

NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

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WHAT'S INSIDE

Boardroom2
 New Members2
 Business Tools3
 Green Scene 4-5
 Learning Forum 6-7
 Sponsor Spotlight7
 Safety Matters8

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

- Part Three-CODBS Report
- Introduction to *Architectural Woodwork Standards*

AWI SAFETY WEEK

June 1-5

Visit www.awinet.org "Members Only" for resources.

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.

LEED® 2009: Deciphering Its Impact on Woodworkers

By Rob Ziegelmeier
 AWI Sustainability Resources Representative

Much anticipation and speculation within the design/build industry preceded introduction of LEED Version 3 on April 27, 2009. Wide acceptance of the LEED® (Leadership in Energy & Environmental Design) Green Building Rating System™ of the U.S. Green Building Council and involvement in LEED projects by AWI members has led AWI to analyze v3. Its impact on woodworkers is largely in the number of points earned – 100 points maximum – on a LEED project.

Following is Part I of my analysis of LEED v3 for New Construction and Major Renovation as well as for Commercial Interiors. Part II will follow in a subsequent edition of *AWI NewsBriefs*.

(continued on page 4)



Ways To Turn Wood Into Green— Money That Is!

As new competitors explore the custom architectural woodwork market for sales, AWI Manufacturing Members must seize every opportunity to use their unique value proposition to capture business. During the AWI Convention, October 7-9, in Alexandria, Virginia, international sales authority Jack Warkenthien, CEO and Founder of NextStep Solutions, will present a dynamic session titled "How to UP Sales in a DOWN Economy." *NewsBriefs* recently talked with Mr. Warkenthien about the seminar and his strategies for sales success.

“ There is no better time to grab market share than in a down economy. ”

NB: Companies are cutting expenses to help weather the current storm, which is hitting the construction industry hard. Woodworkers may be trimming back on marketing and sales efforts. What would you advise them to do to remain competitive?

JW: Step up your advertising and market budget! There is no better time to grab market share than in a down economy. For every dollar you invest in marketing, public relations and advertising, you get a three dollar return during recessionary times. Because fewer companies are advertising and cluttering the scene, those investing get more bang for their

(continued on page 6)



46179 Westlake Drive, Suite 120

Potomac Falls, VA 20165

571.323.3636 • 571.323.3630 Fax

www.awinet.org

AWI Insurance and Safety Committee Influences

By Robert Stout, AWI Vice President and Chairman, 2009 AWI Insurance and Safety Committee

BOARDROOM



“Attend the conventions or other educational programs and start networking with others to find your solutions.”

reason for being such an advocate of membership and getting involved with the association. You have opportunities to pursue ideas and discover solutions with like-minded colleagues that present no threat to your business. If your needs are not to be found with existing programs, then give your time to make them happen.

I have remained on the committee over the years and appreciated the unique leadership that has been displayed. To this day, the members of the Insurance and Safety Committee demonstrate cutting edge delivery of content, moving from printed media to CD-ROM delivery of safety and training programs in the past, to online Webinars that are being presented this year. Although the Safety Program CD and the Safety Training CD have expired from AWI resource offerings, we are exploring new approaches that will provide Web-based delivery in the near future. These are changes as a result of membership demand through association inquiries and questionnaires.

The best parts about getting involved are the friendships you make. These are some of the finest people you ever will come across because they care about what they do and want to make a difference improving the industry. •

Mr. Stout is President of RLS Commercial Interiors, a manufacturer of architectural millwork, commercial casework, and retail fixtures offering products of the highest quality and flexibility in design. Founded in 1984, the company is located in Wendell, NC and has been a Manufacturing Member of AWI since 1989.

My involvement with the AWI Insurance and Safety Committee has been since the Safety Committee component started in 1997 which formed out of the then existing AWI Insurance Committee as chaired by Dean Rummel, who led the committee until 2001. Successive committee leadership followed in this order: (2002-2003) me; (2004-2005) Doug Carney, 2009 AWI President Elect; (2006) Denny Milsten; (2007) Kimberly MacLean; and (part of 2007-2008) Theresa Bell.

This committee was of particular interest to me at the time because of specific jobs our company was involved with which began requiring safety programs be in place in order to work on the job. AWI provided an avenue to work on the subject matter with other like-minded individuals. It allowed us to explore and assess the market, and in the end, develop a product that was on the cutting edge with our industry.

As a committee, it has been exciting to work in different locations around the country and with a large insurance provider like CNA, AWI's insurance safety partner. CNA provides a unique perspective to our industry and has been a great support to our program with valuable resources to this day. Where else can you get such collective support but through an affiliation with an industry association like AWI. This is my main

New AWI Members

Manufacturing

AAA Cabinets & Millwork, Inc.

Airway Heights, WA

Accent Cabinets by Craftsman

Salt Lake City, UT

Bishop Fixture & Millwork, Inc.

Balsam Lake, WI

Castille Wood Products, Inc.

Baton Rouge, LA

CKS Architectural Millwork

Durham, NC

Creative Concepts of Orlando, Inc.

Longwood, FL

Eklips Enterprises, Inc.

Dayton, OH

Gray Wolf Manufacturing, Inc.

Faribault, MN

Grupo Inmobiliario Solarix SA de CV

Mexico City, Mexico

Jons Woodworking, LLC

Palmer, AK

Loeven Morcel

Montreal, QC, Canada

Mueller Custom Cabinetry, Inc.

Pacoima, CA

Rails Plus, Inc.

Englewood, CO

SBD of Florida, Inc.

Pensacola, FL

Thompson Cabinets & Millwork, Inc.

Murrell's Inlet, SC

Watson & Cochran, Inc.

Dallas, TX

White Rock Custom Cabinets, LLC

St. Paul, MN

Suppliers

G.R. Wood, Inc./American Timbex, Inc.

Mooreville, IN

IMA America Corporation

Morrisville, NC

TNS Management Services, Inc.

Glendale, NY

Putting the AWI CODBS Report to Work

Part Two in a Series: Refining Your Income Statement

By AWI Past President (2002-2003) Scott Nelson

Let's continue our review of the *Cost of Doing Business Survey and Compensation Study Report*, one of the most useful tools AWI offers its members, by investigating another vital component of your financial management system... the Income Statement (IS).

The income statement is the financial evaluation of our companies' operations. The IS must be detailed enough to give us the information we need but also simple enough that all can understand. The key to a useful IS is that expenses are tracked relative to the revenues they generated. Here is an example: material and labor required to produce manufactured sales vs. material and labor required to produce non-manufactured sales.

Setting up your financial information is critical to getting the information you want to run your business. Let's start with sales, which, by the way, without them the rest is really meaningless. Define in your organization the income streams that generate sales, i.e.:

- Revenues from Manufacturing activities;
- Revenues from Non-Manufacturing activities (buyouts);
- Revenues from Installation (your own people);
- Revenues from Contract Installation (other people).

Now that you have identified the major sources of revenue for your company, identify the expenses that relate to each of the revenue streams:

- Material used (if applicable) in each of the above;
- Labor used (if applicable) in each of the above.

Remember, Material cost should include all cost to get the material to your plant. Labor cost should include all cost of labor including taxes, insurances, bonuses, etc. The next item to identify is the Production Overhead (PO). The easiest way to explain the difference between PO and General and Administrative Overhead is that everything in PO is directly related to the production of a product/job while G&A expenses are not job specific. Some of the items in PO and G&A are:

- **Production Overhead:** Labor, Rent, Utilities, Building Insurance, Machinery Leases, Machinery Depreciation, Tooling Expense & Operating Supplies;
- **General & Administrative Overhead:** Labor, Liability Insurance, Office Machinery Leases, Office Machinery/Fixture Depreciation & Office Supplies.

There are two more line items in an IS that are extremely important for running our businesses, and I feel they need to be mentioned. Interest is always located outside or after operating profit. I strongly feel that Interest as related to the day-to-day operation of the business should be included in G&A and considered a cost of doing business. No matter where you have it in your IS the burden Interest must be recovered. The other line item is Profit; it too is a burden that must be recovered.

Next month we will review how we use this information from the IS to produce our proper mark-ups. •

Editor's Note: results of the 2009 AWI Cost of Doing Business Survey Report will be released in July. The 2009 CODBS Report is based on data which reflects the current economic situation in the architectural woodwork industry.

Scott Nelson is President of Central Plains Millwork of Lincoln, NE, which was founded in 1984. Mr. Nelson is a frequent presenter of seminars about the AWI Cost Book, the CODBS, and the upcoming program on "Money Matters" at the 2009 AWI Annual Convention. He is currently President of the Woodwork Career Alliance. Mr. Nelson may be reached at scott@centralplainsmillwork.com.



“Setting up your financial information is critical to getting the information you want to run your business.”



LEED 2009: Deciphering it's Impact on Woodworkers...*(cont. from page 1)*

LEED 2009 for New Construction and Major Renovation Version 3

The changes for the most part were mostly grammatical corrections. The biggest change in v3 is now 100 points is the most that can be earned on a project.

The following are the new point levels for certification:

- Platinum (80 points and above)
- Gold (60-79 points)
- Silver (50-59 points)
- Certified (40-49 points)

The bad news in this is that wood does not earn any more points in the new version than it did in the previous version 2.2. The good news, if you could call it that, is that our points are less critical to the overall project.

The following is a credit-by-credit* breakdown.

MR Credit 4: Recycled Content

(1-2 points) **

They combined the previous MR 4.1 & 4.2. They have added three footnotes, two of which had been addressed before.

MR Credit 5: Regional Materials

(1-2 points) **

The combined the previous MR 5.1 & 5.2.

MR Credit 6: Rapidly Renewable Materials

(1 point) **

MR Credit 7: Certified Wood

(1 point) **

EQ Credit 4.1: Low-Emitting Materials—Adhesives and Sealants

(1 Point) **

They added a footnote regarding using VOC budget. They added a new sentence under “Potential Technologies & Strategies” (which really does not impact architectural woodworkers).

EQ Credit 4.2: Low-Emitting Materials—Paints and Coatings

(1 Point) **

They added a footnote regarding using VOC budget. This credit has added the phrase “and applied on site.” Does this mean that only the material applied on site applies? I believe so.



GREEN SCENE

EQ Credit 4.4: Low-Emitting Materials—Composite Wood and Agrifiber Products

(1 Point) **

They added a new sentence under Potential Technologies & Strategies (which really does not impact architectural woodworkers).

RP Credit 1: Regional Priority

(1-4 points)

This is a new credit; however, it does not apply directly to AWI members.

* MR=Materials and Resources; EQ=Indoor Environmental Quality;
RP=Regional Priority

** Includes some grammatical changes.

LEED 2009 for Commercial Interiors Version 3

The changes for the most part were mostly grammatical corrections. The biggest change in v3 is now that 100 points are the most that can be earned on a project.

The following are the new point levels for certification:

- Platinum (80 points and above)
- Gold (60-79 points)
- Silver (50-59 points)
- Certified (40-49 points)

The bad news in this is that wood does not earn any more points in the new version than it did in the previous version 2.0. The good news, if you could call it that, is that woodwork points are less critical to the overall project.

The following is a credit-by-credit* breakdown.

MR Credit 4: Recycled Content

(1-2 Points) **

They combined the previous MR 4.1 & 4.2. They have added three footnotes, two of which have been addressed before. Footnote 1: Recycled Content is in accordance with ISO 14021. They have eliminated the “Submittals” paragraph entirely.

MR Credit 5: Regional Materials

(1-2 Points) **

They combined the previous MR 5.1 & 5.2. They have added Footnote 1 where they define manufacturing as the final assembly of components into the building product. They have eliminated the “Submittals” paragraph entirely.

MR Credit 6: Rapidly Renewable Materials (1 Point) **

They added the following phrase, “based on cost,” to the “Requirements” paragraph. They have eliminated the “Submittals” paragraph entirely.

MR Credit 7: Certified Wood (1 Point) **

They have eliminated the “Submittals” paragraph entirely.

EQ Credit 4.1 Low-Emitting Materials—Adhesives & Sealants (1 Point) **

Under “Requirements” they have added the phrase “and applied on site.” Additionally they have added VOC Limits in accordance with July, 1, 2005; however, these limits are the same as the previous version 2.0. They have added some verbiage to the “Potential Technologies & Strategies” but nothing new.

EQ Credit 4.2: Low-Emitting Materials—Paints & Coatings (1 Point) **

Under “Intent” they eliminated the word “potentially” irritating. They have added verbiage but not changed intent to the “Requirements” section. In the “Potential Technologies & Strategies” section they added “Track the VOC content of all interior paints and coatings during construction.” They also added Footnote 1: use VOC budget.

EQ Credit 4.4: Low-Emitting Materials—Composite Wood & Agrifiber Products

(1 Point) **

Under “Requirements” they have added verbiage but have not changed intent. They have eliminated the “Submittals” paragraph entirely.

RP Credit 1: Regional Priority (1-4 points)

This is a new credit; however, it does not apply directly to AWI members.

Stay tuned for Part II, an analysis of two other sections of LEED Version 3 that may affect AWI members. You can also visit www.usgbc.org for more information about LEED, reference materials, workshops, courses, and procedures. •

* MR = Materials and Resources; EQ = Indoor Environmental Quality; RP = Regional Priority

** Includes some grammatical changes.



Rob Ziegelmeier received a B.A. in Business Administration & Technical Theatre from New England College in 1977. He has been working in the architectural woodworking community and related industries since graduation. Rob served as President of the Architectural Woodwork Institute in 1996-1997 as well as Chairman of the LEED Task Force from 2003 to 2007. In the past few years he has established Forest Stewardship Council Certification for two companies and conducted numerous AIA Continuing Education presentations on the impact of LEED on the woodworking industry. Mr. Ziegelmeier was employed with Ideal

Architectural Doors prior to his current position as a sales representative with Algoma Hardwoods. He will present a workshop on “Leveraging LEED” during the 2009 AWI Convention, October 7-10, 2009, in Alexandria, VA. Don't miss it!

Did You Know?

The Federal Trade Commission is cracking down on “Green” washing? If you are making claims about your products regarding their sustainable attributes, then you need to check this Web site to assure you are in compliance: <http://www.ftc.gov/bcp/grnrule/guides980427.htm> . Currently, the FTC is giving out warnings, but fines will be coming. •

AWI's “Green” Guru

As the newly appointed Sustainability Resources Representative for AWI, Rob Ziegelmeier is charged with satisfying AWI's Preferred Future Number 6: *that AWI has provided tools to enable members to participate in green building projects and explain the value of wood as a sustainable resource to their customers and community (2nd tier).*

Mr. Ziegelmeier is working to assure that AWI members are aware of the system requirements of LEED, Green Globes, and other major “green” certification programs. Through various AWI communications, members will be informed about the potential impact on their business of sustainability issues. In addition, he will work with other industry associations to promote the use of wood as a carbon negative component of the building industry.

“First, however, we need the science to substantiate our claims,” Mr. Ziegelmeier said. “Any public relations or advertising campaign down the road must validate claims made about wood as the ultimate renewable resource,” he added. “Education is a big priority for AWI and we want to get out the facts about LEED and other sustainability programs and their requirements,” Mr. Ziegelmeier said. •

Save the Date!

October 7-10, 2009 • AWI Convention

Ways to Turn Wood into Green...*(cont. from page 1)*

bucks. In good economic times, companies only received 30 cents for every dollar they invested. It was difficult to rise above interference of so many companies cluttering the scene with similar messages.

I have one question for business owners: Do you plan on being in business one year

from today? If you don't, you can stop reading this article. If you do, take your message to the market and emphasize that "you're the ONLY ones that.....". You finish the sentence by differentiating your value.

Here's what I tell my clients. The *recognition* curve always precedes the *revenue* curve. Simply said, revenue increases as recognition increases. Think about marketing your company's Unique Value Proposition. For instance, "We are the only ones that...". How would your company complete that sentence?

“ Here is the key: specialize for success or find riches in niches. ”

NB: Architectural woodworkers are specialists in their markets, but they are competing with more firms who are not and are trying to find new markets for their skills. How do AWI Manufacturing Members best compete?

JW: What's happening is that more companies are chasing fewer deals. Here is the key: specialize for success or find riches in niches. Discover a niche, and drill as deep as you can. In a market that is contracting, drill deep, not wide. Get out of the low cost producer market. Differentiate and prevent yourself from becoming a commodity.

NB: Is it wise for companies to focus on exploring new avenues for opportunities to boost sales?

JW: Absolutely! There is room for both strategies. Stick with the tried and tested and seek new opportunities. Look into other types of value you can deliver. Many clients are looking at other service areas to diversify. While you must support your specialty, diversifying into other areas is not a bad strategy, provided you can support both. Capitalize on new business development. Anything "green" offers potential rewards today, and we all know, from AWI, that WOOD IS GREEN.

NB: Sustainable design is a hot button today, and "wood", one of the most renewable resources in the building trade, is one of the ultimate "green" products. Do you have any thoughts about how AWI members can turn this to their advantage?

JW: There are more trees in world today than 45 years ago. Because wood is green, it is very environmentally friendly. Obviously, it is more eco-friendly than petroleum based products and the value is saving energy. Position your company accordingly.

NB: AWI members are specialists in custom millwork and oftentimes, they are competing with non-specialists whose prices are sometimes lower. Do you recommend price cutting to maintain volume in an economic downturn? Alternatively, how do AWI members compete in these challenging times?

JW: It takes no brains or talent to compete with price. The price arena is the lowest common denominator and the lowest of "arenas." Don't bring a knife to a gun fight. You'll more than likely get shot. Focus on value not price. People deepen relationships with known clients and Centers of Influence—people they trust.

NB: So, you mean lower risk?

JW: Yes, good point. People make decisions based on risk levels. For example: When you enter a convenience store and you see two brands of pop: *Circle K Soda* and

It's not about price, but about risk. Apply the FUD (Fears, Uncertainties, Doubts) formula.

Coke, which one do you choose? You pay a little more for *Coke* because you don't want to risk the bad taste of an unknown soda.

It's not about price, but about risk. Apply the FUD (Fears, Uncertainties, Doubts) formula. Does a client want to take a chance on a flawed conference table or millwork on a million dollar deal? Use the differentiator, the benefits that separate your firm from rest of the field. AWI members who are accredited, have excellent references, but are bidding at a similar cost, should have a decided advantage. The client is buying assurance and reduced risk. For example, let's not talk about a \$10,000 difference in the bid. Amortized over 10 years, the difference might be \$83.00 a month and as little as \$2.00 a day, less than a cup of coffee.

Look for the top five "Do's and Don'ts of Sales Lead Follow-Up" in the July issue of *AWI NewsBriefs*. Mr. Warkentien will share fundamental tips that the most successful businesses can adopt and live by. •

M.L. Bohlke Veneer Corporation

M. Bohlke Veneer Corporation (MBVC) is centrally located in North America's hardwood timberland near Cincinnati, Ohio and has been in business for over 40 years producing nearly 150,000m² of veneer daily. MBVC offers over 150 species of domestic and exotic veneers as well as 50 species of matching exotic lumber. Of new and noteworthy MBVC supplies Bamboo and reconstructed veneer, commonly referred to as Vtec. Vtec comes in a range of face sizes and species include Cherry, Maple, Walnut, Oak (natural and cerused), Ebony Macassar, Zebrano, and Wenge. Vtec has fast become popular because of its high yield factor and consistent color and pattern.

Working with M. Bohlke Veneer Corporation, clients have the unique opportunity to source a variety of species along our product lines. For example, if your project specifies Zebrano, MBVC can supply raw veneer, solid timber, faces, and Vtec faces. MBVC has several grades and cuts of Zebrano veneer (flat cut, quarter cut A, AB, furniture and panel length), SEL and BTR and FAS and BTR 4/4", 6/4" and 8/4" square edge lumber, 50" x 99" running book match quarter cut A grade Zebrano faces, and 25" x 99", 25" x 122" and 50" x 99" Vtec AA grade quarter cut Zebrano faces. Needless to say that when a designer notes "... I am just looking for a "little something different" MBVC can help to appease and fulfill the designer's needs and your specifications.



Quarter Cut Vtec
Zebrano



Quarter Cut
Zebrano Veneer



Quarter Cut
Zebrano Lumber

Since the mid 90s, M. Bohlke Veneer Corporation has been chain-of-custody certified and offers 20+ species of FSC certified veneer. Trees are harvested from private farmlands and forests around the world. Some of the species include red and white Oak, Douglas Fir, Maple, Cherry, Walnut, European Sycamore, Pearwood, Sucupira, Santos Palisander, Honduras Mahogany and others. For a complete list, please contact a sales representative at 513.682.1460, sales@mbveneer.com

MBVC appreciates the support of AWI and its members and looks forward to many prosperous years ahead. MBVC has been an AWI Supplier Member since 1988. •



About Jack Warkenthien

Jack Warkenthien is CEO and Founder of NextStep® Solutions. He is an international sales expert and radio personality. For the past four years, he has hosted the daily morning drive time show, "Where Wall Street Meets Main Street," heard mainly in Texas. Mr. Warkenthien has authored several books, including *Scoring From the Red Zone: How to Open More Sales*, and the *Networking Game: How to Reduce Your Strokes and Increase Sales*. His latest book is titled, *Life's A Sales Call: How To Succeed In The World's Oldest Profession*. •

"How to UP Sales in a DOWN Economy"

Jack Warkenthien will present the AWI seminar, "How to UP Sales in a DOWN Economy," on Friday, October 9 from 8:00 – 11:00 am during the AWI Convention, October 7-10, 2009 at The Westin Alexandria in Alexandria, VA.

What You Will Learn

Maximize your value-added position in the architectural woodwork market. Stand out from the new competitors entering the market looking for a piece of the pie. Learn the most important sales and marketing proposition in the world: DBM + UVP = a Relationship (Sales). Once you match the DBM (Dominating Buying Motive) of your potential client against your UVP (Unique Value Proposition), you have a sale. You'll also learn about the "Five Cs of Relationship Sales:" Contact, Candidate, Customer, Client, and Crusader. Discover why most companies support four of the strategies and forget about the last one. Learn how to grab market share in a down economy and how to take advantage of new sales opportunities. •

CNA Salutes AWI

From AWI's Insurance Partner, CNA

CNA congratulates AWI as the association celebrates its 56th anniversary and the second annual Safety Awareness Week, June 1-5, 2009. As a longtime partner of AWI, we have witnessed and applaud the association's continuous commitment to safety. As an insurance carrier we know first hand the importance of safety and loss prevention.



SAFETY MATTERS

Insurance & Safety Committee

AWI's long-standing Insurance and Safety Committee serves to keep safety and loss prevention in the forefront for busy business owners. The committee's stated mission is: *To engage member firms in a culture of safety by providing and promoting Risk Control resources.*

To this end, the committee, which includes business owners of AWI member firms, CNA representatives and an AWI staff liaison, work diligently to promote, recognize and award safety awareness, practices and records.

Analyses & Solutions

CNA, as the association's business insurance partner, offers a broad array of Risk Control services and resources and works with AWI to continue developing specific solutions for AWI members and the specialty woodworking industry. For example, in 2008 CNA analyzed loss data for architectural woodworking firms and identified four top loss drivers: back injuries, combustible dust; slips and falls; and stuck by/caught against.

We identified ways to prevent or reduce these types of losses and developed a series of quarterly solutions-based Webinars. The four Webinars are designed for shop employees and each one in the series is being offered twice to accommodate schedules and work shifts. Webinars are available to all AWI members—free of charge.

Safety Webinars

If you missed the "Combustible Dust" Webinar which aired in February and the "Solutions for Slips and Falls" Webinar in early June, please note that copies of the PowerPoint Presentations are available on the AWI Web site, www.awinet.org. Visit the "Members Only" section to review the presentations as well as the other Safety and Loss Prevention resources available to AWI members.

Please mark your calendar for the upcoming 2009 Safety Webinars: "Struck By/Against" broadcasting August 3, 2009, repeating August 7, 2009; and "Motion is Money...Controlling Back Injuries" broadcasting November 2, 2009, repeating November 6, 2009.

Safety Award Winners

No doubt — safety is hard work. We appreciate this fact and strongly support the recognition of firms who are putting safety into practice. Later this year, at the 2009 AWI Convention, the 2009 AWI/CNA Safety Award winners will be announced.

We invite you to visit the CNA Web site, www.cna.com, for more information on our "A" rated company and industry specific coverages and Risk Control resources. •

This information is for informational purposes and should not be considered legal advice. The information and suggestions contained in this article have been developed from sources believed to be reliable. However, CNA and AWI accept no legal responsibility for the correctness or completeness of this material or its application to specific factual situations.

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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Major Sponsors:

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