

# News Briefs

Newsletter of the Architectural Woodwork Institute

## NEW AWI MEMBERS MANUFACTURING

- Cardinal Custom Moulding, LLC**  
Indianapolis, IN
- Dacunha's Woodworks**  
Rocky Hill, CT
- Desco Professional Builders, Inc.**  
Ellington, CT
- Dodd Woodworking, Inc.**  
Mendon, MA
- Fine-line Cabinets, Inc.**  
Hollidaysburg, PA
- Interwood Enterprises, Inc.**  
Woodbine, MD
- Massross, Inc.**  
**dba RS Superior Cabinets**  
Baton Rouge, LA
- Meadowview Construction**  
Georgetown, MA
- Old Time Woodwork**  
Tacoma, WA
- Pioneer Architectural Millwork**  
Houston, TX
- Strata Forest Products**  
Santa Ana, CA

## SUPPLIER

- Brown Wood Products Company**  
Lincolnwood, IL ■

## SAFETY TIP CHALLENGE ENCLOSED

Post in Your Shop!

## INSIDE...

- Association News..... 2-3
- Professional Development.....3
- Industry News .....4

## Investing in the Future: Nurturing Tomorrow's Woodworkers

*First in a series of quarterly success stories about AWI's Adopt-a-Shop Program*

John "Ned" Kreider, President of Kreider Brothers, Inc., learned from his father that an investment in tomorrow's woodworkers would be a sound investment in the future of the family millwork business in Lancaster, Pennsylvania. Ned has been nurturing students in a career path toward architectural woodworking for over 20 years. "By giving to it, we are getting back," Ned said.

His commitment to the Lancaster County Career & Technology Center has earned him a recognition plaque for his service in supporting the local school's educators and their training programs. Ned has served on one of the Center's craft committees helping to review curricula, approving equipment acquisitions and providing support for the development of the school's woodworking program.

*(continued on page 2)*



*Photo courtesy of Washington, DC Convention & Tourism Corporation*

*Mix business with pleasure. Take a tour of the U.S. Capitol on the weekend following the AWI 2008 Spring Professional Development Seminar program, May 7-9, 2008.*

## Sales & Marketing Celebrity To Lead AWI Spring Seminar

When AWI members travel to Falls Church, Virginia, May 7-9, 2008, for the next round of AWI Professional Development Seminars, they will be treated to an intense course on sales and marketing led by radio personality and sales training specialist, Jack Warkentien.

Jack is the founder of NextStep Solutions, sales training specialists. For almost a dozen years, Jack and NextStep Solutions ([www.nextstep-solutions.com](http://www.nextstep-solutions.com)) have been delivering personalized Sales, Marketing, Service and Leadership training to firms all over the world—with quantifiable and measurable results.

*(continued on page 3)*

## Investing in the Future...

(cont. from page 1)

### Central Pennsylvania Chapter

In 2000, the AWI Central Pennsylvania Chapter adopted the school as part of AWI's Adopt-a-Shop program. Ned's fellow woodworkers in the chapter volunteer time, supplies and small tools to support the school's woodworking program needs. "The vocational-technical schools don't need big machinery

“... we sharpen saw blades, provide cut-off lumber for practice projects, contribute supplies for competitions, and donate CDs from suppliers about such topics as ‘green lumber’ and new machinery.”

or equipment for their shop programs. They are challenged to secure basic tools and supplies which are not funded by the state's education budget,” Ned said.

“For instance, we sharpen saw blades, provide cut-off lumber for practice projects, contribute supplies for competitions, and donate CDs from suppliers about such topics as ‘green lumber’ and new machinery. We also conduct practice sessions before students go out on job interviews, act as judges for craft competitions, and offer tours of our shops. Our chapter members participate in a cooperative education program, employing students a few hours a week before they graduate. This gives us insight into the skills and work habits of potential employees while helping students prepare for the real world of woodworking. Our company has employed many graduates educated at the Center,” Ned said. “We get back a lot more than we put into the effort,” he said.

### Just Do It

To learn more about the success of the AWI Central Pennsylvania Chapter Adopt-a-Shop program, contact Ned Kreider at 717.397.3768 or at [nkreider@kreiderb.com](mailto:nkreider@kreiderb.com). To start your own “Adopt-a-Shop” program with a local school, contact Steve Waltman at 616.698.7500 or at [swaltman@stilesmachinery.com](mailto:swaltman@stilesmachinery.com). Both AWI members will give you tips about getting started. It's easy; just do it! ■

## Adopt-a-Shop Program

“We are 1,000 people strong within AWI,” said Stephan Waltman of Stiles Machinery, a passionate advocate of the AWI Adopt-a-Shop program, who together with Ned Kreider and AWI Past President Craig Johnson serve on one of AWI's Preferred Future task forces. “We have the grassroots network to supply our own future workforce. Neither the federal or state governments nor local school systems are going to solve our industry's problem of supplying a workforce for our industry. And, stealing employees from each other is no long-term solution to the scarcity of workers for our industry,” Steve said. “AWI's preferred future of identifying new sources of employees and marketing the architectural woodwork industry to them can start at the grassroots level with each one of us,” Steve said.

“If every architectural woodworker adopted one shop program, we could cultivate a ready supply of new workers to meet our future workforce needs. “We need to get young people committed to woodworking at an early age, convince them that woodworking is a good profession which is safe, pays well, and is transportable,” Steve said.

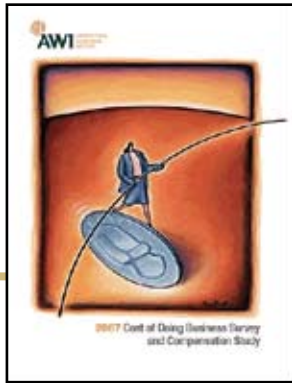
“It's up to each one of us, if it is going to happen,” he said. Steve regularly talks about the Adopt-a-Shop program to AWI Manufacturing Members around the country. “It's so simple to get started,” he tells them. “Call the local vocational school and identify the teacher of the woodshop program. Then visit him at the school and learn what he needs. We've found that the smallest level of support is a big help to each school,” he said. “The woodshop program faculty is so grateful for industry support. I learned the true meaning of basic needs after meeting with one woodshop teacher. One trip to the Home Depot and I tripled the school's woodshop budget for the next five years,” he said. ■



*Pictured left, AWI Director Ned Kreider is presented with a recognition plaque by Doug Lyons, Principal of the Lancaster County Career & Technology Foundation, for Ned's Millwork & Cabinetmaking training program support over the past 20 years.*

## 2008 AWI CODB Survey Tool for Business Health

**The** 2008 AWI Cost of Doing Business Survey will launch on April 1, 2008. AWI Manufacturing Members will receive an e-mail link to the annual survey that provides unique financial management results exclusively for the architectural woodwork industry. Participation is a wise investment of time for special financial management tools and a comprehensive report not available from any other source. ■



## Connect with Your AWI Development Council Reps

As a member of AWI you have numerous lines of communication to the association's leadership, and AWI's Development Council is another outstanding avenue for raising issues of importance to your company. AWI members on the Council come from a variety of businesses and geographic regions. Its volunteer members meet semi-annually about industry issues and needs raised in the field by AWI members that impact the association's strategic planning and services for members.

To connect with your Council members, consult your *AWI Membership Resource Directory* or contact Development Council Chair, Weldon Riley, Terrill Manufacturing Company, at [wriley@terrillmfg.com](mailto:wriley@terrillmfg.com). Council members will meet on April 16, 2008 during the Executive Briefing Conference in Princeton, NJ, April 15-18, 2008. ■

## Sales & Marketing Celebrity...*(cont. from page 1)*



*International sales expert Jack Warkenthien will lead the hard-hitting AWI Sales and Marketing Seminar on May 9.*

Jack is also a radio personality at the BizRadio Network ([www.bizradio.com](http://www.bizradio.com)), hosting a daily radio show, "Where Wall Street Meets Main Street," heard every morning at 10 am in Houston (KXYZ-AM 1320) and Dallas/Ft. Worth (KMNY-AM 1360) with a third station opening in Chicago in the next few months.

During the AWI Sales and Marketing Seminar on May 9, Jack will focus on the hallmarks of personal success: relationship building and communication skills. His stellar reputation as a "closer" during a decade-long career with IBM and success on the book sales circuit give him outstanding credentials to help AWI members meet their business objectives. Don't miss this outstanding communicator who delivers the formula for successful sales and marketing strategies.

The Spring 2008 Professional Development Seminar program will also include comprehensive day-long sessions on other management topics.

Register at [www.awinet.org](http://www.awinet.org). Click on "Education Programs" and sign up early. Accommodations are available at the Westin Tysons Corner hotel in Falls Church, VA. The facility is within 20 minutes of travel from Dulles International Airport in Sterling, VA as well as major attractions in Washington, DC and Reagan National Airport. ■

## 7th Annual Executive Briefing Conference

April 16-18, 2008, Princeton, NJ



**WHAT'S NEXT**  
VISIONS FOR THE FUTURE

Discover the prospects for business opportunities on the horizon and the current and future business challenges facing woodworking decision-makers. Hear industry leaders propose thought-provoking ideas as well as solutions and strategies that apply to businesses of all sizes. Visit [www.awinet.org](http://www.awinet.org) and click on "Education Offerings" for full details and links to online registration. The discounted fees for AWI members include hotel accommodations. AWI is one of the sponsors of the Stiles conference. ■

## Economic Indicators Point To Slower Recovery for Construction

Although the Economic Stimulus Bill passed by Congress in February will help to lessen the slowdown of the economy, it will not show any positive impact until the latter half of 2008, according to a McGraw Hill Construction review of "The Economy and Construction" by Robert Murray, Vice President of Economic Affairs.

Murray says that tighter lending standards will dampen "investment in general and commercial building in particular" in 2008. With the residential sector continuing to suffer the most from the lagging economy, commercial construction is faring a bit better due to a "strengthening trend in 2006 and 2007." However, this sector will also suffer a slowdown in construction starts by "falling another 5% to 8%," according to Murray.

In his February report, the economist reviewed the following indicators: employment, real GDP, Lending Standards, Inflation, Monetary Policy, and the Economic Stimulus Bill.

The good news for small businesses in 2008 is the deductions and write offs for new equipment purchases provided by the Stimulus Bill. It allows firms to deduct 50% of the value of new investment expenditures in 2008, for items subject to depreciation over a 20 year period or less. Small businesses will also be allowed to write off the entire cost of new investment expenditures in 2008, up to a ceiling of \$250,000 from the current \$128,000.

For the full report, contact McGraw Hill Construction at [www.mcgraw-hill.com](http://www.mcgraw-hill.com). The report is available to subscribers. For more information about the Stimulus Package provisions, visit the U.S. Congress House Committee on Ways and Means at <http://www.house.gov/house/CommitteeWWW.shtml>. ■



## Meet Us at the Fair!

Save the dates, August 20-23, 2008! The International Woodworking Machinery & Furniture Supply Fair-USA® will feature over 800,000 net square feet of exhibit space at the Georgia World Congress Center in Atlanta. The show already has attracted 976 exhibitors. On Saturday, August 23, AWI will present a workshop, "Marketing for Advanced Wood Manufacturing Companies," from 11:00 am – 1:00 pm. Watch for news in *AWI e-briefs* about special hotel accommodations offered in the AWI block of rooms. ■



## 2008 AWI Sponsors

This month, AWI welcomes a new Sponsor, Delmac Machinery. Thanks to all of the following 2008 AWI Sponsors whose support will help to fund association programs and services that benefit all AWI members this year. 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:

