



The Listening Post

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Bill Bryan Elected TLPCA President

Other Convention Highlights

Bill Bryan, of Cooper Plastering in Tyler, was elected TLPCA President at the Association's 54th Annual Convention held at the Marriott Horseshoe Bay Resort in Marble Falls.

Also elected were Randy Newman, of Silver Star Plastering of Garland, as Vice-President, and Tim Rogan, Houston Lath & Plaster, as Secretary-Treasurer.

Bill succeeds Jeff Shuck— Southwest Lath & Plaster of Garland— and will serve until next year's Convention. Board of Directors members for both TLPCA and TBLP will be selected in the near future.

Several important topics were discussed during the Convention. An aggressive industry marketing campaign (see article on Page 2)

will be launched starting this month.

TLPCA is planning to initiate a broad-based statewide apprenticeship program for lather, plasterers, drywallers and acoustical carpenters later this year. Par-



Bill Bryan-Cooper Plastering
2006-07 TLPCA President

ticipation in the Department of Labor-registered program will assure a better-trained work-

force pool in the future and allow participating contractors to realize significant labor cost savings on Davis-Bacon jobs. Watch your email for details in the near future

The Association adopted a comprehensive Strategic Plan (see details on Page 4) that will lay the groundwork for increasing membership and providing valuable services to TLPCA members. Part of this process is to streamline and coordinate the relationship and activities of the Association and the Bureau.

A membership campaign will be conducted in the near future. All members are encouraged to submit names of quality contractor and associate member prospects to the TLPCA office.

City of Duncanville Removes Stucco Ban

The City of Duncanville has removed a long term ban of using stucco on more than 20% of the exterior façade after an educational campaign by representatives of TLPCA and TBLP.

Bureau rep Bob Saindon, TLPCA Executive Director Phil Amodeo, and TLPCA Past President Georg Adams attended several meeting to address the concerns of city officials that had surfaced when a proposed restaurant had re-

quested the use of stucco cladding on the exterior.

The city had previously banned stucco for unknown reasons, but as the result of the Association's efforts, agreed to lift the restriction on all future construction.

New Look & Ways To Contact TLPCA



TLPCA Marketing Campaign to Educate Architects, Designers & General Contractors

TLPCA, in cooperation with several associate members and manufacturers, is launching a broad-based marketing campaign to educate architects, designers, and general contractors about the advantages of using stucco and plaster products.

Full-color advertisements will appear for the next several months in the following publications: *Texas Architect* (circulation 15,000), All four issues of *Texas Construction News* (circulation 39,000) and *Texas Contractor* (circulation 20,000).

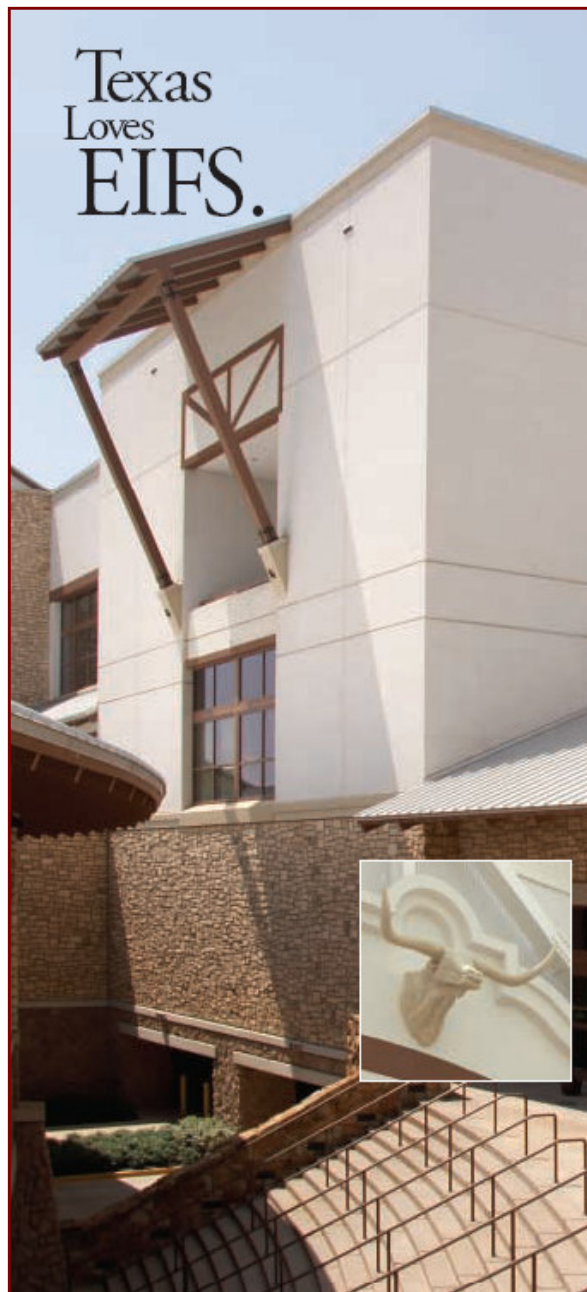
The first segment of the campaign will promote the merits of EIFS facades. Watch for these ads in the coming months. Special Thanks to LaHabra for preparing the ad copy for publication.

Several changes have been made recently to update the appearance and functionality of TLPCA.

A new logo (special thanks to Darryl at Jimmy Skipworth Plastering for the design work) was approved at the Convention to put forth a more contemporary look for the Association.

Future communications between

TLPCA and its members will be enhanced by the move to a more comprehensive email system utilizing Microsoft Outlook rather than AOL.. All email correspondence now should be directed to info@tlpca.org for general items; phil@tlpca.org to reach Phil Amodeo; and yvonne@tlpca.org to reach Yvonne Winn. Look for more communication from TLPCA via email.



Texas
Loves
EIFS.

Texas does indeed love EIFS (Exterior Insulation Finishing System) and it is easy to understand why...EIFS is the versatile and practical solution for the facades for Texas.

When the architect and developer are looking for a high energy efficient cladding for the hot desert like conditions of West Texas, or need a drainable wall system that meets the Dade County Hurricane Code for the coastal area of Texas, EIFS is the practical solution.

If you think you know EIFS when you see it...think again. The New Generation Finishes of EIFS today can offer you the look of Cast Stone, Texas limestone, Old World plaster and even brick.

With the versatility of EIFS, it should be no surprise that the EIFS industry had a record breaking year with its highest sales volume ever in 2005! This record year helps keep EIFS once again as the largest slice of the pie in commercial wall cladding. YES, EIFS is selected to clad more exterior walls on commercial buildings than any other option.

Since 1952, the members of Texas Lathing & Plastering Contractors Association (TLPCA) have been recognized for their work with National awards and 2006 was no exception. This year both EIMA (EIFS Industry Members Association) and ABC (Associated Builders & Contractors Association) selected a Texas project using EIFS installed by a member of TLPCA for the National Exterior Wall Cladding of the Year award.

For over 50 years, TLPCA has promoted quality methods and practices for the plaster trade. Please visit www.tlpca.org for a list of membership, standard plaster details and technical information, AIA program availability or simply give us a call at 866-96-TLPCA and let us know how we can help.



www.tlpca.org
www.tbtpc.org

2006 TLPCA Design Award Winners

One of the highlights of the TLPCA Convention is the selection of winners for the annual design awards.

There was a total of 13 entries submitted for the various categories in the competition

Award winners were:

- Residential Exterior Stucco/EIFS

Silver Star Plastering— Casner Residence - Flower Mound

- Commercial Exterior EIFS

Swanson Plastering - Edinburg Children’s Hospital

- Commercial/Residential Interior

Pinnacle Award Winner

Prime Outlets-San Marcos

Architect/Designer

Carter Burgess

Applicator

F.L. Crane and Sons-Hutto

Materials

Dryvit Systems

Square Footage Installed

750,000 Square Feet

Texas A.C.A. - Old Red Courthouse Restoration - Dallas

For more photos of the Design Award – Winning Projects, go the www.tlpca.org



Prime Outlets—San Marcos, TX

2006 TLPCA Convention Sponsors

This year’s convention would not have been successful without the generous support of numerous sponsors and contributors. Please express your appreciation to the following individuals, suppliers and manufacturers:

CALPLY

ADAMS SUPPLY

AMICO

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Texas Lathing & Plastering Contractors Association

Board of Directors – Strategic Plan



GOALS/OBJECTIVES

1. Increase the value of membership by promoting services and benefits.

A. Increase the number of contractor members by 100%.

- Expand representation on the Membership Committee
- Promote each contractor member to recruit one new member
- Revise the printed membership information
- Review the membership packet – respond quickly to new members
- Develop a list of prospective members and send Membership information
- Consider other membership segments such as Stone manufacturing and remodeling.
- Convene a meeting of Associate Members to determine strategies to build value for membership and sponsorship.

B. Plan and implement the apprenticeship program.

C. Serve as the primary resource for information regarding regulatory issues and changes.

2. Expand the recognition of the Association and the industry. (Branding the logo)

A. Increase the content value of the website and Newsletter.

B. Promote the purposes and accomplishments of the Association.

- Implement the strategy for ad placements.
- Implement the strategy for exhibiting at trade shows.
- Expand the distribution list for receiving information from the Association.
- Develop a trade press distribution list and press release schedule.

C. Continue to provide quality education programming and expand to new audiences

3. Expand the recognition/ support for the Bureau.

A. Clarify the role of the Bureau, Association, and Foundation in working together to accomplish the goals of the Association.

B. Grow the number of participants, sponsors and promotion for the fishing derby and golf outing.

4. Build a strong governance structure and process working in partnership with staff.

A. Identify specific roles for the Board, Committees, and staff.

B. Develop position descriptions & expectations for Board members and Committee Chairs.

C. Conduct an annual Board orientation and planning session.

D. Identify and recruit volunteers to serve on Committees.