

News Briefs

Newsletter of the Architectural Woodwork Institute

NEW AWI MEMBERS

MANUFACTURING

- AAA Woodwork, LLC**
Houston, TX
- Ashland Woodwork, Inc.**
Ashland, VA
- Better Built Cabinets Inc.**
Winterville, NC
- Five Star Millwork**
Deerfield Beach, FL
- Heirloom Lumber Company, Inc.**
Winchester, KY
- Pinetree Furniture Makers**
Chicago, IL
- Pioneer Woodworking Company of Pensacola**
Pensacola, FL
- Trend Millwork Inc.**
Lincoln Park, MI
- Wildwood Architectural Mill**
Salt Lake City, UT
- Wood-Metal Industries**
Selinsgrove, PA
- Woodshop Specialties, Inc.**
Post Falls, ID

SUPPLIERS

- Blacks Outsourcing, Inc.**
Waterford, WI
- CAD/CAM ONE, Inc.**
Griffin, GA
- Ionix Technologies Inc.**
Boca Raton, FL
- Sumnum Woodwork Corporation Inc.**
Saint-Jerome, QC, Canada ■

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AWI Score Card of Services Rated by Manufacturing Members

AWI Manufacturing Members are overwhelmingly satisfied (93%) with the association, according to respondents to an AWI web-based survey conducted in June. Of that number 55% are “very satisfied” with AWI. Only 2% indicated they are “not very” satisfied with the association.

What is AWI Doing for You That You Like the Most?

	Rank	%
QSI	1	34%
Education	2	27%
Networking	3	11%
Marketing	4	9%
CODBS	5	8%

Source: 2006 AWI Manufacturing Member Survey

Top Rankings

Quality Standards Illustrated, education and networking were ranked one, two and three respectively as what respondents like the most among the top five AWI programs, products and services. However, marketing and CODBS flipped rankings this year, to four and five respectively.

As for the five programs that members like least, the Quality Certification Program was ranked by 32% as number one. Thirty-seven percent of respondents either don't know what they like least or said there was nothing they don't like. The annual convention, education, Adopt-A-Shop and Cost Book were ranked three through six respectively by a small percentage of respondents.

Sentiments - Potential Directions

AWI asked Manufacturing Members about their sentiments concerning a new tri-association unified national woodwork quality standards that in addition to AWI and AWMAC, might include the Woodwork Institute. Seventy-eight percent of respondents either

(Continued on page 3)

AWI High About IWF® 2006

The gathering of the woodworking and furniture supply industry in Atlanta, August 23-26, for IWF 2006 contributed to AWI's success at the fair on every level. AWI Membership & Chapter Development Director Teresa McCain reports that 26 members joined the association during IWF and over 200 leads were gathered – record highs for the association at IWF.

Other positive results included registration of 20 members for the upcoming AWI Annual Celebration in New Orleans and a number of commitments for AWI convention sponsorships. Judging from the record number of over 300 AWI member canvas bags and member ribbons dispensed from the AWI booth, AWI member presence at IWF 2006 was visible and positive. ■



Over 300 AWI members networked during two AWI receptions at IWF.





REFLECTIONS ON AN INTENSE PERIOD OF CHANGE

A conversation with 2005-2006 AWI President Rick Kogler of Architectural Wood Products reveals a visionary's thinking about the future of AWI. As he turns over the reigns of the association to President-Elect Ed Brewer, Mr. Kogler reflects on his twelve months in office and AWI's major achievements in the past year.

- Hitting the 1,000 Manufacturing Member mark is a milestone in AWI history that we are all proud of.
- By tightening financial controls on expenses for our annual convention, we are reducing AWI subsidies for this membership program, while offering an economically friendly event for members. We introduced reasonably-priced hotels, offsite venues, low-cost events for families, and we focused on education content. We're hopeful that the new format will produce the desired results.

NB: When you began your term as AWI President, what was your underlying goal?

RK: I wanted to upgrade our financial analysis and reporting systems to assure that spending was proportional to those services that our members identified as most important to them. By modifying our financial systems, our Board of Directors will be able to make better informed business decisions about AWI's programs for members using minimum human and capital resources to achieve the maximum return on

NB: The initiatives being considered with the Woodwork Institute (WI) and the Architectural Woodwork Manufacturers of Canada (AWMAC) are innovative and very progressive. What do you think will come out of the discussions?

RK: The initiative to produce a truly unified woodwork quality standards not only involving AWI and AWMAC but also WI offers us an opportunity to consolidate efforts and produce an internationally-recognized set of standards that are tied in with one certification program. It also allows AWI and WI to

“Currently our industry has two sets of standards and two certification programs. A unified effort, in my view, is in the best interest of all three associations and the industry.”

our investment. A new Financial Committee headed by 2006-2007 Treasurer Patrick Nartker will devise more user-friendly financial management reports which Board members will consult to make informed decisions.

NB: As you near the end of your term, would you reflect on the accomplishments this past year?

- Our Board is thinking creatively and embarking on a review and revision of the strategic plan for AWI that has not been revisited for six years. A new planning process has included direct involvement by staff directors who contributed creative ideas for the future. (See article page 3 in *NewsBriefs*.)
- Under the leadership of AWILL Chair Scott Nelson, other AWILL division leaders, and staff, our education programs have been revamped. The highly successful Winter Career & Technology Education Week was evidence that our members embrace this new programming. The AWILL team is using it as a model for future planning.

become even stronger as they focus on membership/member programs and certification respectively. Currently our industry has two sets of standards and two certification programs. A unified effort, in my view, is in the best interest of all three associations and the industry.

NB: Do you have any parting words as you are about to leave office?

RK: I'm pleased with the changes over the past year, although I leave office disappointed that we could not have advanced this tri-association initiative further. This is a broad-ranging vision of the future that I hope moves forward as all parties further explore the merits of compromise in the best interests of our members and the industry.

The atmosphere of creating thinking within the Board and staff is evidence of an effective team effort. Our output is evidence of a productive year. ■

Rankings of Program Importance

Program, Product, or Service	05-06	2006	2005
Quality Standards	equal	1	1
CODBS	+3	2	5
Education Seminars	+1	3	4
Use of AWI Logo	-1	4	3
Design Solutions	-3	5	2
Technical Support	equal	6	6
Web site	equal	7	7
NewsBriefs	+1	8	9
Adopt-A-Shop	-1	9	8
Cost Book	-1	10	9
E-briefs	-1	11	10
QCP	-1	12	11

Source: 2006 AWI Manufacturing Member Survey

AWI Score Card ... (cont. from page 1)

agree strongly or somewhat about the merits of such a partnership, while 17 percent are neutral and only 9 percent disagree somewhat or strongly.

Sentiments about AWI and the Quality Certification Program were diverse concerning membership focus and possible divestiture of QCP from AWI. Forty-six percent of respondents either strongly or somewhat agree to such a redefinition of AWI's and WI's focus, while 29 percent were neutral, and 25 percent responded they either somewhat or strongly disagree. The responses leave AWI without a clear consensus on this issue.

Importance - Performance

AWI asked Manufacturing Members to rank association programs in order of importance. A number of programs increased in importance from 2005: education seminars, CODBS, and *NewsBriefs*. Six programs decreased in importance to respondents: *Design Solutions*, AWI logo, Adopt-A-Shop, Cost Book, *E-briefs*, and QCP. Quality Standards, tech support, and the AWI web site remained unchanged in importance since 2005.

Respondents also evaluated the performance of AWI's programs and services. The QS Book was not only ranked the highest in importance, but also in performance. Except for *Design Solutions*, which was rated second in performance for two consecutive years, all other program rankings changed in 2006. Members ranked the following as increased in performance: CODBS, AWI logo, education seminars, *NewsBriefs*, web site, Cost Book, *E-briefs*, QCP, and Adopt-A-Shop. Respondents said that technical support had decreased in performance.

The numerical difference between importance values and performance values provided GAP measures. The GAP measures help AWI's leaders make better informed strategic and operational decisions about program priorities and the allocation of human capital and financial resources.

AWI thanks all Manufacturing Members who offered their frank and candid responses. ■

AWI Board Creatively Examines Strategic Plan

The annual planning of AWI programs, events, and publications got underway last month with the involvement of staff department directors who joined President-Elect Ed Brewer, Vice President Richard Ungerbuehler, Sr. and Treasurer Patrick Nartker for a day-long 2006-2007 year ahead development and planning meeting at the AWI National Office in preparation of the Board of Directors change-over meeting this month.

In the first part of the meeting on September 18, the entire board will work together to outline AWI's strategic plan for the future. In preparation for this session, Board members for 2005-2006 and 2006-2007, as well as staff directors were interviewed by a professional strategic planning facilitator who questioned them about the "preferred futures" of AWI each envisioned.

This first sentiment gathering interview process is a prologue for what occurs next. Members of the 2005-2006 and 2006-2007 AWI Boards of Directors will work together on strategic planning on September 18, 2006 at the association's national office in Potomac Falls, VA. With the facilitator's guidance, all will identify AWI's preferred futures, examine, how, if, why AWI can effect these futures, examine resources, and devise a timeline to create milestones towards the futures.

On September 19, the 2005-2006 Board conducts its final business meeting and on September 20, there will be a transition meeting when the 2006-2007 Board will hold its first working session of the new fiscal year. President Ed Brewer will preside as Chairman of the Board.

The AWI Strategic Plan will evolve into an updated document that will guide the AWI leadership, management and staff into the future. This is the first time the 1997 AWI Strategic Plan has been reviewed in six years. ■



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

Two AWI Chapters Share Success Stories

Two AWI chapters in the news this month are evidence of the energy within the architecture woodwork industry. AWI members in West Texas and the Empire State can be proud of their efforts to form and reorganize each chapter respectively. AWI applauds members in both regions for their perseverance in building a solid foundation for the future of the industry.

West Texas Chapter Chartered

AWI is pleased to introduce the newest association chapter in West Texas whose mission will be employee training and promotion of the architectural woodwork community in the greater El Paso region. Charter members of the new chapter are:

- **Classic Millwork and Products, Inc.** – Bruce B. Spitz (Chapter President)
- **Imperial Casework, Inc.** – Ed Palacios
- **Southwest Millwork** (formerly Heron Millwork Inc.) – Rick Varela (Chapter Secretary)
- **Specialized Construction** – Jose Santiago (Chapter Treasurer)
- **Trimco Commercial** – Juan Soto (Chapter Vice-President)

Associated Members

- **Louis and Company** – Kevin Griffin

For more information about the AWI West Texas Chapter, contact Bruce Spitz, (P) 915.833.9922 or at bspitz@classicmillworkelpaso.com.

Empire State Chapter Reorganized

AWI also is pleased to announce another success story with the reorganization of the Empire State Chapter, whose members elected new officers.

- President* – **Josh Browning**, Genbrook Millwork, Inc.
- Vice-President* – **Robert Tague**, Riverfront Custom Design, Inc.
- Secretary* – **Tim Smith**, F.W. Honerkamp Company, Inc.
- Treasurer* – **Paul Tucker**, Riverfront Custom Design

The next meeting of the AWI Empire State Chapter will take place October 11, 2006 in Syracuse, NY. For more information, contact Josh Browning at josh@genbrookmillwork.com.

AWI encourages association members in these two regions to get involved locally. Double the benefits of your membership in AWI. ■

John C. Thoren, Jr. Passed Away

AWI regrets to report that John C. Thoren, Jr. passed away on June 28 at the age of 67 in Tempe, AZ. For most of his adult life John was the owner and operator of Thoren's Architectural Woodwork, Ltd., a Tempe firm founded by his father in 1944. The company was a long-standing member of AWI from 1958 until 2003. Mr. Thoren was one of the AWI Arizona Chapter founding members and formerly served on the AWI National Board of Directors. He was a graduate of Arizona State University and was an active member of Sigma Nu ever since his college days. Mr. Thoren was President of the House Corporation and remained a member of its board. ■

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. ■



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