39th Annual PCEA National Convention
May 1-5, 2013
Crowne Plaza Riverfront
Jacksonville, FL

Located amidst the hip and trendy San Marco Historic District of downtown Jacksonville—renowned for its boutique shops, eclectic dining, and chic nightlife, the Crowne Plaza Jacksonville Riverfront offers guest rooms with walk-out balconies and stunning views—many overlooking Downtown Jacksonville and the alluring St. John’s River. It is ideally situated 15 miles south of the Jacksonville International Airport and located just off of I-95. While staying at Crowne Plaza Jacksonville, you’ll find several dining options, including the famous Ruth’s Chris Steak House and Riverfront Lounge.

Crowne Plaza is located in the hub of all routes to Northeast Florida’s thriving culture, exciting events, and corporate headquarters. With a perfect combination of amenities and services, all you'll have to do is sit back, relax, and indulge.

Welcome From the National President

It’s that time of year again to start planning to attend our 39th Annual National Convention at Jacksonville, FL! I am excited to invite all members of Professional Construction Estimators and their guests to our annual convention that will be held at the Crowne Plaza Riverfront Hotel. We will meet Wednesday, May 1st—Sunday, May 5th. I hope everyone is planning to attend as we will have a great time with all of the events and educational opportunities that our convention Chair, Chuck Sauls and the Orlando crew have been hard at work preparing for us. We will enjoy the kickoff party on Thursday, Seminars on Friday, followed by the Past President’s Reception on Friday night. Saturday we will conduct our yearly items of business at the Breakfast Meeting. Saturday evening we recognize those PCEA members that have gone above and beyond on behalf of PCEA at the annual banquet and awards dinner. There will also be free time for you to explore the events and activities that the town and beaches of Jacksonville have to offer. Last but not least, we will enjoy our exciting hospitality suite! Let’s make this our biggest showing to date!

I want to close by thanking the Orlando Chapter for organizing this annual event. I look forward to seeing everyone this year Jacksonville. Have a safe trip!

Lance Pollock
National President
Professional Construction Estimators Association
## Schedule of Events

### Wednesday, May 1st
- Noon—2:00 pm: Host Chapter Work Session
- 2:00 pm—6:00 pm: Convention Registration—Hospitality Suite

### Thursday, May 2nd
- 8:00 am—10:00 am: Convention Registration—Hotel Lobby  
  National Board Meeting
- 11:00 am—11:15 am: Ted G. Wilson Scholarship Foundation
- 11:15 am—11:30 am: Order of Isosceles Meeting
- Noon—Noon: Rudy Barnes Committee Meeting  
  Free Time
- 4:00 pm—6:00 pm: Hospitality Suite Open
- 6:00 pm—8:00 pm: Convention Kick Off Party
- 9:30 pm—Midnight: Hospitality Suite Open

### Friday, May 3rd
- 8:00 am—10:00 am: Convention Registration—Hotel Lobby  
  Seminar: History of EIFS, Products & Applications  
  Presented By Jim Doyle, Sto Corporation
- 9:30 am—10:30 am: General Discussion: BIM & Revit Models in Estimating  
  Lead by: Chuck Sauls, Hardin Construction Company
- 10:30 am—11:30 am: Lunch & Learn: Firestopping & Caulking  
  As It Relates to the New Building Code  
  Presented & Sponsored By Jason Wharton, 3M Fire Protection Products
- 11:30 am—1:00 PM: Free Time
- 1:00 pm—7:30 pm: Past Presidents Reception
- 7:30 pm—8:30 pm: Hospitality Suite Open
- 8:30 pm—11:00 pm: Hospitality Suite Open

### Saturday, May 4th
- 9:00 am—Noon: Breakfast Business Meeting  
  Free Time  
  Incoming National Officers Reception  
  Awards Dinner & Passing of the Gavel  
  Semi-Format: Men—Coat & Tie  
  Ladies—Dress or Pantsuit
- 8:30 pm—Midnight: Hospitality Suite Open

### Sunday, May 5th
- 9:00 am—9:30 am: Post Convention National Board Meeting  
  Host Chapter Clean Up
- 9:30 am—11:00 am: Host Chapter Clean Up

## Message from the National President-Elect

The time for the 2013 PCEA National Convention is just around the corner and I feel privileged to invite all of our members and their guest back to the Crowne Plaza Riverfront in Jacksonville, Florida for another year of Networking, Education and Fun with friends and colleagues and new acquaintances. The Orlando Chapter is our host this year and I would like to thank them in advance because I know that this will be another great convention to remember. I would also like to thank Lance Pollock for his leadership through 2012-2013 and I am excited about serving as your 2013-2014 National President. The construction industry has started to recover and I am looking forward to working with all of the membership to ensure that PCEA will continue to grow and thrive as an organization. I wish everyone safe travels and I look forward to seeing you in Jacksonville!

Matt Solomon

## Sponsorship Opportunities

Sponsorships are a great way to make PCEA members aware of the products and services you and your company have to offer. They also help curtail convention costs for our members. We hope that you will consider the benefits and support the efforts of our organization!

- **Convention Event Sponsor**  
  Corporate Logo on all Convention Literature and Signage  
  Special Recognition at the Past President’s Reception  
  Special Recognition at the National Presidents Ball  
  Special Recognition at all Seminars  
  Half page advertisement in our National Newsletter  
  Opportunity to supply promotional items to all convention attendees  
  $1,500

- **Hospitality Suite Sponsor (limited of 4)**  
  Corporate Logo on all Hospitality Signage  
  Opportunity to supply promotional items to all convention attendees  
  $700

- **Convention Kick-off Party Sponsor**  
  Corporate Logo on all Seminar Signage  
  Opportunity to supply promotional items to all convention attendees  
  $500

- **Education Seminar Sponsor**  
  Corporate Logo on all Seminar Signage  
  Opportunity to supply promotional items to all convention attendees  
  $500
Accommodations

Crowne Plaza
Jacksonville—Riverfront
1201 Riverplace Blvd.
Jacksonville, FL 32207
May 1-5, 2013
904.398.8800 Ext 4027
800.881.6963

Costs:
Deluxe Room $109 (Single or Double)
Guaranteed Riverfront $20 additional Per Room
(Does not include local and state tax)

Parking: $10 Per Car/Per Day

Check In Time: 4:00 pm
Check Out Time: 11:00 am

Note: To receive the above rates, you must indicate that you are with Professional Construction Estimators Association.

***RESERVATION DEADLINE IS APRIL 1, 2013***

A limited number of rooms have been blocked. When all blocked rooms have been reserved, reservations will be accepted on a space available basis at the hotel’s prevailing rates. Notice of cancellation must be received NO LATER THAN 3 DAYS prior to arrival.

Convention Kick Off Party

Join us Thursday for a casual get together as we prepare to kick off yet another great convention in Jacksonville! Enjoy a refreshing beverage, light snack and relax as you mingle with old friends and meet new acquaintances.

Things to Do in Jacksonville

No PCEA group excursions are planned at this time. However, feel free to explore the options below to plan your free time while in Jacksonville!

50th Annual Shrimp Festival
Fernandina Beach, FL 2013
May 3, 4 & 5, 2013
Free Admission

Held in the heart of historic downtown Fernandina Beach on beautiful Amelia Island, Florida since 1964, the family friendly, free admission Shrimp Festival offers delicious shrimp prepared every way imaginable by 25 food booths all staffed and run exclusively by local Nassau County non-profit groups as fund-raisers. Wear your walking shoes to visit over 300 Fine Artisans & Crafters, 50 Antique Dealers, Live Music on 2 Stages, and lots of Pirates. AARRRRGG! For More Info, visit www.shrimpfest.com

From air-boat rides, dolphin river tours, fishing charters to kayak rentals, they have it all! Right there in Jacksonville they have a waterfront Key West style Restaurant, located on an Island with its own bridge. They have a huge outdoor waterfront deck, so close to the water you can reach out and touch it! Fresh seafood, steaks, chicken and salads. Indoor and outdoor inexpensive waterfront dining! For more Info, visit www.crazyfishjax.com

Join Captain Dave Borries for a backwater fishing adventure with light tackle or fly fishing for red fish, sea trout, flounder and tarpon. Bird watching and photo safari also available. For more info, visit www.backwaterfishingadventures.com

Northeast Florida features five distinct destinations each with their own championship golf offerings & destination attributes. View golf courses in the region, course pricing, course specials and book multiple tee times. For more information, visit www.florida-golf.org, or call (800) 530-5248

In need of a little retail therapy?

Jacksonville offers shopping at your fingertips for any taste. Those looking for the perfect bargain, look no further than one of the many outlet centers in Northeast Florida. Vintage and antiques in the eclectic Five Points and upscale chic and trendy boutiques in San Marco and Avondale compliment the latest in must-have retail at The Avenues Mall and St. Johns Town Center.
Jim Doyle has been involved in the EIFS (Exterior Insulated Finish Systems) industry since 1982. He is an AWCI EIFS Smart Professional and a charter member and President of the Florida Wall and Ceiling Association, currently serving his second term.

Jim will give us the history of this versatile finishing system, from its introduction in North America in the 1960’s, to the national controversy in the late 1980’s, to the superior products and applications currently being used in the industry today. As it happens the next generation of EIFS has learned a lot from the last generation.

The Next Generation of EIFS is a superior material, and out preformed all other exterior wall claddings (including brick, stucco, concrete block, and cementitious fiber board siding) in the Hygrothermal Performance testing by Oak Ridge National Laboratory, which was funded by The US Department of Energy and EIMA.

Sto developed the first Exterior Insulation and Finish System (EIFS) in the early 1960s and has become the experts in exterior thermal insulation systems (EIFS).

Past National PCEA President and Vice President of Hardin Construction in Orlando, Chuck Sauls, will lead this group discussion on estimating.

When preparing their cost estimates, estimators typically begin by digitizing the architect’s paper drawings, or importing their CAD drawings into a cost estimating package, or doing manual takeoffs from their drawings. All of these methods introduce the potential for human error and propagate any inaccuracies there may be in the original drawings. By using a building information model instead of drawings, the takeoffs, counts, and measurements can be generated directly from the underlying model. When a change is made in the Design, the change automatically ripples to all related construction documentation and schedules, as well as all the takeoffs, counts, and measurements that are used by the estimator.

The time spent by the estimator on quantification varies by project, but perhaps 50-80% of the time needed to create a cost estimate is spent just on quantification. Given those numbers, one can instantly appreciate the huge advantage of using a building information model for cost estimating. When you do not require manual takeoffs, you can save time, cost, and reduce the potential for human error.

Firestops are designed to restore the fire-resistance ratings of wall and/or floor assemblies by impeding the spread of fire by filling the openings with fire-resistant materials. Unprotected openings in fire separations cancel out the fire-resistance ratings of the fire separations, allowing the spread of fire, usually past the limits of the fire safety plan of a building.

Fire stopping has three elements: the fire-rated walls, partitions, floors or ceilings being penetrated; the cables, cable trays or conduits that make up the object creating the penetration; and the materials and methods used to seal the penetrations to prevent the spread of fire and smoke.

In this lunch and learn seminar, Jason will cover firestopping topics such as, an overview of firestopping; code requirements; through penetrations; products, construction joints, fire barrier wraps; and give you insight to other resources you need to take the mystery out of firestopping.

Join us and find out how you can put more money in your pocket on every firestop project.

LUNCH PROVIDED BY 3M FIRE PROTECTION PRODUCTS
Convention Registration

Register and Pay Online
www.pcea.org

Or complete this form and mail original, along with payment to: PCEA, PO Box 680336, Charlotte, NC 28216

Registration fees for members and guests include admission to all seminars, National President’s Ball, Breakfast Business Meeting, and Awards Dinner. Convention registration fees, tickets, and badges are not transferable. Request for refunds must be submitted to the Convention Committee in writing and postmarked no later than April 20, 2013. Refunds will be assessed a $100 cancellation fee.

Members & Non-Members $495
Each PCEA member shall register independently (except married couples). Each paying member is entitled to one guest.

Member Registration

<table>
<thead>
<tr>
<th>Name</th>
<th>Guest Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter</td>
<td></td>
</tr>
<tr>
<td>Company</td>
<td></td>
</tr>
<tr>
<td>Company Address</td>
<td></td>
</tr>
<tr>
<td>City, State, Zip</td>
<td></td>
</tr>
<tr>
<td>Company Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>Home Address</td>
<td></td>
</tr>
<tr>
<td>Cell Telephone</td>
<td>Home Telephone</td>
</tr>
</tbody>
</table>

Registration Fees

<table>
<thead>
<tr>
<th>Registration Fees</th>
<th>@ $495</th>
<th>Registration Total</th>
</tr>
</thead>
</table>

Sponsorship Opportunities (See Page 2 For Details)

<table>
<thead>
<tr>
<th>Convention Event Sponsor</th>
<th>$1,500</th>
<th>Event Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality Sponsor (Limit 4)</td>
<td>$700</td>
<td>Hospitality Sponsor</td>
</tr>
<tr>
<td>Kick Off Party Sponsor</td>
<td>$500</td>
<td>Kick Off Party Sponsor</td>
</tr>
<tr>
<td>Education Seminar Sponsor</td>
<td>$500</td>
<td>Education Sponsor</td>
</tr>
</tbody>
</table>

GRAND TOTAL

<table>
<thead>
<tr>
<th>Events/Seminars (Included in Registration Fee)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please indicate the Number of People Attending Each Event</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National Board Meeting</th>
<th>Kick Off Party</th>
<th>Breakfast Business Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>National President’s Reception</td>
<td>Awards Dinner</td>
<td>History of EIFS</td>
</tr>
<tr>
<td>BIM &amp; Revit Models in Estimating</td>
<td>Lunch &amp; Learn: Firestopping &amp; Caulking</td>
<td></td>
</tr>
</tbody>
</table>