

NEWS BRIEFS

Newsletter of the Architectural Woodwork Institute

STAINED BEADBOARD
CEILING, TYPE
FACE L.T.G. ABOVE
RUGS-TIE BEAM

5x5 TIMBER KING POST
(2) 5x5 TIMBER 5" R.I.T.S

1" 4" ENCL. W/ (2)
1" Ø LOCUST PEGS
WALL-MTD. ADJUSTABLE L.T.G.

EXG. MASONRY CHIMNEY

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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

- Architectural Woodwork Standards
- Industry Forums



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.

It's Not Easy Being "Green" Woodworkers!

Confused about the process, the paperwork, and the requirements to gain the wood credit for a LEED® project? You're not alone. It's not easy being a "green" woodworker!

So, who do you turn to for help? Look to AWI to get your questions answered by two knowledgeable sustainability specialists who will co-present an enlightening session on May 12 during the AWI Spring Professional Development Seminars & Leadership Conference in St. Louis, MO. "Clear up any misunderstandings, conflicting information, misinformation, and more...there's plenty of it out there," said seminar co-presenter Rob Ziegelmeier, AWI Sustainability Resources Representative.

The seminar, "It's Not Easy Being 'Green' Woodworkers," will give you access to specialists who "live and breathe" LEED lingo and the process of gaining the wood credit for a project that complies with

(continued on page 3)



Leading...Your Business, Your Chapter

AWI chapters form a network of architectural woodworkers, suppliers, design professionals and woodwork instructors that drive business opportunities and cultivate industry prosperity. So, participation at AWI's upcoming chapter training conference on May 11 should be a priority. Chapter growth can lead to business growth.

“ ... not only for guiding chapter growth but also for motivating any company's project team members. ”

AWI has gathered a team of presenters to help volunteer leaders – and other interested members – develop, enhance and share skills needed not only for guiding chapter growth but also for motivating any company's project team members.

During AWI's Spring Professional Development Seminars & Leadership Conference, May 11-14, 2011, plan to attend the "Why Should I Join Your Chapter?" program to gain new insights into the components of effective leadership and team management. The session

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AWI NEWS

New AWI Members

Manufacturing

A/S Custom Furniture

Warrington, PA

Custom Kraft, Inc.

Hampton, VA

Dawning Heritage, Inc.

Sheridan, CO

Forest Millwork, Inc.

Asheville, NC

Perfection Products Company

Greensboro, NC

Pilgrims Fine Woodworks, Inc.

Salem, OR

Styles Woodwork

Blythewood, SC

Triton Industries, Inc.**dba/ Millwork Services**

San Marcos, TX

Suppliers

Drawer Connection, Inc.

Mesa, AZ

SD Verret Company

Richmond, VA

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. •

You Asked - AWI Responded!

During the fourth quarter of 2010, AWI's Board of Directors, Education Committee and Marketing Committee received the results of the 2010 AWI Manufacturing Membership Survey. What recurring message did the 197 Manufacturing Members who responded deliver to AWI? They want AWI to offer online education!

AWI's response began immediately; online delivery of education began in January of this year. AWI's Education Committee rose to the challenge by offering two "AWS Shop Talk" online forums and two webinars on "Contracts." The results have been great and future webinars and / or forums will be offered on LEED®, Quality Certification Program and the *Architectural Woodwork Standards*. AWI's Chief Learning Officer, Greg Heuer, is also putting the finishing touches on an online "Fundamentals of Estimating" program.

The AWI Board of Directors approved offering the 2011 webinars free of charge to AWI members in good standing. This is another example of your membership dues at work and an added benefit of your company belonging to AWI.

Stay tuned. More AWI online education opportunities are coming your way!•



Photo courtesy of St. Louis Convention and Visitors Commission

AWI Education Opportunities

Results Oriented Professional Development

- Chapter & Leadership Training
- Money Matters
- LEED® for Woodworkers
- Advanced Project Management
- Lean Manufacturing
- Introduction to QCP
- Contracts
- Under the Surface of the AWS
- Advanced Estimating

May 11-14, 2011

AWI Spring Professional Development Seminars & Leadership Conference

Sheraton St. Louis City Center • St. Louis, MO

Register today at www.awinet.org! • Registration Closes April 22, 2011.

It's Not Easy Being 'Green'...

(continued from page 1)

the Leadership in Energy & Environmental Design Green Building Rating System™ of the U.S. Green Building Council (USGBC).

LEARNING FORUM

Green building is growing, so if you're not on the bandwagon, projects can bypass you. "If you don't have a LEED AP on staff – the person who understands the process and completes the paperwork – you need to bone up on what you need to do if you are on the construction team of a LEED project," cautioned Casey Peterson, LEED AP and AWI seminar co-presenter. "The Project LEED AP, however, is not bound to a standardized official USGBC format of documentation, so it will vary from Project LEED AP to Project LEED AP," Mr. Ziegelmeier added.

"Regardless of who completes the required documentation, it can be costly and erode your profit on the job, if the paperwork is not fully or properly completed. Don't let the paperwork come back to you for more time-consuming work. Submit it correctly the first time! Payment for the job will come more quickly and your cash flow will be protected. Save time, frustration and cash flow!" Mr. Ziegelmeier advised.

LEED is undergoing continuous changes, so it pays to keep up to date. At the seminar, the co-presenters, Peterson and Ziegelmeier, will cover LEED credits that apply to wood products with the most current information available at that time. Be prepared to raise questions about anything relating to LEED and wood products. There will be plenty of time for Q&A so that your questions can be fully answered.

Need reasons to attend the seminar?

- If your company doesn't have a LEED AP on staff.
- If your company doesn't have FSC Chain of Custody.
- If you don't know how many points your firm can contribute to a LEED project.
- If you want to tap into the market of LEED projects.

Learn More...

"It's Not Easy Being 'Green' Woodworkers"

May 12, 2011

1:00 pm – 5:00 pm

The votes on the proposed changes to the controversial wood credit benchmark of the LEED® green building rating system left the status "as is" or "was." Faced with the challenges of bidding on a LEED-specified project, you need to learn your potential role in providing material and data for compliance with the LEED rating system. Do you know the basics? Do you understand the process? Are you ready to participate in a LEED project? Gain insights for deciding how your firm fits into and grows in the exploding green building market.

PRESENTERS:

Casey Peterson, LEED AP, New World Millworks

Rob Ziegelmeier, Fetzer Architectural Woodwork and AWI Sustainability Resources Representative

Login as a member to register at www.awinet.org.

Registration closes on April 22, 2011.

If LEED requirements are changing constantly, how do you stay abreast of what they are? Learn about the Web sites and other resources available to help you sift through the confusion.

Don't let the paperwork come back to you for more time-consuming work.

The sustainability specialists and seminar co-presenters will help you focus on the woodwork credit. The presenters will be reviewing all of the current LEED credits that apply to woodworkers. Learn from them and go from there. •

About the Presenters

Casey Peterson, LEED AP 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. Mr. Peterson is a member of the AWI Marketing Committee and the AWI Sustainability Resources Committee. He is also an AWI LEED Team Presenter.

Rob Ziegelmeier served as President of the Architectural Woodwork Institute in 1996-1997 and as Chairman of the AWI LEED Task Force from 2003 to 2007. He is currently Chair of 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. Articles by Mr. Ziegelmeier can be found frequently in AWI NewsBriefs. In the past few years Mr. Ziegelmeier 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. He is currently the Northeast Salesman for Fetzer Architectural Woodwork in addition to his work with AWI.

Please note AWI cautionary disclaimer on page 1



WSIJYC? Training

How easily do you answer the question, "Why should I join your chapter" when asked by someone? The result may just gain you a new chapter member or lose you a potential candidate.

Just as in business, how well you articulate the value of membership in your local AWI chapter can and does make all the difference. Do you really know about all the value your chapter can provide?

LEARNING FORUM

Join us for a full day of professional leadership training, designed to improve your skills in leading and managing an AWI chapter. But make no mistake; the skills you pick up from this full-day session will have far reaching benefit beyond leading a local AWI chapter. This is a comprehensive course for advancing your leadership skills in directing any organization and project activity.

Learn first hand from an esteemed panel of Chapter Champions and Chapter Presidents who achieved the prestigious level of "Distinguished Chapter" for their respective chapters in 2010.

“ This is a comprehensive course for advancing your leadership skills in directing any organization and project activity. ”

This training is highly recommended for all chapter board members, chapter officers, chapter presidents, and chapter executive directors. We cover the AWI G.P.S. training manual in depth and share insight and structure on how to plan, organize, coordinate, and deliver the goods that will grow your chapter, your company, and our industry. D.R.I.V.E. your chapter to new heights by attending this extremely insightful session. And while you're participating at this session gain five points toward earning "Distinguished Chapter" status. •

Leading...Your Business, Your Chapter (continued from page 1)

“ Successful chapter leaders are often successful businessmen. ”

has direct correlation to any architectural woodwork business. Successful chapter leaders are often successful businessmen.

"What important elements are common to all successful chapters?" AWI NewsBriefs asked Greg Bednar, AWI Chapter Coordinator. "Structure and planning," Bednar said. "Planning, in particular, separates highly effective chapters from struggling groups," he added. "Success has less to do with size than with organization, planning and timelines," Bednar said. "Some small AWI chapters are highly successful; some large AWI chapters could flourish more."

If you want to fine-tune your leadership skills and those of your company's team leaders, don't miss the AWI Leadership Conference on May 11, 2011. Get a good return on your investment in the future. Attendees – whether company presidents, project managers or others – will be exposed to new ideas, fresh management techniques, and tried and tested principles that work!

See the article "WSIJYC? Training" above for more details, including registration. This program is complimentary to AWI members; although other sessions are fee-based. But hurry! Registration closes on April 22, 2011. •

Learn More...

**“WSIJYC? Training”
Why Should I Join
Your Chapter?**

May 11, 2011

8:00 am – 5:00 pm

PRESENTERS:

Kristine Cox, Chair, AWI Chapter Development Committee & President, AWI Carolinas Chapter;
Brad Duncan, Director, AWI Texas Chapter;
Charlie Zizumbo, Past President, AWI Heart of America Chapter;
Phyllis Thornberg, President/Treasurer, AWI Florida Chapter;
Greg Hublar, President, AWI Ohio Valley Chapter;
Teresa McCain, Senior Director of Operations, AWI;
Greg Bednar, Chapter Coordinator, AWI

To register for this event, go to www.awinet.org and login as a member. Click on "Meetings and Events" at the bottom of the left menu to find the link to your event. This particular session is complimentary; however, registration closes April 22, 2011. Don't delay!



AWI Oregon Chapter: New Kid on the Block

AWI President Robert Stout recently welcomed a new chapter to the AWI community – the Oregon Chapter. The chapter became official on March 17, 2011 following approval of its charter by the AWI Board of Directors. The Oregon Chapter is the 26th AWI chapter.

Chapter officers were elected at the group’s first meeting on January 26, 2011 in Salem, OR. Congratulations to all and thanks for your commitment to making the chapter a success.

Chapter Officers are: President, Sean McConeghy, Market Contractors; Vice President, Jerry Stump, Architectural Millwork Manufacturing; and Secretary / Treasurer, Amy Booher, Pilgrims Fine Woodwork.

Chapter Committee Chairs are: Program, Dan Koonce, Salem Wood Products; and Membership, Jack Ragan of Delmac Machinery Group.

AWI National and regional leaders showed support for the chapter at the group’s first meeting. AWI National Director Steve Waltman of Stiles Machinery offered a warm welcome and encouragement about formation of the chapter. Stiles Machinery’s Reed Giving provided groundwork to get the chapter going. The chapter was also encouraged by Mark Clemens, of idX Corporation and President of the Washington Chapter, as well as Kirsten and Scott Ingham of Pearson Millwork, Directors of the Washington Chapter. Ms. Ingham served as AWI National President from 2004-2005.

The chapter will rotate the location of its meetings and programs in order for the broadest possible audience of woodworkers, suppliers, and vocational school faculty can attend. The local high school woodworking program boasts 400 students and its relevant faculty attended the chapter’s first meeting in January. They expressed keen interest in the Skill Standards under development by the Woodwork Career Alliance of North America (WCA). •



Left to right, Greg Bednar, AWI Chapter Coordinator, assisted the chapter in its formation, and congratulates newly elected chapter leadership: Jerry Stump, Architectural Millwork Mfg.; Sean McConeghy, Market Contractors; Amy Booher, Pilgrims Fine Woodwork; and Dan Koonce, Salem Wood Products.

The AWI Chapter Race!

The race is on for “Distinguished Chapter” and “Chapter of the Year.” Who will win? What chapters are currently ahead among the 26 AWI chapters driving for success?

CHAPTER NEWS



Carolinas	x	x
Chicago	x	x
Florida	x	x
Heart of America	x	x
Iowa/Nebraska	x	
New England	x	x
Ohio Valley	x	
Oregon	x	x
Texas West	x	
Virginia	x	x
Washington	x	
Wisconsin	x	x

Basic Annual Report

Chapter in Great Standing

As of March 22, 2011

It’s not too late to get in the race and it’s never too late to accumulate points to be recognized at the AWI Annual Convention, October 26-29, 2011, in Charlotte, NC. Forty points are needed to achieve “Distinguished Chapter” status. The esteemed honor of “Chapter of the Year” will be awarded for the most points accumulated in the race. Chapter Champions will also be honored.

For more information, contact AWI Chapter Coordinator Greg Bednar at gbednar@awinet.org or call 571.323.3629. •

BUSINESS TOOLS

AWI Benefact!

AWI Speakers Bureau



The AWI Speakers Bureau is the “go to” resource for design professionals, woodworking firms, and other industry partners to host a variety of speakers who deliver current and relevant information on the *Architectural Woodwork Standards (AWS)* and practices within the architectural woodwork industry. A team of experts is ready to make a personal presentation to your employees, professional organization or clients.

FOR: AWI chapters, architectural woodworkers and design professionals.

RETURNS:

As a woodworker:

- Enhanced understanding and comfort in use of the AWS among woodwork employees.
- Increased appreciation for the value of architectural woodwork in building projects among design professionals and specifiers.
- Outreach with AIA-approved education to the design-build industry that helps increase business opportunities.
- Exposure to new audiences by Speakers Bureau members.

As an AWI chapter:

- A resource for programs that link architectural woodworkers with design professionals at chapter meetings and events.

TO JOIN THE SPEAKERS BUREAU: Visit www.awispeaker.org for information about qualifications and requirements.

TO SCHEDULE A PROGRAM:

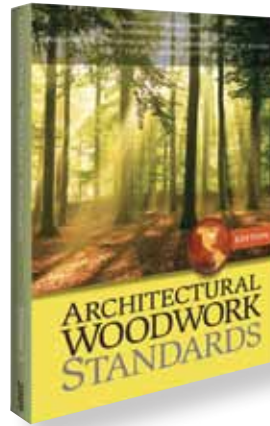
Visit www.awispeaker.org for details.

QUESTIONS: Call or e-mail Teresa McCain, Sr. Director of Operations, 571-323-3622, tmccain@awinet.org.

**MAKE
THE
MOST**
Of your AWI
Membership!

Online Promotion of Wood Products to Architects

Outreach to architects and other design professionals has entered a new phase, according to AWI Senior Director of Operations Teresa McCain, staff liaison to the AWI Speakers Bureau. The first online AWI delivery on March 24 for architects and engineers was sponsored by WoodWorks which worked with the AWI Speakers Bureau to host the presentation.



The one-hour online session, “Award Winning Interiors,” was conducted by AWI Speaker Bureau member, Jeff Ebel. The presentation for architects and designers attracted 80 unique logins and reached over 100 registered attendees. Mr. Ebel used the “Wall Surfacing” program module and the related section of the *Architectural Woodwork Standards (AWS)* in delivering his presentation. He focused on how to properly

specify a woodwork project that has wood paneling and emphasized how to maintain budget and quality per specifications. The audience was introduced to the AWS and its use from selection of veneers and cores, through fabrication and installation requirements, and finish with a punch list guide and reference.

WoodWorks is an initiative of the Wood Products Council. It is a cooperative venture of all the major wood associations in North America, as well as research organizations and government agencies. •

Quick Facts AWI Speakers Bureau

Seeking a program for your next meeting?

Need a speaker for your chapter event?

Seeking an AIA-CEU approved program?

A one-stop resource for professional programs for architects/designers, woodworkers, students

- Nearly 25 programs
- Over 75 speakers
- Open 24/7online

www.awispeaker.org

A China Experience

What enables China to make and sell its goods at the prices they do? Is it low cost of labor? or low labor cost?

INDUSTRY FORUM

The answer to those burning questions stimulated many probing discussions among AWI members and industry colleagues on the Tour of Technology to China hosted by Stiles Machinery with Homag China Golden Field Ltd. on February 25 to March 6, 2011.

“Did they ever reach any conclusions?” AWI NewsBriefs asked Steve Waltman, Stiles VP – Sales and Marketing. “I don’t think we ever got to the bottom of that question. Regardless, many other pre-conceived notions were dispelled and misinformation corrected about China among participants who were impressed about the state of modern manufacturing there,” Waltman said. “Participants also wanted to travel with manufacturers from various disciplines and network with others to enhance their understanding of how to better manage their company,” he added. “I heard many people making plans to visit each other’s plants when they returned to the U.S.”

“...many other pre-conceived notions were dispelled and misinformation corrected about China...”

“The Chinese have purchased a lot of technology that U.S. manufacturers have not seen in operation. In fact, China has some of the most advanced technology purchased in the last three to five years,” Waltman said.

AWI members represented about 35% of attendees from office furniture, fixture, kitchen cabinet and allied industries. “The number and caliber of the firms represented is a testimony to the kind of AWI members we have now. These companies are not only benchmarking themselves against the best in this country but also around the world. They are visionaries looking beyond all borders,” Waltman added. •

SPONSOR SPOTLIGHT

Gemini Coatings

Dedicated to Wood Finishes and the Wood Finish Industry!

Excellence is at the heart of everything at Gemini. As an employee owned company, Gemini is a different company than most wood finish suppliers. When you are talking to a Gemini team member you are talking to someone who has a stake in the outcome, an owner.

It’s the people at Gemini that make the difference; coming from a mid-western culture and one of ownership, the people at Gemini are interested in only one thing, supplying you with the best wood coatings on the market today. The 150 team members at Gemini are dedicated to the manufacturing of superior wood coatings, wood coatings technology and serving their customers.

...you are treated better, supplied better, and supported better because of this ownership culture.

Gemini is committed to leading the way when developing environmentally friendly coatings. Low VOC, Low HAP’s, and low formaldehyde coatings have always been a priority for the Gemini Research and Development Department.

Gemini has always believed in quality training and offers training classes that include special effects classes, glazing techniques, touch up and repair of finishes, coating technologies, green coatings and spray techniques. These classes are taught on site, regionally and at national trade shows.

Wood coatings are the focus for Gemini; whether it is a conversion varnish, a UV curable coating, waterborne or LEED® compliant coating, Gemini’s technical staff works to stay on the leading edge of coatings technology. Ten Gemini locations across the country keep their coatings, aerosols, touch up materials, spray equipment and related products in stock strictly to support customers.

Look for new innovative coatings from Gemini in 2011, new exterior high solid coatings, polyurethanes, polyesters and lower VOC coatings are on the way.

Gemini truly is the partner of choice when you are looking for a coating supplier. With Gemini and its employee/owners you will be treated as the partner you are. For more information about Gemini Coatings visit www.gemini-coatings.com or call 1.800.262.5710. •



Put the Q to Work for You: Register Your Project!



The simple act of registering your QCP project with the AWI Quality Certification Corporation (QCC) offers many benefits to woodwork contractors, architects and owners alike. Registration of a project during bid ensures that this prerequisite to certification is undertaken prior to when fabrication begins.

ABOUT QCP

Most importantly, project registration provides QCC with an opportunity to contact all applicable members of the construction team to confirm the QCP specification will be upheld. This is of particular benefit to woodwork contractors who have invested significant amounts of time, effort and money to become pre-qualified to certify QCP projects.

“As standard procedure, for example, once a project is registered, we contact the architect, general contractor and/or woodworker confirming the QCP specification,” said AWI QCC Project Manager Justine Godown. “If a non-accredited woodworker wins the project, the construction team is contacted again, and informed that the woodwork contractor selected for the project

may not provide QCP labels or certificates of compliance unless they become Q-accredited, which can take several months,” Godown said. The pre-qualification aspect of Q-accreditation is a powerful marketing tool, and one that woodwork contractors should utilize during the bid process.

Architects and general contractors also benefit from registering QCP-specified projects. Once in QCC’s system, projects are eligible for inspection services upon request, or as needed. In addition, the QCC is readily available to provide general education on the benefits of the specification and program services. These services are available for all projects in which the QCP is specified.

Perhaps best of all, project registration is fast and completely free of charge! Any member of the construction team (including those bidding the project) may register a project simply by completing a brief form on the QCP Web site, www.awiqcp.org/project/RegisterProject.

To ensure you receive the full benefits of registration, make sure to register your QCP-specified project early on – in the design, bid or shop drawing stage. Visit www.awiqcp.org.

Check Your Spec

The QCP specification is sometimes worded incorrectly. When you see these, please contact the QCC office to let us know and we will send the specifier the applicable spec language. Alternatively, you may do so yourself. Forward the following to the architects whose specs need some tweaking:

Quality Standard: Unless otherwise indicated, comply with the [Architectural Woodwork Standards, Latest Edition] for grades of interior architectural woodwork, construction, finishes and other requirements.

1. Provide AWI Quality Certification Program [Labels] [Certificates] indicating that the woodwork, [including installation], complies with requirements of grades specified. This project has been registered as AWI/QCP project number _____. OR, the Contractor, upon award of work, shall register the work under this section with the AWI Quality Certification Program, phone: 800.449.8811, www.awiqcp.org.

2011 AWI Sponsors

AWI thanks these annual sponsors for their additional support in 2011. Visit www.awinet.org to contact them whenever a need arises for their services.

Sustaining Sponsor:



Major Sponsors:



Level 2 Sponsors



Level 3 Sponsor:



Level 4 Sponsors:

