

NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

STAINED BEADBOARD
CEILING, TYP.
RICE LTG. ABOVE
RUGS THE BEAM
12
7
3/4" ENOK W (2)
1" Ø LOCUST PEGS
WALL MTD. ADJUSTABLE LTG.
EXG. MASONRY CHIMNEY
TRIM W 1 1/2" TRIM AT TOP
(2) 2x6 HEADS

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AWI NewsBriefs

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

- Prepare for the Recovery
- CODBS Highlights
- AWI Speakers Bureau



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Lessons from the Mouse...

Dennis Snow, former head of Walt Disney World's Disney University and Disney Institute, talked to *AWI NewsBriefs* recently about the "magic" that can distinguish you and your business from others, especially from the competition. Dennis is unique. He asked NB, "Can you say YOU ever worked for a mouse?"

He will share the Disney model for "Unleashing Excellence..." during the 58th AWI Annual Convention, October 27-29, 2010 in Denver. Get ready and hang on for a memorable ride.

Dennis Snow began his Disney career in 1979 as a front-line attractions operator. As he advanced through the company, Dennis managed various operating areas throughout the park, learning and applying the skills it takes to run a world-class, service-driven organization.

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Champions at Work – Tomorrow's Woodworkers

“It's quite apparent that the SkillsUSA model knows how to teach and train their youth. To say that the kids were well behaved is an understatement.”

"It's quite apparent that the SkillsUSA model knows how to teach and train their youth," wrote Glenn Wirgau, LEED AP of Meyer and Lundahl Manufacturing Company, after returning from the SkillsUSA Championships conducted in Kansas City, MO, June 21-24, 2010. "To say that the kids were well behaved is an understatement," Wirgau said of a VIP breakfast gathering.

Woodwork Career Alliance (WCA) officials Glenn Wirgau, WCA Treasurer; WCA President Scott Nelson of Central Plains Millwork; and Mike McGowan, *ex officio* WCA Board of Directors member, of SAIT

Polytechnic, visited the competitions as special guests. The WCA is currently in Phase Three of its three-pronged initiative which began in 2007 developing Wood Manufacturing Skill Standards, Evaluations and Credentials.

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Did You Know?

STANDARDS

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* (AWS) introduced in August 2009 supercede the QSI. Don't assume the standards are the same.

Veneer Specifications

One of the most problematic areas of veneer work is interpreting the architect's veneer specifications. Quite often the only specification is such as "Oak veneer" or the dreaded "Maple veneer." What does this mean to the AWI woodworker?

The AWS helps with this by requiring that specific layout requirements are to be agreed upon by the architect and woodworker. In section 8, Wall Surfacing, the AWS presents nine (9) items to be reviewed in order to achieve the intent of the design. If the woodworker irons out these items in the shop drawings or submittals, then misunderstandings should not occur once the panels are installed.

- 1) **Species of veneer.** All woodworkers have had the "Maple veneer" specifications thrown at them. What does that mean? The first item helps to clarify the expected wood species. This is where the woodworker irons out whether the architect means natural Maple, that being Maple with heartwood and sapwood, or the more common White Maple, that being Maple without any sap wood in it. All woodworkers are aware of the vast cost difference between the two types of Maple and many have had discussion with architects over this item. The architect expected clean White Maple with no coloring, but the specification did not call for White Maple.
- 2) **Method of slicing** includes plain, quarter, rotary or rift slicing. The slice will be a major factor in determining the appearance and cost of the finished product.
- 3) **Matching of adjacent veneer** leaves includes book, slip or random match.
- 4) **Matching of veneer leaves** within a panel face includes running, balanced or center balanced.
- 5) **Matching between panels** includes non-sequenced, sequenced or blue print matching.
- 6) **End matching**, if required, should also be noted.
- 7) **Grain direction.** Normally vertical but many designs include horizontal grain. Note this on the shop drawings to avoid confusion later.
- 8) **Fire rated veneers** are sometimes specified and are available. Read the specifications and be sure if fire retardant veneers are required.
- 9) **Flitch selection.** Look in the specification as a flitch may already be selected and noted as such in the specifications. •

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@showingleary.com.

Please note AWI cautionary disclaimer on page 1.



GREEN SCENE

LEED® Canada

By Rob Ziegelmeier,
AWI Sustainability Resources Representative

Did you know...that the Leadership in Energy and Environmental Design (LEED) green building rating system is now in use in 72 countries around the world?

With this in mind I took a look at LEED Canada to see how closely or not that the Canada Green Building Council's (CaGBC) programs follow the United States Green Building Council's (USGBC) versions, and here is what I found. It appears that in LEED Canada they used the U.S. versions as a starting point.

Currently LEED Canada has the following products:

- New Construction & Major Renovations, *Version 2009*
- Core & Shell, *Version 2009*
- Existing Buildings: Operations & Maintenance, *Version 2009*
- Homes, *Version 2009*
- Commercial Interiors, *Version 1*
- Neighborhood Development *In Development*

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The New Construction and Core & Shell products are almost a duplicate of the United States Green Building Council's Version 2009. There is one notable difference in the Regional Materials credit – it allows credit for materials shipped by rail or water up to 2400 kilometers/1500 miles versus 500 miles in the U.S. version.

The Homes product appears to be very similar to the USGBC's current version including all the January 2009 *Errata's* and Clarifications, but not the January 2010 Clarifications. The Commercial Interiors product is very similar to an older version of the USGBC product. One big difference is that the most overall points that can be earned are 57 points for LEED Canada versus 110 points for USGBC's current version.

The message should be clear...If you are performing work on a LEED project, you need to know which LEED product, version and country the project is governed by. •

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 has conducted numerous AIA Continuing Education presentations on the impact of LEED on the woodworking industry. Mr. Ziegelmeier is currently a sales representative with Algoma Hardwoods as well as AWI's Sustainability Resources Representative. He can be reached at rzig@aol.com.

Please note AWI cautionary disclaimer on page 1.



Making a Difference – Tomorrow's Workforce

By Stephen W. Waltman, Vice President, Sales and Marketing, Stiles Machinery Inc.

I've observed over the years the obvious, and that is, that most members of AWI join the organization to make a difference. One way that I've been personally involved is in the development of the workforce of tomorrow. For those of you who know me, I'm sure you're thinking to yourself, right now "Oh no! Turn the page! It's another lecture on how our school systems have failed the woodworking student." Normally, you would be correct, but not this time.

I'm no Pollyanna, but let's look at what's happening to support those young and not so young future woodworkers. To begin with, we can look at the commitments of AWI. Their programs have significantly contributed to the workforce of today and tomorrow:

BOARDROOM



- Scholarships
- Education courses
- Adopt-A-Shop
- Professional development
- Convention
- SkillsUSA support
- Woodwork Career Alliance
- Donations
- Others

This is an impressive list and highlights what at least one association is doing. Additional good news can be found in the commitment of other industry shareholders. It should be recognized that unions, service clubs, industry tradeshow, Boy Scouts, 4H, and industry suppliers are all actively engaged in making a difference in their own way.

AWI members are being significantly challenged by workforce issues. While we can take heart that we're not in this fight alone, the focus remains on the individual shop owner, not government or other stakeholders. Rising health care costs and the aging of Baby Boomer professionals are just a few of the many threats to their prosperity.

I urge everyone to consider their position on this critical issue:

- **Step one – Recognize that this is critical.**
- **Step two – Take stock of your unique circumstances.**
- **Step three – Mobilize your resources.**
Outreach, Adopt-A-Shop, Industry colleagues, Investigate alternatives
- **Step four – Decide to make a difference.**

Good luck and great success in 2010 and 2011. •

Stephen Waltman was re-elected to the AWI Board of Directors for a two-year term (2010-2011). Stiles Machinery Inc., Grand Rapids, MI, has been an AWI Supplier Member since 1996 and is a 2010 Sustaining Sponsor of AWI. You can reach Mr. Waltman at swaltman@stilesmachinery.com.



Lessons from the Mouse... (continued from page 1)

“The company leader must define what the customer experience will be.”

More than Product

During his presentation, he will focus on the leadership qualities that inspire a service-driven corporate culture. “It starts at the top with the CEO and involves every employee of the organization,” Dennis said. “We’ll be talking about the customer experience. From a leadership perspective, we’ll focus on not only engaging your team in delivering a fantastic product, but also by expanding their thoughts about the product as a whole experience,” he said.

LEARNING FORUM

The customer wants to feel they are treated well, made to feel special. For architectural woodworkers, the customer is the next person in the supply chain. Anyone who can refer you for a woodwork project, who can “hire” you for the job, or who can impact your financials is your customer.

Leadership Skills

The company leader must define what the customer experience will be. “Products are a commodity, even high-end ones,” Dennis said. Using Disney World as an example, he said there are many theme park options for people. But, when they have a special experience and you “do it right,” price becomes a little more flexible. “The experience adds importance to the commodity, especially when the experience you create is “world class,” according to Dennis.

“Ask yourself what three things you want your customers to say about an interaction with your company,” Dennis advised. In the case of Disney, he defined them as: It was a magical experience; they paid attention to every detail; they made me and my children feel special.

Once you define what the customer experience will be, you can determine the steps to make it happen, the behaviors necessary to create the culture. “It comes down to basic leadership,” Dennis said. “If these are the behaviors we want employees to demonstrate, are we hiring the right people, training our people, and holding them accountable?”

The Right Employees

Establishing a customer-driven culture begins with hiring practices. “A great opportunity lies before us,” Dennis said. “As the economy improves, you will have opportunities to hire or re-hire employees who could deliver outstanding service; therefore, you need to have a strategy in place.”

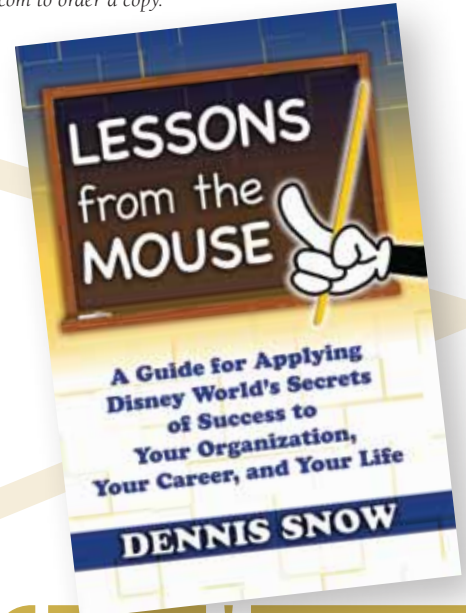
“Once the culture is in place,” Dennis said, “it starts coming alive and perpetuating itself. But, if the values are not put into action, they are merely wishes. Have you ever said, ‘we wish our people would do...?’ If it is truly a value, your people are doing what you wish they would do.”

AWI Convention Program

During his AWI presentation, “Unleashing Excellence: Your Role as Visionary, Facilitator, and Idea Champion,” on October 29, Dennis will walk attendees

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Lessons from the Mouse is constructed as a series of lessons because therein lies the secret to discovering Disney’s magic – understanding and applying these ideas every day in a disciplined way. Visit www.snowassociates.com to order a copy.

**Learn More...**

“Unleashing Excellence: Your Role as Visionary, Facilitator, and Idea Champion”

October 29, 2010

7:30 am – 9:00 am

The Westin Tabor Center
Denver, Colorado

As customer expectations are at an all-time high and business competition is fierce – exemplary leadership today is critical. Learn how to “walk the talk” and the leadership behaviors that reinforce organizational values with Dennis Snow, former head of Walt Disney World’s Disney University and Disney Institute, and author of *Lessons from the Mouse: A Guide for Applying Disney World’s Secrets of Success to Your Organization, Your Career, and Your Life*.

Register for the AWI convention at
www.awinet.org.

through the steps necessary for creating a customer-driven culture. Using his background with the Disney organization, he'll offer recommendations for engaging employees about the overall customer experience, ways to communicate, tips for training employees, and specific ways to hold people accountable. He will provide take-aways that are useful tools for putting the mouse's actions into practice for use with your team.

Leading by Example

"Your employees and customers are watching what you – the company leader – are doing. They are learning by example," Dennis said.

He cited two examples. One, Southwest Airlines, a low-cost carrier, is the number one airline in the U.S. flying more passengers than any other. "It's not about the money," Dennis said, "it's about the customer experience."

Another example was written about in the *Orlando Sentinel*, which highlighted Erin Wallace, who at the time was Vice President of the Magic Kingdom at Walt Disney World. Part of the story emphasized that whenever Erin walks the park she carries and uses a "nabbie grabber" which is a device

As the economy improves, you will have opportunities to hire or re-hire employees who could deliver outstanding service.

custodians use to pick cigarette butts off the ground. Imagine the impact this has on Disney cast members. Cast members are reminded that it is everyone's job to keep the park clean. It also reinforces one of Disney World's key values – attention to detail. If, however, Erin were to simply walk by a piece of trash on the ground and not pick it up, cast members would quickly get the idea that "attention to detail" is simply a catch phrase, not a true value.

Walk the Talk

"No one in the company is going to be more enthusiastic about your customer than you are," Dennis advised. "The leader must set the bar about how passionate people are about the customer experience." You can create "magic," a unique experience for your customers. Will a customer-driven culture lead to repeat business? You can bet on it!

Learn more about "walking the talk" during the 58th Annual AWI Convention, October 27-29, 2010, in Denver, Colorado. Plan to attend Dennis Snow's presentation. You are bound to leave it thinking, "wasn't that a memorable experience." •



Dennis Snow is the president of Snow & Associates, Inc. Dennis worked with the Walt Disney World Company for 20 years and now consults with organizations around the world, helping them achieve their customer service goals. You can reach Dennis at 407.294.1855 or visit his Web site at www.snowassociates.com.

AWI NEWS

New AWI Members

Manufacturing

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Makkah, Saudi Arabia

CPB, Inc. DBA Trade Images

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Crestwood Wood Works Company, LLC

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CSI Millwork

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Distinctive Cabinet Design

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O'BOY Woodworking

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Production Center

Jeddah, Saudi Arabia

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Kansas City, MO •

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. •

Champions at Work... (continued from page 1)**WORKFORCE**

Photo credit: Loyd Wolf for SkillsUSA

Front row L to R: Kristen Cox, contest judge; **High School medalists** – **Silver**-Alex Stueve, Topeka West High School (KS); **Gold**-Daniel Berrios, Bethlehem Vo-Tech School (PA); **Bronze**-Kyle Burkhart, Oswego High School (IL); Jerry Brewer, contest technical committee member. Back row from L to R: Kent Gilchrist, contest technical committee member; **College/Postsecondary medalists** – **Silver**-Jessie White, Northwest Shoals Community College (AL); **Gold**-Kevin Pattermann, Oswego High School (IL); Jerry Allen, contest judge; **Bronze**-Paul Manthei, Hennepin Tech College-Brooklyn Park (MN); Jeff Cox, contest judge.

U.S. Department of Education

“At the SkillsUSA conference, we were treated to some of the most inspiring speeches from board members and special guests, not the least of which was Dr. Glenn Cummings, Deputy Assistant Secretary of the Office of Vocational and Adult Education for the U.S. Department of Education,” Wirgau noted. Dr. Cummings announced that “this Administration views vocational education at the same level as academic education. This (for the first time) puts what we do on par with the rest of the education system,” Wirgau said. Wirgau expressed hope that student counselors will be inspired to promote vocational education as a viable career track. “Needless to say, we skilled tradesmen have much to celebrate,” Wirgau reported.

96 Separate Competitions

“Witnessing 5,600 students engaged in 96 separate competitions over two locations and 76,000 square feet of space is truly impressive,” Wirgau said. The event brings together dedicated volunteers – technical committee members, courtesy corps, a national education team, judges and alumni – who clocked about 58,840 hours, according to SkillsUSA.

What they all have in common, including the AWI SkillsUSA Committee members led by Kent Gilchrist of Freemont Interiors, is a strong commitment to young people working to realize their potential in a variety of technical fields. The national Cabinetmaking Contest brings together champions from the regional SkillsUSA competitions, many of which are supported by AWI chapters, some offering cash prizes and/or scholarships.

Winners in Cabinetmaking

The winners of the annual SkillsUSA Championships in Cabinetmaking were announced June 25, at the Awards Ceremony of SkillsUSA National Leadership and Skills Conference.

Cabinetmaking requires contestants to build a small cabinet from materials and drawings supplied. Contestants are expected to read the drawings, lay out and cut the parts using a table saw, laminate trimmer, hand drill, hinge boring machine and various hand tools. The parts must be accurately assembled, sanded and adjusted to tolerances specified by the judges. Each year the AWI SkillsUSA Committee designs the project for the student competitors.

Making a Difference

The members of the national technical committee for cabinetmaking include: Chair Roger Holmes, DeWALT Factory Service; Jerry Brewer, Ohio Valley Door Corporation; Kent Gilchrist, Fremont Interiors Inc. (Chair of the AWI SkillsUSA Committee); Kyle Gillingham; and Charlie Zizumbo, Salina Planing Mill, Inc.

A national education team assists the national technical committee.

(continued on following page)

Kevin Pattermann, Gold medalist, at work.



Photo credit: Steve Groth

“AWI has been involved in SkillsUSA for more than 25 years at both the national and state levels. The AWI SkillsUSA Committee spends in excess of 700 hours preparing for and running the national SkillsUSA Cabinetmaking Competition,” according to Gilchrist. Because of its in-kind and other contributions to SkillsUSA, AWI earned recognition as an Official Sponsor in 2010.

For more information about the history of SkillsUSA and AWI’s involvement and support of the annual Cabinetmaking Competition, see the article, “SkillsUSA: Workforce Training Ground” which appeared in the May 2010 issue of *AWI NewsBriefs*. Kent Gilchrist contributed the information for that article. Back issues of *AWI NewsBriefs* can be found on the AWI Web site, www.awinet.org. •

Which School Will Rule In WoodLINKS RTA Contest?

WoodLINKS USA will be hosting the 2010 RTA Contest at the International Woodworking Fair, August 25-28, 2010 at the Georgia World Congress Center in Atlanta.

WoodLINKS USA schools from around the nation submitted entries and the following were selected as finalists: Dale Jackson Career Center, Halifax County High School, Harper Creek High School, Lincoln East High School, and Madison Area Technical College.

The RTA Contest sponsors are donating housing for the teachers and students, and prizes for the five finalists that totals \$30,000. AWI Supplier Members are among the sponsors: Fastcap LLC, Stiles (Shop Solutions), and Valspar Wood Distribution.

“Without the generous donations of all of our sponsors, the RTA contest would not be possible. The prizes will help the WoodLINKS USA schools offer learning activities that reflect industry developments, and prepare our nation’s youth for a career in the wood industry,” Mark Smith, WoodLINKS National Director said.

For more details about WoodLINKS, a 501(c)(3) not-for-profit organization, visit www.woodlinksusa.org. •

Partners in Education

By Kristine Cox, President, AWI Carolinas Chapter

T rue to its mission statement, the AWI Carolinas Chapter promotes education of AWI Standards and ideals to not only design professionals, owners and builders, but also to educators and students of woodworking.

We feel it is important to reach out to young people — our future workforce — studying woodworking to make them aware that there are good jobs to be had in our field. We encourage individual members to support cabinetmaking programs in their areas by mentoring and by providing supplies, tools, and machinery. As a chapter, we also try to create a sense of excitement and engage these students mainly via our involvement in SkillsUSA, producing the state cabinetmaking contest every year. By involving teachers in the planning and execution of the contest, we succeed also in creating a buzz about it and have increased student participation twofold. We participate in Construction Career Days, sponsored by the state and held several times per year.

We encourage individual members to support cabinetmaking programs in their areas by mentoring and by providing supplies, tools, and machinery.

But we don’t stop there. By working with our North Carolina Department of Instruction, we have forged a partnership that we hope will, in this day of program and budget cuts, help preserve vocational programs offered in our schools. We do this by participating yearly in teacher’s conferences, and by ensuring that new developments such as the formation of the Woodwork Career Alliance and the Skill Standards are made known and resources such as the *Architectural Woodwork Standards* are made readily available to these educators.

In all this, the rewards are many – friendships have been made, employees have been hired, our industries’ commitment to education has been made evident, and an overall sense of success and triumph has been reached! •

Kristine Cox is co-owner, along with husband Jeffrey, of Rowland Woodworking, Inc., High Point, NC. She can be reached at KMCRowland@aol.com.

To get involved in AWI’s efforts that support tomorrow’s workforce, call 571.323.3636.

SPONSOR SPOTLIGHT

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M.L. Campbell, a leading North American manufacturer for the wood finishing industry, has built a reputation of dependability and product excellence for nearly 100 years. From full-time lacquer and color specialists to trained outside sales and customer service representatives, M.L. Campbell's extensive network of factory trained distributors are dedicated to giving customers not only high-quality products, but high-quality service and finishing expertise to match.



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M.L. Campbell's commitment to environmentally green research and development will always continue. Please ask your distributor lacquer specialist to recommend the best GREENGUARD Certified products and / or finishing system that are ideal for your shop applications.

M.L. Campbell has been an AWI Supplier Member since 1991 and continues to be an AWI Annual Sponsor. For more information on M.L. Campbell, visit www.mlcampbell.com.

**2010 AWI Sponsors**

AWI thanks these annual sponsors for their additional support in 2010. Their financial support helps to fund association programs and services that benefit all AWI members throughout the year. Visit www.awinet.org to contact them whenever a need arises for their services. •

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If it matters, we're on it.**Level 4 Sponsors:****BIESSE**
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