

NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

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AWI NEWS BRIEFS

AWI's monthly newsletter is published as a service for members to help them improve operations and grow their businesses. *NewsBriefs* is also a resource for news and information about AWI's products, programs and publications and other membership benefits and services. •

COMING NEXT MONTH

Skill Standards & the Workforce •

NOTE: The information, examples and suggestions presented in this newsletter should not be construed as legal or other professional advice. Neither AWI nor guest contributors accept any responsibility for the accuracy nor completeness of this material and recommend the consultation with competent legal counsel and/or other professional advisors before applying this material in any particular factual situations.

Other LEED® Credits Involving Wood

By Margaret Fisher, Saunders Wood Specialties

Like any growing teenager, USGBC's LEED® green building rating system continues to develop from an elementary program with 40 basic credits to the "high school garage band" it is today with a full compliment of musicians and singers. LEED, the Leadership in Energy and Environmental Design Green Building Rating System™ of the U.S. Green Building Council, has become project-specific with several products, each with a wide variety of possible credits.



FSC Certification

Along the way, the Forest Stewardship Council (FSC) has also grown from the newbie forest management program it was 15 years ago. It continues to hone its requirements especially as it pertains to earning LEED Credits. Today, FSC's program sits among the growing global assortment of sustainable forest

management certifications. USGBC is weighing responses to its "Open Public Comment" Period regarding the Certified Wood Credit, and while no official announcement has occurred, there likely will be some kind of change that will affect woodworking companies. Meanwhile, FSC is working on fine-tuning how FSC materials should be measured to count for LEED Credits.

If you're thinking, "I better take it slow and see what's going to happen," you're not alone. Some firms have already made the decision that they're not going to work on LEED Projects

(continued on page 4)

Education Around the Nation

Education is central to the association's mission. AWI and its chapters are delivering the power of knowledge to members around the country through educational seminars, industry events, and regional programs.

AWI National Venues

AWI's arsenal of comprehensive educational programs is aimed at enhancing the knowledge and skills of all management levels – from the CEO to middle managers to key specialists. In addition to the upcoming Spring Professional Development Seminars, April 29 – May 1 in Charlotte, NC, plans are underway for the AWI Annual Convention, October 7-10, in the Washington, DC



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What's Your Passion?

By Teresa Bell, AWI Board of Directors member

BOARDROOM



Each of us should be prepared with the facts to attest to the preeminence of wood. I like to say **WOOD IS GREEN™.**

The second area that I've become impassioned about is the education of the architectural community regarding the benefits of specifying *Quality Standards Illustrated* (soon to be *Architectural Woodwork Standards*) quality grades. We need to educate them regarding both the benefits of specifying the use of the Standards' grades and how to apply the grades to their projects.

I would like to see an American Institute of Architects (AIA) continuing education module developed for each of these topics. What tremendous tools they would be for us to pave the way for a strong partnership between the design and woodworking communities. •

Teresa Bell is co-owner of Kentucky Millwork, an architectural millwork firm which dates back to 1988 as a division of Kentucky Wood Floors, Inc. Since the purchase of the firm in 2001 by Teresa and Mike Bell, Kentucky Millwork has evolved into a 50,000 square-foot plant, specializing in high end commercial interior woodwork. Mrs. Bell chaired the AWI Safety & Insurance Committee in 2008 and continues as an active member participant.

I find that I've developed two passions as a result of our involvement as a Manufacturing Member of AWI, and both are centered in education.

The evolution of the environmental sustainability movement has fostered a lot of misinformation regarding the amazing renewable natural resource we work with every day. This has resulted in members of the design community believing that wood is a poor choice for an environmentally responsible building project.

As the people who know wood, we are responsible for setting the record straight. Wood not only has proven to be the only renewable natural resource, but it has demonstrated that it can actually offset the carbon produced by other building products. Each of us should be prepared with the facts to attest to the preeminence of wood. I like to say **WOOD IS GREEN™.**

SPONSOR SPOTLIGHT

ETemplate Systems

A Close-up Look at the Pioneer of Digital Field Templating

Tri-Tech Solutions, Inc. was founded in 1999 as a value added reseller for CAD and reverse engineering products and is the industry leader in 3D and 2D digital field measuring and templating systems.

Doing business as ETemplate Systems, in 2001 it introduced ETemplate Photo (ET-3D Photo) Digital Measuring System. The system is now in its 11th upgrade and is used worldwide for as-built measuring for all areas of the construction industry. ETemplate Systems continues to expand the capabilities of its products and services and the markets it serves.

ETemplate is ideal for complete 3D spatial measuring as is needed for accurate cabinet design and layout. In its continuing mission to improve and expand its capabilities, ETemplate Systems has worked closely with the various cabinet design software companies and is the only digital measuring system that exports Planit Solutions' ORD format, is fully DXF compatible, and also exports file formats for Microvellum and Kcdw cabinet design software.

ETemplate Photo is used for indoor and outdoor wall cladding, curved stairs, boat design, coach design, pools, pool enclosures, cabinet and case good layout and more. Its flexible and comprehensive capabilities allow fabricators to accurately and quickly get the job done for all areas of the construction industry. Its comprehensive capabilities expand a company's market to help compete and grow in a turbulent and competitive climate.

Since its release in 2001, the ETemplate Photo system has been seen on TV with Bob Villa, on *Hometime*, and invited to appear on *American Architectural Review* with Walter Cronkite.

ETemplate Systems is also the recipient of three major international industry awards from its innovative products and contributions to the industry: ISSFA Associate of the Year in 2005, the 2006 IWF Challengers Award, and the 2008 ISSFA Champions Award.

Paul Hansen, President and owner of Tri-Tech Solutions, Inc., has over 25 years experience in CAD, digital measuring, and quality control processes. He holds a Masters degree in Engineering from Tuft's University.



AWFS® Vegas: a Learning Forum

AWI members will once again receive a 10% discount on the AWFS® Fair College of Woodworking Knowledge (CWWK) educational seminars, July 15-18 in Las Vegas, NV, offering 50 seminars, technical sessions and all-day workshops.

AWI Seminars at AWFS®

AWI will sponsor three seminars at AWFS® (Association of Woodworking & Furnishings Suppliers®) for woodwork manufacturing firms, design professionals and building owners, and others.

“**Understanding LEED®**” will explore the relationships between the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ project specifications and the use of wood and wood products. AWI’s liaison to USGBC, Margaret Fisher of Saunders Wood Specialties, is the presenter.

“**Money Matters: Financial Management for Non-financial Managers**” is a new addition to AWI-sponsored seminars at AWFS. The session will focus on the roles of experts on your financial team and getting down to the basics of balance sheets, cash flow, ratios to watch, wage and benefit analysis. Presenters are Bruce Spitz of Classic Millwork and Scott Nelson of Central Plains Millwork.

“**Introducing the New Architectural Woodwork Standards (AWS)**” will be a comprehensive overview of the new collaborative industry standards. Learn how the improved format works and become comfortable navigating the revised sections of the Standards. The presentation at AWFS will be made by AWI, and its partners, the Architectural Woodwork Manufacturers Association of Canada and the Woodwork Institute.

In addition to the many educational opportunities, AWFS will feature:

- The **Green Desk** – an Ask-the-Expert style, drop by counter where you can ask questions related to sustainable programs, green building certifications, achieving LEED® Credits and more. The desk will be hosted throughout the show by environmental organizations and trade associations with sustainable programs.
- The **Free Industry Update! Session** – this is a “town hall” meeting open to all attendees that will provide brief updates on the CARB legislation as well as the development of industry Skill Standards and the new *Architectural Woodwork Standards*.
- The **smartSHOP** – An exhibit hall featured installation that will illustrate “Simplicity in Automation for the Small Shop” throughout the course of the show, led by industry expert, Gero Sassenberg and others.

To register online or for more information on the AWFS®Fair, go to www.awfsfair.org.



July 15-18, 2009
Las Vegas, Nevada

LEARNING FORUM

Save the Date!
October 7-10, 2009
AWI Convention

Education Around the Nation *(cont. from page 1)*

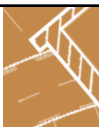
metropolitan area. Sessions are being developed on financial management, the economy, leveraging LEED®, exit strategies, and sales and marketing.

The AWI Annual Convention will be the ultimate educational experience for AWI Manufacturing Members to get substantive – and practical – information for managing their businesses in these challenging, highly competitive times. In addition, AWI will have a high profile at the AWFS® Vegas, July 15-18, in Nevada. (See article at left)

AWI Chapter Presentations

AWI chapter programs complement AWI National educational offerings right in your region. Using AWI National presenters from the AWI Speakers Bureau as well as their own resources, AWI chapters have improved their local and regional programming to deliver their own informative learning forums.

Joint ventures between chapters have doubled the power of regional programs. See the article about the successful efforts of the AWI Central Pennsylvania Chapter on page 6 of this newsletter. Watch for other news in AWI e-briefs, the association’s bimonthly e-letter, of informative educational programs hosted by AWI chapters. Check the Chapter News section for details about upcoming events. •



Other LEED® Credits...*(cont. from page 1)*

because they don't want to go through the time and money of FSC Certification. Or you may have thought, "It's a LEED Project, so we need to get FSC wood." Only about half the LEED registered projects pursue the Certified Wood Credit, and of the completed LEED Projects, only about 12% of those earned it, some of those incorrectly.

Urea-Formaldehyde

Can you participate in LEED Projects without offering FSC material? Absolutely! There are several other credits that your firm may offer besides the one for certified wood. For instance, long before you were thinking of LEED, you were probably already involved in including products that contain no added

to-product and credit-to-credit. For this credit you may be asked about materials that are one of the following: Extracted, Harvested, Processed or Recovered PLUS Manufactured (which means final place of assembly – the woodworking firm) in order to qualify. Knowing where your solid surface material, lumber, veneer, adhesives, glass, metal supports, etc. come from is helpful. Most importantly, here's a good way to offer something "Made in USA" and support our own economy.

Rapidly Renewable Resources

Another commonly pursued LEED Credit is for inclusion of a material from a Rapidly Renewable resource. This means plant-based materials with a life cycle less than 10 years.

These days, you don't have to look far to find products made from tilled soil crops. Sorghum, wheat, soy, seed hull, bamboo, and sugarcane all count. While new attention is being focused on the implications of whether all aspects of each crop type are in fact good environmental stories and preferable to wood's great environmental story, it is still a LEED Credit.

Paints, Coatings, Adhesives

Various paints and coatings and adhesives, some of which you already know about and possibly already use, may also count towards LEED Credits. This largely depends on a few things. 1) You must meet the VOC/VOE limits required in each of the LEED Credits in which it is referenced. The LEED criteria are chosen from Green Seal and/or South Coast Air Quality Management District (SCAQMD) standards or rules. These will vary slightly in different LEED products and Credits. 2) Some Credits are only earned if the material is applied on the LEED Project site, not in the woodworking plant. Like all the other credits, you are responsible for carefully reading the wording of the credits criteria to determine if this applies to you BEFORE you start using a new, possibly more expensive material with a new process and equipment. The paint, coating and/or adhesive may not count for a credit, if you applied it at your plant.

GREEN SCENE

Urea-Formaldehyde. It's easier to get this material now than it was 10 or even five years ago. You are already aware of your supplier source and the technical data sheets they provide that go with it.

Recycled Content

It doesn't end there. Many of our material suppliers are making an effort to include recycled content in their products. There is a LEED Credit for including recycled content. You will need to provide information on both the amount and type of recycled content. Materials containing 100% recycled content are rare; therefore, you will have to know the percentage of the content that IS recycled. Luckily, the material providers you use will have secured product data sheets from the manufacturers which they can pass along. The information will identify whether each of their products will contain pre-consumer, post-consumer or post-industrial content, and how much.

Regional Resources

Once you know if the LEED Project building is within 500 miles of your firm's location, you may want to discover what materials you can provide to that building that also come from within 500 miles of that site. This would apply to the LEED Credit for Regional Resource. Like all the other LEED Credits, the wording and requirements vary slightly from LEED product-



“Knowing where your solid surface material, lumber, veneer, adhesives, glass, metal supports, etc. come from is helpful.”

Credit Calculations

It is important to consider your firm's readiness to participate on every level in your company. If you decide you will participate in LEED Projects, everyone must be on board. The salesperson,

“ If you decide you will participate in LEED Projects, everyone must be on board. ”

estimator, project manager, detailer, accountant, etc. will need to know the procedures for acquiring, using, measuring and submitting the product and its data. In the end, the building needs to have successfully achieved the correct number of credits to earn the level of certification the owner desires. If that level is not earned, the owner may not receive the tax benefit that his state offers to build a LEED building of that level – if they offer tax incentives. The first lawsuits for the loss of those tax cuts are occurring now. It's important that you proceed correctly. It's important that you fully disclose to the general contractor in writing with your proposal or bid those LEED Credits for which you are prepared and qualified to participate. Later, if five to eight of those credits don't get earned, you want to be out of the owner's crosshairs.

Start Small

If at all, start small. Contact all your suppliers with a form letter asking which of their products contribute toward LEED Credits. Get pertinent product data sheets, prices, availability, lead time, stock lists, etc. and know how they are used differently from your typical products. Update this information quarterly. You'll be ready to bid on time proactively and on your way to a successful LEED participation. •



Margaret Fisher is AWI's liaison to the USGBC.

New AWI Members

Manufacturing

All State Fabricators

A division of EMI Industries
Cranston, RI

Cabinets by RKC

Springfield, MO

Columbia Woodworking, Inc.

Washington, DC

Contempo Cabinet & Mill

Salt Lake City, UT

Curtiss Woodworking, Inc.

Prospect, CT

Island Precision Manufacturing, Ltd.

Saanichton, BC, Canada

KND Interiors, Inc.

San Antonio, TX

Le Cabinet Shoppe, Inc.

Laurel, MT

M.C. Mill & Design

Sandy, UT

Northside Cabinets, Inc.

Hillsborough, NC

Precision Woodworks of Montana, LLC

Noxon, MT

Progressive Millwork, Inc. dba Nagelhout & Company

Austin, TX

Stoller Custom Cabinetry, Inc.

Sterling, OH

T & T Custom Cabinets

Tampa, FL

W. Designe, Inc.

Peekskill, NY

Suppliers

Delcam Artcam

Salt Lake City, UT

I.C.Galt Werkes, Inc.

Atlanta, GA

Jiaying Kaochuan Woodwork Company, LTD

Jiashan Zhejiang, China

Use the online Directory of AWI Manufacturing and Supplier Members at www.awinet.org for contact information and access to the Web sites of these and other AWI members. The resource is open 24/7 for use in seeking manufacturers and suppliers of architectural woodwork. •

Employee Free Choice Act Will Change Employment Landscape

FEDERAL SCENE

Congress is considering passage of a law which has the potential to drastically change the employment landscape for years to come. The proposed new law is called the Employee Free Choice Act or EFCA and, if passed, will almost certainly be signed into law by President Obama. Therefore, it is imperative that all employers, both union and non-union, learn about the components of EFCA and how it will change the rules of the road in the near future.

Attorney Michael Davis, presenter at the upcoming AWI Seminar, "Contracts: The Profits Are in the Details," has prepared an overview for AWI members to learn more about the issues. To understand the impact of the coming changes, employers should know how the current rules function. For details, see the March 5th issue of AWI *e-briefs* at www.awinet.org. Click on "News and Events," then "News" to locate the March 5th edition. •

Editor's Note: As we go to press, legislation has been introduced with 39 co-sponsors in the Senate and with 224 co-sponsors in the House of Representatives.

A Chapter Success Story about Education

By Gary Astles, President, AWI Central Pennsylvania Chapter

CHAPTER NEWS

Over the past four years we have been very fortunate to put a team together in Central Pennsylvania, which has offered the time and expertise to raise our region's expectations.

At a time when our chapter president give us an surprising resignation notice, AWI Senior Director of Operations Teresa McCain held a very positive and enlightening exchange with 12 of us in Lancaster, Pennsylvania.

After that meeting, James Hickey of Biltwood Architectural Millwork and Powder Coatings took the "bull by the horns" and became our new President. Dan Killoran of Lewis Lumber continued as Treasurer, Ned Kreider of Kreider Bros. as National Board of Directors member, Don Kauffman of The Cutting Edge as a chapter director, John Rock of Fessenden Hall as a director, John Beaver of Roland and Roland as our Secretary, Dave Sanders as a director (in charge of our annual Golf Outing), and myself as a novice director.

I cannot overemphasize how important the consistency of this group, and their well-defined roles, have been to our operation and its continuation.

“I cannot overemphasize how important the consistency of this group, and their well-defined roles, have been...”

Event Planning

Within a month of the meeting in Lancaster, we had identified several events to research and assigned responsibilities.

Shortly thereafter, we launched a Web site on which a "forum" displayed the notes from our meetings (identifying everyone's action items). The Web site has been readily available for design professionals when looking for woodworkers in our area, and the address is carried on our chapter business cards: www.pennswoodworkers.com.

Outreach

We continued our outreach to members of the local chapters of the American Institute of Architects (AIA) and the Construction Specifications Institute (CSI), producing events tailored to their needs when specifying our trade and its new "green" tinge. We organized our annual golf-outing as a fund-raiser and we invited members of AIA and American Building Contractors (ABC).

Our AWI National board member, Ned Kreider, has led the way in our involvement with local woodworking schools,



The successful meeting of the AWI Virginia Chapter drew more than 100 attendees, including left to right: Herb Meldahl, Richard Green and Antonio Branch.

broadening our AWI Adopt-a-Shop efforts.

Joint Ventures

In recent years, joint venture programming has delivered substantive and successful educational programs for our members. In March of 2007, we organized an event on LEAN Manufacturing in Frederick, MD, with members in Maryland and Virginia. In 2008, another joint venture on the Forest Stewardship Council (FSC) was developed with the AWI New Jersey Chapter, and a LEED® event was held in Harrisburg, PA. Each drew over 100 participants. This experience propelled us in to work with the AWI Virginia Chapter on a program about FSC in January in Richmond. It featured the same "home-grown" speakers: Keith Atherholt of Lewis Lumber and Jason Shuey of the Rainforest Alliance.

Recent involvement with our local U.S. Green Building Council Chapter should lead to a presentation later this year on "The Carbon Negative Aspect of Wood," and also on the new *Architectural Woodwork Standards (AWS)*.

Collective Efforts

The collective efforts of this chapter and its partnerships with other neighboring AWI chapters show not only what team efforts can achieve but also the progress that can be made through inter-chapter cooperation. Solid educational programming is one of the keys to their success. Contact AWI Chapter Liaison Greg Bednar at gbednar@awinet.org or call 571.323.3629 about chapter development. •

Gary Astles is a Sales Representative with Northway Industries Inc., headquartered in Middleburg, PA. Northway Industries has been an AWI Supplier Member since 2003.

AWI Carolinas Chapter – 40 Years Strong

One of AWI's oldest chapters, AWI Carolinas, celebrated its 40th Anniversary on February 27.

AWI Chapter President Kristine Cox and chapter Past President Jeff Cox of Rowland Woodworking pulled out all the stops with their leadership team to make the chapter's 40th anniversary a memorable event. Numerous historical chapter artifacts were on display and created quite a buzz. Many vendors displayed new technologies.

Attendees enjoyed a tour and wine tasting at the Richard Childress Winery, followed by a tour of RCR Racing and the Racing Museum. The evening's dinner was held among barrels of wine within the candlelit winery.

"We were honored to have so many in attendance to support and celebrate our chapter's achievement: from our newest chapter member to some of our founding members and many in between; from AWI national representatives to members of the Georgia Chapter, with whom we look forward to forging a new and exciting symbiotic relationship," said Kristine Cox, President AWI Carolinas Chapter. •

Marion Rowland (Snow Lumber Co./Rowland Woodworking), one of the founding members of the AWI Carolinas Chapter receiving a recognition plaque from Jeff Cox (Rowland Woodworking), Past President.



Outsourcing for Business Success

Outsourcing essential business processes is a strategic management option that helps a company remain focused on its core business functions. It also empowers the company to further develop and meet its own business objectives while creating operational excellence.

BUSINESS TOOLS

Administaff 

*Small business is good for America.
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Several reasons to outsource include:

- **Reducing and controlling operating costs** – Companies that try to control all resources themselves incur higher research, development, marketing and strategizing costs, while an outsourced agency lowers that cost by the sheer size of its consistent output. Outsourcing also eliminates the need to show return on investment in non-core areas.
- **Improving company focus** – Outsourcing frees businesses to focus on broader business aspects, place more emphasis on its core internal functions, and concentrate its focus on the needs of its clients or customers.
- **Gaining access to world-class capabilities** – Outside resources have specialized industry knowledge, with experience from similar clients facing similar problems.
- **Freeing internal resources for other purposes** – Outsourcing enables an organization to redirect its resources to aspects producing greater returns.
- **Accessing resources that are not available internally** – The operational costs to maintain necessary internal resources may not exist. Outsourcing helps solve this problem.
- **Sharing risks** – When responsibility for a task is shared with an outsource provider, so is the risk.

Outsourcing is a means of achieving greater capabilities and efficiencies. Companies should consider outsourcing as a viable way to grow their business. •

Clay Davis is a district manager and Kane Flora is a sales consultant in Administaff's Washington, DC offices. Administaff (NYSE: ASF) is the nation's leading professional employer organization (PEO), serving as a full-service human resources department that provides small and medium-sized businesses with administrative relief, big-company benefits, reduced liabilities, and a systematic way to improve productivity. For more information, call 800.465.3800 or visit www.administaff.com. Administaff is an AWI Affinity Partner.

SAFETY MATTERS



What Will You Get From the AWI Annual Safety Awards Program?

- Benefits! Value! Results!
- Gain Recognition...
- Market Safety...
- Build Team Spirit...
- Negotiate with Leverage...

The AWI 2009 Safety Award Submission Period Closes May 8.

Watch your e-mail for more information!



AWI Annual Safety Awards Sponsored by CNA

“Blondie” Winter Passes Away

Shirley K. “Blondie” Winter, 82, passed away Friday, March 13 at the Luther Home in Marinette, WI. She married her high school sweetheart, William H. (Bill) Winter on February 24, 1946 in Williamsport, PA. Bill, who passed away in 1994, had served as AWI President in 1965. The following year he assumed the position of AWI Executive Vice President until his retirement in 1988 when he and Blondie moved to Mooresville, NC. After Bill’s passing, Blondie moved to Marinette, WI, home of her relatives, where she was a member of Zion Lutheran Church and sang in the choir for two years. She was last welcomed back to AWI for the association’s 50th anniversary in 2003 when she accepted the prestigious Rinehimer Award in honor of Bill.



Private graveside services were held in Mooresville, the city where the couple retired in 1988. A celebration of Blondie’s life will be held at a later date. •

Joe Callender Passes Away

MEMBER NEWS

Longtime industry benefactor Joseph E. Callender, 80, passed away February 25 following an extended illness. For over one half of his adult life, “Joe” helped guide Northway Industries, Inc. to prominence as one of Central Pennsylvania’s premier manufacturers of wood components and contract manufacturing services to customers nationwide.

He co-founded Northway in 1966 with C. Kenneth Battram as a supplier to Battram Company, Inc. Mr. Callender served as Northway’s Executive Vice President and Secretary/Treasurer of the board. He also displayed a remarkable civic consciousness, who often directed a substantial portion of Northway’s profits back into the community as grants to nonprofit organizations, regional career and technology schools, libraries and volunteer fire companies. •



2009 AWI Sponsors

Thanks to all of the 2009 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 2009 sponsorship commitment. Visit www.awinet.org to contact these suppliers the next time a need arises for their services. •

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Level 2 Sponsors:



Level 4 Sponsors:

