

# NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

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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

- Leadership in Business
- Best Practices



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.



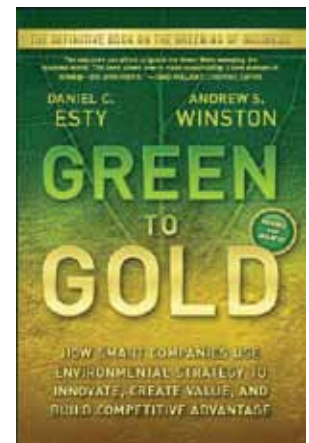
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## The Greening of Business: Why It's Unavoidable & How Companies Profit from It

**How do the world's best companies use environmental strategies to innovate and profit in a crowded, resource-constrained world?**

Learn how from Andrew Winston, globally recognized speaker and green business expert. The co-author of the international bestseller *Green to Gold* and the author of the more recent *Green Recovery* will explore the environmental pressures and powerful stakeholders driving companies to go green. His lively presentation will take place during the 59th AWI Annual Convention, October 26-28, 2011 in Charlotte, NC.

Mr. Winston will set the stage about the forces coming to bear on business, the world and society. Are the challenges facing our planet going away? "No," he states emphatically. "We are facing resource constraints, increased prices for all commodities, and intensified demands from our own



For details and to purchase Mr. Winston's books, visit [www.eco-strategies.com](http://www.eco-strategies.com).

(continued on page 4)

## Dissecting LEED® Pilot Credits Don't Overlook Their Impact on Wood \*

By Rob Ziegelmeier, AWI Sustainability Resources Representative

“There are 41 LEED Pilot Credits of which there are three that pertain to woodworking.”

Do you know about LEED Pilot Credits? According to the United States Green Building Council (USGBC) the LEED Pilot Credits are described as follows. “The LEED Pilot Credit Library is intended to facilitate the introduction of new prerequisites and credits to LEED through stakeholder engagement and collaboration on the testing and analysis of proposed requirements. This process allows USGBC to refine credits through LEED project evaluations before they complete the balloting process for introduction into LEED.”

These credits are available to the project LEED Associate Professional (AP) and fall under the Innovation in Design

category. Currently, there are 41 LEED Pilot Credits of which there are three that pertain to woodworking.

### LEED Pilot Credit 20: Recycled Content for Non-Structural Materials

The intent of this credit is “To reduce the impacts resulting from extracting and processing virgin materials by increasing demand for building products that incorporate recycled content.” This is similar to the existing Material & Resources Credit 4; however, it is limited to non-structural products. It also adds the option of purchases

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## WCA Skill Standards Tested at 2011 SkillsUSA National Championships

Each year the Annual SkillsUSA: Champions at Work Cabinetmaking Competition presents opportunities to test and roll out components of the multi-year Skill Standards project begun by the Woodwork Career Alliance of North America (WCA) in 2007.

“We incorporated several new elements into the event,” said Kent Gilchrist, Chair of the AWI SkillsUSA Committee and the SkillsUSA

### WORKFORCE

Technical Committee. Mr. Gilchrist, who is also a member of the WCA Board of Directors, said that Skill Standards credentialing assessments as well as evaluator training took place at the 2011 SkillsUSA contest in Kansas City, MO, June 22-23.

#### Tool Assessment

While the contest always includes in-depth orientation about the ground rules of the competition and the project requirements, this year all of the competitors were assessed by the WCA in measuring and layout. Monitored by 35 advisors and teachers, all 68 student competitors took the basic assessments using measuring and layout widget blocks created by Patrick Molzahn, WCA board member.

The following day, WCA President Scott Nelson (Central Plains Millwork), WCA Board member Patrick Molzahn (Cabinetmaking & Program Director, Madison Area Technical College) and WCA Secretary and AWI Chief Learning Officer Greg Heuer graded the work of those who completed the assessment.

At the end of the actual Cabinetmaking Competition, WCA officials distributed certificates of the successful assessments to those who passed the caliper, square, and

tape measure assessments. The students can redeem the certificates for Tool Stamps in their WCA Passport if/when they get one.

Successful completion of these prerequisites of earning a Skill Standards Passport hopefully gave the competitors added impetus to continue their career path and encour-

agement that they have the necessary skills to advance in the woodwork profession.

#### Evaluator Training

A live tool assessment demonstration took place the following day at the router station, miter saw station and table saw station on the contest floor. A dozen interested educators and advisors learned how the easy and effective WCA assessment process takes place. Messrs. Gilchrist,

Molzahn and Heuer were the instructors and members of the SkillsUSA education team served as demonstrators.

The assessment process served a twofold purpose by also showing the volunteers how to conduct an evaluation. In effect, it functioned as a mini Skill Evaluator training. The 11 advisors who participated took another step in the process of achieving official AWI Skill Evaluator status.

“We are putting the Skill Standards to work and are on target for completion of all of the processes to be fully operational by the end of 2013,” Mr. Gilchrist, President of Fremont Interiors said. “It is very gratifying to see the fruits of the labor of so many volunteers who are helping to make the Skill Standards the foundation for a robust workforce for tomorrow,” he added. •



**Successful completion of these prerequisites hopefully gave the competitors added impetus to continue their career path.**



## Adopt-a-Shop SPOT

### Rolla Technical Institute, Rolla, MO

By *Stephan W. Waltman, Chairman, AWI Supplier Committee*

This is a great story of how the actions of one AWI member created a very satisfying result for the staff at the Rolla Technical Institute.

That member is Kent Gilchrist, owner of Fremont Interiors in Carmel, IN. Kent was in conversation with Robert Studdard when the topic of CNC routing came up. Robert wanted to add this capability to his training curriculum, but had a limited budget. He was in the early stages of research and sought out Kent's advice. Even though Kent does not directly benefit from the project, he was more than willing to assist. Kent immediately went into action and called on his friends in the industry for assistance.



*Steve Waltman, Stiles Machinery, Robert Studdard, Rolla Technical Institute and Donald Block, Rolla Technical Institute (left to right) at Stiles' facility in Grand Rapids receive training on their new Weeke Vantech router.*

Before long, the Rolla Technical Institute was able to purchase a CNC router with all of the current capabilities required by the industry and was offering courses to the incoming class of spring 2011. In addition, the school received a very extensive tooling package from Leitz Tooling in Grand Rapids, MI, to help with the program.

Rolla Technical Institute has a very complex shop. In addition to their new Weeke Vantech 480 CNC, they have an Altendorf WA-8 sliding table panel saw, a Brandt KD-56 edgebander and a Bütfering SBO-109 wide belt sander.

For more information on the Rolla Technical Institute go to [www.rolla.k12.mo.us/schools/rtirtc.edu](http://www.rolla.k12.mo.us/schools/rtirtc.edu).

If you have an interesting story to share with AWI members, send details to [swaltman@stilesmachinery.com](mailto:swaltman@stilesmachinery.com).

Stephan W. Waltman is also a member of the AWI Board of Directors. Mr. Waltman is Vice President – Sales & Marketing of Stiles Machinery Inc. Stiles Machinery has been an AWI Supplier Member since 1996 and is a Sustaining Sponsor of AWI.

## QCP Policies Revised, Effective June 1, 2011

At its annual meeting, April 5-6, in Tucson, AZ, the Quality Certification Corporation (QCC) Board of Directors voted to enact the following revisions to the *QCP Policies*:

### ABOUT QCP

#### Section 1.1: Mission and Vision

**1.1.1** The AWI Quality Certification Corporation (QCC) conducts and promotes programs that verify, inspect and report compliance with industry standards.

The change to the QCC Mission was enacted out of recognition of QCC's broader scope of certification programs.

#### Section 9.5: Remittance Terms

**9.5.1** All fees, other than those for annual participation/renewal due December 31, shall be billed under the terms of net 30. Invoices more than 60 days past due shall be considered delinquent and the participant's status shall be changed to Suspended.

**9.5.1.1** Participants are entitled to dispute any QCC invoice by submitting the cause for such dispute in writing to the Executive Vice President (EVP). Any decision by the EVP may be appealed to the QCC Board of Directors. During the timeframe a disputed invoice is under appeal the invoice shall not be considered delinquent.



Visit the QCP Web site, [www.awiqcp.org](http://www.awiqcp.org), to download the latest version of the *QCP Policies*.

## The Greening of Business...

(continued from page 1)

stakeholders (customers, employees, and communities among others) to do more and do it better. In part because of a failure of public policy to tackle the world's biggest issues, the business world is being asked to take the lead," he said.

## LEARNING FORUM

Through fun and fascinating examples from a range of industries, Mr. Winston demonstrates how leading companies...

**Get Lean:** Amp up energy and resource efficiency to save millions.

Your facilities in general are a big category (heating, air conditioning, lighting, etc.) that are probably ripe for eliminating waste. "Companies are saving money in this area by not just grabbing the low-hanging fruit, but picking it off the ground," Mr. Winston said. Other areas ripe for cost-savings that pay back in months, not years, are fleet and distribution systems.

**Get Smart:** Use data about products and supply chains to save money, drive performance, and serve customers better with innovative new products.

Create value by knowing your business better and understanding its social footprint up and down the supply chain. Find ways to become lean, drive competition and performance internally, answer tough customer questions and needs, and identify and exploit opportunities for innovation.

**Get Going:** Engage and excite employees to solve the company's, the customer's, and the world's environmental challenges.

With the buy-in of employees, you can leverage their knowledge and passion; create green teams to change practices and processes around the office and plant; engage people in their jobs; and green the core of your business.

**Get Creative:** Rejuvenate innovation efforts by asking tough questions such as, "Can we operate with no fossil fuels?"

## Learn More...

### "The Greening of Business: What You Can Learn From It"

October 28, 2011  
10:30 am – 11:30 am

#### Andrew Winston

Environmental Strategist, co-author of *Green to Gold* and author of *Green Recovery*

Andrew Winston's engaging talk, *The Greening of Business*, will explore the environmental pressures and powerful stakeholders driving companies to go green and describe the strategies and tools the world's best companies use to innovate and profit in this new, environmentally-sensitive world. Winston's best-selling guides explain what works – and what doesn't – when companies go green.

Registration Closes  
September 30, 2011  
[www.awinet.org](http://www.awinet.org)



"Can you change your operating systems and are you up for changing your core business model?" Mr. Winston asks. He will address such issues as developing a different relationship with customers to use less "stuff." Get inspiration about how you can deliver what you do best in new ways.

## Can you change your operating systems and are you up for changing your core business model?

Mr. Winston makes the case that pursuing sustainability is not optional anymore, but it saves money, drives innovation, and represents a new and fundamentally better way of doing business. Hear this provocative and entertaining discussion about big tough issues and opportunities for innovators to help save the world's biggest problems. •

Andrew Winston is a globally recognized expert on how business can profit from environmental thinking. He advises some of the world's leading companies, including Bank of America, HP, Boeing, Pepsi, and Bayer. Mr. Winston also serves on the Sustainability Advisory Board of the Kimberly-Clark Corporation and the Executive Environmental Advisory Council for Hewlett-Packard (HP). He is the author of *Green Recovery* and co-author of *Green to Gold*, the best-selling guide to what works – and what doesn't – when companies go green. His earlier career included corporate strategy at Boston Consulting Group and management positions in marketing and business development at Time Warner and MTV. Mr. Winston received his B.A. in Economics from Princeton, an MBA from Columbia, and a Masters of Environmental Management from Yale.

For details and to purchase Mr. Winston's books, visit [www.eco-strategies.com](http://www.eco-strategies.com).

Photo credit: Richard Petty Driving Experience



## Drive to Success...

**Innovation Strategies for Winning the Race**

**Destination 59th AWI Annual Convention...**

**October 26-28, 2011  
The Westin Charlotte  
Charlotte, NC**

Make your destination the AWI 59th Annual Convention where an impressive array of presenters focusing on "Innovation Strategies for Winning the Race" will gather with AWI members from around the country.

**Registration Closes  
September 30!  
www.awinet.org**

## Plan to Attend!

**AWI Annual  
Membership Meeting**

**Thursday, October 27, 2011  
8:30 am**

**Westin Charlotte Hotel  
601 South College Street  
Charlotte, NC 28202**

## Ask the Expert

By CNA Insurance, AWI Safety Insurance Partner

### BUSINESS TOOLS

**Question:** As a specialty woodworker, I am beginning to realize just how small this world is becoming and how international trade is looming large in my future. I'm concerned about controlling the risks involved in global expansion. How can an insurance company assist me when it comes to international risks?

**Answer:** An extensive worldwide network of owned and affiliated offices puts CNA in more than 140 countries. Here's how we control risk outside the USA: When property values exceed \$10 million at any one location, we will perform a survey following U.S. guidelines. We have our own engineers and also use global risk consultants to perform property, liability and inland marine surveys around the world, including China, India and Russia.

We comply with local regulations to avoid any penalties that could be imposed by a government authority. CNA's underwriting guideline is to always issue a local admitted policy when the exposure warrants.

CNA offers a suite of products including Passport® that covers incidental travel and WorldPass® that covers physical plant and equipment.

Contact Fay Kitchin at CNA (fay.kitchin@cna.com) to learn more about our international value-added services and coverage, including travel assistance, kidnap and ransom, confiscation and nationalization, and accidental death. •



## Lessons Learned from the CODBS

**D**id you know...that the most recent Cost of Doing Business Survey (CODBS) confirmed what all of you knew? It was a tough year!

In fact, average sales decreased from \$6.2M in 2009 to \$5.4M in 2010, a 13% drop. Average Operating Income also decreased, from 0.98% in 2009 to 0.37% in 2010. However, High Profit companies (as defined by the top quartile of CODBS participants) averaged an Operating Income of 13.54% in 2009 and 10.88% in 2010.

Find out how they did it by participating in the next CODBS Survey. •



**Dissecting LEED...**(continued from page 1)

from manufacturers that have a closed loop recycling and take-back programs.

**LEED Pilot Credit 21: Low-Emitting Interiors**

The intent of this credit is to “Reduce the exposure of building occupants to potentially hazardous chemical contaminants which adversely affect air quality, human health, productivity and the environment.” This credit allows panels that meet the California Air Resource Board (CARB) phase II requirements which are currently not allowed in the existing Indoor Environmental Quality Credit 4.4.

**GREEN SCENE**

I see this as a positive step in clearing up the confusion that CARB panels do not necessarily equate to No Added Urea-Formaldehyde panels in the LEED programs. Under the CARB plan they allow for panels that have applied for special exemption from the Executive Officer of the Air Resource Board which have either Ultra Low Emission Formaldehyde or No Added Formaldehyde but have not been third party certified.

**LEED Pilot Credit 43: Certified Products**

The most current credit which was released on June 15, 2011 has already stirred up an old controversy. The intent of this credit is “To increase the use of products and materials with life cycles, ingredients and attributes understood and optimized to improve overall environmental, economic and social performance.” Part of this new pilot credit is a radical change from the Materials & Resources Credit 7 and allows the use of wood from Sustainable Forestry Initiative, American Tree Farm System, Programme for the Endorsement of Forest Certification, Canadian Standards Association, as well as Forest Stewardship Council.

In less than two days the friction started. Jason Grant of Jason Grant Consulting and the Sierra Club Forest Certification Team wrote a letter entitled “USGBC lowers the bar on wood & forests in LEED.” While comparing

FSC to the various wood certification systems he says, “And oh yes, let’s marginalize standards that actually require performance well above the *status quo* relative to LCA-based approaches that require no change in performance – all in the name of transparency.”

This all began several years ago when USGBC was considering a change to the infamous Certified Wood Credit by using a benchmark system and potentially allowing forest

certification systems in addition to FSC. After 4000+ comments and four open comment periods this system did not pass the USGBC membership; however, this new pilot credit has done just that.

Was this done to mitigate the pending restraint of trade issue USGBC was facing? Did this come about due to the pressure the United States Congress was applying to USGBC? I’m not sure we will ever know, but obviously the hornets nest has been whacked with a stick.

I would think that an FSC-certified firm might welcome this new credit as their materials have the potential of being worth two points versus one point for Certified Wood. •



“ I see this as a positive step in clearing up the confusion that CARB panels do not necessarily equate to No Added Urea-Formaldehyde panels in the LEED programs. ”

Rob Ziegelmeier’s multi-faceted AWI committee service began in 1986 and culminated in his election as AWI National President (1996-1997). He chaired the AWI LEED® Task Force from 2003 to 2007 and currently chairs the AWI Sustainability Resources Committee, serves on the AWI Education Committee, and is an AWI LEED Team Presenter and a member of the AWI Speakers Bureau. In recent years, Mr. Ziegelmeier has established Forest

Stewardship Council Certification for two companies. He conducts numerous AIA-accredited presentations to architectural and design firms on the impact of LEED on the woodworking industry and is a consulting resource to AWI members about LEED projects. He is currently the Northeast Salesman for Fetzer Architectural Woodwork of Salt Lake City, UT in addition to his work with AWI. He can be reached at rzig@awinet.org.

See AWI cautionary language on page 1.

Editor’s Note: This article initially appeared in WoodIQ.com and Green Matters IQ Alert on July 19, 2011 (www.woodiq.com). It is reprinted here with the publisher’s permission.

## New Online Resources at Your Service

AWI has launched two user-friendly online services for members. A new AWI Web site and Safety Solutions Web portal are your entryway to a new world of resources, open 24/7 for your convenience. Visit [www.awinet.org](http://www.awinet.org) – and come back often!

### AWI Web site

- Totally new fresh design
- Easier, more intuitive navigation
- A “public face” for manufacturers and suppliers
- New password protected gateway for exclusive member services
- Integrated eLearning (courses, webinars, articles) – anytime, anywhere
- Organized by member benefits/service type

### Safety Solutions Web Portal

- Member only access through new AWI Web site
- Helps reduce risk and cost of legal exposure of complying with federal and state regulations
- Simplifies safety compliance with templates, forms, training programs, in-house safety newsletters, and more
- “How To” guides and safety management training resources
- 3.5 million material data sets – free of charge
- Side-by-side comparison of federal and state laws for understanding what affects your business and your employees
- Relief that all the OSHA information is current
- “Ask the Experts” – a resource providing clear answers to your specific questions within one business day – like a free safety specialist on site!

Enter a new world of resources at [www.awinet.org](http://www.awinet.org)!



## AWI NEWS

### New AWI Members

#### Manufacturing

**Boykin Contracting, Inc.**  
West Columbia, SC

**Cozzens Cabinets LLC**  
Cedar City, UT

**Craftsmen United, Inc.**  
Milwaukee, WI

**Emidio Woodworking & Sons, Inc.**  
New Britain, CT

**K International Woodworking**  
Norwood, MA

**Mill Creek Associates, Inc.**  
Antioch, TN

**Paramount Custom Cabinets, Inc.**  
Albuquerque, NM

**Rynone Manufacturing Corporation**  
Sayre, PA

**Specialty Products 2000**  
Selma, AL

**Trustile Doors LLC**  
Denver, CO

#### Suppliers

**Marwood, Inc.**  
Jeffersonville, IN

**Stone Mill Hardware**  
Hamilton, MI

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. •

PLYWOOD 11-1/4"

## Working Together and en Français....Travailler Ensemble

Jim Taylor, JSC AWMAC Manual Chair and AWI Member, Vancouver, Canada

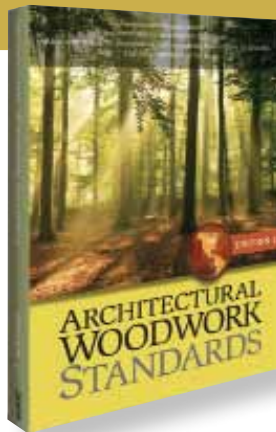
For decades the Architectural Woodwork Manufacturers Association of Canada (AWMAC) acknowledged

### STANDARDS

the need to translate the architectural woodwork quality standards manual into French. This objective was stymied because three different quality standard manuals were being referenced in North America.

As most of our readers know, the Joint Standards Committee (JSC) was created in the summer of 2007 to create, maintain, update and clarify as needed, a single architectural woodwork standard. The JSC has worked diligently during the last four years finding solutions to different architectural woodwork quality perspectives and ultimately creating the best quality standard. The printing of the *Architectural Woodwork Standards* (AWS), Edition 1, 2009, was a milestone for our three associations (Architectural Woodwork Institute, AWMAC, Woodwork Institute). Through the easy and tough stretches the JSC has had continued support from all three associations to publish one standard and after printing, to clarify and update the AWS.

“AWMAC has committed a six figure budget to this initiative and the AWMAC Quebec Chapter will oversee this pioneering endeavor.”



One of the JSC mandates is to grant approval (or not) to any AWS derivatives. One outcome of last July's JSC two-day meeting was that the JSC granted permission to AWMAC's request to translate the AWS into French. AWMAC has committed a six figure budget to this initiative and the AWMAC Quebec Chapter will oversee this pioneering endeavor.

Why is this significant? What are standards for? The answer is to have all the architectural woodwork industry subscribe to the same standard no matter which state, which province, which country or which language. Yes, a step in the right direction and a direct outcome of our three associations working together. What's next? Who knows, but we will achieve more by working together.

And don't forget to send in those Page 10s; it is your manual and your standards. Together we make it better. •

Jim Taylor is President of Seagull Enterprises Ltd. in Vancouver, British Columbia, Canada. The company has been an AWI Manufacturing Member since 2000.



### 2011 AWI Sponsors

AWI thanks these annual sponsors for their additional support in 2011. Visit [www.awinet.org](http://www.awinet.org) to contact them whenever a need arises for their services.

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