28****KEYNOTE 5:00 PM****The Five Attributes of Highly Profitable Companies—Learn The Secret Formula For Long Term Success**

Bob Prosen, CEO The Prosen Center for Business Advancement



Replace your old management ideas with battle-proven tools and tactics to rapidly increase

performance, productivity and profits in your organization. Bob Prosen will share his arsenal of management tools to help you take your organization to a new level. You will learn to focus your leadership on results, boost the effectiveness of your sales, develop a hawk's eye for spotting and correcting operational inefficiencies, glean information from your data and grow a satisfied and loyal customer base.

Bob Prosen is a visionary leader with a pragmatic grip on the reality of what it takes to deliver extraordinary bottom-line results. After 25 years as a successful corporate executive, Bob shares the inside information that enabled him to lead top global companies to unprecedented profitability.

FRIDAY, APRIL 29**10:00 AM What Business Leaders Want Most—A High Performance Profit Producing Culture**

Bob Prosen

This presentation provides you with proven tools and tactics to rapidly increase your company's performance and profit. This program is packed with advice and real-world examples on how to create a profit-producing culture regardless of economic conditions.

12:30 PM Liable or Not—Construction Defects Can Affect Everyone

Don Pilz, Development manager for CEMCO



In states with strict construction defects laws, the builder is required to provide a 10-year

performance warranty for the firestopping in residential construction. Fire caulking has been the industry standard for so long that very few people would ever question its performance or longevity. Most people are surprised when they realize that most fire sealants only provide between a 90-day to 3-year warranty. Don will share options on how to limit your exposure to construction defects as it relates to firestopping and acoustical ratings.

1:45 PM Achieving a High-Performance Air-Barrier System

Laverne Dalgleish, Executive Director of the Air Barrier Association of America (ABAA)



Air Barriers are an extremely important component of a high performance building

enclosure system. For the most part, these systems are non-maintainable components and repairs can typically only be made with the removal of the exterior cladding system. To ensure a performing system, proper design, detailing and ultimately the proper installation of these systems is extremely important. You have one chance to get it right. Come learn about important constructability considerations, how to properly detail critical interfaces, key items to include in specifications and the proper installation techniques, quality control and testing parameters for a variety of air barrier systems in use today.

4:00 PM AT THE CONTRACTOR-LABOR JOINT CAUCUS MEETING Labor-Management Collaborative Business Presentation & Discussion

Bob Prosen
Bob Prosen will be presenting and facilitating discussion on several key areas of business management vital to wall and ceiling contractors competing for business in today's economy and positioning themselves for future business opportunities and growth. Join this critical conversation discussing items

that will strengthen the competitive position of the wall and ceiling industry, the union contractor and the partnership with the labor organizations.

SATURDAY, APRIL 30

10:00 AM **Seven Strategies for Effectively Connecting with Anyone—Communicate, Network and Present with Confidence**

Sheryl Roush, CEO, Sparkle Presentations, Inc., Speaking, Training & Coaching



Do you think it is time to brush up on your communication skills? You know networking

will bring you business — but it's still scary? Do you need to give a presentation, but you don't know where to begin?

In this engaging, fast-paced session, you will discover public speaking and communication tips that you will instantly apply to your sales and marketing efforts. Get the contract. Earn client trust. Gain customer loyalty. Bring in more

business. Up-sell your services. Reduce errors. Increase revenue, and more!

Sheryl Roush is CEO of Sparkle Presentations, Inc., based in San Diego, and is a 17-time published author. She has over 35 years of experience in sales and marketing, plus over 25 years as a top-rated international speaker and trainer on communication.

11:30 AM **Outpacing Technology, Trends and Rising Expectations in the Trade**

Chad Pearson, Director of Business Development for Plexxis Corporation



With over 90 percent of all digital data that exists in the world having been collected

since 2011, a new on-demand knowledge economy has developed, creating significant opportunities for progressive subcontractors.

This insightful discussion will bring clarity to the tech

bubble in construction and highlight strategies to capitalize on emerging trends while exceeding the evolving expectations of customers.

11:30 AM **Fire-Test Results Every Drywall Contractor Needs to Have**

Darin Coats, Technical Advisor, City of Orange, Technical Services Information Bureau, Orange, Calif.

Ben Duterte, Technical Director, Wall and Ceiling Bureau, Pleasanton, Calif.

Mike Nonn, Technical Advisor, Wall and Ceiling Bureau, Pleasanton, Calif.



How many times have you heard an inspector say “show me the fire test” as you try to explain why your work meets the requirements of a test that didn't exist? The Wall and Ceiling Conference (WCC) recently ran an real fire test on

an approved, one-hour wall assembly to study whether specific installation practices, which inspectors find unacceptable and cite as their basis for rejecting the work, actually affect the fire-test performance.

This seminar by the technical experts from the WCC will help you understand the test, the common field practices that were included in the test and how this information can benefit you on your projects. If you are tired of hearing “replace the board” or “show me a fire test,” you will not want to miss this seminar.

NOTICE OF ANNUAL MEETING: The 2016 NWCB Annual Meeting will be held 7:00 a.m. to 8:00 a.m. on Saturday, April 30, at the Loews Coronado Bay Resort located at 4000 Loews Coronado Bay Road, Coronado, California. All members are invited to attend.

HOTEL RESERVATIONS

LOEWS CORONADO BAY RESORT



ROOM CUTOFF: APRIL 1, 2016 (OR EARLIER IF ROOM BLOCK SELLS OUT)

Loews Coronado Bay Resort
4000 Coronado Bay Road
San Diego, CA, 92118

RESERVATIONS

Call **(800) 235-6397** or reserve online:
resweb.passkey.com/go/NorthwestWallCeiling

Group name: NW Wall & Ceiling

Group rate: \$229 per night, plus taxes and assessments. This rate is available three days prior and after the convention. The resort fee has been waived for our group. Cancellation policy is 24 hours prior to arrival to avoid penalty.

ABOUT GUESTROOMS

The Loews Coronado Bay guestrooms offer magnificent views that range from the Pacific Ocean and Coronado Bay to our lush grounds or the lights of the San Diego skyline. All guestrooms feature a Stearns & Foster® mattress, free Wi-Fi, ample electrical outlets and USB ports, a well-designed workspace, 42" Slim LED TV, stone-top vanity and deep soaking tub with separate shower in most rooms, hair dryer, Keurig coffeemaker and refrigerator.

BEWARE OF CONVENTION HOUSING PIRACY

The NWCB is the only organization that will be contacting you regarding guestroom reservations for this event. Beware of companies that might solicit you over the phone and misrepresent themselves as our official housing provider. These calls are often scams that could result in your credit card information being compromised and no hotel room reserved.