

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

- Quality Certification Program
- SkillsUSA



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.

Wood IS green™ – In Three Dimensions!

By Teresa Bell, Founder of Wood IS green™

When we launched *Wood IS green™* in 2009, it was with the understanding that wood far outshines all other natural resources when it comes to its characteristics regarding environmental considerations. It is a well-known fact among those who deal with one form or another of the wood and wood products industries, that wood, as a resource, is:

- A. Natural.**
- B. Self-renewing.**
- C. Sustainable.**
- D. Carbon-negative.**

While most of us are familiar with the information regarding wood's superb natural characteristics, many may be unaware of two other environmental areas in which wood also excels among its competitors. These areas are green jobs and renewable energy production.

(continued on page 4)



Weathering the Financial Drought

By Michael Bell, President of Kentucky Millwork

“Lack of money flow has resulted in construction downturn, loss of jobs and extreme business failure.”

There is no question that across the financial landscape this past year we have all experienced a severe financial drought. In a literal drought, lack of rain causes the shortage of water. This shortage has a direct impact on reduced crop production, increased forest fires and threatened wildlife habitat. Lack of money flow has resulted in construction downturn, loss of jobs and extreme business failure. The good thing we can take away from this analogy is that every drought has both a beginning and a certain ending. The financial drought has lasted a lot longer than many have anticipated, but it will eventually end.

The challenge those of us in the construction industry have is conducting business with severe cash flow problems. Can we preserve cash long enough to still be in business when work flow and projects begin to emerge again?

Continuing with our analogy we can gain some insights on how to overcome the present challenges. One of the strategies implemented in certain provinces in India in the fifties and sixties to prepare for future droughts was extensive irrigation and planned

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HOW CAN WE PRESERVE CASH?

Weathering the Financial Drought *(Continued from page 1)*

reservoirs to trap as much surplus water as possible. I would liken this irrigation with business relationships established during the “normal times.” These would be vendors, banking institutions and other companies with which you share work. This is where membership in AWI is so valuable. The establishment of this irrigation or relationships is one of the highest net returns that involvement and participation in AWI activities bring.

BOARDROOM

How can we preserve cash?

Here are some steps worth considering:

1. **Reducing** all extraneous overhead and as much indirect labor as possible is a good start. While none of us enjoys laying off people, it is important to be realistic about matching your actual work flow with needed employees.
2. **Shortening** work weeks for key employees. Working 32 hours a week is better than being laid off.
3. **Renegotiating** equipment leases, building leases or present loans. Keep in mind that the downturn is universal and has affected business across the board. Be “up-front” and fair, but work to get your monthly expenses down.
4. **Requesting** material draws from your customers. You may be surprised at what your customers are willing to do to assist you during these times. If you don't ask for material draws, you won't get them.
5. **Taking** a temporary reprieve from issuing company benefits. Nothing should be off the table in this regard. Holidays, vacations, company matches and other employee benefits need to be considered. It is hard to “take away”

the benefits that have earned company loyalty, but it is much better than “taking away” jobs.

6. **Stepping up** the cross-training of your people. Utilize the training for estimating, project management and AutoCAD that AWI offers. By training your project managers in estimating you can increase your estimating activities and bring in new projects.

7. **Outsourcing** part of your projects. You can generate cash while keeping your employee count down, helping you through the downturn. Look for good partners to assist in installation, fabrication, molding, shop drawings and even accounting functions. This is where AWI networking can really help in finding reliable partners.



Michael Bell

“Realize that the drought will eventually end and new challenges will face us in regards to material shortages, labor shortages and a possible lower value to the dollar.”

These are just a few ideas for consideration to preserve our companies during the present financial crisis. Realize that the drought will eventually end and new challenges will face us in regards to material shortages, labor shortages and a possible lower value to the dollar. Be careful about taking on work too cheap, especially if it is longer term work. Lumber and panel inventories have shrunk and when demand returns, prices will probably rise quickly. One thing that many times follows extreme drought is massive flooding – but that is another article. •

Michael Bell is Chair of the AWI Education Committee and a member of the AWI Board of Directors. Mr. Bell is also a member of the Joint Standards Committee which authored the industry-wide Architectural Woodwork Standards. He is co-owner of Kentucky Millwork in Louisville, an AWI Manufacturing Member since 1988.

Randy Jensen Appointed to AWI Board

Randy Jensen, Vice President of Leonard Peterson Company, Inc., has been appointed by AWI President Doug Carney to the association's Board of Directors.



Randy Jensen

Mr. Jensen has served AWI in the following capacities: Quality Standards Board of Review, AWILL Executive Management Team and Press Division Bursar. He is currently Chair of the AWI Technical Committee and continues as an AWI Representative to the Joint Standards Committee, on which he works with AWI, the Architectural Woodwork Manufacturers Association of Canada (AWMAC) and the Woodwork Institute (WI), developers and publishers of the industry-wide *Architectural Woodwork Standards* released in August 2009.

Involvement in industry activities allows Mr. Jensen to bring broad perspectives to the AWI Board of Directors and woodworking community. They include stints as a member of the Scientific Equipment & Furniture Association standards writing committee for wood laboratory casework, participation on several industry ANSI canvassing lists as a voting stakeholder, and writing and establishing the (then only) cabinetmaking apprenticeship program in the Southeastern U.S. accredited (still active) by the U.S. Department of Labor. He was also recruited by Underwriters Laboratory to write UL Standards for flame resistant cabinets.

As a woodwork industry veteran, Mr. Jensen has personal experience with over 10,000 casework projects. He was one of the candidates originally nominated for service on the Board by the AWI Nominating Committee. At that time, he cited the following as the largest challenges facing AWI Manufacturing Members: competing in a struggling economy; leveraging global resources to competitive advantage; and unscrupulous producers.

Mr. Jensen, a 30-year veteran of Leonard Peterson in Auburn, AL, will complete the second half of a two-year term (which expires December 31, 2010) vacated by Bill Popp who recently resigned from the AWI's governing body due to economic conditions affecting his business. •

AWI NEWS

New AWI Members

Manufacturing

Azars Woodcraft, Inc.

Erie, CO

Cabin-Tree Cabinets

Riverton, UT

Cynkar/Santini, Inc.

Mount Airy, MD

DBR, Inc.

Orlando, FL

E.L.C. Manufacturing

West Pittston, PA

Phoenix Woodwork & Interiors, Ltd.

Winnipeg, MB, Canada

Premier Woodwork Corporation

Wentzville, MO

Suppliers

Cefla Finishing America, Inc.

High Point, NC

Northeast Interior Systems, Inc.

Pawtucket, RI •

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. •



Wood IS green™... (continued from page 1)

“Green” Jobs

Sustainable forestry management is a natural provider of “green” jobs. Wood related businesses have to overcome a large hurdle: the misperception that forest and logging companies harm the environment. Those views have resulted in a movement to substitute materials for wood in building projects. When we talk about the fine qualities of wood, it is important to be aware of and state the facts about the practice of sustainable forest management in North America. Several articles highlighting sustainable forest management can be found at www.woodisgreen.com or www.hardwoodinfo.com.

GREEN SCENE

- Green job creation has been a focus by policymakers in Washington, DC, citing wind and solar as examples. Carol McClellan, Ph.D., founder and director of a Web site called Green Career Central, states that only about 12% of federal stimulus spending in 2009 went to “green” projects. She notes: “That [federal stimulus spending] has created a few jobs, but most green job creation is still in the future.”* Ironically, we find that the forest industry, which is looked down upon as “anti-environmental,” actually leads in green job creation.
- The Political Economy and Research Institute of the University of Massachusetts, as cited in *The Working Forest Magazine* recently released a report that indicates that reforestation, land and watershed restoration and sustainable forest management leads all major “green” industries in job creation. In fact, the report states that for every \$1 million invested, 39.7 jobs are created in that sector – 1.75 times that of its nearest competitor, crop agriculture, and 2.9 times that of solar.

Renewable Energy

According to the American Forest and Paper Association (AFPA), the forest products industry is the leading producer and user of carbon-neutral, renewable biomass energy and produces more energy from biomass than all the energy produced from solar, wind, and geothermal sources combined. (Forest products are defined as forestry, pulp and wood products.)

* Source: CNNMoney.com, “Getting a green job isn’t so easy,” March 1, 2010.

AFPA notes that wood-related industries, even in the energy sector, stand out among the competitors:

1. First, they generate and use more renewable energy.

than anyone else – 28.5 million megawatt hours annually, enough to power 2.7 million homes.

2. Second, the energy is renewable.

On the average, paper and wood products mills, generate 65% of their energy needs from renewable biomass. The

increasing use of renewable energy by these industries has not only allowed them to reduce use of carbon-intensive fossil fuels but also to reduce purchased energy per ton of product by 19% since 2000. And, of course, the trees that supplied the biomass replace themselves – unlike coal, oil, or natural gas.

3. Third, they lead in the use of co-generation technology.

Common electricity generation produces heat as a by-product which is released into the atmosphere through flues or cooling towers. Co-generation technology uses the heat produced from generating electricity for thermal energy, and is widely recognized as the most efficient method to produce electricity.

The forest products industry is a leader in the use of co-generation technology and is second only to the chemistry industry in its use. The forest products industry has more co-generation capability than all other industries combined. Nearly all paper and wood products mills produce the majority of their electricity using co-generation technology.

Grassroots Campaign



So, now, we can truly say that *Wood IS green™* – in more ways than one! That gives us more reason to get the word out and to help educate others about the extraordinary characteristics of wood and how wood-related industries are leading the way in eco-environmental practices.

We have conversed with representatives from various wood-related industries and associations who are looking for a way to communicate this important information in a concise and appealing way. There are ongoing discussions about how

“ Wood related businesses have to overcome a large hurdle: the misperception that forest and logging companies harm the environment. ”

associations can unite behind a common campaign to promote the story of wood. Of course, our opinion is that *Wood IS green™* is the message that needs to be echoed across the country.

We are continuing our work to provide solid information that will contribute to a better understanding of wood's incredible story. *Wood IS green™* has created a Twitter feed to notify participants in the grassroots campaign when new information is posted on our Web site, www.woodisgreen.com. We hope that this information will be useful to those who wish to communicate accurate information to their customers and associates.

“As with any grassroots campaign, it is up to each one of us to use the materials that visually promote a unified message.”

Getting the Message Out

The *Wood IS green™* Web site, www.woodisgreen.com, also has a link to a Gear Shop with cafepress.com. There, promotional items, including bumper stickers, totes, tee-shirts, and more, can be purchased. As with any grassroots campaign, it is up to each one of us to use the materials that visually promote a unified message.

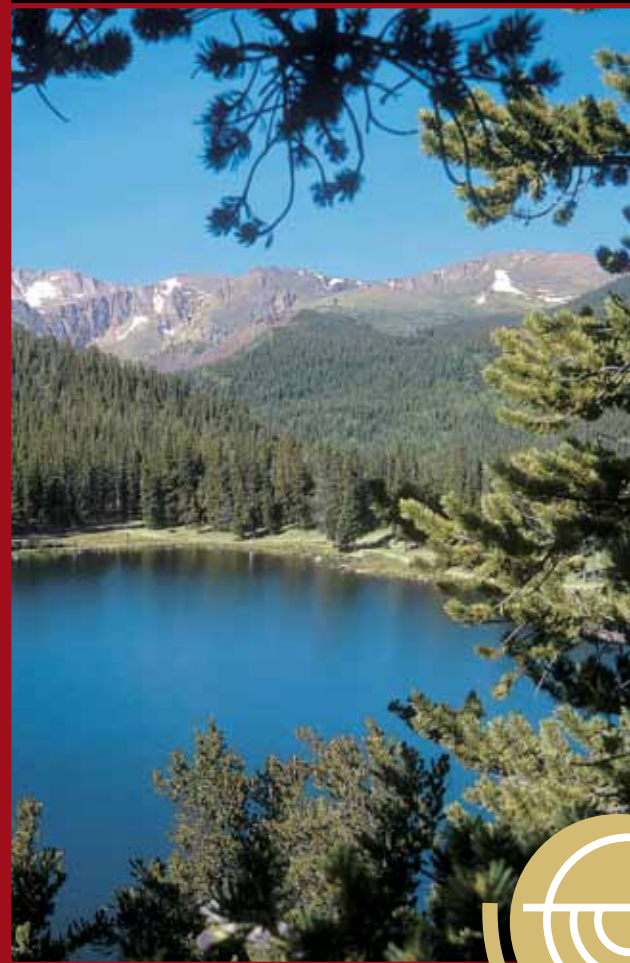
Any proceeds beyond recouping campaign expenses will be used for: expanding our presence at the design-build industry events such as the American Institute of Architects (AIA) and American Society of Industrial Designers (ASID); providing free promotional materials to secondary wood tech and forestry students; and developing creative approaches to further spread the word that *Wood IS green™*.

To be effective, the campaign requires individuals throughout the forestry and wood products industries to get those bumper stickers on their vehicles and use the logo as frequently as possible. Together, we can impact the national consciousness that *Wood IS green™*.



With husband, Mike, Teresa Bell owns Kentucky Millwork, Louisville, KY, where she is currently functioning as plant manager. Mrs. Bell has been involved in many facets of the architectural woodwork business, from bookkeeping to purchasing, safety to estimating, and casework assembly to finishing. She has served on the AWI Insurance & Safety Committee and the AWI Board of Directors. Mrs. Bell launched Wood IS green™ in July of 2009 as a simple tool to enable those involved in wood-related industries to unite under a common message to impact national awareness.

Editor's note: For details about the launching of the Wood IS green™ Campaign, see the November 2009 edition of AWI NewsBriefs. All back issues of AWI NewsBriefs are posted on the AWI Web site, www.awinet.org.



Denver Metro Convention & Visitors Bureau

Denver
2010

**58th AWI Annual Convention
October 27-30, 2010**

Save the Date!



STANDARDS

Did You Know?

By Shows Leary, Alternate Member,
AWI Technical Committee

Familiarity with the AWI *Architectural Woodwork Quality Standards Illustrated (QSI)* can no longer be relied on in woodwork project specifications where the *Architectural Woodwork Standards* introduced in August 2009 supercede the QSI. Don't assume the standards are the same. As a service to architectural woodworkers, AWI will report about some of the differences between the QSI and AWS in each issue of *AWI NewsBriefs* and *AWI e-briefs* to help members educate themselves about the changes.

Cabinet Adjustable Shelving

Who knew cabinet adjustable shelves could be so complex? There are six pages devoted to cabinet shelves materials in the AWS. Compared to the QSI having two pages devoted to shelves. What is going on here?

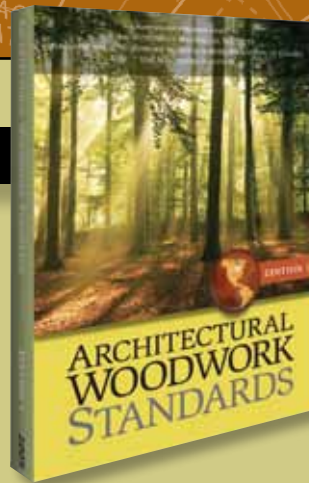
Starting at page 253, item 1.2.21 adjustable shelf loading and deflection is now divided into two aspects: Shelves that need to meet 50 pound per square foot load and shelves that need to meet 40 pounds per square foot load.

Now look at page 276, item 4.4.14.10. You can see that shelves have to be sized based on the type of cabinet they are installed in, as discussed on page 253 and noted above. The two types of cabinets are further broken down and identified as follows: 50 pound load shelves are required in cabinets used in school, hospital and library or book shelving. Forty pound load shelves are required in commercial shelving.

Next look at page 277, item 4.4.14.10.2. If you follow the pages you will see that each type of typically used shelf material is detailed with dimensional references broken down into the two types of cabinets. As an example, an M2 particle board shelf with hardwood veneer on both sides can be 3/4" thick up to 35" long for a shelf load of 40 pounds per square foot in commercial cabinets. However, if the cabinets were to be found in schools, thus requiring a load of 50 pounds per square foot, the shelf could be 3/4" thick up to 32" long. •

Shows Leary has been an AWI Quality Certification Program (QCP) inspector since 1996. He has served as QCP's Regional Representative and as a member of the Quality Certification Corporation Board of Directors and Board of Appeals. He is an alternate member of the AWI Technical Committee. Contact Shows Leary at shows@showslary.com.

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Companion Books

To Architectural Woodwork Standards

The Joint Standards Committee is offering two companion books to the *Architectural Woodwork Standards (AWS)*.

The companion books are available at the reduced AWI member rate in the AWI Store online at www.awinet.org.

- *AWS Installation Handbook, 1st Edition (2009)*

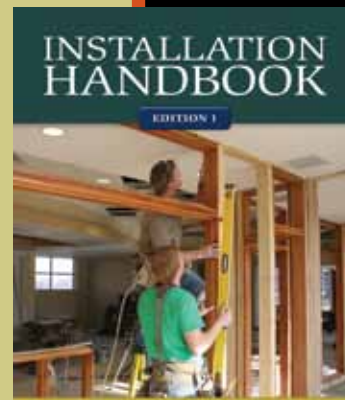
An installation companion to the *Architectural Woodwork Standards (AWS)*.

Price: \$5.00

- *AWS Cabinet Fabrication Handbook, 1st Edition (2009)*

A cabinet fabrication companion to the *Architectural Woodwork Standards (AWS)*.

Price: \$5.00 •



ARCHITECTURAL
WOODWORK
STANDARDS

CABINET
FABRICATION
HANDBOOK



ARCHITECTURAL
WOODWORK
STANDARDS



ARCHITECTURAL WOODWORK INSTITUTE Speakers Bureau

AWI Speakers Bureau Expands Woodwork Business

Finding a professional speaker about architectural woodwork just got easier, and the potential for new architectural woodwork business just expanded! The promotion of quality architectural woodwork is at the very core of AWI's mission and purpose. It always has been. And, the link between AWI and Manufacturing Member customers is long-standing through the American Institute of Architects (AIA). In fact, AWI is *the oldest* registered AIA continuing education provider. Even the legendary Frank Lloyd Wright spoke at an AWI convention! Now, that link to customers is being taken to the next level through the AWI Speakers Bureau.

The basic fact that fewer projects are being built makes it more important than ever for AWI to promote the merits of architectural woodwork to design professionals. How? This month AWI has launched the AWI Speakers Bureau, a new online resource for design professionals and woodworking firms. On this new Web site, www.awispeaker.org, design professionals may request an AIA-approved program and/or speaker that will be fulfilled quickly and efficiently, and automatically as additional capabilities are added to the site.

The new AWI Speakers Bureau Web site, www.awispeaker.org, is the "go to" resource for architectural woodworkers, AWI chapters, and the design-build industry of architects, designers and specifiers, for locating qualified speakers who can make presentations about the *Architectural Woodwork Standards* (AWS) and promote the value of architectural woodwork for building projects.

Professional Speakers

The AWI Speakers Bureau is composed of association members who are willing to share their years of architectural woodwork experience and knowledge with others. Any AWI member in good standing can join the AWI Speakers Bureau. "To have a real impact on the design community, we need AWI members to be ambassadors for quality architectural woodwork," says Speakers Bureau Secretary and AWI Senior Director of Operations Teresa McCain.

The goal of the AWI Speakers Bureau Committee is to build a pool of "AWI Qualified Presenters" across the country to provide education about architectural woodwork to the design community, woodworkers and students. The Speakers Bureau Web site will be one of the vehicles used to promote available programs and presenters. This new online resource will be aggressively promoted to the design community at the 2010 AIA and Construction Specification Institute conventions as well as through other marketing avenues.

Speaker Procedures

The Speakers Bureau is already populated with the first group of Qualified Presenters and will grow as more members register and fulfill the basic requirements.

LEARNING FORUM

All AWI speakers will be required to join the Speakers Bureau. To apply, go to www.awispeaker.org and click on "Join." There are a couple of requirements.

1. Complete the AIA Quality Commitment Form. If you have completed one in the past, you do not have to do this again.
2. Take the online tutorial and test. The tutorial and online test will take 15 minutes or less.

That's it. Once these steps are completed, your application will be approved. You will be responsible for updating your online profile. At this point, you are an AWI Qualified Presenter.

Collective Efforts

The AWI Speakers Bureau Committee includes: Jeff Ebel (Chair); John Leininger, (Membership Coordinator), Leininger Cabinet & Woodworking; Joe Sorrelli, Aljoe Woodwork Consultants; Greg Lutz, Lutz Woodworks; Kent Gilchrist, Freemont Interiors; and Mike Bell, Kentucky Millwork.

"AWI is grateful for their work advancing the professionalism of our Speakers Bureau processes and resource materials," Ms. McCain said. "The committee has helped us create a valuable resource to help grow our members' businesses that could not be done by individual members acting alone. All of us together can make more wood work happen!" •

SPONSOR SPOTLIGHT

Veneer Tech Craftsman's Challenge™

Veneer is a natural! So Veneer Technologies presents the Craftsman's Challenge Awards. The Grand Prize winners receive a \$3000 nest egg of cash and each of the six category winners receives \$1000. PLUS all awarded entries receive valuable publicity in industry publications, among trade groups and on industry Web sites!

The 2010 Veneer Tech Craftsman's Challenge rewards excellence in the use of veneer and wood products. The competition is co-sponsored this year by *CabinetMaker+* and *FDM*.

It doesn't matter how much or how little veneer or other wood product application you have used in your project or where you purchased the veneer material. All you have to do is show us your craftsman's touch. Plus, not only can your professional entry be awarded \$3000 but your distributor receives \$2000 and the distributor salesman receives \$1000 for supplying the veneer products or wood product application used. Entering could not be easier!

Third party industry leaders will judge all entries and make awards in several categories plus the cash grand prize. Awards will be officially announced at the August 25-28, 2010, IWF 2010 at the Georgia World Congress Center in Atlanta, GA. Entries are accepted through June 11, 2010.

The categories for entries include:

- Architectural Woodworking
- Specialty Items
- Cabinetry
- Store Fixtures
- Furniture
- Student Design

Veneer Tech offers a variety of products including – Face Veneer, Sheet Veneer, Hardwood Lumber, Fineline Reconstituted Veneer, Door Skins, Wood Veneer Edgebanding, Thick Edgebanding Strips and Melamine Edgebanding.

Veneer Tech is located in Newport, NC. They have been an AWI Supplier Member since 1997 and are currently a major annual AWI sponsor. Check out their Web site at www.veneertech.com or call 800.593.5601. •



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AWI welcomes these 2010 annual sponsors and thanks them for their additional support. The annual sponsorships of all of these supporters help to fund association programs and services that benefit all AWI members this year. Visit www.awinet.org to contact these suppliers the next time a need arises for their services. •

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