

# News Briefs

Newsletter of the Architectural Woodwork Institute

## NEW AWI MEMBERS MANUFACTURING

### Alter Commercial Caseworks, LLC

Burlington, IA

### Cabinet Masters, Inc.

Ironton, MO

### Classic Craftsman Design

Chambersburg, PA

### Freedom Architectural Millwork

Cleveland, TX

### Freelance Enterprises

Denver, CO

### J-Zac, Inc.

Trenton, TX

### Northland Custom Laminated Woodworking, Inc.

Round Lake Beach, IL

### OC Block Works

Irvine, CA

### Southern Minnesota Woodcraft, Inc.

Faribault, MN

### Specialty Millwork

### Div. of 31-W Insulation Company

Goodlettsville, TN

### The Nassal Company

Orlando, FL

### Tim's Custom Woodworks, LLC

Brooks, KY

### Willow Creek Woodworks, Inc.

Idaho Falls, ID

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## AWI, Business & Chapter Leaders Convene in City of Arts



Photo credit: Lee Henderson

*The Guthrie Theater's new building, designed by internationally renowned architect Jean Nouvel, is situated along the banks of the Mississippi River.*

From renowned performing and fine arts centers to acclaimed architecture, Minneapolis is a fitting venue for AWI business, association and chapter leaders to gather April 11-14, 2007 for this year's AWI Spring Leadership Conference. While you're in Minneapolis planting the seeds to grow your business, explore the sights and sounds in one of America's most vibrant cities.

Learn how to "Grow Your Business: From Small to Medium to Large" from several of AWI's most successful architectural woodwork executives: Marc Sanderson of Wilkie Sanderson; Rick Siewert, Siewert Cabinet & Fixture; and Dennis Regan, Woodworking Solutions, Inc. These industry authorities will be featured in a panel discussion moderated by another AWI leader Craig Johnson, Principle Fixture & Millwork. Round out your experience with plant tours of the Sanderson and Siewert facilities where you'll learn new perspectives for growth strategies.

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## An AWI/CNA Safety Award is a Safe Bet

AWI Manufacturing Members with strong safety programs and no fatalities in 2006 have an excellent chance at winning an award in the 2007 Safety Awards Program, co-sponsored by AWI and its insurance safety partner, CNA. Receiving honors and press recognition is a safe bet if your company meets all the criteria. Submissions must be received by April 1, 2007.

As in previous years, three types of awards will be bestowed in four categories based on company size. The awards are: AWI/CNA Best Safety Achievement Award, AWI/CNA Zero Lost Time Accident Achievement Award, and AWI/CNA Safety Improvement Certification of Recognition. In 2006, AWI and CNA honored 45 AWI Manufacturing Members.

Submitting your data is easy and held in strict confidentiality. The minimum eligibility requirements are listed on the safety Web site, [www.inverra.com/awi/2007.htm](http://www.inverra.com/awi/2007.htm). Award criteria are based on a company's Incident Rate, a nationally recognized measure of safety that equalizes

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## AWI Welcomes Ilaria Fekeza

Ilaria Fekeza has been appointed AWILL Program Manager. Ms. Fekeza comes to AWI from C.E.S.S.I, a government contractor in Northern Virginia, where she was a Senior Conference Planner responsible for all logistical and administrative components of conference planning. Prior to that, Ms. Fekeza was Art Director for an advertising agency, MC Direct, in Virginia Beach, where she assisted in developing marketing packages for corporate clients, including the National Geographic and The Smithsonian museums. Ms. Fekeza has a Bachelor of Fine Arts Degree with a concentration in Graphic Design from Old Dominion University. Contact Ms. Fekeza about the QSI, AWILL, and other AWI technical services at ifekeza@awinet.org or at 571.323.3614. ■



## Member News

### In the Field

On January 31, 2007, the Northeast Regional office of **Stiles Machinery Inc.** (AWI Supplier Member since 1996) hosted a workshop for members and guests of the AWI New England Chapter. More than 35 attendees were present for two presentations, various machine demonstrations and a luncheon. The seminar, "Woodworking Technology in Action," consisted of two presentations: a **Microvellum** (AWI Supplier Member since 1996) demonstration of the complete screen to machine process, and an M2 Technologies demonstration of the Autodesk 3D inventor software, the latest in solid modeling technology. Both topics included video presentations, actual software-to-machine demonstration and an open discussion period. ■

## ALL MAY ENTER; ALL MAY WIN AWI "Member Recruit-a-Member" Campaign

AWI members are reminded that the 2007 AWI "Member Recruit-a-Member" Campaign began February 1. Registrants in the campaign will be eligible for prizes for recruiting new members. Sign up today – you must register to win a prize.

**What are the prizes?** Recruit just one new member and win a cash prize of \$100. The three people who recruit the most new members will receive additional cash prizes in the amounts of \$500, \$1,000 and \$2,000. The Grand Prize winner also receives one free pass to the 55th AWI Annual Convention, October 4-6, 2007 in Louisville, KY.

**Who May Enter?** All AWI Manufacturing Members, Supplier Members, and Chapter Members of AWI national. Supplier Members of AWI chapters who are not members of AWI national are also invited to participate.

**What is Required?** All recruiters must register to participate. This will enable AWI to accurately track the new members you sign up. Once you register, AWI will send you recruitment tools to get started.

The campaign ends August 31, 2007. Contact AWI Director of Chapter & Membership Development Teresa McCain for details at 571.323.3622 or at tmccain@awinet.org. ■



### An AWI/CNA Safety Award...*(cont. from page 1)*

the accident rate for all sizes of firms. Companies with 10 or more employees need information from their OSHA 300 and 300A forms.

Visit the safety awards Web site today. Your company can be rewarded for your safety program.

Honorees will receive a handsome plaque during the 55th AWI Annual Convention, October 4-6, 2007 in Louisville, KY. ■

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

#### SUPPLIERS

- Chabros Timber Trading** • Al Qusais, Dubai, U.A.E.
- Edwin B. Kravat Associates** • Englewood Cliffs, NJ
- Helmut Resetarits Consulting, Inc.**  
Longueuil, PQ, Canada
- Horizon Wood Products, Inc.** • Kersey, PA
- Mereen-Johnson Machine Company**  
Minneapolis, MN
- SlipCon USA, Inc.** • Burnsville, MN
- Woodstream Machinery** • Minneapolis, MN ■

March 2007

## CODB Survey Period Opens: Powerful Management Tool in the Making

With the launch of the 2007 AWI Cost of Doing Business Survey (CODBS), long-time participants are preparing their financial data for submission. Participants will double the benefits of the final report they receive with powerful tools for growing their businesses and increasing profits.

**If you are growing or planning on growing, an understanding of the numbers is key to success and the CODB survey and report can help you out...but only if you participate!**

### A Member's Perspective on CODBS Participation

"AWI members regularly comment that the Cost of Doing Business Survey (CODB) is one of their most valuable member benefits. As an AWI member since 1981, our company has both participated in and used the CODB report for many years, and I completely agree with this sentiment. There is nothing comparable to this report in our industry...and your participation yields a customized report with your submitted data arrayed against many industry benchmarks.

- **If you are growing or planning on growing,** an understanding of the numbers is key to success and the CODB survey and report can help you out...but only if you participate!
- **If you are about to approach a lender for financing,** with the CODB in hand, you have the opportunity to bolster your case...but only if you participate!
- **If you want a tool with which to benchmark your company** against the most profitable woodworking companies who are members of AWI, this is your answer...but only if you participate!

Yes, I'm ringing a bell....there is strength in numbers!

If you have not participated in the past, please consider getting on board this year. All it takes is making it a priority item on your 'to-do' list and a commitment to the process. The more participation we have, the greater the validity of the results and the larger the group of members who know and understand their numbers. This benefits your own company and also makes us a stronger industry. Follow the link in the e-mail you receive around March 6th and participate...and if you have done so in the past but not in recent years, this is a great time to get back on board."

*Walt Price, President  
Wright Architectural Millwork  
Northampton, MA*

All AWI Manufacturing Members received an e-mail on March 6 with links to the survey at [www.inverra.com/awi/2007codbs.htm](http://www.inverra.com/awi/2007codbs.htm). Follow the link to grow your business with a financial management tool that is customized exclusively for the architectural woodwork industry. ■

## AWI Members Receive Discount On 2007 AWFS® Fair Education Programs

AWI members are eligible to receive a 10 percent discount on any educational seminar offered at the 2007 AWFS® Fair College of Woodworking Knowledge, which takes place during the AWFS® Fair, Las Vegas, NV, July 18-21, 2007. To take advantage of the discount when registering online, members must provide the association name and special code "AWI599" to receive the discount. Registration for the College of Woodworking Knowledge seminars opens in early March.

### AWI Plant Scheduling Seminar

AWILL faculty Jeff Stück of Stück Woodworks, Milwaukee, WI, and Matt Lundahl, Meyer & Lundahl, Phoenix, AZ, will present a seminar on plant scheduling, tentatively called "Scheduling the Custom Woodworking Shop" during the AWFS® Fair College of Woodworking Knowledge. Attendees will learn about the different types of schedules, how effective scheduling can increase profits, and gain a better understanding of the components required to schedule custom woodwork projects.

AWI members receive a 10 percent discount for this seminar as well. Go to the AWFS® Fair Web site, [www.awfsfair.org](http://www.awfsfair.org), to register for this and other informative seminars, and be sure to check the Web site often for updates. ■



## AWI, Business & Chapter Leaders ...*(cont. from page 1)*

Photo Credit: Minnesota Historical Society



Mill City Museum exterior as seen from the Mississippi River in Minneapolis.

Take your personal, business and chapter leadership qualities to a new level during focused forums on April 12. There will be sessions for the AWI Development Council and AWI Chapter leaders. During lunch, AWI Director of Training and Member Services Greg Heuer will give a presentation on "Developing Your Credo."

Get aboard the downtown Minneapolis dine-around and enjoy networking opportunities the evening of Thursday, April 12.

Register today for the enlightening sessions offered during the AWI Spring Leadership Conference, April 11-14, 2007. Visit [www.awinet.org](http://www.awinet.org) or use the form enclosed with this issue of *NewsBriefs*.

The meeting will take place at the Hilton Minneapolis Hotel. AWI members should call the hotel directly at 612.376.1000 to reserve accommodations at the special AWI room rates. Hotel rooms will sell out fast. Deadline for registration is March 30, 2007. ■

## What Color is YOUR Hat?

Leaders who come to Minneapolis for the AWI Spring Plant Tours and Leadership Conference, April 11-14, in Minneapolis, will join Prudential, IBM, Federal Express, Pepsico, and DuPont in their utilization of the "Six Thinking Hats" approach to separating ego from performance.

Members of the AWI Development Council will join the current and future AWI chapter leaders on April 12 in wearing all "Six Thinking Hats" as they invent the future of their organization. Each "hat" represents a parallel line of thoughtful discussion. The goal is an effective plan, decision or solution.

Come to the Spring Leadership Conference. Take the "Six Thinking Hats" back home to your AWI chapter, company, church, social group, and family as you step up to leadership excellence. ■



## 2007 AWI Sponsors

AWI thanks all of the 2007 corporate sponsors below for their support. Contributions from these AWI Sponsors will help fund programs and services this year that benefit all AWI members. ■

### Sustaining Sponsor:



### Major Sponsors:



### Level 2 Sponsors:



### Level 3 Sponsors:



### Level 4 Sponsor:

