

# 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

- AWI Awards & Honors

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.

## Architectural Woodworkers Optimistic About Near-Term Business

Overall sentiment among architectural woodworkers about the next six months is fairly high (62%), according to respondents to an annual AWI Cost of Doing Business Survey recently completed by AWI.

### Business Sentiment

The survey results suggest an improving environment among architectural woodwork business owners. Another positive sign revealed by the 2009 AWI *Cost of Doing Business Survey and Compensation Study Report* is that the sales pipeline sentiment for the next six months (44%) is significantly higher than the last six months (15%). The business sentiment is affected by business conditions, sales pipeline, cash flow, and labor quality.

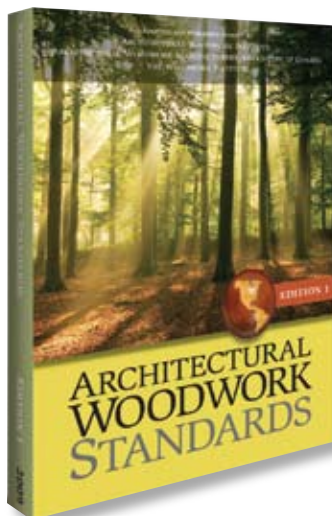
Regardless, like many sectors of the construction market, business condition sentiment is still quite unfavorable (47%) while labor quality is quite strong – 96% for all firms, and 100% for high profit firms. The survey found that high profit manufacturing firms (of all amounts of square footage) have operating margins of 13.1% compared with the average operating margin of respondents of 4.9%.

“...the sales pipeline sentiment for the next six months (44%) is significantly higher than the last six months (15%).”

(continued on page 3)

## Architectural Woodwork Standards: Errata – Update Availability

By Michael Bell, Joint Standards Committee member



In the process of merging *The Quality Standards Illustrated* with *The Manual of Millwork*, the Joint Standards Committee has attempted to take the “best of both books” and incorporate features from each document into the new *Architectural Woodwork Standards* (AWS), which was released last month.

A nice feature from the Woodwork Institute's *Manual of Millwork* is the posting of *errata* on its Web site. The *errata* are a list of improved language, clarifications, resolution of conflicting data and significant industry updates that address specific issues in the standards. Because new editions of any standard can take several years to be compiled and published, this process allows important updates and resolution of conflicts to be done in a close to “real time” manner.

On page two of the new AWS it states, “If a conflict is found in these standards, the least restrictive requirement shall prevail until addressed by *errata*.”

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SEPTEMBER 2009

## A Linchpin between AWI National and Members

By Weldon Riley, AWI Board of Directors member

The AWI Development Council functions as a unique communications link between AWI National, AWI chapters and members-at-large. I've had the privilege of serving on the council for five years and have seen it evolve into a productive forum for both AWI National and AWI members.

Every AWI chapter has an opportunity to send a representative to the council to represent the "grassroots" views of members. As one of the Development Council representatives, I talk with members in the great state of Texas which I represent to keep informed about the issues and challenges of doing business that they are experiencing. This networking link is uniquely valuable for the Board of Directors who then learn from

the council certain pressing issues articulated by members with whom they may not be in touch. The feedback helps the Board validate and/or adjust the focus of AWI on issues of importance to our members. This process ties in with AWI's preferred futures which are periodically evaluated by AWI's elected officials.

The council also disseminates news about important programs and actions within AWI National. We keep members in the field informed and the interaction "humanizes" our large association and supplements our printed communications. I enjoy the dialogue with members and feel that we occasionally bring a different perspective about some issues to AWI's governing body. Contract language is an example. By networking with members in the field, we learned and informed the Board of Directors that members wanted assistance with contract language. Although an educational program had been tried before and rejected by AWI, the new appeal led to the formation of a very successful educational program on contracts.

Within the council, which meets twice a year – in the spring and the fall, several committees focus on topics such as membership, sustainability, and education. Our next meeting will take place on October 7 during the AWI Convention in Alexandria, VA. AWI members who are affiliated with an AWI chapter are encouraged to contact their representative on the Development Council about

(continued on page 8)

### BOARDROOM



**“The feedback helps the Board validate and/or adjust the focus of AWI on issues of importance to our members.”**

## Biesse: Shaping the Material of Everyday Life

For over 20 years continuous innovation has made Biesse one of the world's leading players in the manufacture and sale of high-tech machinery and systems for wood, glass, stone, plastics and other materials.

With a North American presence headquartered in Charlotte, NC and Montreal, QC, Biesse provides a wide range of solutions that cover the entire industrial processing cycle. Product lines include: CNC Machining Centers, Panel Saws, and Edgebanding, Sanding and Material Handling Equipment used in the manufacture of furniture, doors, countertops and other everyday items.

Through its global distribution network, Biesse delivers comprehensive service and support, from pre-sale consulting to after-sale service and parts supply. As a lean organization, Biesse's approach is focused on anticipating market demands, satisfying customer needs, finding the right solutions, and offering exceptional products and expert consulting services.

Biesse offers numerous opportunities for customers to interact with the industry's most advanced technology in their four official North American showrooms. Each showroom is equipped with the most current machinery on the market, offering visitors the opportunity to witness firsthand cutting-edge fabrication technology for wood, glass, stone and other materials.

Additionally, Biesse's showrooms offer clients the opportunity to "test drive" all technologies offered by Biesse, and Application Engineers are available to assist customers with the wood industry's most sophisticated and comprehensive demonstrations in all of North America. Biesse prides itself on providing clients with the very best support and implementation practices.

As the site of training sessions, meetings, One2One events and more than 300 machine and software demonstrations annually, the showrooms are a hub of activity year-round. Contact Biesse to schedule a "test drive" or to register for their upcoming Fall One2One events and learn how Biesse technology can be your solution! •



## Architectural Woodworkers Optimistic... (continued from page 1)

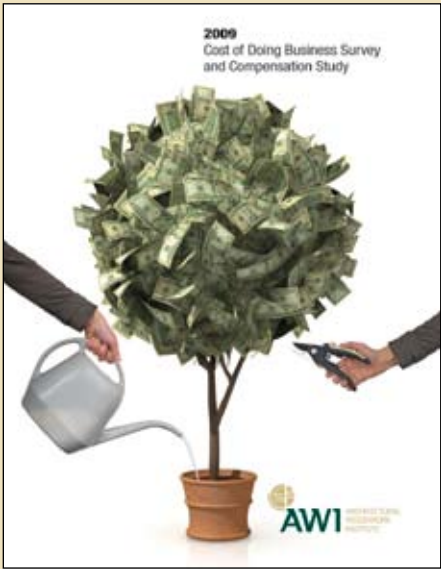
### BUSINESS TOOLS

#### Capital Investments

Capital investments scored high, even in the last 12 months. Sixty-four percent of high profit firms invested more than \$100,000 in the last 12 months compared with 42% of respondents overall who invested more than \$100,000 in the last 12 months. The investment outlook for the next 12-month period revealed that 35% of responding high profit firms plan on making capital investments of more than \$100,000. Only 18% of respondents plan on reducing their workforce in the next 12 months (regardless of profit margins).

#### Participants' Profile

Among the manufacturing respondents to the 2009 AWI Cost of Doing Business Survey, 45% have been in business more than 25 years, 36% have sales in excess of \$5 million, 46% have 30 or more employees, and 36% outsource their installation completely to contractors.



#### CODBS Report Availability

The 2009 AWI Cost of Doing Survey and Compensation Study Report is free of charge to all participating AWI Manufacturing Members, while non-participating AWI Manufacturing Members can view the Executive Summary in the "Members Only" section at [www.awinet.org](http://www.awinet.org). Single copy prices of the full report are: \$500 for non-participating AWI Manufacturing Members; \$950 for all others. Contact AWI at 571.323.3636 or visit [www.awinet.org](http://www.awinet.org) for more details. •

*Survey Methodology: All business trends and other data are as of April 1, 2009. All Income Statement data and Balance Sheet data submitted is of the end of the respondent's most recent fiscal year (generally 12/31/08). All financial ratio benchmarks are medians. The survey was conducted for AWI by Inverra Consulting, Inc.*

## AWI Insurance & Safety Committee Announces New AWI-CNA "Heartwood Award"

Last year, the AWI Insurance and Safety Committee established a vision and mission to guide the committee's future work on behalf of AWI members as:

#### AWI Safety Committee Vision:

*Leading AWI into a Culture of Safety*

#### AWI Safety Committee Mission:

*Engage member firms in a culture of safety by providing and promoting risk control resources.*

Holding true to the committee's focus this year, at their April 2009 meeting in Phoenix, AZ, the committee established the new AWI-CNA "Heartwood Award" for the purpose of recognizing an individual or company that has made important contributions to the architectural woodwork industry.

### SAFETY MATTERS

#### Criteria for selecting a prospective "Heartwood Award" candidate are:

- Candidate does NOT have to be an AWI member however the submitted product or process must have a safety impact for architectural woodworkers.
- Candidate will be an individual and/or company domiciled within the United States.
- Candidate does NOT need to have a formal Safety Program; however, they will demonstrate that the product or process has safety and/or health attributes.
- Candidate will demonstrate:
  1. A safety design impact for architectural woodworkers from the submitted product or process.
  2. That the product or process use or application promotes health and/or safety for the worker/workplace and/or customer.
  3. That the product or process is a safe object and/or promotes a safe work environment.

Committee Chairman Robert Stout of RLS Commercial Interiors will announce the winner and bestow the award on Thursday, October 8 at the Annual AWI-CNA Safety Awards Lunch in conjunction with AWI's 57th Annual Meeting and Convention, Alexandria, VA. Check the October issue of AWI NewsBriefs for news of the 2009 "Heartwood Award" winner. •



# LEED® 2009: Deciphering Its Impact on Woodworkers

By Rob Ziegelmeier, AWI Sustainability Resources Representative

In this issue of *AWI NewsBriefs* you'll find the final section of my analysis of LEED Version 3 (Leadership in Energy & Environmental Design) Green Building Rating System™ of the U.S. Green Building Council. This three-part series, which began in the June issue of *NewsBriefs*, is designed to update AWI members about the effects of Version 3 changes for architectural woodwork in LEED projects.

## IEQ Credit 4.1: Low Emitting Materials—Adhesives & Sealants (1 Point) \*\*

They added Footnote 1 for using a VOC budget for compliance. In the "Potential Technologies & Strategies" paragraph they added some additional requirements, but nothing earth shattering.

## IEQ Credit 4.2: Low Emitting Materials—Paints and Coatings (1 Point)

They made layout changes to make it similar to LEED for New Construction (NC) and Commercial Interiors (CI). It works just like NC & CI.

## IEQ Credit 4.4: Low Emitting Materials—Composite Wood & Agrifiber Products (1 Point) \*\*

They added a sentence regarding review of cut sheets, Material Safety Data Sheet (MSDS), etc. •

## GREEN SCENE

### LEED 2009 for Core and Shell Development

The changes for the most part were grammatical corrections \*\*. The biggest change in Version 3 is that now there are 100 base points that can be earned on a project. Additionally, the project can earn six (6) points for Innovation in Design and four (4) points for Regional Priorities.

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

### MR Credit 4: Recycled Content (1-2 Points)

They combined the previous 4.1 & 4.2. They have added three footnotes, two of which have been addressed before. Footnote 1 Recycled Content is to be in accordance with ISO # 14021.

### MR Credit 5: Regional Materials (1-2 Points) \*\*

They combined the previous 5.1 & 5.2.

### MR Credit 6: Certified Wood (1 Point) \*\*

They added the following phrase to the "Requirements" paragraph: "based on cost."



*Rob Ziegelmeier 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.*



## Cast Your Vote! For AWI Directors & Bylaws Amendments

AWI Board of Directors candidates and Bylaws Amendments Ballots will be mailed on or about September 21 to each primary contact of AWI Manufacturing Member companies.

### AWI NEWS

#### Director Elections

The AWI Nominating Committee has placed five (5) candidates in nomination on the ballot and in keeping with AWI Bylaws, Article IX, Section 1 (b)... "At least Ninety (90) days prior to the new fiscal year, additional nominations for Directors may be made by written petition filed with the Executive Vice President, signed by no less than one percent (1%) of the Manufacturing Members. Such Petition shall certify that such nominee has consented to run and will serve if elected."

AWI's fiscal year begins January 1, 2010. As of August 1, one percent (1%) of Manufacturing Members equates to twelve Manufacturing Members. The petition period opened on August 14, 2009 and closes on September 15, 2009.

Members are urged to vote to fill three vacancies from the slate of candidates appearing on the ballot.

On or before the close of business on October 23, 2009, ballots are to be mailed via self-addressed envelope to AWI's legal counsel's office where they will be tabulated and reported after the first week of November 2009.

#### Proposed Amendments to AWI's Bylaws

The AWI Board of Directors propose and recommend approval of three (3) amendments to AWI's Bylaws.

**No. 1** is to clarify Article V, Section 3, that the Development Council Representative to the AWI Board of Directors is elected by vote of the Development Council body.

**No. 2** is to expand Article V, Section 7, to include 7 (a)... Meetings of the Board of Directors may be called by the President or a majority of the Directors.

**No. 3** is to bring Article VI, Section 2 into agreement with Article V, Section 2, whereby the Development Council Representative to the AWI Board of Directors is elected by vote of the Development Council body. •

## 57th Annual Membership Meeting Called by AWI President Coombs

AWI President Whitney Coombs has established AWI's annual membership business meeting at 8:00 am on Thursday, October 8, 2009 which will be held at The Westin Alexandria hotel, 400 Courthouse Square, Alexandria, VA 22314. All AWI members are encouraged to attend the AWI Annual Business Meeting and Convention.

More information about the entire program can be obtained at [www.awinet.org](http://www.awinet.org). •

## New AWI Members

### Manufacturing

#### American Millwork Company

Reno, NV

#### Brightbill Industries, Inc.

Harrisburg, PA

#### Cabinet Tech, LLC

Yakima, WA

#### Corry Cabinet Company, Inc.

Havana, FL

#### CourtHouse Manufacturing, LLC

#### dba Chappell Door Company

Washington Courthouse, OH

#### Craftsman Cabinetry Kitchen and Bath, Inc.

Ste. Genevieve, MO

#### Domenick Bambino Construction

Jerome, PA

#### E.H. Fortner Woodworking, Inc.

Washington, ME

#### General Casework, Inc.

Denver, CO

#### Grupo Kinetica SA de CV

Santa Catarina NL, Mexico

#### J. Brooks Mitchell Cabinets & Millwork

Roanoke, TX

#### Jackson Woodworks, Inc.

Brainardsville, NY

#### Millwork Management Solutions, Inc.

Jasper, IN

#### MJR Woodworks, LLC

Apopka, FL

#### Pinnacle Woodwork, Inc.

Germantown, WI

#### Talbert Arc Paneling and Doors

La Habra, CA

### Suppliers

#### J Borinstein, Inc.

Indianapolis, IN

#### Osborne Wood Products, Inc.

Toccoa, GA

#### S.I., Inc.

Murrieta, CA •

# Everyone Can Be...An Exceptional Presenter

**“Do** you speak in a monotone voice? Most people would answer “no” immediately, believing the passion they feel about their subject comes across to their audience. But, most people never record their speech or videotape their presentations. These tools do not lie and they can deliver a powerful surprise to presenters,”

Tim Koegel advises.

## LEARNING FORUM

In this third part of our series on presen-

tation skills we will address other elements of one of the six characteristics of an exceptional presenter: Being Passionate. A passionate speaker has a dynamic voice and his/her speech contains no verbal graffiti.

The techniques which Tim Koegel shares with AWI members can be applied in a myriad of situations, including presenting the new *Architectural Woodwork Standards* to colleagues and customers.

### Dynamics of Voice

“The best way to understand your speaking voice is to record it. If you find that your attention drifts while you are listening to yourself, it speaks volumes about how your audience is reacting. By recording your voice, you can tell if you are speaking too rapidly, pausing excessively, or using verbal graffiti,” Koegel advises.

While you are listening to your recorded voice – which will not sound like what you expect – Koegel recommends drawing a line showing its dynamic range on a piece of paper. If the line is fairly horizontal or flat, you speak in a monotone.

“A monotone voice will not keep people involved in listening to what you have to say. A dynamic voice keeps the audience engaged,” Koegel emphasizes.

### Verbal Graffiti

“You can immediately improve your message by sounding clear and concise and eliminating verbal graffiti.” What is verbal graffiti? We hear it all the time... ums, ahs, like..., sort of, etc. The audience tends to miss the message when they hear repetitive graffiti. “Speakers often use ‘pad words’ or qualifiers, as I like to call them,” Koegel says. How many times have we heard words in the ‘ly’ family...frankly, actually, clearly, basically?”

“Speakers who are imparting information often use ‘condescending’ words, such as ‘right’ or ‘okay’ at the end of their sentences. It can sound patronizing,” Koegel says.

### How Do You Change?

There are many ways to practice speaking better. Self-awareness is a critical step. “Listen to voice messages on your telephone and consider the impression they make on you. Then listen to *your* voice messages to others, play them back and re-record them to assure your voice is dynamic,” Koegel recommends.

“Reading out loud is another way to practice. For example, when you read stories to children, you have to play the roles of different characters to keep the children engaged. Or do you always put them to sleep with your voice... even when it is not intended?” Koegel asks.

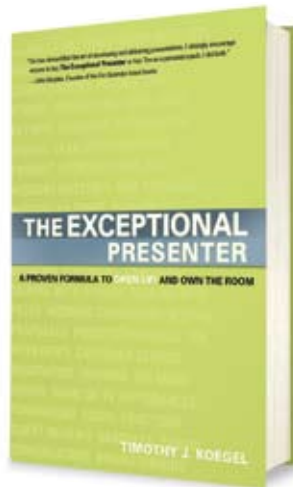
Koegel recommends watching interview shows on television, evaluating the speakers’ voices, and listening for verbal graffiti. “Does the voice make the person sound credible or does it dilute his/her professionalism?”

### Your Assignment

Before the next (October) issue of *NewsBriefs* is released, here is an assignment. “Notice people in casual conversation; they are usually passionate, adamant, and speak with conviction. Then, listen to voice messages you leave for others. Try to identify what verbal graffiti you use, discover the pattern (e.g., the first word is ‘um’ or ‘and’),” he suggests.

You can use self-assessment forms in *The Exceptional Presenter*. These forms and others, including preparation sheets, are available on Koegel’s Web site, [www.timkoegel.com](http://www.timkoegel.com).

“Practice...you will be on your way to eliminating verbal graffiti and improving your presentations,” Koegel advises. •



**Being Passionate.**  
A passionate speaker has a dynamic voice and his/her speech contains no verbal graffiti.

*Tim Koegel has conducted workshops for the White House, members of Congress, press secretaries, and government agencies.*

*He provides media training for corporate executives, politicians, athletes, coaches and authors. He is author of the New York Times and Wall Street Journal best selling book, The Exceptional Presenter. He is founder of The Presentation Academy in Annapolis, MD. Visit [www.timkoegel.com](http://www.timkoegel.com).*



**AWS Errata Update Availability...** (continued from page 1)

At the beginning of each section in the new standards it states, **“Errata, published on the Associations’ Web sites at [www.awinet.org](http://www.awinet.org), [www.awmac.com](http://www.awmac.com), or [www.woodworkinstitute.com](http://www.woodworkinstitute.com), shall TAKE PRECEDENCE OVER THESE RULES** (latest printed edition), **subject to their date of posting and a project’s bid date.”**

And at the bottom of each page of the AWS, it reads, “As may be updated by *errata* at [www.awinet.org](http://www.awinet.org), [www.awmac.com](http://www.awmac.com), or [www.woodworkinstitute.com/awserrata/](http://www.woodworkinstitute.com/awserrata/).”

**“If a conflict is found in these standards, the least restrictive requirement shall prevail until addressed by *errata*.”**

These references are meant to accentuate the importance for design professionals and woodworkers to regularly check for *errata* to keep current with the *Architectural Woodwork Standards*.

Each association’s Technical Committee will continually process and address improvement suggestions (a form is provided on Page 10 of the new book) and forward issues to the ongoing Joint Standards Committee. These issues and suggestions will be reviewed regularly and become the basis for changes in the Second Edition as well as the *errata* that will then be posted on the shared AWS *errata* Web site. Access to that site is through each association’s Web site as noted above. •

**STANDARDS**

# Availability of Architectural Woodwork Standards

**A complimentary copy of the *Architectural Woodwork Standards (AWS)* was shipped to each AWI Manufacturing Member in August. If you would like to purchase additional copies, please go to the AWI Web site, [www.awinet.org](http://www.awinet.org) and login to get the member price of \$12.50 each or \$93.75 for a case of 10.**

**The new *Architectural Woodwork Standards* become effective October 1, 2009. At that point in time if contract documents state that a project be specified in accordance with *The Quality Standards Illustrated* or *The Manual of Millwork*, then the AWS takes precedence. •**

*Michael Bell is Chair of the AWI Education Committee. He is co-owner of Kentucky Millwork in Louisville, an AWI Manufacturing Member since 1988.*

## It’s Time to Celebrate! Distinguished AWI Chapters and Other Honorees

### CHAPTER NEWS

AWI chapters have been responding with enthusiasm to the 2009 AWI Chapter D.R.I.V.E. campaign with Direction, Resolve, Involvement, Victories, and Energy! To date, 13 chapters have earned the new “Distinguished Chapter” status and will be recognized on October 7 during the 57th AWI Annual Convention in “Old Town” Alexandria, VA.



AWI will be celebrating the “Victories” part of the D.R.I.V.E. equation. The chapters will be recognized for their significant contributions to our industry and for achieving “Distinguished Chapter” status in 2009. They include the following chapters: Carolinas, Chicago, Colorado, Florida, Georgia, Heart of America, Minnesota, Missouri/Illinois, New England, Ohio Valley, Central PA, West Texas, and Wisconsin.

“Distinguished Chapters” will be presented with the all-new 2009 “Distinguished Chapter” Patch for inclusion on their National Banner (also new this year), and along with all registered chapters take part in the “parade of banners.” “Distinguished Chapters” have performed exemplary service to our industry and are helping secure our future. Congratulations to all on a fantastic job!

During the AWI Convention, awards recognizing “Best Chapter Web site,” “Best Chapter Newsletter,” and “Best Annual Report” submittals also will be celebrated. Watch for news of the honorees in the October issue of *AWI NewsBriefs*. •



# 2009 SkillsUSA National Cabinetmaking Medalists

AWI has been a strong supporter and active participant in SkillsUSA, designing the competition project, providing judges for the competition, and more. Not only does AWI National support the workforce of tomorrow through this program, but AWI chapters do as well serving as active participants on the state level.

## WORKFORCE

This year, high school Gold Medalist, Ben Wilde, was the winner of the Texas SkillsUSA Cabinetmaking contest which was supported by the AWI Texas Chapter (TAWI). The

chapter is a corporate member of the Texas SkillsUSA and provided a \$1500 travel voucher for the local winner to attend the national contest in Kansas City. TAWI also awarded over \$1500 in attendance prizes to the state contestants. You picked a winner, TAWI.

### High School Level Medalists

**Gold** - Benjamin C. Wilde, MacArthur High School, San Antonio, TX

**Silver** - Mason Sandow, Blackfoot High School, Blackfoot, ID

**Bronze** - Jeffrey Worm, Hennepin Tech College-Eden Prairie, Eden Prairie, MN

### College/Postsecondary Level Medalists

**Gold** - Chase Trayal, Meridian Community College, Meridian, MS

**Silver** - Brett Ottinsler, Stevens College of Technology, Lancaster, PA

**Bronze** - Trevor R. Stewart, Wisconsin Indianhead Technical College, Rice Lake, WI

Congratulations to all the winners. Thanks to the AWI SkillsUSA Committee chaired by Kent Gilchrist of Fremont Interiors. Keep up the good work! •

(Left to right) Jim Kollaja TAWI Cabinetmaking Chair; Ben Wilde, McArthur HS SkillsUSA National Gold Medalist; Bobbie Turnbo, Principal, McArthur High School; and Joe Salinas, McArthur HS Cabinetmaking Advisor celebrate Ben's success. Ben will attend Texas A&M this fall and has been accepted into the School of Architecture.



## Boardroom... (continued from page 2)

issues they wish to bring to the attention of AWI National. AWI members who are not affiliated with a chapter should contact one of the council's at-large representatives. Consult the 2009 AWI Membership Resource Directory for a listing of council members.

AWI members who are interested in serving on the council – which can be a pathway to more active participation on an AWI National committee and possible election to the Board of Directors – are invited to contact AWI Senior Director of Operations Teresa McCain at 571.323.3636. •

Mr. Riley serves on the AWI Development Council representing the AWI Texas Chapter of which he currently is President. He is Vice President of Sales for Terrill Manufacturing Company in San Angelo, TX, an AWI Manufacturing Member since 1954.



## 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](http://www.awinet.org) to contact these suppliers the next time a need arises for their services. •

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