

NewsBriefs

Newsletter of the Architectural Woodwork Institute

NEW AWI MEMBERS

MANUFACTURING

- A Ward Design**
Winter Haven, FL
- Builders Choice Cabinets**
Wilkesboro, NC
- Central City Millworks**
New Orleans, LA
- Century Woodworking, LLC**
Pleasant Valley, CT
- Charles Yost Custom Cabinets, Inc.**
Newport News, VA
- Cumberland Architectural Millwork, Inc.**
Nashville, TN
- Elite Fixtures**
N. Kingstown, RI
- Fertig Cabinet Company, Inc.**
Moorefield, WV
- Fort Gratiot Cabinets & Counters, LLC**
Port Huron, MI
- JC Millwork, Inc.**
Princeton, TX
- Ponders Hollow Custom Moulding & Flooring, Inc.**
Westfield, MA
- Superior Wood Products, LLC**
Leavenworth, KS
- Walstonburg Cabinets, LLC**
Walstonburg, NC
- Woodways Industries**
Zeeland, MI

SUPPLIER

- US Surface Warehouse**
Austin, TX ■

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Coming in 2009

Starting in January, *AWI NewsBriefs* will double in size with new features and expanded business solutions content.

Change Agents Delivered Results

AWI President-Elect Whitney Coombs' report at the AWI Annual Leadership Event in October revealed the collective efforts of AWI volunteers and association staff from October 2007 to the present. Change has been coming to AWI in recent years and the labors of many dedicated individuals are evident from the refinements made to AWI's governance. The highlights below reported by AWI chairpersons supplement the other major initiatives announced by AWI President (2007-2008) Richard Ungerbuehler, Sr. in the November issue of *AWI NewsBriefs*.

Committee Highlights

- Two task forces of the AWI Development Council, one on global competition and the other on QCP policies, have submitted proposals for consideration.
- Twenty-five AWI chapters are currently active and another five groups are moving toward formation.
- Thirty-four requests from design professionals for presentations about *Quality Standards Illustrated* were coordinated through local chapters.

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New Perception of Wood Industry Coming Right Up...

By Margaret Fisher, AWI Liaison to USGBC

By the time you read this, I will be back from GreenBuild, the annual convention of the U.S. Green Building Council (USGBC). I spent much of my time in the trade show hall visiting a select group of the 800 exhibitors.

As your AWI liaison to the USGBC, in the past 13 months I have traveled around the country and spoken about LEED + Hardwoods at 20 events held by AWI, the American Institute of Architects (AIA), USGBC chapters and other industry organizations, as well as 27 individual firms.

While everyone agrees it IS easy to specify certified materials, it's the far reaching implications of those to be certified that is NOT simple. Why is this important right now? On September 7, 2008, the open comment period closed for member response regarding the LEED credit for certified wood proposed by USGBC. The council is asking the membership if they want to make it possible to earn the certified wood credit by accepting other certifications.

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Three Members Elected to AWI Board

AWI Manufacturing Members have elected three new members to the AWI Board of Directors whose two-year terms begin January 1, 2009 and end December 31, 2011. AWI extends a warm welcome to each.



Skip Heidler

President of Heidler Hardwoods in Chicago, IL, Skip heads a Supplier Member company with a 30-year association with AWI. He has served two terms as an AWI Director (2002-2006), has been a chairman of the Finance Committee, and has served on

the Marketing and Building Committees as well as the AWI Logo Task Force. Skip is a member of the Board of Directors of the AWI Chicago Chapter.



Bill Popp

As Vice President of High Planes Millwork in Hutchinson, KS, an AWI Manufacturing Member since 1995, Bill Popp is a 26-year industry veteran. He is a former AWI Board member (1999-2001) and a former Vice

Chairman of AWI's Development Council. He is a member of the AWI Heart of America Chapter and has held positions twice as its President, Vice President and Treasurer. Bill has made many presentations about the AWI Quality Standards Illustrated.



Matt Lundahl

Having more than 30 years of experience in the architectural woodwork industry, Matt Lundahl is Chief Operating Officer of Meyer and Lundahl Manufacturing Company in Phoenix, CA. An AWI Manufacturing Member since

1961, Matt has been actively involved on the AWI Estimating and Project Management Seminar teams as a presenter for each and chair of the PM team. He is a member of the AWI Arizona Chapter. Matt has presented numerous AWI Design Pro educational sessions to the architectural design community. ■

New Perception of Wood Industry... (cont. from page 1)

Wood Credits

If there is enough interest or substantial enough reason/logic to change the wood credit requirements, this is how it would work. First, USGBC will establish a set of benchmarks by which forestry management programs will be judged. Then, all 65+ forest certification programs would be able to submit their program for assessment by those benchmarks and be accepted. Those that "pass" would be added to the credit wording for LEED-APs to specify. If this happens, it will be important to know which certification programs are accepted, and then for all our suppliers to disclose to our AWI Manufacturing Members the materials they carry that hold one of those certifications.

I'm sure there will be more to it. If it happens, you will be the first to know. This is important because while there are over 65 forest management programs operating, only 10% of the world's forests are involved in them. Accepting only one certification program to earn a credit implies the others are not good. Wrong. They are just different. Accepting more programs by which wood is certified shows tolerance and a better understanding of the value to the environment.

Carbon-Negative

The bigger story, of course, is the fact that wood is the greatest renewable building material we have. Wood is also CARBON-NEGATIVE. Forty-nine percent of wood dry weight is carbon. As wood holds carbon and we consider the sequestered carbon standing in buildings, furniture, cabinets, forests and forest floors, we can calculate the carbon-negative numbers as: framing lumber -457 kg and mdf -382 kg. What am I talking about? "Wood is the Alpha-Material." (See article in CWB Magazine, August 2008 or read it online at www.iswonline.com. Go to "magazines", click on "CWB," and find the August issue.)

Five thousand postcards were distributed at GreenBuild by some of our participating AWI Supplier Members and I. It contained this message and a materials carbon comparison chart. This is pertinent to the 2030 Challenge, "Make all buildings zero-carbon buildings by the year 2030," newly adopted by the American Institute of Architects.

Wood is Good

As strong supporters of the "Good-Wood" message, I feel, "Why wait until 2030?" Including MORE wood in a building, whether certified or not, is going to help get the zero carbon job done. This is the greatest opportunity for our industry to be seen as the BIG solution to the problem. Not "the problem." It's our time to shine. ■

Margaret Saunders is Market Development Manager with Saunders Wood Specialties of Park Falls, WI, and a frequent lecturer about LEED. She is also featured on AWT's LEED Podcasts accessible at www.awinet.org.



Photo credit: Power Creative

Woodwork fabricated by Kentucky Millwork for the GE Monogram Experience Center exemplifies "Wood is Good," such as the stile and rail saw-tooth wall in the center's entryway.

2008 Committees Councils Task Forces

- By-Laws Committee
- Chapter Development Committee
- Development Council
- Education Program Committee
- Finance Committee
- Insurance Committee
- LEED
- Marketing Committee
- Nominating Committee
- Past Presidents Advisory Committee
- Preferred Future Four Task Force
- SkillsUSA
- Speakers Bureau

Change Agents Delivered Results...

(cont. from page 1)

- Nine successful educational seminars were held during the Winter Professional Development Program, at IWF 2008™, and at the Fall Leadership Event. Teams are developing six new courses in response to our research of members' needs.
- A marketing plan to support introduction of the Joint Industry Standard (*Architectural Woodwork Standards*), which is currently in BETA testing, was developed and is being implemented.
- Manufacturing Membership has grown to an all-time high of 1,144 companies and Supplier Members total 240.
- A Supplier Council is being formed as an avenue for our Supplier Members to assist AWI in providing meaningful opportunities to communicate their message to Manufacturing Members and enhance opportunities for their participation in AWI venues.
- A Safety Tip Challenge program was implemented and webinars are being introduced to engage member firms in a culture of safety by providing and promoting risk control resources.
- Margaret Fisher, our U.S. Green Building Council liaison, has traveled thousands of miles on behalf of AWI to present LEED® programs.
- A member survey on "green" issues has yielded sustainable building ideas for our Development Council's consideration.
- We supported the National SkillsUSA Cabinetmaking Competition of 62 contestants.
- Success stories on shops and chapters that have positive Adopt-A-Shop programs are being collected.

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Five AWI Board Members Complete Their Terms

AWI recognizes five members of the Board of Directors whose terms will expire December 31, 2008. Each has received an "Award of Appreciation" for their service and dedication to the association. Your commitment to AWI and your active involvement over the years have contributed to the association's success. Thank you for a job well done! ■



Jay Hollingsworth
Woodmill Products, Inc.
Development Council Delegate



John "Ned" Kreider
Kreider Brothers, Inc.



Joe Sorrelli
Aljoe Woodwork Consultants
Past President Delegate



Robert Stout
RLS Commercial Interiors, Inc.



Stephan Waltman
Stiles Machinery, Inc.

Keep Your AWI Connection!

Make sure you receive all AWI communications about the association's programs, products and publications to which you are entitled as a member. And, be assured that incoming e-mails from AWI are secure and safe. Disable or lower your spam filters for AWI e-mails and add two new addresses to your e-mail address files.

Incoming e-mails from AWI

Effective November 6, e-mails sent to you by AWI headquarters arrive via membership@awinet.org. As usual, the generic sender is identified as "AWI Member Services." Please add membership@awinet.org to your e-mail address book and disable or lower your spam filter to easily receive communications from this address.

Technical Help Line e-mail

Simplify e-mailing your questions on technical matters by using AWI's new help e-mail. Please address all technical questions to help@awinet.org. Using this help line address will assure timely response to your request for technical assistance. ■

NewsBriefs...Doubling Up

It's time for change, says the AWI Board of Directors, and that means *AWI NewsBriefs* will be expanding to an eight-page format. More of same, you ask? Not really. Yes, *NewsBriefs* will continue to be a reliable reporter about association programs, products and publications that you depend on for managing your business. But there will be much more... best practice ideas, human resources guidelines, tips for better estimating, project management practices that work, techniques for making your shop safe, sales and marketing ideas that build your bottom line, partnerships with schools for tomorrow's workforce, and more. Watch for the new and improved *NewsBriefs*, your go-to business resource, coming in January 2009. ■

Save the Date!
April 28 – May 2, 2009

**Spring AWI Professional
 Development Seminars**

**Harris Conference Center
 Charlotte, NC**



Photo courtesy of Visit Charlotte

Change Agents Delivered Results... (cont. from page 3)

- We are continuing to explore the concept of a single membership in AWI that will combine both AWI National and chapter dues as a one-price membership.
- Development of an AWI Speakers Bureau is advancing to comply with the requirements of AIA Continuing Education requirements.
- AWI continues to support the WoodLINKS national program with a \$22,000 contribution in 2008.

Administrative Enhancements

The Board of Directors conducted their business in a cost conscious manner during an economic downturn and AWI chapters were involved in each meeting venue. In addition, proposed bylaws amendments were approved by the AWI membership; intra-AWI communications capabilities were introduced via Wiki space on AWI's Web site; and a new computer system merged diverse office functions, saving time and money, while providing broader member use and access of AWI resources. ■

Seasons Greetings!



As the holidays approach, we want to say thank you for your support of AWI in 2008. As AWI members, you are the heart of our organization, and your participation is appreciated by all of us – AWI's Officers, Board of Directors, Committee and Chapter leaders and staff. AWI wishes everyone a wonderful holiday season and many successful endeavors in the New Year. In the coming year, we look forward to your continued participation in AWI and the AWI Quality Certification Program. ■



2008 AWI Sponsors

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 to contact these suppliers the next time a need arises for their services. ■

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