



## SW 101 AIA Presentations – October 2011

### STRUCTA WIRE CORP

The Structa AIA program – began in June 2011 with a goal to increase the specification and market acceptance of Structa products as recognized – code approved alternatives. The results have exceeded our expectations with most AIA presentations resulting with the Architect or Specifier including our products in their future specifications. Our SW 101 program – Lath Selection and Specification to Enhance Stucco comprises 70 slides that are reviewed in approximately 45 minutes. Thus far - our AIA course has been presented to Architect/Design firms in Bakersfield, Newport Beach, Pasadena, San Jose, Los Angeles, West Los Angeles, Santa Rosa, Irvine & Fresno. We have conducted more than 24 AIA's to date and the success of the AIA program has meant that there are more direct product specifications - saving our loyal contractors time consuming substitutions.

#### SELECTED HIGHLIGHTS

**LPA – Irvine.** September 2011. This firm is one of the most prestigious in all of California and has three locations: Sacramento, San Diego and Irvine. Our initial introduction to LPA was through McCarthy Construction. McCarthy with Insul Acoustics had tried both our Twin Trac and Mega Lath on the Newport Harbor High School in Orange County. Newport Harbor High (**right**) was a total rebuild of a prior structure – although about 40% larger than the original that was built over 70 years ago. For the tower Mega Lath was used and the rest of building was reinforced with Structalath Twin Trac over Densglas and steel framing. The meeting at **LPA** included about 50 architects and project managers with an additional 7 architects attending remotely from the San Diego office. After the presentation we shared slides of showcase jobs (Newport Harbor, USC Gateway Dorms, St. Sophia Church, Los Angeles Learning Center No. 1 ( Robert F. Kennedy / Ambassador Hotel site) and BCA Architecture signage in San Jose. Following the Q and A portion there was applause from the group – unexpected and gratifying.



On October 7<sup>th</sup> we delivered our AIA to **Quattrocchi Kwok** Architecture in Santa Rosa. One of the firm's projects - The American Canyon High School project (**see below**) was not far from their office. During my educational program we reminded the group that this project had used nothing but Structalath Twin Trac as a replacement for woven wire. We discussed the merits of using our products on this job and others. We were pleased to spend time after the presentation reworking their specifications to include Structa Wire products on future jobs.

