

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. •

New Monthly Feature

Did You Know...about the AWS?

COMING NEXT MONTH

- Sustainability Issues
- 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.



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LEED® Green Associate Accreditation to Validate Your Knowledge

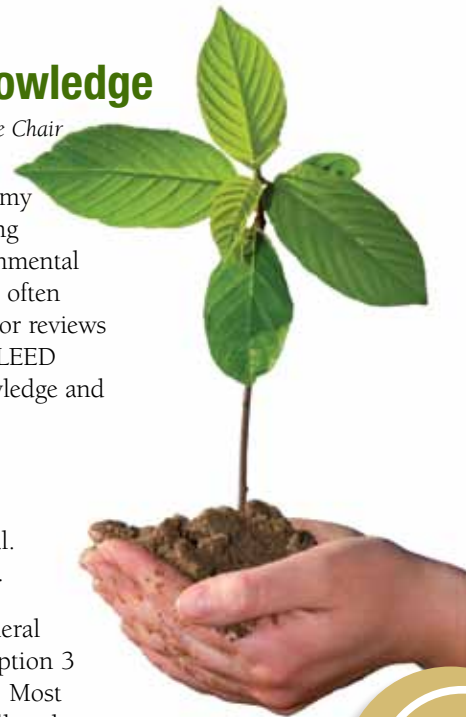
By Casey Peterson – LEED AP, AWI Sustainability Resource Committee Chair

“How do I know this millworker is going to help with my LEED credits?” For a general contractor (GC) seeking bidders on a LEED (Leadership in Energy & Environmental Design) green building rating system project, this question is often asked, and not always answered. When the general contractor reviews your proposal, what assurance identifies your knowledge of LEED credits? There are a few options to quickly prove your knowledge and help you land that bid:

1. Call the contractor and discuss the millwork-related LEED credits.
2. Incorporate the intended LEED credits in your proposal.
3. Obtain a LEED AP or LEED Green Associate credential.

Options 1 and 2 rely on your relationship with your general contractor, and are handy if the GC already has the job. Option 3 is a guarantee to the contractor that you know your LEED. Most contractors have multiple LEED APs on staff, and many millworkers are obtaining the credential as well.

(continued on page 5)



AWI Best Practice Groups: Peer Mentoring at Its Best

“Fresh ideas and changing strategies are just some of the tools needed to survive in 2010.”

“My five years in Best Practices has exposed me to new ideas, energized my enthusiasm for the business, and challenged me to find new ways to reinvent our business to survive this recession,” said Whitney Coombs, Ivan C. Dutterer, Inc., a member of AWI Best Practice Group One.

Fresh ideas and changing strategies are just some of the tools needed to survive in 2010. The AWI Best Practice Groups (BPG) give members the opportunity to listen to insight from colleagues and overcome the same challenges peers have confronted.

AWI started the Best Practice Groups to assist manufacturing company owners and top managers to improve their business performance, plant operations, and profit attainment through long-term structured peer group networking.

After meeting for the first time, AWI Best Practice Group Five member, Ken Bertram of Herrick & White, Ltd. said, “I think we have a great group of guys participating with

(continued on page 8)

Reinvent Your Business Plan

By Robert Stout, AWI Vice President-Elect

With the economy taking its toll on businesses this past year, I have been propelled to rethink my business plan. With the third quarter last year being our toughest, we had to temporarily shut down because of no work or funds available for us to operate.

BOARDROOM



Our Employees

Amidst one of the most difficult times ever in our 25 years of business, I had to lay off our employees for about a month before we could bring them back to work. When

“Amidst one of the most difficult times ever in our 25 years of business, I had to lay off our employees for about a month before we could bring them back to work.”

bringing them back, only 80% of our work force was able to return; the other 20% was permanently laid off.

As we prepared to cut expenses, we were fortunate not to have any equipment expenses. My wife, who keeps the books for the company, had gone online to search for information on filing our employees for unemployment. In her pursuit with the Employment Security Commission, she learned that we could qualify our employees and me (I was also an employee of the company.) for temporary unemployment benefits. This allowed us to temporarily place our employees on unemployment allowing them to receive some financial support while also helping the company by relieving it of payroll expenses during that time. We did commit to paying their health insurance during that period as well. This was a huge help for our company for the month that we had shut down.

Reflection

During that time when the shop was shut down, I continued to go to work searching for new opportunities to get our employees back on the job. In the first week, it was strange to be in the office trying to figure out what needed to be done. I felt as though I was back at the beginning of my business, starting from scratch, and questioning what needed to be done and what I had not been doing. With a lot of quiet time to reflect and sulk over what seemed to be the worst of

times, it became quickly apparent that I needed to reinvent my business plan. What I was doing at that time was not working and my plan needed to change.

Re-opening my “contacts” notebook was interesting to see what had been done 10 years and 15 years ago. It was a process that I had been through before in downturns but again recognized that it is critical to re-establish those contacts and to rebuild relationships that have changed over time. Although much of my pursuit of business continues as it has before, my sensitivity to how contacts are made and what I say and do to re-connect with old and new customers has greatly increased. New angles of discovering their needs have come to the forefront while redefining the value that we can

offer to them. We have developed new promotional literature “on-a-dime” using pictures of our past work and simple marketing software. All of this and more, just to re-ignite the flame of what we have done in the past; to find some new chemistry for the word “success.”

Reinvention

What seems a problem that cannot be solved becomes a challenge to find solutions. What do you do to find success? There are success stories even in downturns. What are businesses doing that have captured people’s interest and filled their needs? Maybe it’s time for a different approach with a different spin. You may not need to reinvent the wheel, but maybe you need to reinvent your drive. Although I am continuing with the same line of work, it’s time to look at it from a different angle. How does one begin to come to their business with a new perspective but to start over and ask the simple questions? It seems so elementary but necessary to come back to your roots. Find your passion and find the excitement of when you first started. It is refreshing but sobering. It is with a greater sense of potential failure always by my side but more motivated to finding the excitement of success that I press onward.

I enjoy this business with all it has to offer: the creativity, the product, the technology, the process, and especially the

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New AWI Members

Manufacturing

American Euro Design, Inc.

Clearwater, FL

Artisan Millworks, LLC

Cuming, GA

Commercial Fixtures, Inc.

Roseville, MN

Compass Contracting Company, Ltd.

Khaldiya Dist., Jeddah, Saudi Arabia

Cypress Millwork, Inc.

Houston, TX

Designer Woods, Inc.

Omaha, NE

Dongguan Sundart Timber Products

Co., Ltd.

Hong Kong, China

Hammerhead Custom, Inc.

Stokesdale, NC

Kentucky Caseworks, LLC

Somerset, KY

Nature Coast Millworks, LLC

Gainesville, FL

NC Group, Inc.

Houston, TX

Osburn Cabinets & Design

Grand Junction, CO

Parts & Pieces, Inc.

Gresham, OR

Rivereast Custom Cabinets, Inc.

Toledo, OH

Riverwoods Mill, Inc.

St. George, UT

Specialty Wood Manufacturing

Kissimmee, FL

True 32 Custom Cabinetry of Central

Arkansas

Russellville, AR

Suppliers

Chemcraft

High Point, NC

Forest Products Solutions

Portland, OR

Master Carpentry Corporation

Laurel, MD •

The Race Is On... Six AWI Chapters in the Lead



But who knows...the year has just started and it's a long stretch before we will ultimately know who our Distinguished Chapters for 2010 will be. Does your chapter exhibit DRIVE? To DRIVE your chapter is to simply plan ahead and direct your activities. DRIVE is an acronym for our 2010

campaign which represents: Direction / Resolve / Involvement / Victories / Energy). Already in just a few months into the 2010 year, AWI chapters across the country are experiencing just that.

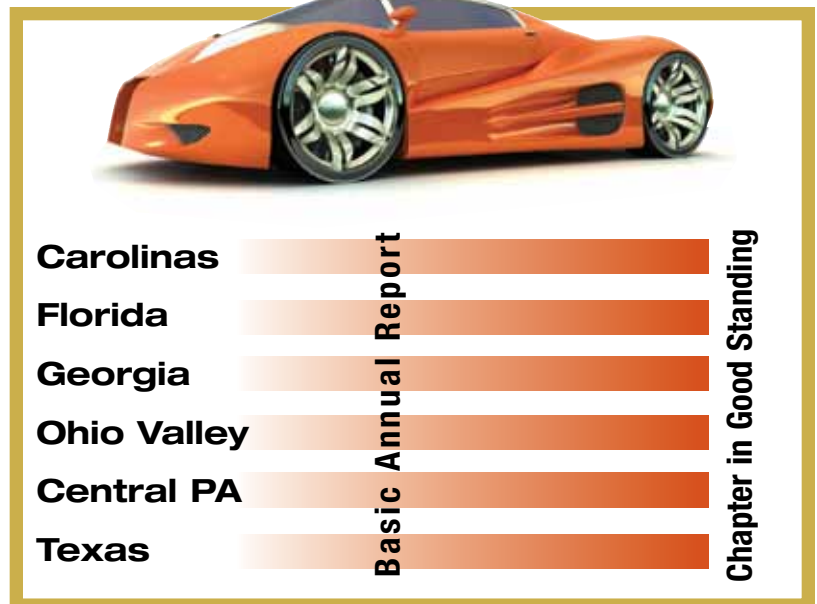
At press time, 15 chapters had reached the first goal by providing a basic annual report: Arizona, Carolinas, Chicago,

Colorado, Empire State, Florida, Georgia, Great Lakes, Heart of America, Iowa / Nebraska, New England, New Mexico, Ohio Valley, Central PA, Texas, Texas West, Washington and Wisconsin. Great job!

Six AWI chapters, however, have pulled ahead of the pack and already achieved "Chapter in Good Standing 2010" status: Carolinas, Florida, Georgia, Ohio Valley, Central PA and Texas. They may have some distance ahead of them, but they have already attained the next tier and their second goal. Congratulations on achieving this success so early in the year!

All chapters are in the race as they compete with themselves to challenge and provide ever-better value to fellow members and industry professionals. If your chapter needs a little "turbo-charging" for the D.R.I.V.E. Campaign, contact AWI Chapter Coordinator Greg Bednar at gbednar@awinet.org. DRIVE on and be a Distinguished Chapter in 2010! •

CHAPTER NEWS



Status as of February 28, 2010

AutoCAD for Woodworkers

By Tim Schramm of Hardline Corporation

I've only been in the architectural woodwork industry for 23 years, a short time compared to some. However, in that time I've seen quite a few changes in drafting departments. I started out on the drafting board. (That's drawing with pencil and paper for those of you who have never had that experience.) The question then was: "How do we get the shop drawings done faster?" The answer was Computer Aided Drafting or CAD. Replace those drafting boards with CAD stations and you were off and running. Well, eventually you were off and running. Once everyone was really up to speed, CAD was a huge boost in productivity.

LEARNING FORUM

Drawings Done Faster

Now the CAD department is all setup, but the jobs got bigger and that same old question still comes up: "How do we get the shop drawings done faster?" Short of staffing up or outsourcing, the easiest way to speed up this process is to take what you do everyday and find shortcuts to do it quicker. In the CAD world, shortcuts translate to creating templates, blocks, custom buttons and toolbars.

AutoCAD has been around since the beginning of CAD and has done a

Our goal is to show attendees the tools they may need to make their day-to-day drafting task easier and more productive.

great job in updating its software to meet the needs of the users. In order for any CAD department to increase productivity, users have to learn how to take advantage of the features in AutoCAD – some new, some old. Our goal for the AutoCAD for Woodworkers seminar is to show attendees the tools they may need to make their day-to-day drafting task easier and more productive.

The AutoCAD for Woodworkers course during the upcoming AWI Spring Professional Development Seminars in Marine Del Rey, CA, will be separated into two classes; each class will feature hands-on instruction and offer helpful information.

In Class 1 we will cover...

**Hatches, Linetypes & X-Ref's
Dynamic blocks & Parametric drawing**

Class 1

We will cover how to work with **Hatches**, **Linetypes** and **X-Ref's**, giving you a better understanding of their functions, so you can make them work for you. We'll take some typical blocks and show you how to make them **Dynamic blocks** by adding features to control them without exploding them. We'll also touch base on **Parametric drawing**, a new feature in 2010. This new feature will allow you to create relationships between objects to help hold your design intent.

(continued on page 6)

Learn More...

"AutoCAD for Profitable Millwork Drawing"

April 29, 2010

8:00 am – 5:00 pm

USCad, Los Angeles, CA

Depart from Marina Del Rey

Marriott Hotel

Marina Del Rey, CA

- Early bird registration rates in effect until March 21
- Registration closes on April 2, 2010
- Register at www.awinet.org.

Lead instructor Tim Schramm of Hardline Corporation and staff instructor Chris McVey of Resource Engineering will conduct this full-day seminar. AWI volunteer instructors are real woodwork drafters, bringing real life situations and solutions to you.

“Attendees should walk away with a working knowledge of features in AutoCAD that they can implement in their day-to-day drafting.”

The LEED® Green Associate... (continued from page 1)

The LEED Green Associate is an even better fit for a company seeking to understand LEED, in hopes of securing future work in LEED projects.

LEED AP

A LEED AP is a designation given to an individual who has passed the LEED AP Exam of a particular LEED track. Anybody willing to spend \$550 on the testing can seek the designation. Upon completion, the “LEED AP” credential can be affixed to e-mail signatures, proposal signatures, business cards, coffee mugs, and facebook pages. It sends a message of LEED project understanding. It assures a contractor of a millworkers’ understanding in achieving specific LEED points.

LEED Green Associate

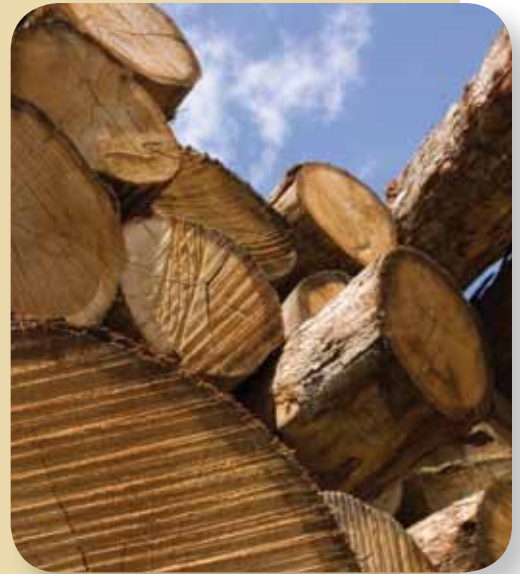
A new option now available is the LEED Green Associate. It is less technical than the LEED AP accreditation. This exam is a great fit for any company seeking to prove its knowledge of LEED. The LEED Green Associate is an even better fit for a company seeking to understand LEED, in hopes of securing future work in LEED projects.

The LEED Green Associate credential was created for people who want to demonstrate basic knowledge; it was ideally created for millworkers who want to land more LEED projects. The millworker shouldn’t care that 75% of daylight needs to illuminate at least 25 foot-candles to obtain a point for IEQ 8.1. The millworker should recognize the credit is part of the entire program and understand the basics. Upon achieving a LEED Green Associate credential, the millworker will fully understand which credits to be responsible for, and establish trust with the general contractor.

If your budget permits, I highly recommend that you consider investing in a LEED Green Associate Exam. In return you will gain the knowledge of an entire LEED project, as well as proof to the general contractor of your understanding of LEED.

AWI Resources

This April, AWI Sustainability Resources Representative Rob Ziegelmeier and I will be presenting the “Getting Green: LEED® FOR Woodworkers” course at the AWI Spring Professional Development Seminars in Marina Del Rey, CA. •



Learn More...

“Getting Green: LEED® for Woodworkers”

April 29, 2010

8:00 am – 12:00 noon (repeated)

1:00 pm – 5:00 pm

Marina Del Rey Marriott Hotel
Marina Del Rey, CA

- Early bird registration rates in effect until March 21
- Registration closes on April 2, 2010
- Register at www.awinet.org.

Casey Peterson, LEED AP of New World Millworks, Inc. and AWI Sustainability Resources Representative Rob Ziegelmeier, will conduct the one-half day morning session, which is repeated in the afternoon during the AWI Spring Professional Development Seminars, April 29 – May 1, 2010.



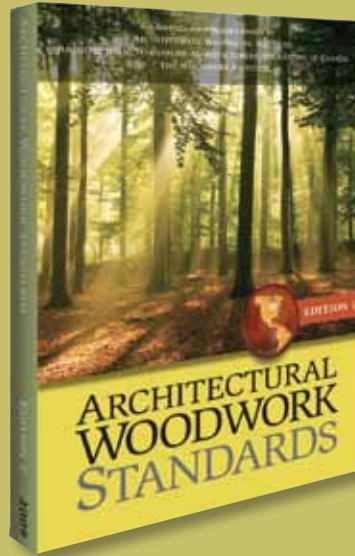
Casey Peterson is Managing Partner at New World Millworks, Inc. in Castle Rock, CO, a family-owned architectural millwork business founded in 1990. The 100,000 square-foot plant is operated by 90 employees in Castle Rock. The company has been an AWI Manufacturing Member since 1994. Mr. Peterson is a LEED AP and a member of the AWI Marketing Committee.

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 Shelf Clip Requirements

In the QSI, premium grade cabinets with bored shelf clips holes were required to have dual pin shelf clips, typically plastic. In the AWS, page 259 item 4.1.8.8, you can see that now there is a choice for shelf clips in premium grade. The woodworker has the option of using the plastic dual pin clips or single pin 5 mm metal shelf clips. These are the options for premium grade or for custom grade.

Are shelf standards and clips still allowed? Yes, see page 280, item 4.4.14.10.20. However, while the QSI allowed surface mounted standards for custom grade, the AWS requires for premium and custom grade that standards be recessed into the cabinet side and must also extend the entire interior length of the cabinet body side member. •

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.

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Auto CAD for Woodworkers...

(continued from page 4)

In Class 2 we will cover...

Toolbars & Palettes
Templates & Styles
Annotative Scaling
Tables & Fields

Class 2

We will cover how to create custom **Toolbars and Palettes**, allowing you to automate a two- or three-step process into one. We'll show you how to create **Templates, Styles** and set up **Annotative Scaling** – easy ways to keep your drawings looking and acting the same way every time. We'll also cover **Tables and Fields**, features that let you create schedules in your drawing. This will let AutoCAD control some of the entries with information already existing in the drawing. Finally we'll take you on a quick tour of drawing in 3D with AutoCAD.

When the seminar is complete, attendees should walk away with a working knowledge of features in AutoCAD that they can implement in their day-to-day drafting. If you plan on attending the AWI Spring Professional Seminars and you're an experienced AutoCAD user, sign up for the "AutoCAD for Profitable Millwork Drawing" one-day course for woodworkers on April 29, 2010. •

Tim Schramm is Engineering Manager for Hardline Corporation, a custom architectural woodwork drafting and design organization. Since its inception in 1992, Hardline Corporation has grown to employ full-time designers with combined working experience of over 240 years. Headquartered in Interlochen, MI, the company has been an AWI Supplier Member since 1996. Visit them at www.hardlinecorp.com.



SPONSOR SPOTLIGHT

Veneer-Art by Lamin-Art — Adds Elegance to Community Clubhouse

The Windstar on Naples Bay in Naples, FL is an exclusive country club community featuring an 18-hole golf course, marina, tennis courts and a private beach club. Its clubhouse is the social heart of this upscale community, and as such, its design exemplifies beauty, refinement and grace. Originally, the opulent foyer was to be covered in wood from floor to ceiling on both the lower and upper levels. But that proved to be more expensive than management had anticipated and also posed some ongoing maintenance challenges.

That's where Veneer-Art® High Performance Wood Veneers by Lamin-Art® came to the rescue. Made with real wood veneers that are pre-finished with a highly durable melamine finish, Veneer-Art offers the beauty and texture of real wood combined with the superior stain, dent, and scratch resistance of high-pressure decorative laminates. Even though it costs a bit more than traditional raw veneer, the project's millworkers were able to achieve significant labor costs savings. "It saved us time and money on finishing, making [Veneer-Art] a value-engineered product when compared to other materials,"

says Joe Rowley, Project Manager for Florida-based S & S Craftsmen, a long-standing member of AWI. Installing pre-finished Veneer-Art also offered the added benefit of eliminating the release of harmful VOCs since no toxic spray finishes were used. Ed Houde, Director of Maintenance at Windstar, says ongoing maintenance is easy – just a simple wipe down with wood polish keeps the clubhouse beautiful: "Veneer-Art creates an air of natural beauty. Everyone seems to respond to it. They love it. And so do we."

For more information about the Windstar at Naples Bay clubhouse project, or to request samples of Veneer-Art High-Performance Wood Veneers, visit www.veneerart.net or call Lamin-Art at 1.800.323.7624.

Lamin-Art has been an AWI Supplier Member since 2009. •

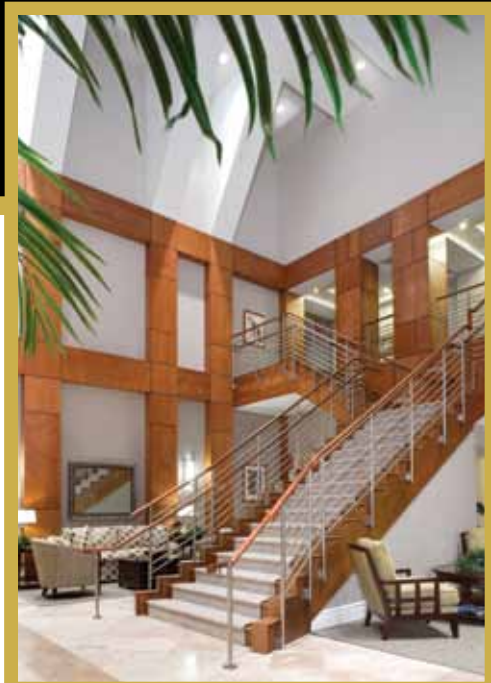


Photo Credit: Exposures, Ltd. Photography © 2009

S & S Craftsmen of Tampa, FL achieved significant cost savings utilizing Veneer-Art high-performance wood veneer as a substitute for real wood in the Windstar clubhouse's opulent foyer.

LAMIN-ART

Reinvent Your Business Plan...*(continued from page 2)*

Find your passion and find the excitement of when you first started.

people. For those of you who are struggling to survive; hang in there and be creative. Look at the resources we have with each other and with your association at AWI. Take advantage of all your opportunities and hopefully we all can pull through these toughest of times. •

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. Mr. Stout is President of the AWI Education Foundation.

Bill Popp Resigns from AWI Board

It is with deep regret that AWI President Doug Carney accepted the resignation of Bill Popp from the AWI Board of Directors. Mr. Popp of High Planes Millwork in Hutchinson, KS, announced the closing of his business due to the current economic conditions.

Founded in 1989, High Planes Millwork has been an AWI Manufacturing Member since 1995. The company has been an AWI Quality Certification Program participant. Mr. Popp can be reached at 620.662.5570.

Mr. Popp was elected to the AWI Board of Directors by the AWI membership and served one year (2009) of a two-year term. The AWI Board of Directors has begun the process of filling the position vacated by Mr. Popp for the balance of the term. •



AWI Best Practices...*(continued from page 1)*

a wide variety of experiences that will help us all grow into better organizations. I could not be happier with the decision to join the group. I already have personnel scurrying to gather information to assess a change in structure in the shop, and I feel a renewed energy in the business.”

Group participants are owners and top managers of AWI manufacturing member firms. The groups consist of eight to ten non-competitors to allow for the sharing of confidential and related information.

Best Practice Group effectiveness requires a bond of intimacy and loyalty among participants based upon

BUSINESS TOOLS

utmost trust. During the group meetings each participant will be sharing detailed information related to their individual businesses. This level of disclosure can only be undertaken with the agreement by all participants that what they see and hear in group meetings is privileged and confidential and will not be conveyed to any person outside of the group.

Mr. Coombs reveals, “Best Practices has blessed me with a group of industry friends who provide good council and hold me accountable for making things happen. The beauty of my Best Practices Group is that I have seven friends who will help me with questions, issues and concerns any time I ask.”

Apart from one-on-one contact with group participants whenever a member needs critical insight, Best Practice Groups meet formally, usually three times a year. The meetings take place at member company locations around the country on a rotating basis. There are also opportunities to hold meetings at AWI events.

As of 2010 AWI has created seven Best Practice Groups. Three of these groups are looking for new members to fill open slots. In addition, new groups are also forming. One of these is the junior executive or “Generation Next” group. We are looking for those individuals who are learning the family business and want to share their ideas and experiences.

If you would like to join an established or new group or just want to hear more about AWI Best Practice Groups, contact Katie Allen, AWI Marketing Director, at kallen@awinet.org. •



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AWI thanks these sponsors for their 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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