

AWI SPRING LEADERSHIP CONFERENCE: 2 PARTICIPATION OPTIONS!

PICK ONE! The 2021 AWI Spring Leadership Conference, **April 11-13 at the Hyatt Regency Milwaukee in Wisconsin**, will be a hybrid event for the first time in the forum's multi-year history. **We welcome both in-person and virtual attendees.** Choose your participation preference!

Exciting Opportunities

Either invite your staff to participate and connect with AWI members virtually to save on travel and accommodation expenses or connect face2face in Milwaukee where you can rekindle friendships while you form new

alliances among the AWI family. Either way you will have an informative and memorable experience.

Conference Content

The program includes Keynote speakers, Insight Sessions, an Industry Topics

panel, a virtual Plant Tour, and a Feature Presenter. Our **Opening Session** will be presented by **Dr. Nick Bontis**, an internationally sought-after keynote speaker and management consultant. The Industry Panel topics include Lean, Specifications, Software and more.

INFORMATION / REGISTRATION AT
WWW.AWINET.ORG



Details / Registration

Don't miss the opportunity to tap into another benefit of your AWI membership—the Spring Leadership Conference.

Information is available and registration is open 24/7 at www.awinet.org. ▽

New AWI Standards Development Initiatives

The Architectural Woodwork Institute (AWI) has announced plans to develop six NEW industry standards through their ANSI-approved process in 2021. AWI's **seven-man Technical Committee** will commence work on the following standards:

- 1232 Manufactured Wood Casework
- 1235 Specialty Casework
- 0622 Millwork
- 0646 Wood Trim
- 0648 Wood Frames
- 0642 Wood Paneling
- Additionally, AWI's new 400 Finishes Standard is in the final stages of completion.

The PINS filings* (Project Initiation Notification System) for these new standards were filed with the

American National Standards Association (ANSI) in fall of 2016.

ANSI Process

With the completion of a draft standard, the AWI team will begin the **ANSI Canvass Process** during which the proposed standard will be subject to further review and vetting by industry participants. Upon completion of the Canvass Process, the AWI team will address any comments or suggestions submitted by the canvass body.

AWI welcomes comments on the drafts. For additional information please contact AWI National Testing Center Technical Projects Manager Cheri Dermyre (cdermyre@awinet.org) or AWI Technical Director Hunter Morrison (Hunter@awinet.org).

(cont. on page 4)





AWI EVENTS

Nick Bontis to Headline Spring Leadership Conference

Dr. Nick Bontis, an internationally sought-after keynote speaker and management consultant, will engage, enlighten, and enliven attendees during the **Opening Session** of the AWI Spring Leadership Conference on April 11, 2021.

Professor Nick Bontis is recognized internationally as a leading strategy and management expert. His dynamic, high-energy presentations provide concrete recommendations for **improving individual, team and organizational effectiveness**, leaving audiences with the tools, inspiration and motivation to accelerate management performance. His **customized programs** are a mix of practical managerial tools, rigorous academic research, strategic consulting, entertaining humor and a blast of youthful exuberance.

Dr. Bontis's dynamic delivery and concrete advice will **leave you enlightened, inspired and ready for action**. His expertise has been tapped by several **Fortune 500 companies and even the United Nations** who hand picked him for a high-profile initiative. His groundbreaking doctoral dissertation is the #1 selling thesis in Canada, in all fields of study. As an award-winning

Dr. Nick Bontis is guaranteed to ignite, entertain and educate our audience.

tenured professor of strategy, he has **won over a dozen teaching awards and several research awards**. *Maclean's Magazine* has identified him as one of McMaster University's most popular business professors for six years in a row! He is also a 3M National Teaching Fellow, an exclusive honor only bestowed upon the top university professors in the country!

With his unique combination of **substance and sizzle**, Dr. Nick Bontis is guaranteed to ignite, entertain and educate our audience, empowering you with both the tools and the inspiration to perform at an accelerated level of management performance. ▽

WORKFORCE

"You Wood" Career Awareness Campaign Launched



In January, the Wood Industry Resource Collaborative (WIRC) announced the launch of their **industry-wide career awareness campaign, "You Wood,"** which AWI encourages members to support. Developed by several industry trade associations led by AWFS, WMIA, and WMMA, in partnership with Nashville-based INDUSTRIAL Strength Marketing, the WIRC campaign aims to **communicate wood industry career pathways and attract new talent**.

AWI is among the **11 current participating associations** that are investing in this collaborative effort. "This collaborative effort among associations is a great example of working together to advance the entire industry. AWI alone could not afford this project, but coming together with others to make it happen allows all of us to benefit from this fantastic initiative," says AWI EVP Doug Hague.

"You Wood" Website

The "You Wood" **campaign website, <https://youwood.com>**, features career resource information, including profiles of high-demand positions, career quizzes, links to educational resources like schools and scholarships, industry information, and an events calendar. The site will be continually updated, and features will be added, including industry pro spotlights, additional career pathway information, and custom video content.

Audiences

The campaign is geared towards two audiences: high school students and those in their mid-20s to

(cont. on page 4)

2021 AWI PARTNERS

AWI thanks the 23 members listed at right and welcomes them to the new AWI Partner Program. Their additional support throughout the year helps to fund the association's programs, publications and other services for members. AWI Manufacturing Members are encouraged to connect with these suppliers anytime at www.awinet.org whenever a need arises for their services. To learn more about the program for AWI members contact AWI Director of Marketing & Membership Katie Allen at kallen@awinet.org.

Premiere Partners



Platinum Partner



AWI NEWS

New AWI Members

MANUFACTURERS

ALVAREZ CUSTOM CABINETS, INC.
AMARILLO, TX

MASTER MILLWORK, INC.
PUYALLUP, WA

**PINETREE ARCHITECTURAL
MILLWORK, INC.**
CHICAGO, IL

**RICELAND CABINET
CORPORATION**
WOOSTER, OH

SUPPLIERS

PANGEA SURFACES
MIAMI, FL

**WINDOW REPAIRS &
RESTORATION**
GLOUCESTER CITY, NJ

INDUSTRY

**FINISH INSTALLATIONS OF
NEW ENGLAND**
SALEM, NH

NOTE: THESE NEW MEMBERS JOINED AWI IN JANUARY 2020.

Use the online Directory of AWI Manufacturing and Supplier Members at www.awinet.org for contact information and access to the websites of these and other AWI members. The resource is open 24/7 for use in seeking manufacturers and suppliers of architectural woodwork. ▽

AWI MEMBERSHIP BENEFIT BRIEF

ANNUAL AWI COST OF DOING BUSINESS SURVEY

If you could trim costs and augment profits to elevate your bottom line, would it be worth your time?

The AWI-subsidized Annual Cost of Doing Business Survey (CODBS) is an industry-specific pathway to a STRONG financial management tool for improving your bottom line. **Strengthen your financials** and reap the rewards of **knowing how your business compares with others**, particularly high profit firms, within the architectural woodwork industry.

The CODBS is an **exclusive benefit for AWI Manufacturing Members** in good standing—and at no cost, only the time it takes you to participate. The confidential survey is conducted for AWI by Inverra.

GOOD REASONS TO PARTICIPATE

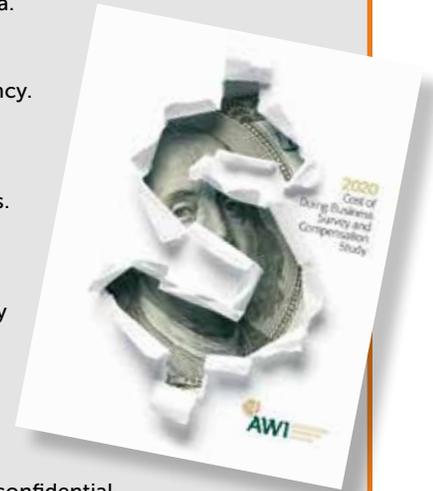
- Assess overall company productivity and efficiency.
- Trim and control expenses.
- Trace industry trends against your financials.
- Detect early warnings of any financial difficulties.
- Plan cash flow.
- Devise financial strategies going forward.
- Gauge performance vs. industry peers to identify your strengths and weaknesses.
- Gain reliable information for making financial decisions.

CODBS DELIVERIES

AWI Manufacturing Member Participants receive confidential, customized online results for analyzing trends and changes for closer examination and action, along with a complimentary CODBS Results book.

Non-participating Manufacturing Members receive the Executive Summary only which is posted in the password-protected “Members Only” area of www.awinet.org. Printed copies may be purchased for a fee.

Take advantage of this annual survey to dive deeper into your financials to improve your profit margins. ▽



Gold Partners



Silver Partners



Bronze Partners



AWI SPRING LEADERSHIP CONFERENCE

APRIL 11 – 13, 2021

HYATT REGENCY MILWAUKEE
MILWAUKEE, WISCONSIN

INFORMATION / REGISTRATION
WWW.AWINET.ORG

The addition to the Milwaukee Art Museum designed by renowned architect Santiago Calatrava is a show-stopper. Be sure to time your visit to see the structure's wings flap.
www.mam.org

Photo Credit: Greater Milwaukee Convention Visitors Bureau DBV VISIT Milwaukee



"YOU WOOD" CAREER AWARENESS... (cont. from page 2)

late 30s who are seeking a career change, including military veterans. WIRC conducted a survey of these audiences in early 2020 and found that over 70% of all respondents had no awareness of wood industry careers; however, 23% would consider a career in the wood industry.

WORKFORCE

WIRC Goals

Officially founded in 2018, the charter members of WIRC agreed to the following goals and identified those influencers who can effectively drive interest in the wood industry as a career path (e.g., parents, teachers, social media, and financial resources):

- Attract Employees
- Retain Employees
- Improve the Perception of the Industry.

"We hope that members of the wood industry will embrace the campaign website and use it as their own," says Adria Salvatore, AWFS assistant executive director, education. "This site is a step towards a sustainable skilled talent pipeline for our industry." ▽



The Wood Industry Resource Collaborative (WIRC) is a consortium of trade associations, all related to the woodworking or the wood products manufacturing industry. Current WIRC member associations are: AWFS® (Association of Woodworking & Furnishings Suppliers); AWI (Architectural Woodwork Institute); AWIEF

(Architectural Woodwork Institute Educational Foundation); CPA (Composite Panel Association); International Woodworking Fair (IWF); NBMDA (No. American Building Material Distribution Assn.); NWFA (National Wood Flooring Association); WCMA (Wood Component Manufacturers Association); WMA (World Millwork Alliance); WMIA (Woodworking Machinery Industry Association); and WMMA (Wood Machinery Manufacturers of America).

AWI ANNOUNCES 2021 STANDARDS... (cont. from page 1)

AWI encourages any directly and materially affected individuals to participate in standards development through **Public Comment**

STANDARDS

Periods and/or Canvasses. The Public Comment period is open for 45 days. This portion of the process is to ensure that everyone has an opportunity to review the standard draft. Comments that are received during the Public Comment Period are addressed in the same manner as a comment received with a vote. **The comments are reviewed and responded to by the AWI Technical Committee.**

Consensus Vote

The Canvass of a standard is a **consensus vote of the canvasees** who have elected to participate in the Canvass. Potential canvasees are those who represent organizations, companies, government agencies, other standards developers, individuals, etc., known to be or who have indicated that they are, directly and materially affected by the standard and have submitted a **Pre-Canvass Interest Survey** on the standard currently under review. For the standard to be approved, it requires that a majority of the consensus body (counting abstentions) cast a vote and at least two-thirds (2/3) of those who cast a vote approve the standard (not counting abstentions). ▽

* PINS filings are the initial notification to ANSI that AWI is intending to write a standard on a particular topic.

The Architectural Woodwork Institute has produced and collaborated on the development of standards since its founding in 1953 to the present day. AWI is an ANSI Accredited Standards Developer Organization. www.awinet.org



Founded in 1918, the American National Standards Institute (ANSI) is a private non-profit organization that administers and coordinates the U.S. voluntary standardization and conformity assessment system. Encompassing nearly every industry, the Institute represents the diverse interests of more than 270,000 companies and organizations, and 30 million professionals worldwide. www.ansi.org

