

# NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

STAINED BEADBOARD  
CEILING, TYP.  
9" WIDE LG. ABOVE  
RUGS TO BEAM

5x5 TIMBER KING POST  
(2) 5x5 TIMBER 5" RAILS

1 1/4" ENDS W/ (2)  
1" Ø LOCUST PEGS  
WALL MTD. ADJUSTABLE LTG.

EXG. MASONRY CHIMNEY

TRIM W/ 1 1/2" TRIM AT TOP  
(2) 2x6 HEADS

## What's Inside

Boardroom .....2  
Learning Forum..... 3-5  
Business Tools .....5  
Safety Matters..... 6-7  
AWI News .....7  
Sponsor Spotlight.....8

## 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

- Human Resources
- Membership Benefits



NOTE: The Architectural Woodwork Institute (AWI) makes every effort to ensure that published information is accurate and current. Neither AWI, nor any content contributor, officer, or employee of AWI warrants the accuracy, reliability or timeliness of any information published in *AWI News-Briefs* and/or *AWI e-Briefs*, nor endorses any products, services or other information resources linked from AWI's editorial content and shall not be held liable for any losses caused by reliance on the accuracy, reliability or timeliness of such information. Portions of the information may be incorrect or not current. Any person or entity that relies on any information obtained from this system does so at their own risk.

## Signs of Recovery Are Evident: Adjust Your Strategic Plan

“An important harbinger of economic recovery is an increase in retail sales,” said Alan Beaulieu, President of the Institute for Trend Research. “Consumer spending is on the rise. Although we cannot characterize retail sales as robust, they are, nonetheless, healthier than last year,” Beaulieu told *AWI NewsBriefs*.

Alan Beaulieu, a featured presenter at the 2009 AWI convention will return in 2010, and this time around will share insights about the economy that is actually showing signs of recovery – slow – but encouraging.

### Retail Sales, Credit

“There are many reasons for businesses to be optimistic,” Beaulieu said. The signs of recovery he revealed to *NewsBriefs* are sequential steps on the ladder of an economic turnaround.

Not only are consumers beginning to spend money, but they are also receiving bank loans if they are credit-worthy, according to Beaulieu who

(continued on page 3)



“ There are many reasons for businesses to be optimistic... ”

## AWI Ambassadors Reach Out Educating, Promoting Professionalism

AWI creates positive impressions about the architectural woodwork industry. Through the AWI Speaker Bureau, chapters and Supplier Members, our community's profile is being continually elevated throughout the design-build industry.

The outreach creates learning opportunities between chapters and members, between AWI and professional designers, as well as between suppliers and customers. The connections produce a myriad of networking opportunities, a wealth of knowledge, and enhanced expertise.

Here are some recent examples of successful outreach by AWI chapters and the AWI Speaker Bureau.

### Chapters at Work

“The guiding principles of the AWI are many, but arguably the most important is the goal of promoting the use of architectural millwork in commercial and residential construction,” writes Dave Kenyon of the AWI New England Chapter and President of

(continued on page 4)



46179 Westlake Drive, Suite 120  
Potomac Falls, VA 20165  
571.323.3636 • 571.323.3630 Fax  
www.awinet.org

## Relationship Building through Chapter Membership

By Weldon Riley, AWI Development Council representative to Board of Directors

**A**re you one of AWI National's members-at-large not tied into one of AWI's 22 chapters? If you don't have a complimentary chapter membership, you are missing out on one of the less tangible but highly valuable benefits of membership...networking.

### BOARDROOM



... an established relationship with a trusted member of an AWI chapter can answer the need.

*Standards*, and same business ethics as you do. Similar thinking holds true when a chapter member gets overbooked with projects. Who do you call upon? Someone with whom you've built a friendly relationship. Also, companies belonging to local chapters tend to be readily willing to help another company, if they are bound by chapter membership.

#### The Tie That Binds

Chapter members also have a common bond, particularly during an economic downturn that is currently affecting many regions. When chapters collectively express challenges, they rise up to the national level through the AWI Development Council, which is more likely to raise issues with the AWI Board of Directors when the council sees trends among chapters. The collective voice of chapters carries more weight than members-at-large do acting in isolation.

The link between chapters and AWI National also gives us insights about economic trends around the country. For instance, our chapter historically experiences trends about one and one-half to two years later than the east coast. Knowing that and reporting regional business conditions back to

#### Why Join a Chapter?

In today's business environment when your firm may be competing for a large project and needs to partner with a quality woodworking firm, an established relationship with a trusted member of an AWI chapter can answer the need. You'll be more inclined to share the responsibility for the job with someone you know well and see at chapter meetings.

You are more likely to partner with a fellow chapter member that subscribes to the same quality fabrication and installation, the same *Architectural Woodwork*

The link between chapters and AWI National also gives us insights about economic trends around the country.

chapter members allows us to plan for cycles. It's foresight to the future.

#### Chapter Programs

Chapter members realize financial savings on chapter education programs, while non-chapter members will pay full fees for the program. Bringing *Architectural Woodwork Standards* programs to chapters and to the design-build community also gives chapter members a competitive advantage over non chapter members.

We feel that the additional dues paid for chapter membership around the country is a minor, tax-deductible cost of doing business that pays for itself annually.

Terrill Manufacturing walks the talk...the company has been an AWI Texas Chapter member since the chapter was founded in 1972.

To learn more about chapter membership, contact the chapter serving your region. For a list of chapters and its officers, visit [www.awinet.org](http://www.awinet.org).

*Weldon Riley is serving a second consecutive term on the AWI Board of Directors as the AWI Development Council representative. He is a current board member and Past President of the AWI Texas Chapter. Mr. Riley is Vice President of Sales for Terrill Manufacturing Company in San Angelo, TX, an AWI Manufacturing Member since 1954. The company has been a member of the AWI Texas Chapter since the chapter's formation.*



### OFFICIAL NOTICE

**2010 AWI Annual Membership Meeting  
Announced by AWI President Doug Carney**

**October 28, 2010, 8:00 am**

**Westin Tabor Center**

**1672 Lawrence Street, Denver, CO 80202**

**Signs of Recovery Are Evident...** *(continued from page 1)*

monitors and analyzes trends. "Credit is the oil for the economic engine," Beaulieu said. Banks are waiting for consumer demand for loans and are more willing to make loans these days.

**Home Improvement**

Home improvement construction is ramping up, one of the important positive signs for the design-build industry specifically as well as the economy generally. He pointed to historic trends. "As the housing situation begins slowly building momentum, business owners will discover they need more office space, and the commercial market will improve. Commercial market development is the caboose on the train of the economy," Beaulieu said.

Beaulieu is optimistic, saying "enough progress is underway to be encouraged." He said "if you plan on a recovery, you won't be disappointed. Recovery is actually occurring and will be here into 2012," Beaulieu said, emphasizing its slow progress, but positive movement. Businesses should think about the longer term context and make decisions accordingly," he noted.

“ Don't be discouraged; be patient and proceed with reasoned optimism... ”

**The Bubble Burst**

Because the economic bubble is burst, our economy is reverting to slower growth. This demands that we manage our businesses more intelligently. "Efficiencies are more important than they have been during the heady days of the bubble," Beaulieu emphasized.

"After a bubble, the economy can feel like it isn't acting 'normal' like it should. It won't seem normal, but it is because the bubble burst. Don't be discouraged; be patient and proceed with reasoned optimism," he said. Business owners need to make decisions that position them well for opportunities ahead.

**Growth Opportunities**

Unfortunately, construction in the education and health care markets is no longer advancing, as state and local governments are now facing budget challenges subsequent to the flow of stimulus funds.

So where is the growth for the construction industry? In the commercial market, construction will swing to upgrades and retrofits which will provide opportunities for architectural woodworkers and other trades, according to Beaulieu.

In late October, Beaulieu will look at trends in selected markets and update AWI members during the AWI Convention, October 27-29, 2010 in Denver, about what he sees as viable opportunities both near-term and long-term. Don't miss his presentation on October 28th. •

*One of the country's most informed economists, Alan Beaulieu is a principal of the Institute for Trend Research where he serves as President. Since 1990, he has been consulting with companies throughout the U.S., Europe, and Japan on how to forecast, plan, and increase their profits based on business cycle trend analysis. Visit [www.ecotrends.org](http://www.ecotrends.org) for more information. Look for the weekly online business radio talk show on Voice of America which Alan will host on Monday afternoons starting in September at [www.voiceamerica.com](http://www.voiceamerica.com).*

**LEARNING FORUM****Learn More...****"Prepare for the Recovery – It's Coming and There's Hope"**

October 28, 2010

8:30 am – 10:00 am

The Westin Tabor Center

Denver, Colorado

Are the forecasts correct? What should I be doing? Learn how to forecast, plan, and increase your profits based on business cycle trend analysis with one of the country's most informed economists. Alan Beaulieu, President of the Institute for Trend Research, and co-author of *Make Your Move*, will review this year's trends and the economic implications for our industry and your business.

Register for the AWI convention at [www.awinet.org](http://www.awinet.org).

**Make Your Move**

explains how to accurately forecast the economic cycles your business will face and prepare for them. This practice, action-oriented book is written by Alan and Brian Beaulieu in easily understandable language. Published in February 2010, visit [www.ecotrends.org](http://www.ecotrends.org) for more details and to order a copy.

## ...the leading light of outreach in New England has been Woody Vaughn...

### AWI Ambassadors Reach Out...

(continued from page 1)

#### LEARNING FORUM

Kenyon Woodworking, Jamaica Plain, MA. "This starts with defining the language of millwork standards in the *Architectural Woodwork Standards* (AWS) so that designers and fabricators can best collaborate. And, it is further accomplished by outreach to the design community, who may or may not realize they have questions about this critical component in their finished environment," Kenyon reported.



AWI Carolinas Chapter members tour the Sherwin-Williams facility.

"In recent years the leading light of outreach in New England has been Woody Vaughn, a stalwart of the **AWI New England Chapter** and the millwork community. His seminars for designers in the area are legendary: nearly 100 sessions over the last three years, with over a 1,000 professionals benefiting from his deep knowledge of the trade over that period. All was accomplished with noteworthy logistical and administrative support from Cindi Maclachlan of Atlantic Plywood, a long-time Associate Member of the New England Chapter," Kenyon said.

Kenyon said that Woody and Cindi's efforts shine a light on the nature of millwork for designers with little knowledge of the industry, and for skilled professionals who desire a better understanding of its specific aspects. Seminars often take the form of a "Lunch and Learn," where a general overview of AWI standards can be presented or a particular aspect, such as Wall Surfacing, Finishing, or Casework Construction, can be addressed in detail.

This process of educating the design community is fundamental to AWI's importance in the millwork industry. In an era when cost is an overriding consideration in construction planning, the lasting value of beautiful

woodwork can be lost in a calculation of strictly pragmatic considerations. Education pays.

#### Supplier Members

AWI Supplier Members work closely with AWI chapters to show first-hand how their products and services deliver what woodworkers need to meet projects needs.

The **AWI Carolinas Chapter** recently toured the **Sherwin-Williams'** Greensboro, North Carolina facility. The group of 14 chapter members was given a behind-the-scenes look into the workings of paint manufacturing. The next stop was the coating laboratory where products are formulated and

“ This process of educating the design community is fundamental to AWI's importance in the millwork industry. ”

tested for performance. Green technologies were discussed as well as finishing techniques. "A highlight of the tour was the color and design studio where color trends were discussed and how they related to a finished architectural product," Chuck Susnis, Sherwin-Williams' Market Director of Wood & Composite Building Products, reported.



"Hands On" Veneer Intensive Session

#### Woodwork Firms

Five architects at Bradley & Bradley recently invited **Margaret Fisher of Lange Bros. Woodwork Company, Inc.** for one full day of her AIA continuing education classes.

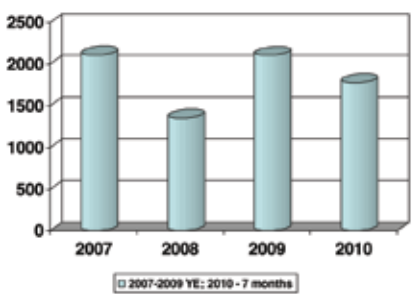
The "Hands On" Veneer Intensive session is offered to any design professional that has already completed the Veneer Seminar. Attendees have an opportunity to use actual pieces of hardwood veneer to do leaf matching, panel matching, and end matching; identify character marks and defects; measure characteristics to HPVA grades; and create a sketch face of their own. •



### ARCHITECTURAL WOODWORK INSTITUTE Speakers Bureau

The AWI Speaker Bureau Web site, [www.awispeaker.org](http://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.

#### AWI Presentations to the Design Community



The AWI Speaker Bureau is composed of association members who are willing to share their years of architectural woodwork experience and knowledge with others. To join the AWI Speaker Bureau and learn more about qualifications and requirements, visit [www.awispeaker.org](http://www.awispeaker.org).

Editor's Note: Woody Vaughn and Margaret Fisher are members of the AWI Speaker Bureau.

# What Good Are the Numbers without Action?

“Numbers are useless without a comparison,” according to Marc Sanderson, President of Wilkie Sanderson, who delivered a powerful AWI Webinar last month for participants of the 2010 AWI Cost of Doing Business Survey.

## BUSINESS TOOLS

With final reports in hand, CODBS participants were urged to put knowledge to use. “Numbers are the only way to determine if you are winning or losing,” Sanderson said.

From the CODBS Report, participants learned that the average operating margin is .98% in 2010, down from 4.94%; while the high profit firm operating margin is 13.44% in 2010, up from 13.13%. Other highlights from the report can be found in the Executive Summary, which is accessible in the

“...high profit firms average an EBIT that is greater than three times the industry average...”

“Members Only” section of the AWI Web site, [www.awinet.org](http://www.awinet.org).

During the AWI Webinar, Sanderson walked participants through the process of plotting their firm’s numbers against industry averages to better understand EBIT (earnings before interest and taxes) and EBITDA (earnings before interest, taxes, depreciation and amortization) – indicators of a company’s profitability. Using the CODBS results which reveal that high profit firms average an EBIT that is greater than three times the industry average, participants also gained a better understanding of why those firms are consistently different from the average.

Armed with that knowledge, they can develop a strategy for improving their position. “Knowledge without action is useless,” Sanderson emphasized. Webinar participants took away the motivation and tools for developing a

strategy. As defined by the Harvard Business School, “Strategy is an integrated set of activities that positions a firm within an industry for superior returns.” The AWI CODBS Report is one of the most valuable financial operating tools AWI participating members have in their toolbox, particularly in these times when business models must be adapted to new economic realities.

Printed copies of the full CODBS Report were provided to all AWI Manufacturing Members who participated in the survey. All other AWI members may access the 2010 CODBS Report Executive Summary in the “Members Only” section of the AWI Web site, [www.awinet.org](http://www.awinet.org), or purchase a printed copy of the full report at the member price of \$500. The nonmember price is \$950.



# Preparing for an OSHA Inspection

By Sharon Falkenburg, Risk Control Consulting Director, CNA

**OSHA** inspections can be stressful for manufacturers. They are usually conducted

## SAFETY MATTERS

without advance notice. There are, however, special circumstances under which the Occupational Safety and Health Administration (OSHA) may give advance warning to the employer, although it will usually be less than 24 hours' notice. Examples of cases where advance warning may be given include:

- **Imminent danger situations**
- **Investigation of a fatality**
- **Incidences where select persons must be present.**

Employers who receive advance notice of an inspection must inform their employees' labor representative or arrange for OSHA to do so. If an employer refuses to admit an OSHA compliance officer, or if an employer attempts to interfere with the inspection, the OSHA Act provides for legal action, such as obtaining a Warrant to Inspect.

### How the Inspection Happens

OSHA inspectors/officers should come to your facility prepared. They should understand relevant facts about your woodworking shop, such as its inspection history, its known potential hazards and the specific standards that might apply. Inspectors should show appropriate credentials. Likewise, as an owner, you can call the federal or local OSHA office to verify their credentials.

An opening conference including involved parties and the OSHA team and individuals begins the inspection process. The conference covers the purpose of the visit, the scope of the inspection and the applicable standards. A copy of any employee complaint can be given to you at this time. The Act does not require that an employee representative be present for an inspection. However, when no employees are in attendance, the compliance officer must consult with a reasonable number of employees concerning safety and health matters in the workplace.

The compliance officer determines the length of the inspection and the areas to be covered. Safety and health conditions and practices are observed. Employee discussions are private. If necessary, the inspector:

- **Takes photos**
- **Records video**
- **Measures instrument readings**
- **Examines records**
- **Collects air samples**
- **Measures noise levels**
- **Surveys engineering controls**
- **Monitors employee exposure to toxic fumes, gases and dusts.**

During the inspection, OSHA pays special attention to posting and record-keeping requirements, such as totals

“During the inspection, OSHA pays special attention to posting and record-keeping requirements...”

**The woodworking industry is often found on OSHA's target inspection list for hazards associated with machinery ...chemicals and dust.**

from the last page of the OSHA Form Number 300 and the OSHA workplace poster (OSHA 3165), which explains employees' safety and health rights. Records of toxic substances and harmful agents are also requested. Remember, under OSHA's Hazard Communication Program, employers must establish a written, comprehensive communication program that includes provisions for container labeling, material safety data sheets and an employee training program.

A closing conference completes the onsite inspection. The employer and all other persons involved then receive a copy of Employer Rights and Responsibilities, (OSHA 3000). The inspector will discuss all unsafe or unhealthy conditions observed.

The inspector will not indicate any specific proposed penalties, but will inform the employer of his or her appeal rights. During this time, the woodworking shop owner may produce records of compliance efforts and information to

“...as an owner, you can call the federal or local OSHA office to verify their credentials.”

help the inspector determine abatement time frames. If laboratory results are required, or when the hazard affects employees, OSHA may request one more closing conference.

### Preparing for an OSHA Inspection

The woodworking industry is often found on OSHA's target inspection list for hazards associated with machinery, chemicals and dust.

- **Understanding your woodworking hazards** and controls for injury prevention is key. If you have had any incidents and/or accidents, make sure you have conducted a root cause analysis. Even if the causes are unrelated to your wood shop, make sure you have addressed them, as OSHA may decide to investigate.
- **Have a clear documented history of all incidents and accidents.** Maintain all appropriate record-keeping, including training programs and training records. If you have a health and safety manual, make sure it is updated with current OSHA standards.
- **Ensure that your woodworking shop is organized and clean.** Hazardous, flammable and combustible materials and products should be properly stored. Have your emergency evacuation plan current. First aid kits and fire extinguishers should also meet current OSHA standards. Worker stress should be avoided, so take care to use ergonomics in your woodworking shop.

An OSHA inspection is not desirable, but it can be completed efficiently if your woodworking shop is prepared. •

Resource: [www.osha.gov](http://www.osha.gov)

**CNA** *The purpose of this article is to provide information, rather than advice or opinion. It is accurate to the best of the author's knowledge as of the date of the article. Accordingly, this article should not be viewed as a substitute for the guidance and recommendations of a retained professional. In addition, CNA does not endorse any coverages, systems, processes or protocols addressed herein unless they are produced or created by CNA. Any references to non-CNA Web sites are provided solely for convenience, and CNA disclaims any responsibility with respect to such Web sites.*

*To the extent this article contains any examples, please note that they are for illustrative purposes only and any similarity to actual individuals, entities, places or situations is unintentional and purely coincidental. In addition, any examples are not intended to establish any standards of care, to serve as legal advice appropriate for any particular factual situations, or to provide an acknowledgement that any given factual situation is covered under any CNA insurance policy. Please remember that only the relevant insurance policy can provide the actual terms, coverages, amounts, conditions and exclusions for an insured. All CNA products and services may not be available in all states and may be subject to change without notice.*

*CNA is a registered trademark of CNA Financial Corporation. Copyright © 2010 CNA. All rights reserved.*

*See also cautionary AWI statement on page 1.*

## AWI NEWS

### New AWI Members

#### Manufacturing

##### D&L Wood Products, Inc.

Crown Point, IN

##### Dan Burns, Inc.

Aranum, OH

##### Estweiler, Inc.

Littleton, CO

##### Goodwin Architectural Millwork

Marietta, GA

##### Ibrahim M. Alnajran

Riyadh, K.S., Saudi Arabia

##### JDR Fixtures, Inc.

Pottstown, PA

##### M. Binladin Company

##### (Binladin Woodwork Factory)

Jiddah, K.S., Saudi Arabia

##### Solid Surface Craftsman, Inc.

Glenville, NY

##### Unique Design Architectural Woodwork

Normal, IL

##### WoodMaster Cabinets

Edinburg, TX

#### Supplier

##### Karl Reid Associates, Inc.

Decatur, GA •

Use the online Directory of AWI Manufacturing and Supplier Members at [www.awinet.org](http://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. •

## SPONSOR SPOTLIGHT

## Valspar: If it Matters, We're On It.

Valspar's mission is to enhance and protect our customers' brands and to help them succeed, for when it matters most. Founded in 1806, Valspar produced the first wood varnish sold in North America. Today, Valspar offers the broadest technology portfolio in the wood finishing industry.

**Superior Performance, Dependable Results:** Our wood coatings are what your customers see first. At Valspar, our goal is simple: We are committed to enhancing and protecting your brand, to help you succeed, through the highest quality wood finishing products, services, and network of factory trained distributors.

**Trusted Partners with the World's Leading Brands:** With over 200 years of paint and wood coatings expertise, our Distributors and Partners around the world trust us to be there when they need us most. Whether it's helping to solve a problem at 2:00 am, providing technical support or innovative product and service solutions, we're there when it matters most.

**Innovative Solutions, Leading Technologies:** With increasing regulations and a drive toward more sustainable solutions, Valspar is committed to developing products and solutions to partner in your success. Our unrelenting commitment to develop more effective, efficient, and safer products is unmatched.

**Zenith Waterborne System:** The only complete line of Waterborne finishes available. Zenith clear coat varnishes and lacquers are Greenguard certified.

**Inspiring Color – The Essence of a Perfect Finish:** Because style and color matter to your business, we're on it. Our acclaimed International Color Design Centers provide insight into emerging color trends and offer our partners unique access to experienced Master Stylists and Artists.

**Social Responsibility and Sustainability:** Protecting the health and safety of workers, the environment, and serving as the National Paint Sponsor for Habitat for Humanity, matters. It is more than a marketing slogan. It is who we are.

For more information, logon to [www.ValsparWood.com](http://www.ValsparWood.com). Valspar is a new AWI Supplier Member in 2010. •

**valspar**  
if it matters, we're on it.™



## 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](http://www.awinet.org) to contact them whenever a need arises for their services. •

### Sustaining Sponsor:

**stiles**

### Major Sponsors:

**CNA**

**LAMIN-ART**  
Technical Finishes



**VeneerTech**  
Veneer Technologies Incorporated

### Level 2 Sponsors:

**Chemcraft**  
A Great Finish is Only the Beginning



**M. L. CAMPBELL**  
WOOD FINISHING SYSTEMS

### Level 3 Sponsor:

**valspar**  
if it matters, we're on it.™

### Level 4 Sponsors:

**BIESSE**  
AMERICA

**DELMAC**  
Machinery Group, Inc.

**Template™**

**scmgroup**  
north america

**SHERWIN-WILLIAMS.**



30% PCW/55% Total Recycle