

# NewsBriefs

Newsletter of the Architectural Woodwork Institute

## NEW AWI MEMBERS

### MANUFACTURING

- BGI Interiors**  
Lackawanna, NY
- Blessington Corporation**  
Gardner, MA
- Blue Ridge Cabinetworks, LLC**  
Spartanburg, SC
- Creative Cabinetry**  
Bryan, TX
- Hellers Interiors**  
Colorado Springs, CO
- MADE, LLC**  
Brooklyn, NY
- Malone Design / Fabrication**  
Decatur, GA
- Martin Brothers, LLC**  
Albuquerque, NM
- MEDCO Construction, LLC**  
Dallas, TX
- Midlands Woodwork, LLC**  
Lexington, SC

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## SAFETY INFORMATION ENCLOSED!

- ToolBox Talk
- Safety Tip Challenge

## Editorial Mission

*NewsBriefs* reports on AWI resources and programs that help members improve their operating efficiency and profitability.

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## Money, Sales & Marketing Matter; Invest in Your "Profit Power"

**AWI** members who want to add to their arsenal of tools for improving, managing and steering their business to a healthier and more profitable future will gain a competitive edge by attending the Spring 2008 AWI Professional Development Seminars, May 8-9, 2008. The two days of intense AWI programs will take place at the Westin Tysons Corner in Falls Church, VA.



*Photo courtesy of Washington DC Convention & Tourism Corporation*

### "Money Matters" for Profit

On May 8, understand your profit and make it work for you at the "Money Matters" seminar. Discover 13 money-making management tools at AWI's financial management seminar. Make income statements, balance sheets and trend analysis work for you. You'll use tools like proven financial exercises and the Cost of Doing Business Survey Report. You'll receive two bonus books: *The Great Game of Business* and *A Stake in the Outcome*.

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*The Jefferson Memorial and the Washington Monument honor two of our nation's presidents in Washington, DC, a 20-minute ride from the AWI Spring Professional Development Seminars. Our nation's capitol will be in full bloom and a beautiful site for AWI members who want to take in area attractions after the seminars.*

## AWI Introduces Podcasts on LEED®

With the growth of "green" design and construction, architectural woodworkers need added insight into how they fit into the grand "green" construction scheme. Now, AWI's new podcasts are "quick learn" tools on the fundamentals of the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ of the U.S. Green Building Council (USGBC). The podcasts outline various aspects of LEED in 12 episodes on AWI's Web site.

The podcasts contain images, lists, Web sites, and guides for the listening public attached to every session. Individual episodes run six to nine minutes each. The entire program is about 90 minutes.

Here's a listing of what you can learn from featured podcast presenter Margaret Fisher, LEED specialist and a trained, certified provider of continuing education units to the

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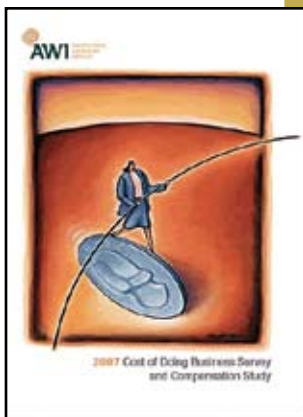
## CODB Survey Launched April 1;

*2008 is the Last Year for Non-Participants to Receive Full Report Book*

It is no April Fool's joke – the annual AWI Cost of Doing Business Survey was launched April 1, 2008. The annual survey exclusively reserved for AWI Manufacturing Members measures the operating costs that are vital for managing a company's financial health, operating efficiencies and profits. To gain full value from the comprehensive final report, all AWI Manufacturing Members are encouraged to participate in the 2008 CODB Survey.

### New Policy for 2009

It is also no April Fool's joke that 2008 is the last year that non-participants will receive a copy of the full report book from the survey results free of charge. Starting in 2009 – with next year's survey – non-participating AWI Manufacturing Members will only receive a complimentary Executive Summary of the survey results. However, they will have an opportunity to purchase the full report at a special AWI Manufacturing Member price.



**Starting in 2009 — with next year's survey — non-participating AWI Manufacturing Members will only receive a complimentary Executive Summary of the survey results.**

### 2008 Participant Benefits

Participants are rewarded for their investment of time to complete the survey. In addition to the full report, they will receive the following special products that help them manage their costs, profitability and more.

- Two financial management tools, including a *personal financial profile* comparing your own financial data against more than 4,000 AWI-specific financial benchmarks and an *operating profit modeler* pre-loaded with all financial data submitted by your company.
- An AWI compensation calculator, a comprehensive source of more than 50,000 AWI-specific compensation benchmarks. The calculator has multi-dimensional sorting capabilities based on region, size of company, profitability, culture score, market segment, employee size, expertise, tenure, and collective bargaining status.

### How to Participate

To participate, all Manufacturing Members should follow the link to the survey they received in an e-mail on April 1. All data submitted by AWI Manufacturing Members in the online survey is held in strict confidence by Inverra, the benchmarking and management consulting firm that has administered AWI's CODBS program for several years.

Plan to participate in the CODBS – it more than doubles the value of the final report for your company. The 2008 survey period closes June 1, 2008. Completed reports will be delivered August 1. ■

## AWI Introduces Podcasts...

*(cont. from page 1)*

design community. Margaret is Market Development Manager at Saunders Wood Specialties. She is a frequent education program presenter for AWI National and many AWI chapters.

- 1 Introduction to USGBC and LEED
- 2 LEED: Versions and Credits
- 3 Key LEED Project Details
- 4 Establishing LEED Overhead Costs: Paper, People, Product
- 5 Writing LEED Invoices
- 6 Sustainable Forest Management
- 7 LEED Materials for Credits
- 8 LEED Regional Resources
- 9 Renewable LEED Materials & Certified Wood
- 10 LEED Veneers, Cores, Adhesives, Finishes
- 11 Is LEED Right for You?
- 12 The Future of LEED for Us

Visit [www.awinet.org](http://www.awinet.org) and check them out. ■



Margaret Fisher

## AWI Development Council Goes to Work

In addition to considering issues voiced by members-at-large to their representatives, the AWI Development Council will address administrative business at its meeting on April 16, 2008, led by Chairman Weldon Riley of Terrill Manufacturing Company.

Members of the Development Council will elect their 2009 Chair, Vice Chair, Board of Directors Representative, and Affiliate and Supplier Representatives. These leaders carry the views and recommendations of the Development Council to the AWI Board of Directors. Council members will meet during the Executive Briefing Conference (EBC) hosted by Stiles Machinery in Princeton, NJ, April 15-18, 2008. AWI is a sponsor of the EBC. ■



*Teresa McCain*

## Staff Veteran Teresa McCain Returns to AWI

Longtime AWI veteran Teresa McCain returned to AWI on April 1 in a new position.

Teresa will oversee and manage membership benefits and programs. Her range of responsibilities will be broader in scope than those as former Director of Membership and Chapter Development. Teresa also will have staff

oversight, allowing Executive Vice President Phil Duvic more time to focus on strategic initiatives.

"I'm really excited about returning to AWI and appreciate the opportunity to be part of the team," Teresa said.

During Teresa's 10 years at AWI, "she was instrumental in AWI's record membership growth, the Best Practices Groups, Annual Leadership Conference programs, chapter development, and much more," Phil said.

Teresa returned after one year with NEPS – the Association for Suppliers of Printing, Publishing and Converging Technologies – where she served as Associate Director of Marketing and Communications. ■

## AWI Board of Directors Recommend Bylaws Changes for Member Vote

AWI Manufacturing Members are asked to vote on amendments to the AWI Bylaws unanimously approved by the association's Board of Directors on February 29.

Under the Bylaws changes, the board of directors provided clarifications to various Articles, provided a means for officer's re-election, defined a Past President's hiatus term after leaving office, and created a process to name the Past President as Advisory Committee chair each year.

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## Money, Sales & Marketing Matter...

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*Bruce Spitz*

Give your employees "Profit Power" by teaching them where your profits come from and how to make them grow. Everyone can contribute to your profit potential. Obtain the tools to develop an accurate picture of your company's financial future!

The "Money Matters" seminar is designed for managers of companies with sales of up to \$5 million who have some responsibilities for finance and/or sales.

Faculty includes Bruce Spitz of Classic Millwork & Products and AWI Past President Scott Nelson of Central Plains Millwork. Learn from their experience and successes.



*Scott Nelson*

## "Marketing & Sales" for Success

On May 9, prepare for increasing your profit potential as radio personality, author, and sales training specialist, Jack Warkenthien, founder of NextStep Solutions ([www.nextstep-solutions.com](http://www.nextstep-solutions.com)) takes you through the paces of relationship building and communications. Learn the formula for successful sales and marketing strategies.

Jack is a well-known radio personality on BizRadio Network who wrote the book on sales. In fact, the most recent book he wrote, *Life's a Sales Call: How to Succeed in the World's Oldest Profession* is a best-seller. During Jack's decade-long career with IBM he led the nation in new account sales. Learn from a thought-provoking and dynamic pro!

## Registration

These two practical and enlightening sessions are designed to deliver successful strategies for improving your bottom line. Register today; space is limited. To make your hotel reservation at the Westin Tysons Corner in Falls Church, VA, and to register for this seminar, visit [www.awinet.org](http://www.awinet.org). Online registration is quick, easy and secure. ■

## QCC Program Director Randy Estabrook Resigns



Randy Estabrook

After six years steering the Quality Certification Program (QCP) through a period of dramatic growth and financial stability, Quality Certification Corporation (QCC) Director Randy Estabrook is leaving the program to pursue other opportunities.

"Randy has been the cornerstone of the QCP program for the past six years. He accepted the position of QCP Program Director in 2001 and grew the QCP from a struggling start-up to one of AWI's most successful programs," said AWI QCC President William A. Munyan, AIA, CSI, CDT. Randy also steered QCP through the establishment of the QCC in April 2007 as a non-profit corporation to independently administer and promote the QCP, which was founded by AWI in 1996.

"As we move through our transitional challenge, please have patience with our QCC staff and be certain to offer Randy your best wishes," Bill added. The QCC Board of Directors assures AWI members and all QCP participants that appropriate steps are in place for a smooth transition.

"I have enjoyed meeting the many people associated with AWI and the various challenges presented in steering the QCP to a successful plateau. My next venture will be establishing Estabrook Associates LLC, to offer support, guidance and mentoring to small and medium size companies. Having recently become an accredited associate with the Institute for Independent Business, I have joined over 5,000 senior business executives worldwide in assisting firms with future planning, concerns or problems they may be facing," Randy said. Contact Randy at randyestabrook@iib.ws. He leaves QCC on April 14, 2008.

For a job description and more information about the Program Director position (open at press time) potential candidates should e-mail [qcpinfo@awinet.org](mailto:qcpinfo@awinet.org). ■



## 2008 AWI Sponsors

This month, AWI welcomes a new Sponsor, Sherwin-Williams Company. Thanks to all of the following 2008 AWI Sponsors whose support helps to fund association programs and services that benefit all AWI members. Support these members; they are supporting you through their 2008 sponsorship commitment. Visit [www.awinet.org](http://www.awinet.org) to contact these suppliers the next time a need arises for their services. ■

### Sustaining Sponsor:

**stiles**

### Major Sponsors:

**CNA**



**Veneer Tech**  
Veneer Technologies Incorporated

### Level 2 Sponsors:



### Level 3 Sponsors:



### Level 4 Sponsor:



### New Members...

(cont. from page 1)

**R.C. Taylor, Inc.**

Phoenix, AZ

**Riss & Associates Cabinets &**

**Casework, Inc.**

Black Hawk, SD

**Superior Millwork, LLC**

Wilmington, NC

**Thompson Woodworks, Inc.**

Big Lake, MN

**TW Perry / Classic Moulding & Door**

Savage, MD

**Wellingford Systems, Inc.**

Alexandria, VA

### SUPPLIERS

**Dixie Plywood & Lumber Companies**

Savannah, GA

**Wyatt Duffin Construction Corporation**

Dripping Springs, TX ■

### AWI Board of Directors Bylaws Changes...

(cont. from page 3)

Full details and precise language will be mailed to each AWI primary contact at each Manufacturing Member company in an official ballot in late April. Make sure you cast your vote.

Meanwhile, the Board voted to alter AWI's fiscal year, which began January 1, 2008. This will impact the terms of office of all current elected officials. The terms of 2007-2008 AWI Officers, members of the Board of Directors, Development Council and Committee chairs will extend through December 31, 2008, thereby expanding their time in office to 15 months during the transition of fiscal years. ■