

FWCCA ANNUAL

CONVENTION AGENDA



JULY 23-27, 2025

HILTON BONNET CREEK HOTEL, ORLANDO

FWCCA.COM



WEDNESDAY, JULY 23RD

6:00 - **BOARD OF DIRECTORS DINNER** - A special evening for the FWCCA Board Members and spouses to say "thank-you" for all the time, effort and money they donate to the Association throughout the year.
8:00 pm

THURSDAY, JULY 24TH

9:00 - **GOLF COMMITTEE BREAKFAST** - The committee will meet to discuss the final details of the Golf tournament and to review last minute task assignments/details of the tournament.
10:00 am

10:00 am - **BOARD OF DIRECTORS ANNUAL MEETING** - The annual meeting of the FWCCA Board is a short informal meeting and review of the convention agenda.
Noon

9:00 am - **MEMBER & EXHIBITOR CHECK-IN** - Registration Desk will be open to check-in all members and exhibitors for weekend events.
5:00 pm

10:00 am - **GOLF REGISTRATION & CHECK IN** - Our golfers can check-in with staff and pick up their golf information, event tickets, etc. ahead of Friday morning to avoid the "rush" then you can enjoy breakfast and hit some practice balls!
4:00 pm

Noon - **FLAPB – ANNUAL MEETING** - Notice to be mailed directly to FLAPB members. Members are invited to participate in the FWCCA educational classes on Thursday and Friday along with Visting the Exhibits on Friday evening BUT, you must register with FWCCA for proper credentials.
1:30 pm

1:30 - **CLASS I – LAWSUIT PROTECTION AND TAX REDUCTION STRATEGIES**
3:30 pm Presented by Larry Oxenham, Senior Advisor, American Society for Asset Protection, Norman, OK


Is your financial house in order? Discover the tools wall & ceiling industry professionals can use to become invincible to lawsuits, save thousands in taxes, and achieve financial peace of mind.



At the conclusion of this presentation, you will know how to:

- Protect 100% of your assets from lawsuit
- Save thousands of dollars each year in taxes. Learn five tax reduction strategies most people fail to utilize, which could save you more than \$10,000 yearly in taxes.
- Avoid probate and eliminate all estate taxes. You will be taken through a checklist of items that are important to every estate and business succession plan.
- It takes a lifetime to accumulate your assets – learn to protect them.

2:00 - **CLASS II – LEADING OPERATIONAL EXCELLENCE**
3:00 pm Presented by Gregg Schoppman, FAILS MANAGEMENT INSTITUTE, (FMI) Tampa, FL

Back by popular demand, Gregg will be on hand to present another great eye-opening session! The focus of many construction organizations should be on cost reduction and efficiency. With the downward pressure on price, contractors continue to examine areas of their business where waste – however large or small – is prevalent. As schedules contract, owners' expectations rise and margins remain in a fragile balance. It is imperative that the construction industry examine its operations and develop sound lean, efficient processes. Replicable tool and processes will help firms be competitive





today and maintain a sustainable advantage tomorrow. Lean is not a new concept, but the recipe allows for a cultural shift to challenge the status quo and drive superior results long-term.

We will cover:

- Examine general practical construction applications of the right “lean” tools, processes and metrics
- Understand the truths and myths about how to implement these initiatives
- Examine FMI's P3 model and explore the correct way to drive efficiency and productivity
- Create an integrated approach that is consistent, sustainable and replicable long term to drive money to the bottom line

3:30 - **GOING BEYOND CODES AND STANDARDS TO MAKE STUCCO CLADDING A SUCCESS**
4:30 pm Presented by Regi Mendoza, Master Wall, Inc.

In this ever-changing world of exterior cladding systems and finish options, understanding the proper compatible components to meet codes and receive manufacturer warranty coverage is critical in the design, submission, and installation processes. This session will cover the following topics and more:


- Cladding Systems Options
- Designing and Specifying approved assemblies for Division 07 and Division 08
- FBC compliant assemblies
- What is a “Miami-Dade NOA”?
- Warrantable system components
- Finish Options

4:00 - **CLASS IV - DON'T KILL YOUR GOLDEN GOOSE – SUCCESSION STRATEGIES TO PROTECT & PERPETUATE YOUR BUSINESS**
5:00 pm Presented by Larry Oxenham, American Society of Asset Protection

Learn the strategies and tools the nation's top firms use to save their clients millions of dollars each year. In this session, you will learn:

- What exit strategy is right for you: transfer to family members, complete sale, partial sale, IPO or management buyout
- Succession strategies that protect your legacy, maximize your freedom and increase your net worth
- Legal tools that allow you to transfer the majority of ownership and still maintain 100% control
- How your business succession strategies and estate plan work together.
- Steps to maximize the sale price of your business
- Systems to ensure the continued success of your business through the next generation of owners and managers
- How to properly structure your business to minimize taxes on sale or transfer. If not planned for capital gains, estate and gift tax consequences can cripple the ongoing success of a business.
- Common mistakes and missteps to avoid when selling or creating a succession plan

5:30 - **PRESIDENT'S RECEPTION** – By Invitation only, a special reception hosted by FWCCA's President for Convention Sponsors, New Members, Past Presidents, Board members and VIP's. An opportunity to visit with old friends, meet some new attendees and enjoy some great fellowship with the Board of Directors. A new added event to this reception is a Silent Auction to “kick-off” fundraising efforts for the Association's new Humanitarian Outreach Foundation - raising funds for Nationwide Charities. There will be great auction items for you guys and gals and a fun time will be had by all! Come prepared to network, enjoy some great fellowship and spend some money for a great cause.



FRIDAY, JULY 25TH

6:30 am **GOLF TOURNAMENT CHECK-IN & BREAKFAST** at the beautiful Waldorf Astoria Golf Course at the Bonnet Creek Hilton. Arrive early, for those who have not checked-in on Thursday - enjoy a continental breakfast and pick up your free gift before starting out. The FWCCA Golf Tournament is a great event with tons of prizes

8:00 am **TOURNAMENT BEGINS** – followed by lunch at the conclusion of golf. Lunch and Prize Give-aways will take place at the Golf Club house upon tournament completion.

9:30 am - **REGISTRATION DESK OPEN** – Stop by and pick up your registration material and convention information. Staff will be on hand all day to assist member attendees and exhibitor personnel.

11:00 am **EXHIBITOR CHECK IN AND SET-UP BEGINS** - Staff will be on hand to assist exhibitors with questions and to distribute registration packages. The Exhibit hall will be ready by 12:00 noon to begin booth set-up. All Exhibits must be set and ready to display promptly at 5:00 p.m

2:00 - **CLASS V – COMMON SENSE FINANCIAL MISTAKES BUSINESS OWNERS MAKE**
3:00 pm Presented by Brad Junger, Partner, CFO Insights

During this presentation, contractors will learn and hear about the following key elements to becoming successful:

- Not Reviewing financial statements monthly
- Inaccurate product/service pricing
- Only focusing on net income/EBITDA
- Mismanaged Debt
- Constrained liquidity
- Fixed Costs too high
- No relationship with banker
- Reviewing financial statements monthly – What to look for
- Liquidity- cash/current ratio
- Revenue – MoM growth – YoY growth
- Profitability -Gross Profit Margin, Net Profit Margin, Operating Cash Flow Margin

3:00 - **CLASS VI – RAINSCREEN SYSTEMS MADE EASY WITH ENGINEERED SUB-CONSTRUCTION**
4:00 pm Presented by Clark Larson, Construction Design Manager & Justin Webb, STO Rainscreen Specialist, STO Corp

This course presents the history of rainscreen design and explains why rainscreens are an important topic for the building envelope and enclosures. The course enforces the use of control layers to maximize the use of a drained, backed ventilated rainscreen system performance for both new and existing buildings. The audience will learn and be able to identify different rainscreen technologies and how a complete approach is beneficial to a building's performance, by ensuring compatibility among components and understanding the relationship of control layers of the exterior wall assembly for the health and safety of occupants.

Learning Objectives:

- Examine the history of rainscreen design and review fundamental rainscreen



FRIDAY, JULY 25TH CONT.

principles and how they work

- Identify the rainscreen components and their function to better understand the essence of a rainscreen systems
- Explain how good rainscreen design can impact health, safety and welfare.
- Explore the complete approach to rainscreen design and summarize the benefits of simplifying the design process.

4:00 -
5:00 pm

CODE REQUIREMENTS FOR WATER DRAINAGE OF CEMENT PLASTER

Presented by Mark Fowler, Executive Director of the Stucco Manufacturers Association, author of the Stucco Resource Guide and the Plaster and Drywall System Manual

There is a lot of confusion about the new code mandated drainage requirement for stucco. This program will cover the recent code requirements in Chapter 25 in the IBC and Chapter 7 of the IRC. Including options, caveats and how contractors can protect themselves. If you design, sell or install cement plaster on framed walls, you should attend this class hosted by the Stucco Manufacturers Association and FWCCA as a joint venture.

5:00 -
8:00 pm

EXHIBIT HALL OPEN W/SNACKS & CASH BAR – This year's Exhibit Hall is bigger and better than ever before! Exhibits in this year's show are from throughout Florida and the nation. Arrive early and be prepared to stay a while.

8:00 pm On

OPEN EVENING for Exhibitors Hospitality Suites, dinner with vendors, etc. There are several great restaurants on the property for you to visit. Many of the Exhibitors will sponsor separate hospitality suites and invitations will be mailed directly by exhibitors to contractors.



SATURDAY, JULY 26TH

8:30 am **REGISTRATION DESK OPENS** – Staff will be on hand once again to check in late arrivals. Check in early to pick up your registration information and exhibitor brochure.

9:00 am - **EXHIBIT HALL OPEN** – Take time during the show and experience hands-on new products, learn new installation techniques and reacquaint yourself with old friends and make new ones. Prizes will be given away throughout the show.

ADDED EXCITING EVENT- OVER \$2,500 IN CASH & PRIZES WILL BE GIVEN AWAY ON SATURDAY MORNING!

FWCCA will be giving away cash and prizes on Saturday morning but you must be in the exhibit hall to win! Saturday morning attendees will be given a special drawing ticket that needs to be filled out and turned in by 11:30 a.m. DRAWINGS WILL BE HELD AT 11:45 PRIOR TO CLOSE OF EXHIBIT HALL - NO ONE IS ELIGIBLE THAT IS NOT IN THE HALL ON SATURDAY MORNING. CASH AND PRIZES – OVER \$2,500 WILL BE GIVEN AWAY! MUST BE PRESENT TO PARTICIPATE & WIN! LIMITED TO CONTRACTOR PERSONNEL ONLY

12:15 - **ANNUAL INDUSTRY AWARDS LUNCHEON** along with the annual report on the affairs of the Association conducted by President, Jim Crews, A.W. Baylor Versapanel Plastering. Presentations to honor FWCCA Members for various activities and association involvement will also take place along with the annual recognition of Scholarship Award Winners.

SPECIAL PRESENTATION TO TUNNEL TO TOWERS our Charity of choice this year, Due to the support and generosity of our members, we will be presenting the T2T Foundation a check to help them continue all their work on behalf of our wounded warriors and veterans. Announcement will be made regarding FWCCA'S Charity of Choice for the upcoming year. The last item of business on the agenda will be the introduction of the 2025-26 FWCCA Officers & Board of Directors.

1:30 pm **EXHIBIT HALL BREAKDOWN** - The Exhibit Hall will be closed and locked at 12:00 and NO BOOTHS will be broken down until after lunch due to security issues.

7:00- **THEME PARTY DINNER & ENTERTAINMENT** – Join us for this year's Closing theme party: SEER SUCKER & SUNDRESSES –THE KENTUCKY DERBY COMES TO FWCCA – a new twist on our usual gaming night. The gaming tables are back with a Kentucky Derby Twist! That's right – horse races along with the usual gaming tables, crab races for the kids (though I think the parents like them more) photo booth, prizes and a special contest for the lady wearing the best Kentucky Derby Hat. Come relaxed – just as it says – seer sucker and sundresses and be prepared for a heck of a lot of fun. AND AS A SPECIAL TWIST, WE WILL BE SELLING TEAM (COMPANY) SPONSORSHIPS FOR EACH HORSE (10 TOTAL) IN EACH OF 5 RACES - SO SIGN YOUR TEAM UP EARLY AND NAME YOUR HORSE! Each winning team will earn additional play money to exchange for prize raffle tickets. USE SEPARATE REGISTRATION FORM TO REGISTER YOUR TEAM AND NAME YOUR HORSE! At the conclusion of the event, there will be a ton of prizes for attendees to win. Another fun-filled event, complete with Robbie the DJ so we can dance the night away!



TIME TO Party

DUE TO THE POPULARITY OF OUR SATURDAY NIGHT THEME PARTY - RESERVATIONS ARE A MUST. CHILDREN'S TICKETS WILL BE DISCOUNTED FOR DINNER BUT, ALL CHILDREN MUST HAVE TICKETS FOR ATTENDANCE!

BE SURE TO CHECK OFF YOUR ATTENDANCE REQUEST ON THE REGISTRATION FORM! TICKETS WILL NOT BE SOLD AT THE DOOR AND ARE LIMITED TO FULL CONVENTION REGISTRANTS AND EXHIBITORS.



A SPECIAL NOTE ABOUT OUR *Sponsors*

Each year, the FWCCA Convention and Trade Show grows bigger and better. This year is no exception. There are many manufacturers and distributors participating in this year's show along with great social and educational events. The cost of the FWCCA convention continues to remain affordable for even the smallest contractors. We are able to deliver such a high quality product at such an affordable rate thanks to our Sponsors.

AMES TOOLS	LADD ASSOCIATES
AMICO	LANCO PAINTS
ANDERSEN INTERIOR CONT.	LEE DRYWALL, INC.
A.W. BAYLOR VERSAPANEL PLASTERING	MARINOWARE
CEMEX, INC	MASTER WALL INC.
CERTAINTEED GYPSUM	OWA CEILINGS, INC
DEMAND PRODUCTS	PLASTIC COMPONENTS, INC.
DRYVIT SYSTEMS/TREMCO	QUIKRETE/SPEC-MIX
FOUDATION BUILDING MATERIALS	ROCKWOOL
FF SYSTEMS, INC.	RS ELLIOTT
FI FOIL	SENCO
GRABBER CONST. PRODUCTS	STO CORP
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GREENMAKER INDUSTRIES	TITAN FLORIDA
JACKSON/FLAYLER CO.	WALLS & CEILINGS MAGAZINE
JS SPECIALTY PRODUCTS	WIND-LOCK
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SUITCASING POLICY

The FWCCA Trade Show is open to all industry allies and convention attendees. However, any non-registered attendee who is observed soliciting business in the aisles, in a exhibitor's booth or anyone who is in violation of the FWCCA Trade Show rules will be asked to leave the exhibit hall immediately. The FWCCA Trade Show is for PAID, participating exhibitors and non-exhibiting companies will not be allowed to solicit business in the Show hall. This is a flagrant violation of the spirit of the FWCCA Show.





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JULY 24-28, 2024

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