

# Special Edition 2006

# NewsBriefs

Newsletter of the Architectural Woodwork Institute

## The Year in Review 2005-2006

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**AWI is 3,215  
Members Strong!**

- **MANUFACTURING MEMBERS – 1,038**

- **SUPPLIER MEMBERS – 239**

- **AFFILIATE MEMBERS – 1,962**

1,202 design professionals

65 educators

695 students

*As of September 22, 2006*

## Embarking on New Directions: The Year in Review – 2005-2006

**T**welve months ago the call to action expressed by 2005-2006 AWI President Rick Kogler began a sea change within the association that was challenging for all involved – elected leaders, other volunteers and staff. But the commitment was made to optimally match AWI's human and capital resources to member services ranked highest in importance by members. As they say, the rest is history.

This Special Edition of AWI *NewsBriefs* highlights the efforts by the AWI team to meet the challenge. The AWI Board of Directors also embarked on a new strategic planning initiative to identify the “futures” they see for AWI. An updated strategic plan will be AWI's blueprint through 2013.

**An updated  
strategic plan  
will be AWI's  
blueprint  
to 2013.**

### Historic Growth

Manufacturing Membership topped the 1,000 mark and shows signs of continued growth with 1,038 in this sector of the 3,215-member association. Supplier membership increased as well.

Annual Corporate Sponsorships remain strong and monthly mailing sponsorships were launched with this edition of AWI *NewsBriefs*. Advertising also increased in *Design Solutions*. The Quality Certification Program grew in participants, projects registered, and projects labeled.

The steady renewals and growth all around point to value delivered to the membership as retention rates reached an all-time high of 91%.

### Commitment to Education

New directions are evident in the comprehensive reorganization of AWI's professional development offerings. Under the banner of the Architectural Woodwork Institute of Life-long Learning (AWILL), AWI's career development programs were revamped from novice to middle management to senior executives. When AWI Career and Technology Education Week was introduced in February, members responded enthusiastically to the management courses to improve their business operations and profitability. The acclaimed Project Management and Estimating Seminars blossomed to include fundamentals as well as advanced courses.

A Best Practices Group model was tried and tested in 2005-2006 with successful results for the first peer group of top management within the AWI Manufacturing Membership.

### New Headquarters, Management

The sale of the Reston, Virginia headquarters condominium and purchase of new facilities in Potomac Falls resulted in more efficient team working environments for the AWI staff and expanded meeting facilities.

Finally, in May, the departure of former AWI Executive Vice President Judy Durham after 21 years, created another challenge and opportunity to take new directions under the leadership of a successor. After a nationwide search the AWI Board of Directors appointed AWI Director of Marketing and Communications Philip Duvic as Executive Vice President. (See article on page 8.)

AWI's future is bright and 2006-2007 promises to be an exciting year of new opportunities. ■

Monthly AWI  
Mailing Sponsor:

**PANEL SOURCE INTERNATIONAL**

**Thank you for your sponsorship  
of the October AWI mail pack!**





## 2006 AWI Sponsors

AWI members extend sincere appreciation to all these 2006 Sponsors for their support. Contributions from the 2006 AWI Sponsors help fund programs and services that benefit all AWI members. We encourage all AWI members to support these 2006 Sponsors whenever a need arises for their services.

### Sustaining Sponsor:



### Major Sponsors:



### Level 2 Sponsors:



### Level 4 Sponsors:



**Rick Kogler**

by a strong Board of Directors capably led by 2005-2006 President Rick Kogler of Architectural Wood Products, Inc.

## AWI LEADERSHIP MAPS NEW COURSE IN 2005-2006

AWI embarked on new directions in 2005-2006 with an agenda filled with exploration of new opportunities. A number of programs were reviewed thoroughly in light of AWI goals, expectations of members, and costs for achieving the desired results. Several new initiatives were introduced and discussions commenced with AWI's sister associations that may yet have far-reaching impact on the architectural woodwork industry as well as AWI. The new strategic initiatives and exploratory talks were overseen

### 2005-2006 AWI Officers \*

*President*—**Rick Kogler**  
Architectural Wood Products, Inc.

*President-Elect*—**Edward Brewer**  
Louisville Lumber & Millwork

*Vice President*—**Richard Ungerbuehler, Sr.**  
Federal Millwork Corporation

*Treasurer*—**Patrick Nartker**  
Ted Bolle Millwork, Inc.

### 2005-2006 Board of Directors

*Past President Delegate*  
**James Hamilton, Sr.**  
Winchester Woodworking Corporation

**Doug Carney**  
R&S Casework, Inc.

**Whitney Coombs**  
Ivan C. Dutterer, Inc.

**Skip Heidler**  
Heidler Hardwood Lumber Company

**Bruce King**  
BK Fine

**John "Ned" Kreider**  
Kreider Brothers, Inc.

**Stephan Waltman**  
Stiles Machinery, Inc.

### 2005-2006 Development Council

*Chair*—**Denny Milstein**  
Westmark Products, Inc.

*Vice Chair*—**Jay Hollingsworth**  
Wisconsin Woodworks, S.E., Inc. ■

\* AWI Officers are members of the Board of Directors



2005-2006 AWI Board of Directors: (left to right) Stephan Waltman, Richard Ungerbuehler, Sr., Bruce King, Edward Brewer, Ned Kreider, Rick Kogler, Skip Heidler, Pat Nartker, Doug Carney and Whitney Coombs. Not present: Past President delegate James Hamilton, Sr.

# Highlights of Achievements

## AWI Life-long Learning (AWILL)

*Providing quality education and opportunities for enhanced professionalism through professional development*

- Released the 8th edition *Quality Standards Illustrated, Version 2.0* with over 40 updates.
- Launched AWT's first Winter Career and Technology Education (CATE) Week in North Carolina; Spring Plant Tours and Leadership Conference in Virginia; and Summer CATE Week in Pennsylvania.
- Introduced new Contracts Seminar.
- Developed new Fundamentals of Estimating and Fundamentals of Project Management courses as primers to the advanced level programs.
- AWI Ambassadors and staff presented several dozen Quality Standards seminars from coast-to-coast.
- Delivered the AWI Virginia Chapter Power Point Presentations training program.
- Assisted the Scholarship Committee in managing and awarding the AWI Scholarships.
- Updated the AWI *Design Pro Presentation* CD series for "Lunch n Learn" presentations by members to design professionals.
- Launched a new section of the AWI web site for AWILL information.
- Managed and completed the Skill Standards Initiative discovery work, funded in part by a grant from the United States Forest Service.
- Coordinated the annual Cabinetmaking Competition for SkillsUSA.
- Updated and released sections of the AWI *Cost Book* and *Cost Book* CD-ROMs.
- Continued building sister association relationships with related industry groups.
- Revamped the Annual AWI Celebration (formerly convention) into a more content-driven education program to expand member participation.
- AWI received the "Educator of the Year" Award in December 2005 from the Woodworking Machinery Industry Association (WMIA) for AWI's commitment to workforce education and training.

*(cont. on page 4)*



*The Skills Standards Initiative is aimed at formalizing skills criteria that are evident in the outstanding project of this AWI Manufacturing Member.*

*An instructor works with attendees at an AWI Advanced Project Management Seminar.*



Your Membership  
Dues Dollars  
at Work...



AWILL Ambassador Scott Nelson presents the QSI module.

**AWI Life-long Learning (AWILL)** (cont. from page 3)

**Relevant Committees**

*Chair:*

**Scott Nelson**, Central Plains Millwork, Inc.

*Undergraduate Division Leader:*

**Duane Griffiths**, Stiles Machinery, Inc.

*SkillsUSA Committee Chair:*

**Rick Robuck**, Salina Planing Mill, Inc.

*Graduate Division Leader:*

**Craig Johnson**, Principle Fixture & Millwork

*Estimating Seminar Team Chair:*

**Michael Bell**, Kentucky Mill and Casework

*Project Management Seminar*

*Team Chair:*

**Jeff Stück**, Stück Wood Works, Inc.

*Ambassador Division Leader:*

**Joe Sorrelli**, Aljoe Woodwork Consultants

*Library Leader:*

**Doug Mock**

Mock Woodworking Company

*Press Leader:*

**Rick Kogler**

Architectural Wood Products, Inc.

*Cost Book Board of Review Chair:*

**Jack Roscoe**, Cayuga Millwork, Inc.

*Quality Standards Board of Review Chair:*

**Rick Kogler**

Architectural Wood Products, Inc.

*Annual Meeting Planning Committee Chair:*

**John Tavaglione**, Häfele America Company

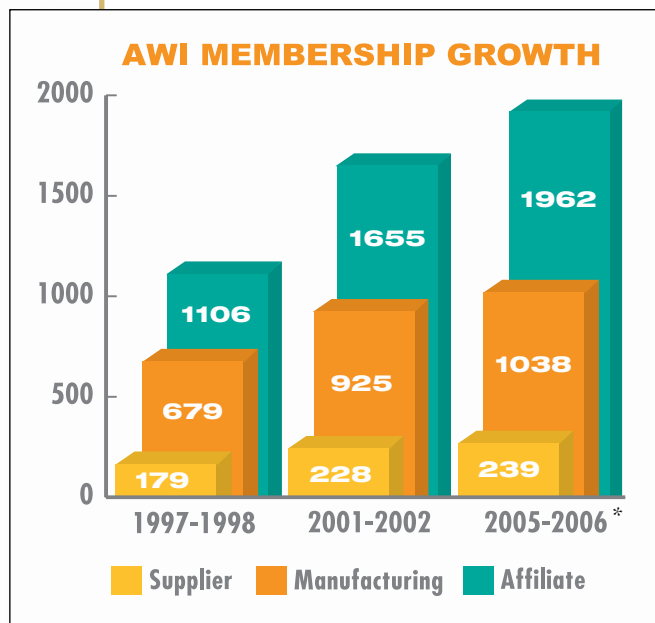
*Future of AWI Annual Meeting Task Force:*

**Edward Brewer**, Louisville Lumber & Millwork ■

**Marketing and Membership**

*Communicating and promoting the value of AWI membership while growing the membership and outreach of the association through enhanced member service*

- Manufacturing Members exceeded 1,000 for the first time in AWI history.
- Realized a 91% Manufacturing Membership retention rate through:
  - a complimentary *Safety Solutions* CD-ROM to renewing Manufacturing Members
  - monthly "Benefacts" to increase awareness of AWI benefits and how to use them
  - AWI Officer and staff visits to local AWI chapters
  - "Member Only" receptions at IWF that attracted over 300 attendees.
- Developed and implemented prospective Manufacturing Member marketing plan resulting in the generation of more than 200 leads at IWF® 2006 – the highest ever.
- New AWI West Texas Chapter was chartered and AWI Empire State Chapter was re-organized.
- Implemented first on-line Chapter Officer Survey.



\* As of September 22, 2006



- Launched new web-based Development Council Resource Center including all documents and related meeting materials.
- Expanded AWI Sponsorship program with added corporate exposure.
- Launched Mail Sponsor Program for each monthly mailing.
- Introduced enhanced AWI web site with new on-line membership application, AWI event registration, *Design Solutions* subscription renewal, meeting invitation, registration and secure attendee management system.
- Implemented web-based e-mail service with enhanced user-friendliness.
- Introduced new “Cornerstone” article in *Design Solutions* Magazine that speaks to 25,000 design and construction industry readers.
- In conjunction with the AWI Development Council the Marketing Committee conducted an extensive survey about all AWI programs, products and services.
- Manufacturing Member Survey revealed extent of sales by architectural woodworkers and their purchasing power for materials and services.
- Published and distributed the annual *Cost of Doing Business Survey and Compensation Study Report*.

## Relevant Committees

*Chapter Development Committee Chair:*

**Stephan Smith**

Gaithersburg Cabinetry & Millwork

*Cost of Doing Business Survey Task Force:*

**Kirsten Ingham**

Pearson Millwork, Inc.

*History Committee Chair:*

**Bruce Cody**

Architectural Wood

*Leadership Training Program Committee:*

**Kent Gilchrist**

Fremont Interiors, Inc.

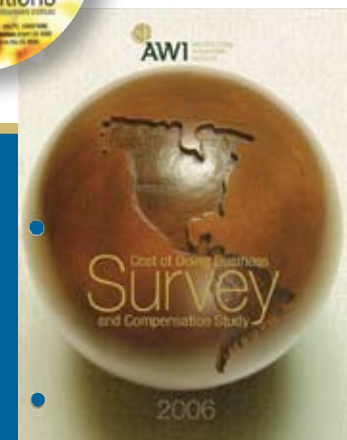
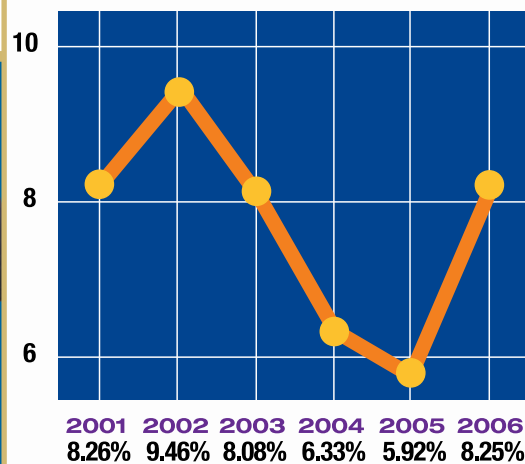
*Marketing and Membership Committee Chair:*

**Herb Meldahl**

ONSITE Woodwork Corporation ■



**“High Profit” Firms within AWI Manufacturing Member CODBS Respondents**





## Certification

### *Reinforcing consistent standards of quality and professionalism in architectural woodwork*

- QCP celebrates its 10th anniversary in 2006 for which 60 firms will be recognized.
- Realized a successful year with 430 participants, 1000 new registered projects, 384 projects labeled - the highest ever in one year in one year.
- Launched a dedicated web site, [www.awiqcp.org](http://www.awiqcp.org), which promotes the value of certification, reports news about QCP, and provides on-line registration, renewals, and testing services.
- Introduced a quarterly e-newsletter, *Quality Times*, which keeps participants, architects and design professionals informed about QCP developments.



*Ground floor entry to AWI's new offices face east to the morning sunshine.*

### Relevant Committee

*Quality Certification Program Board of Review Chair:*

**Dean Rummel**

TMI Systems Design Corporation ■

## Management and Governance

### *Assuring that the association is well managed and financially healthy to successfully serve the membership*

- Launched a pilot Best Practices Group to pool and leverage the collective knowledge and experience of Manufacturing Members within a small group of peers.
- Purchased and moved to a new headquarters office in December 2005.
- Conducted Annual AWI/CNA Safety Awards Program with expanded benefits for all applicants.
- Released and provided to all AWI Manufacturing Members a new and improved *Safety Solutions* software program.
- Developed an AWI *Safety Solutions* video to promote the work of the Insurance and Safety/Loss Control Committee at the Annual AWI Celebration.

- Conducted annual nominating process for Board of Directors positions and invited committee participation for the 2006-2007 year.
- Contributed to the American Forest Paper Association's (AF&PA) multi-year Respiratory Health Study that was released in 2006.
- Provided information assistance to AWI members affected by Hurricane Katrina by linking them with other AWI members for assistance.
- LEED Task Force developed a new *Design Pro Presentation* module and test marketed it to two audiences.

### Relevant Committees

*Audit Committee Chair:*

**Tom Gleason**, Gleason Woodwork, Inc.

*Best Practices Task Force Chair:*

**Whitney Coombs**, Ivan C. Dutterer, Inc.

*Bylaws & Policies Committee Chair:*

**Roger Stanton**, Blumer and Stanton, Inc.

*Governance Committee Chair:*

**Richard Ungerbuehler**, Federal Millwork Corporation

*Insurance and Safety/Loss Control Committee Chair:*

**Denny Milsten**, Westmark Products, Inc.

*LEED Task Force Chair:*

**Robert E. Ziegelmeier**, Ideal Architectural Doors and Plywood

*Nominating Committee Chair:*

**Edward Brewer**, Louisville Lumber & Millwork

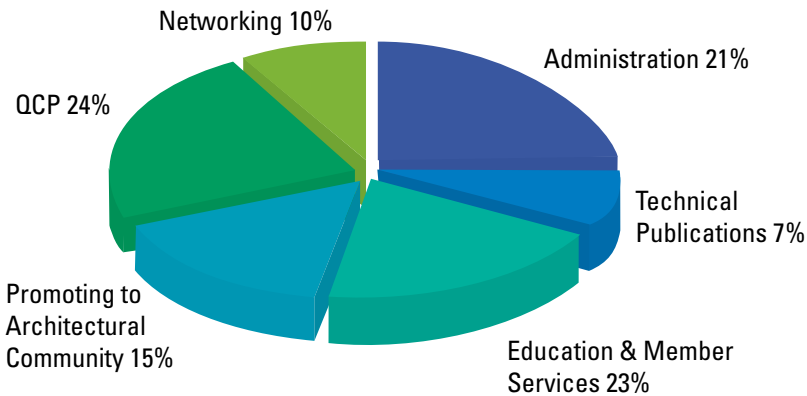
*Office Task Force Chair:*

**Scott Nelson**, Central Plains Millwork, Inc.

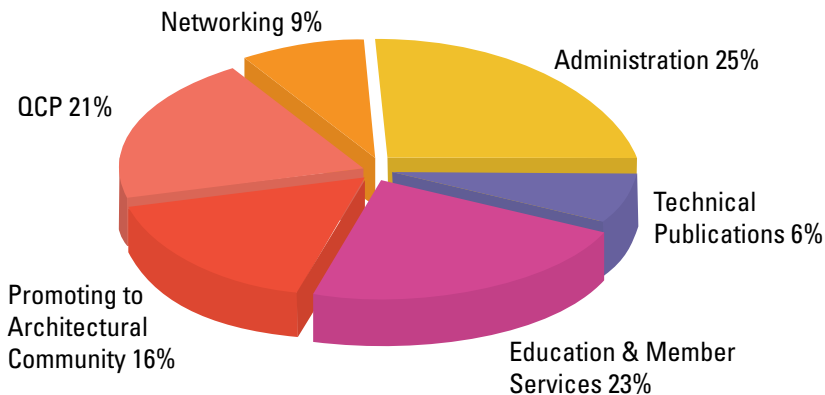
*Past Presidents Committee Chair:*

**Kirsten Ingham**, Pearson Millwork, Inc. ■

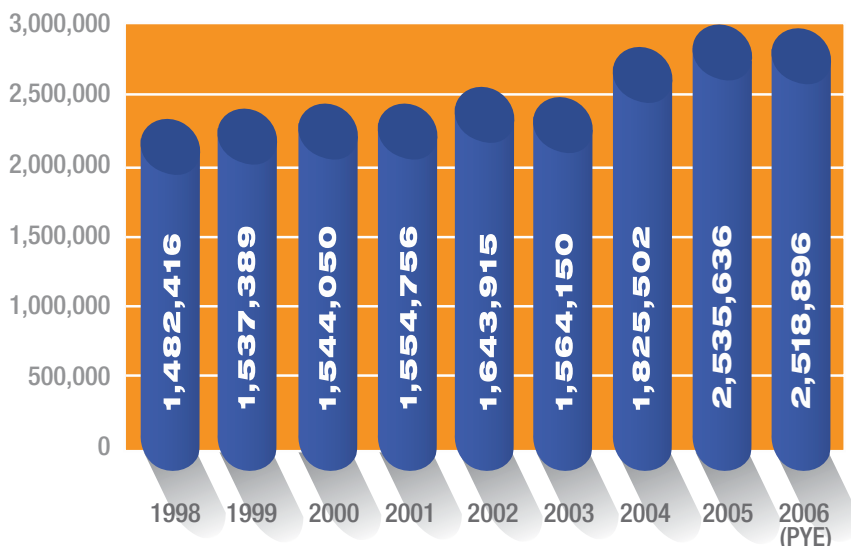
## 2004-2005 Expense Allocation



## 2005-2006 Expense Allocation (Projected)



## AWI Fund Equity (1998-2006 PYE)



## AWI Treasurer's Report 2005-2006

AWI enjoyed a healthy financial year due in part to the outstanding increase in Manufacturing Membership that topped 1,000 for the first time in AWI history. (See membership statistics on page 4.) The resulting increase in membership dues income helped to finance AWI programs, products and publications which serve the entire membership of over 3,200 members.

The most significant change in the association's expenses for 2005-2006 compared with last year resulted from the buildout and relocation of new AWI headquarters facilities in Potomac Falls, VA. Expense allocations for administration show a projected increase to 25% of the total budget for fiscal year 2005-2006.

On the other hand, certification program expenses are projected to decrease to 21% overall at fiscal year end (FYE). The real financial success story for QCP, however, is an increase in revenue from several sources of the program.

Education expenses remain high, especially in light of the priority given to professional development by AWI's leadership that resulted in the introduction of Career & Technology Education Weeks conducted in 2006. AWI members have ranked education as the number two program of importance right behind Quality Standards for two consecutive years.

The AWI Annual Celebration is factored into the "networking" budget. Signs point to a projected decrease in networking expenses to 9% of the total budget resulting from a major revamp of the upcoming AWI Annual Celebration, October 4-7, 2006 in New Orleans. Revenue is expected to help diminish the long-standing AWI subsidy of costs associated with the annual convention. The event figures will not be known until the next fiscal year which began October 1.

The Association's Equity Fund increased by \$710,134 at YE 2005 in large part due to the sale of the AWI headquarters condominium offices previously located in Reston, VA. Projected equity for FYI 2006 is expected to dip slightly from 2005's high mark.

AWI's financial position continues to be sound. The AWI Board of Directors has created a new Finance Committee that will assist in monitoring the association's total financial picture.

— Patrick Nartker, AWI Treasurer  
Ted Bolle Millwork, Inc.

**2006-2007 Officers\***

*President*

**H. Edward Brewer**  
Louisville Lumber & Millwork

*President-Elect*

**Richard Ungerbuehler, Sr.**  
Federal Millwork Corporation

*Vice President*

**Whitney Coombs**  
Ivan C. Dutterer, Inc.

*Treasurer*

**Patrick Nartker**  
Ted Bolle Millwork, Inc.

**2006-2007 Board of Directors**

*Past President Delegate*

**Craig Johnson**, Principle Mill & Fixture Company, Inc.

*Development Council Delegate*

**Denny Milsten**  
Westmark Products, Inc.

**Doug Carney**  
R&S Casework, Inc.

**Skip Heidler**  
Hardwood Lumber Company

**John "Ned" Kreider**  
Kreider Brothers, Inc.

**Robert Stout**  
RLS Commercial Interiors, Inc.

**Stephan Waltman**  
Stiles Machinery Company

*\* All Officers are members of the Board of Directors*



*H. Edward Brewer*

**2006-2007 LEADERSHIP: Seeking New Opportunities**

In mid-September the new AWI leadership embarked on new strategic planning initiatives for the coming year that are being fleshed out at press time. We can be certain, however, that new strategies for planning and implementing programs which were initiated in 2005-2006 will be continued for 2006-2007. More exciting opportunities are yet to come for AWI. Plans for the 2006-2007 year will be revealed in a subsequent issue of *NewsBriefs*. ■



*Philip Duvic*

**AWI Names Phil Duvic Executive VP**

AWI's Board of Directors unanimously approved the appointment of industry veteran and former AWI Director of Marketing & Communications Philip Duvic as Executive Vice President of AWI effective September 19, 2006. Duvic has led AWI's successful marketing and communications efforts since November 2000 when he joined the AWI team to enhance AWI's association identity and image in the architectural woodwork, design and contractor communities.

"Having served as AWI President (1998-1999) as well as a member of the association's Board of Directors, Phil's familiarity with AWI as an association member gives him added insight into the importance of communications with members and delivery of services that have maximum value to the success of their businesses. While serving as Marketing & Communications Director, Phil was involved in the marketing of all major AWI products, programs and services," AWI President Rick Kogler said in announcing Duvic's promotion.

Duvic brings to the position both association staff and voluntary leadership experience in addition to bench experience and business savvy in a variety of capacities during 25 years in the architectural woodwork industry.

"I am honored to accept the position as chief staff executive of AWI and appreciate the AWI Board's vote of confidence. During my 25 years in the architectural woodwork industry, I have seen AWI grow from 375 to over 1,000 Manufacturing Members as it became the premier architectural woodwork association in the industry. I look forward to working with the AWI Officers, Board of Directors, other volunteers and staff to execute our new strategic plan that will guide AWI through 2013," Duvic said.

The Board's unanimous approval of the appointment followed a nationwide search for a successor to Judy Durham who left in July after 21 years of AWI service. A four board member AWI Search Committee conducted a comprehensive review of resumes from 28 applicants across the country. ■



*2006-2007 AWI Board of Directors: (left to right) Patrick Nartker, Stephan Waltman, John "Ned" Kreider, Whitney Coombs, Craig Johnson, H. Edward Brewer, Robert Stout, Richard Ungerbuehler, Sr., Skip Heidler, Doug Carney, and Denny Milsten.*