

# News Briefs

Newsletter of the Architectural Woodwork Institute

## NEW AWI MEMBERS MANUFACTURING

- Advanced Custom Cabinets**  
Hayden, ID
- Atlas Cabinet Mill and Fixture**  
Casper, WY
- Bespoke Millwork**  
Missouri City, TX
- Bonarrigo Investment Group, Inc.**  
Piti, Guam
- Estes Wood Designs, Inc.**  
Bentonville, AR
- Fabrication Specialists, Inc.**  
Mobile, AL
- Foster's Fine Furniture**  
Folsom, CA
- Gorman Woodworking, LLC**  
Warrington, PA
- Hill Country Cabinet Shop**  
Spring Branch, TX
- I-Des Interior & Furniture, Inc.**  
Seoul, Korea
- Infinite Design Works, Inc.**  
Loveland, CO
- L. Surges Custom Woodwork, Inc.**  
Joliet, IL
- McDonald's Custom Cabinets, Inc.**  
Riceville, TN
- New York Custom Woodworks**  
Mount Vernon, NY
- Pinnacle Building Group, Inc.**  
Coral Springs, FL
- Sekeres, Inc.**  
Chula Vista, CA

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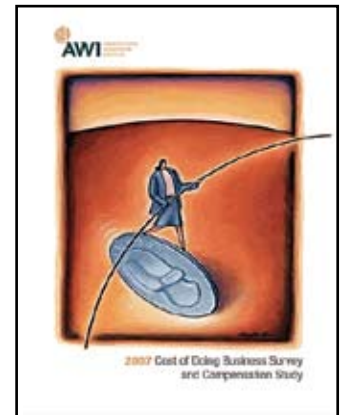
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## Industry Business Sentiment Highest in Past Five Years

**IS** the economy improving for the architectural woodwork industry? Sixty-five percent of AWI Manufacturing Members who responded to the 2007 AWI Costing of Doing Business Survey think so. They are quite bullish about the market, according to the Business Sentiment Index (BSI) included in the final report released on July 2, 2007.

The outlook for business perceived by CODBS respondents is 86%, the highest level in the past five years. The drivers of business sentiment – economy, sales, cash flow, and labor – are rated very good for the upcoming six months compared with the past six months.

Of the 139 participants in the 2007 CODBS, the average firm has 9.4 employees per \$1 million in revenue and 4.23% operating profit margin.



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## Contracts Protect Your Interests; Fall AWI Seminar Tells How



Photo Credit: Tim Thompson

*AWI fall Lifelong Learning Seminar participants may find Seattle's bustling waterfront and lively restaurants an attraction during evening breaks from the daily seminars, September 13-15.*

The seminar will feature attorneys Thomas P. Larkin II and James T. Yand, both of Stafford Frey Cooper in Seattle, WA, and AWI Ambassador Joe Sorrelli. Tom Larkin's practice includes all aspects of civil litigation with emphasis in personal injury, construction law, employment

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## Don't Miss the Executive Experience – 55th AWI Annual Convention

Courtesy of Louisville Convention & Visitors Bureau



The 55th AWI Annual Convention/Executive Conference will be held October 3-6, 2007 in lively Louisville, KY, home of the world famous Churchill Downs. Learn from the dynamic education sessions, network with architectural woodworkers, meet with suppliers at the AWI Product Fair, tour woodwork plants, and enjoy the city's attractions. Don't miss the Muhammad Ali Center, honoring "the greatest" champion in U.S. boxing history. The Center explores Ali's life and what makes him such an enduring hero. ■

### Industry Business Sentiment... (cont. from page 1)

#### Complimentary e-Tools

Participants received new and improved benefits this year: a 2007 Financial Dashboard and a 2007 Compensation Calculator. The new interactive e-tool enables executives to quickly click their way into 15 key financial measures. The survey company, Inverra, offers participants the option of monthly maintenance of their dashboard.

#### Using the Report

How does your company measure up against the most profitable architectural woodwork manufacturers in the industry? Find out by using the 2007 AWI *Cost of Doing Business Survey and Compensation Study Report*. The final report, which remains one of the top benefits of membership rated by participants year after year, was shipped to all AWI Manufacturing Members on July 2. The annual survey report contains insights about operating profit, gross margins, and more.

The CODBS Report carries a \$950 value to nonmembers and is included among the toolbox of benefits AWI Manufacturing Members receive. AWI members may purchase additional copies from the AWI store at [www.awinet.org](http://www.awinet.org). This unique report is not available from any other source. ■



All 2007 CODBS participants received a personalized financial dashboard summarizing the financial health of their company. The new e-tool contains more than 100 metrics with color coded percentiles and peer comparisons.

## Skill Standards Advisory Group Forming

Work has begun on a major AWI initiative for development of Woodwork Skill Standards, Evaluations, and Credentials made possible by a \$92,000 grant from the USDA Forest Service, announced last month in *NewsBriefs*.

An international Industry Advisory Group is being formed to manage the project and to begin the technical writing. If you are interested in knowing more or volunteering to help, please contact the project's manager Greg Heuer at [gheuer@awinet.org](mailto:gheuer@awinet.org).

The initiative will proceed under the banner of a new 501(c)(3) nonprofit charitable and educational foundation with the name "Woodwork Career Alliance of North America." AWI is the Secretariat of the corporation that manages this industry-wide effort. ■

## Christine Hopkins Named Membership Coordinator



Christine Hopkins

AWI has announced the appointment of Christine Hopkins as the new Membership Coordinator. She joined the AWI team on May 1, 2007 and assumed responsibilities for responding to prospective member inquires and processing new memberships. Ms. Hopkins brings to AWI experience as a history teacher in Special Education at Graydon Manor Day School. She graduated from George Mason University in Fairfax, VA with a B.A. in History and has completed some graduate level course work. Questions about AWI membership should be directed to Ms. Hopkins at [chopkins@awinet.org](mailto:chopkins@awinet.org) or by calling 571.323.3624. Ms. Hopkins succeeds Angie Fuller who was recently promoted to Office Manager. ■

## MARC SANDERSON TO UNLOCK THE SECRETS OF EMPLOYEE RECRUITMENT & RETENTION

**M**arc Sanderson, owner and President of Wilkie Sanderson of Sauk Rapids, MN, will reveal successful strategies for finding, recruiting and retaining skilled labor, during the 55th Annual AWI Convention/Executive Conference, October 3-6, 2007 in Louisville, KY. Mr. Sanderson will be the featured presenter for "Employee Recruitment and Retention," a seminar that addresses one of the key elements of a profitable architectural woodwork manufacturing business.



Marc Sanderson

### Background

Mr. Sanderson has spent the last nine years steering Wilkie Sanderson from a small business to a professionally managed strategic firm consisting of two plants with 90 employees, 65,000 square feet, and approximately \$10 million in sales last year. Prior to Wilkie Sanderson, he held a variety of management roles for Saturn, Chrysler and ASC, Inc. Mr. Sanderson currently serves on the board of the Anderson Entrepreneurial Center and as program manager for the Owner-President Forum. Mr. Sanderson holds an M.B.A. from the Harvard School of Business and a B.S. in Mechanical Engineering from the University of Michigan.

### Full Program

Plan to attend this seminar and the other business-building sessions designed to help executives steer their companies along a more profitable path. The upcoming AWI convention has been designed as an executive learning experience within a relaxed environment. An impressive lineup of recognized business authorities will share their knowledge and know-how with attendees. Learn also from fellow attendees and share your own experiences about challenges that confront all architectural woodworkers. Plan to leave the convention energized to employ new ideas and techniques.

The AWI convention will be held at the Hyatt Regency Louisville. See the enclosed brochure for details about the full program, the Product Fair of supplier products and services, plant tour options, and social events. Early bird registration fees are in effect through August 31, 2007. Invest in your business by investing your time in learning. ■

## Contracts Protect Your Interest... (cont. from page 1)

law, product liability, and civil rights. Jim Yand's areas of practice include construction law, product liability, insurance and surety law, creditors' rights, remedies and bankruptcy. A member of the AWI education program faculty, Joe Sorrelli is currently a business coach and advisor for many woodworking firms around the country.

"Contracts are promises that the law will enforce, should either party falter," Mr. Sorrelli said. "You will learn how not to sign any contract before carefully reading and understanding what you can or cannot do. This workshop has helped so many AWI members fully understand what terms they can change in a contract. Sit with other members who have the same problems with contracts and discuss the issues with one another and with a contract attorney who will answer all your questions. See for yourself what everyone has been raving about; sign up today."

Don't miss this session – it is critical for a profitable bottom line. AWI members receive substantial discounts off full price registration fees for nonmembers. Register early – space is limited. ■

## Member News

### In the Field

The volunteer spirit is strong throughout the architectural woodwork community. Employees of Architectural Millwork of St. Louis in MO participated in the "2007 Komen St. Louis Race for the Cure" on June 16. At last count, 65,285 participants helped raise over \$2.5 million for the cause dedicated to finding a cure for breast cancer. ■



## QCP is Growing... In Inquiries, Inspections, New Projects



Over 100 visitors to the QCP booth showed serious interest in the benefits of the Quality Certification Program and Quality Standards Illustrated. Shown left to right: QCC Director Randy Estabrook; QCC Project Manager Tricia Roberts; and QCC President William A. Munyan, AIA, CSI.

During the Construction Specifications Institute (CSI) Show & Convention, June 20-22 in Baltimore, MD, the Quality Certification Corporation (QCC) found an enthusiastic specifier and architect audience. The AWI/QCP booth drew over 100 leads, including inquiries about project registration, requests for the Quality Standards Illustrated CD-ROM, and interest in a QCP presentation with a local CSI chapter.

“QCC’s participation in the program gave the QCP excellent exposure to a new market of construction professionals,” QCC Director Randy Estabrook

said. “One of the dramatic growth areas is registered projects. They have increased by 35%, compared with 11% last year,” he added.

In another area, QCC staff are working on improvements to the QCP web site that will enhance user friendliness. Watch for news when it bows in the next few months. ■

## Welcome to New QCP Participants



Participation in the Quality Certification Program increased by six companies since June 1. Visit these and other participants on the web. For a complete listing of all QCP participants, go to [www.awiqcp.org](http://www.awiqcp.org) and click on “Find a Certified Firm/Project.” Search by company name, city, state, country and Quality Standards Section.

**Bob's Woodworks, Inc.**  
Lubbock, TX

**Designer's Specialty Millwork**  
Ft. Lauderdale, FL

**Distinct Designs Custom and Commercial Casework**  
Largo, FL

**Pacific Showcase**  
Las Vegas, NV

**Salisbury Custom Woodwork, LLC**  
Salisbury, NC

**Superior Wood Products, Inc.**  
Grand Rapids, MI ■

### New Members (cont. from page 1)

**Snake River Cabinet Company, Inc.**  
Idaho Falls, ID  
**Thompson & Son Cabinet**  
Deweyville, UT  
**Woodworking Specialties, Inc.**  
Fresno, CA  
**Yadkin Valley Cabinet Company, Inc.**  
Mount Airy, NC

### SUPPLIERS

**Brooks Millwork, LLC**  
Bellflower, CA  
**East Coast Interiors**  
Newington, CT  
**Lenmar Products, Inc.**  
Baltimore, MD  
**Rudd Company, Inc.**  
Seattle, WA ■



## 2007 AWI Sponsors

AWI is pleased to welcome its insurance safety partner, CNA, as a Major AWI Sponsor in 2007. Visit [www.awinet.org](http://www.awinet.org) to contact these suppliers the next time a need arises for their services. ■

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