

NewsBriefs

Newsletter of the Architectural Woodwork Institute

NEW AWI MEMBERS

MANUFACTURING

- Alpha Builders, Inc.**
dba Sterling Custom Cabinets
West Springfield, MA
- Bogenschutz Commercial Casework**
Port Orchard, WA
- Carolina Woodcraft**
Norwood, NC
- Cooper Cabinet Systems**
Oklahoma City, OK
- Enterprise Builders Corporation, Inc.**
Albuquerque, NM

- FixtureOne**
Philadelphia, PA
- Maloney, Inc.**
Sioux Falls, SD
- McComas-Lacina Construction**
Iowa City, IA
- Quality Kraft, Inc.**
Virginia Beach, VA
- Traynor Woodworking**
Ellsworth, WI

SUPPLIERS

- Complete Fabrication and Machine**
Tonawanda, NY
- Index-d**
Bridgeport, CT ■

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Editorial Mission

NewsBriefs reports on AWI resources and programs that help members improve their operating efficiency and profitability.



Design Solutions Online Opens for Business 24/7

AWI is introducing the public and the greater design/build community to fine architectural woodwork in a new medium. The gorgeous, glossy spring edition of AWI's *Design Solutions* journal has taken a bow on the AWI Web site, packed with new benefits for "Award of Excellence" honorees, advertisers, AWI Manufacturing

Members, all other association members, and the public who now have 24/7 access to this award-winning quarterly magazine about fine architectural woodwork.

Design Solutions Online is available at www.awinet.org. The spring edition of *Design Solutions* is the first quarterly issue of AWI's full color journal featured online using flash technology.

Online Benefits

- Featured AOE honorees gain added exposure beyond the 25,000 architects and design professionals who receive the print publication.
- AWI Manufacturing Members listed in each edition receive added exposure to additional online readers.
- Readers can easily reach the Web sites of advertisers with a click of a mouse.
- Readers can print out articles for show-and-tell about award-winning architectural woodwork projects.
- While visiting potential customers, anyone can access the current edition of *Design Solutions* online to show off examples of fine architectural woodwork.

(continued on page 3)

AWI Fall Leadership Event Will Be Rhode Island Bound

AWI will head to Providence, Rhode Island, to host its Annual Fall Leadership Event on October 1-4, 2008. The program will be held at the Westin Providence hotel, a downtown location within walking distance of many gourmet restaurants and historic attractions.

The 2008 Annual AWI Fall Leadership Event will be filled with entertaining and educational programs including: a LEED seminar, Chapter Leadership Training program, culinary tour, yacht restoration tour, riverboat tour, and much more.

(continued on page 3)



Photo Credit: Michael McJord

AWI members traveling to Providence will enjoy the historic skyline of this charming city of natural and manmade beauty.



Investing in the Future: Nurturing Tomorrow's Woodworkers

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

When the Michigan Career & Technical Institute (MCTI) in Plainwell won the coveted "Educator of the Year Award" in 2007 awarded by the Woodworking Machinery Industry Association (WMIA), the recognition only confirmed what the AWI Great Lakes Chapter knew all along. The school's excellent cabinetmaking/woodwork program, which is supported by a committed industry that includes Stiles Machinery, is evidence that the AWI Adopt-a-Shop Program builds a foundation for success.

"The school's excellent cabinetmaking/woodwork program is evidence that the AWI Adopt-a-Shop Program builds a foundation for success."

School Profile

Beginning in 1944 as the Michigan Veterans Vocational School, MCTI is now the second largest vocational rehabilitation training facility in the United States. Its Cabinetmaking/Millwork Training Department is the only post-secondary industrial woodworking program in Michigan. The MCTI Cabinetmaking/Millwork Training Department has been putting a steady influx of competent technicians into the workforce for over 63 years.

Placement services are available to all students of MCTI for life. The department maintains an extensive database of wood-related companies throughout the upper midwest. Placement is consistently above 90%, with an average of 22 graduates a year gaining employment at woodworking companies.

Adopt-a-Shop Support

"We have sponsored the MCTI woodwork program for five years," said Steve Waltman, Vice President of Sales & Marketing for Stiles Machinery, Inc., and member of the AWI Board of Directors. "I cannot emphasize enough that with the strength of 1,000 Manufacturing Members, 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."

Just Do It

Steve regularly talks about the Adopt-a-Shop program with AWI Manufacturing Members and association chapters around the country. To start your own "Adopt-a-Shop" program with a local school, contact Steve Waltman at 616.698.7500 or at swaltman@stilesmachinery.com. It's easy; just do it!

Seeking Success Stories

AWI wants to share success stories and develop a network of AWI members who can support each other to grow the Adopt-a-Shop Program. Alert AWI Director of Marketing Katie Allen at kallen@awinet.org or call her at 571.323.3611. ■



AWI Plans High Profile At IWF 2008™

Atlanta, Georgia is the place to be on August 20-23, 2008. Along with 43,000 other industry representatives, AWI will be on the road to the International Woodworking Machinery & Furniture Supply Fair - USA® for one of the world's largest trade shows for the furniture manufacturing, architectural woodwork, and custom and general woodworking industries. The Fair already has nearly 1,000 exhibitors and close to 800,000 net square feet of exhibit space sold.

AWI members are invited to three association activities, all in the George World Congress Center:

- **AWI booth, #A429, at the convention center**
– Stop by to pick up your AWI bag and more information on upcoming news and events.
- **AWI Reception, August 21** – Meet fellow members and prospective AWI members at Room A412A from 6:00 – 9:00 pm.
- **AWI-sponsored seminar, "Marketing for Woodworkers," August 23** – Attend this dynamic seminar, one of the official IWF Technical Sessions, from 11:30 am – 1:00 pm. Discover the benefits of strategic marketing and the tools to increase visibility in an increasingly competitive marketplace. Improve your understanding of the research, planning and communication process to accomplish your marketing objectives in fierce economic times. Panelists include: Mark Sanderson, Wilkie-Sanderson; Whitney Coombs, Ivan C. Dutterer, Inc.; and Ethan Adams, Adams Brothers Cabinetry, Inc.

Visit the AWI Web site, www.awinet.org, for a link to IWF registration and lodging at the Hyatt Regency Atlanta in the AWI block of rooms. See you in Atlanta! ■

Design Solutions Online... (cont. from page 1)



Functions/Features

Design Solutions Online includes a “search” feature for easy look-ups, a “zoom” function to examine woodwork features, archives of back issues that will start with the spring 2008 edition when the summer issue is published, and much more. While most viewers have browsers that include “flash” technology, some readers may have to load Adobe Flash Player technology to enter the online magazine.

Print Edition

AWI members, and non-paid print requested subscribers will continue to receive a print copy, plus have access to the online version. This new online edition is a supplement to the membership benefits offered to AWI members in good standing. ■

AWI Fall Leadership Event... (cont. from page 1)

The Setting

Four centuries of history are alive and well in Providence. With a population of 176,365 and eight colleges and universities in the area, Providence is a vibrant visual arts hub attributed to the internationally acclaimed Rhode Island School of Design (RISD), an animated performing arts region that is a large part of the city’s culture, and a major center for the study and appreciation of the culinary arts.

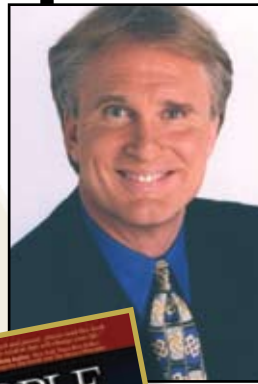
This stimulating environment presents a dynamic setting for members to engage in lively discussions about issues impacting the architectural woodwork industry, gain new insights through leadership training, meet with a variety of vendors and suppliers, and network with fellow AWI member colleagues and friends.

Keynote Speaker

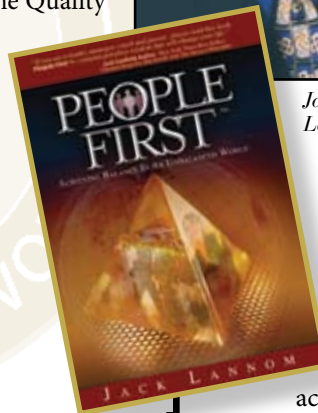
Keynoter Jack Lannom, with his natural energy and a winning message, will set the theme of the Fall Leadership Event. Jack is an internationally renowned speaker, author, and consultant who has been captivating and inspiring audiences for over 25 years. He has served as a corporate coach for several Fortune 500 companies. Jack’s combination of humor, wisdom and inspiration creates powerful presentations that have helped both individuals and corporations achieve world-class performance, passion and profitability.

Jack’s philosophy is to put people first and profits will follow. His leadership presentation can help you create a passionate, purpose-driven, high performing workplace. His acclaimed book, *People First™: Achieving Balance in an Unbalanced World*, is employed by world-class companies whose employee retention rates have improved, earnings have grown, and stock prices have jumped.

Visit the AWI Web site at www.awinet.org to register for this exciting event. ■



Jack Lannom



About QCP

QCC Names Craig Elias As Program Director

Craig Elias, former Board of Directors member of the Quality Certification Corporation and architectural woodworker, has been appointed Program Director, QCC President William A. Munyan, AIA, CSI, CDT, announced.

Craig succeeds Randy Estabrook as general manager of QCC, and worked with him during the transition of responsibilities for the Quality Certification Program, which was founded by AWI in 1996. The transition will be complete on June 16, 2008.

The new QCC Program Director brings 16 years of architectural woodwork experience with him. Until recently, Craig was President of Elias Studios, a firm that specialized in estate level custom architectural woodwork, manufacturing a broad range of products, including doors, cabinets, paneling and custom moulding. He joined AWI as a Manufacturing Member in 2004.



Craig Elias

“I am very excited about this opportunity with QCC and am tremendously honored by the appointment as Program Director. Randy leaves behind a highly respected track record of success.

I hope to build on past successes and look

forward to new opportunities to grow QCP by working with other organizations on joint standards; supporting certification overseas; and exploring markets for QCP participants to compete in internationally,” he said. ■

AWI Opens Submission Period For 2008 AWI/CNA Safety Awards

AWI Safety Awareness Week, which was celebrated June 2-6, 2008, included another dimension – opening of the submission period for honors in the 2008 Annual AWI/CNA Safety Awards Program, co-sponsored by AWI and its insurance safety partner, CNA. AWI Manufacturing Members with a strong safety program and no fatalities in 2007 have an excellent chance at winning an award in the 2008 Safety Awards Program. Participate in this prestigious program and emphasize the importance of safety in your shop.



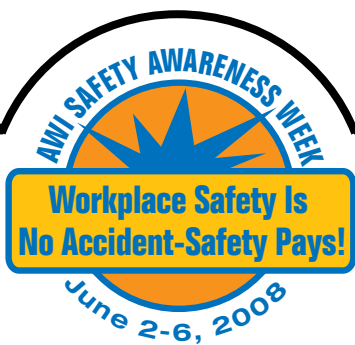
Three Award Categories

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 2007, AWI and CNA honored 37 AWI Manufacturing Members.

Submission Information

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/2008safety.htm. Award criteria are based on a company's Incident Rate, a nationally recognized measure of safety that equalizes the accident rate for all sizes of firms.

Visit the safety awards Web site today. Your company can be rewarded for your safety program. Honorees will receive a handsome plaque for display in their shops, press coverage, and recognition by peers during the 2008 Annual AWI Fall Leadership Event, October 1-4, 2008 in Providence, RI. Submissions must be received by July 15, 2008. ■



Safety Takes Center Stage, June 2-6, 2008

AWI members joined AWI in celebrating the association's founding on June 5, 1953 during a week-long focus on safety during AWI Safety Awareness Week, June 2-6, 2008.

The week focused on workplace safety, one of the trademark characteristics that binds architectural woodwork professionals under the AWI banner.

AWI Safety Awareness Week featured five days of tips and techniques for a safe workplace, plus a contest! Daily e-mails provided members with checklists, tips for safety training, an OSHA standards safety savvy contest, and links to other online resources for information to invigorate safety programs in the workplace. ■



2008 AWI Sponsors

Thanks to all of the following 2008 AWI Sponsors whose support helps to fund association programs and services that benefit all AWI members. Support these members; they are supporting you through their 2008 sponsorship commitment. Visit www.awinet.org to contact these suppliers the next time a need arises for their services. ■

Sustaining Sponsor:

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Level 3 Sponsors:



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