ELEVATE Your Game Plan!

Apart from the packed program of provocative presenters and thought-provoking leadership forums aimed at helping you ELEVATE your leadership skills and life, the AWI Spring Leadership Conference, March 8-10, 2020, in Asheville, North Carolina, is an inspiring destination nestled in the beautiful Blue Ridge Mountains. It’s a perfect setting for focusing on your game plan! The conference will take place at the Renaissance Asheville Hotel.

Check out the events, and visit www.awinet.org for full details. Use this opportunity to ELEVATE your personal life, leadership style, and business growth!

FORUMS

Strategy in a World of Disruption

Opening Keynote

Shawn Kanungo is a strategist who operates at the intersection of creativity, business, and technology. He has been recognized nationally and globally for his work in the innovation space after 12 years of working at Deloitte as an innovation strategist. He shows organizations how to disrupt before they are disrupted.

At Deloitte, Shawn’s mandate was to help corporate executives better understand and plan for the opportunities and threats associated with disruptive innovation. Now, as General Partner of Queen &

(continues on page 2)

Tout Your Good Safety Record

Enter the 2020 AWI & Federated Insurance Safety Awards Competition which opened Jan. 13 and extends through March 6, 2020.

Your safety record can differentiate your firm from a competitor. Show your commitment to safety, quality and sound management.

Entry dates are Jan. 13 through March 6, 2020, which coincides with your OSHA Form 300A (Summary of Work Related Injuries and Illnesses) filing. With safety already on your mind, entering the 2020 Safety Awards Competition will be easy.

How to Enter

• Visit https://clients.inverra.com/AWISAFETY/
• Enter USER ID: AWI and PASSWORD: safety
• Answer a few questions about your company’s

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Coming Next Month

• Standards
• CODBS-Elevate Your Bottom Line in 2020

Skills USA : OFFICIAL SPONSOR FOR 2020
ConsensusDocs : ENDORSED BY AWI

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Rook Capital, he is focused on applying exponential technologies and new business models to mature businesses.

**The Leadership Secrets of Santa Claus**
**Insight Session I**

Mike Hourigan, one of the authors of *The Leadership Secrets of Santa Claus*, presents leadership concepts in a new and exciting way. With lots of practical advice you can implement immediately, you can start to motivate your team, deal with change, and become a better leader now.

You will learn how Santa Claus himself manages team building, employees, facilities, resources, production, customer service, and more.

**Winning Plays: Tackling Adversity & Achieving Success in Business & in Life**

**Feature Presenter**

Based off of Matt Mayberry’s highly acclaimed book, *Winning Plays*, this passionate and incredibly inspiring keynote speaker captivates audiences with a message that resonates long after he exits the stage.

In this paramount message, Matt shares his personal story of being on a downward path to destruction, struggling through drug addiction and a career-ending injury in which he eventually transformed into meaningful and lasting success.

Matt introduces key insights and techniques about personal motivation, overcoming adversity, goal setting, and turning circumstantial hardship into opportunities for winning plays. He provides actionable strategies and thought-provoking dialogue that is sure to maximize the performance of individuals and teams.

**Building High Performance Teams: Lessons Learned from Steve Jobs**
**Deep Dive Workshop**

In business, we usually hear stories from the leaders and experts after the fact. “Here’s how I did ‘X’ and you can too.” But what was cause and what was effect? It’s a common mistake to reverse them. It’s rare that we can hear somebody explain, in great details, with incredible candor, their philosophy and approach and then see the spectacular results that follow. Due to an odd twist of fate, one such opportunity is now available, as discussed by Jeff Tobe.

We all know the story of Apple, today an extremely successful company. But it grew from a company that was in ruins, just days away from bankruptcy. Before anyone, including Steve Jobs, thought he’d rejoin Apple, let alone spark one of the most incredible journeys in the history of capitalism, Steve sat down with BBC interviewer Robert X. Cringely for a no-holds barred 64-minute discussion.

Steve Jobs called them “A Teams” and in this discussion, you will hear how the leader of APPLE made very clear distinctions between “A” players and his “B” and “C” players. He had very strong feelings about assembling high performance teams. His theory of good conflict vs. bad conflict in any team is insightful.

This 3-hour workshop will lead us through this fantastic journey.

**5S - Principles that Apply to the Office & Production**
**Insight Session II**

Sort, Set, Shine, Standardize, Sustain. Seems simple enough, but the impact across an organization they can have is profound. Erik Fetzer of Fetzer Architectural Woodwork will share his expertise and experience of these principles to encourage you to take the first steps of the process or inspire change to your current 5S process. These principles have value in both your office and manufacturing area of your company.

The hour will pass quickly, don’t miss out on this knowledge.

**Strategic Leadership of the Future**
**Insight Session III**

Organizations need strong and capable strategic leaders who can motivate, coach, and inspire people to do strategic work that will help ensure the organization’s success over the long term. Contributors at all levels in the organization look to
their leaders for direction and clues about how the future will unfold and how they can add distinctive value to the organization and ensure its success.

Certified Speaking Professional Jeff Tobe provides leaders and managers with the skills and tools they need to successfully capitalize on the forces and events that shape their world, allowing them to become architects of the future within their area of responsibility. Leaders learn how to strategically position their function, department, or team by creating their own unique, stand-alone strategy that aligns with and supports the organization’s overarching strategy.

The session helps leaders see the big picture and new ways for their team to contribute maximum value over the long run by operating from a more-strategic point of reference while still delivering on today’s expectations.

Finish Strong, Commit to Application Closing Keynote

With this insightful conference inundating you with many great game-changing ideas, don’t let it all stay in Asheville. Wade Thaxton will discuss ways to take them home and have application to your business and employees. “Knowledge without application is useless,” said Marc Sanderson. Let’s make the most of this conference investment and allow it to have a positive impact on all our environments.

ACCOMMODATIONS / REGISTRATION

For the agenda, presentation descriptions, speaker bios, and to register, visit www.awinet.org. Take advantage of the discounted registration which closes Feb. 25, 2020, when fees nearly double. 

Register Today! www.awinet.org

Use this opportunity to ELEVATE your personal life, leadership style, and business growth!
The six presenters engaged for the 2020 AWI Spring Leadership Conference, March 8-10, will guide you in focusing on the essence of leadership aimed at elevating your leadership style, communication skills, and inspirational techniques for motivating others on your team.

...Imagine what you can take away from the presentations of these experienced speakers.

**Shawn Kanungo**
Shawn Kanungo is a strategist who worked 12 years at Deloitte, where he helped corporate executives better understand and plan for the opportunities and threats associated with disruptive innovation.

Now, as General Partner of Queen & Rook Capital, Shawn is focused on applying exponential technologies and new business models to mature businesses. He is a practitioner who has worked hand-to-hand with hundreds of organizations to help them create world class client experiences on their journey to digital transformation, and he has adopted the concepts of behavioral economics, user-centered design, crowdsourcing, artificial intelligence, drones, and film to help create world-class client experiences.

Shawn’s work and interviews have been featured in *Forbes*, *The Globe and Mail*, *The Guardian*, CBC and CTV. In 2016, he was recognized as *Avenue* Magazine’s “Top 40 Under 40.” He spoke at TEDx in 2017, and was named to *Inc*’s “100 Most Innovative Leadership Speakers” in 2018. His podcast, The Remix with Shawn & Wang, can be currently found on iTunes, Google Play and Stitcher.

**Mike Hourigan**
Mike Hourigan is a refreshingly unique keynote speaker and author who empowers the country’s top companies and professional associations to navigate constant change with real-world wisdom. A veteran leadership consultant and productivity expert, Mike is consistently sought after and hired by some of the most recognizable companies in the U.S., including McDonald’s, Harley-Davidson, PwC, Disney, GE, Marriott, ExxonMobil, MillerCoors and Kaiser Permanente.

Mike’s management and consulting experience fuels his development of completely kinetic approaches to change management, negotiation for sales and non-sales teams, team building in a multigenerational workplace, and safety training.

**Matt Mayberry**
Matt Mayberry, a former Indiana University and Chicago Bears linebacker, is an internationally acclaimed keynote speaker and performance strategist. He is one of the most widely read columnists for *Entrepreneur* Magazine, writing on peak performance, leadership, teamwork, overcoming adversity, and motivation.

Matt maintains a strong focus on delivering actionable ideas and strategies designed to maximize business and personal performance. He inspires audiences with a combination of powerful stories, current research, and past experiences from his own life and athletic success that resonate long after each event comes to an end.

**Jeff Tobe**
Jeff Tobe helps drive personal and business success by getting his audiences out of their comfort zones—and helping them uncover opportunities to be exceptional. A Certified Speaking Professional, Jeff prides himself on...
Imagine what you can take away from the presentations of these experienced speakers.

Over 20 years as a speaker, trainer, and business consultant has given Jeff the experience to apply best practices from leading companies to improve the customer experience across a wide range of industries.

Erik Fetzer
Erik Fetzer, a 20-year veteran of the architectural woodwork industry and Chief Technical Officer of Fetzer Architectural Woodwork, is among the fourth generation of the Fetzer family woodworking business. He served on the AWI Board of Directors for 2017-2018 and began a second term in January 2019. Erik also has been active on the AWI Technology Committee.

He will share practical information to elevate your operation to the next level of success. Erik’s knowledge and experience have been utilized for presentations at AWI conventions and industry events. He has been a presenter and speaker on Technology and/or Lean Manufacturing at several AWI national conventions as well as the AWFS and IWF industry shows.

Wade Thaxton
Wade Thaxton is AWI’s new Director of Education. He has spent the past 6.5 years as an account manager for Flexible Materials working with many AWI members in the Midwest. He’s also served the past 1.5 years as President of the Ohio Valley Chapter of AWI.

Wade has a Master’s of Education from Spalding University and Bachelor of Arts from Wabash College. He has a multitude of experience in educating, training and coaching students, peers and total strangers. From being a high school English teacher to a middle school tech coordinator to an adjunct professor to a support group leader and facilitator, Wade has served thousands of young and old (and sometimes restless) individuals over the past 18 years.

Sponsor a Student: Foster Workforce Development

Now for the third time, AWI is offering Student Sponsorship Opportunities for the 2020 AWI Spring Leadership Conference. At prior AWI events Student Sponsorships have been rewarding for student attendees as well as AWI members.

Help elevate interest in the workforce of tomorrow by sponsoring a student to attend the AWI Spring Leadership Conference, March 8-10, 2020 in Asheville, NC.

You have the chance to help with lodging costs for students to attend this event. The students take care of their transportation to the conference, and AWI covers the food expenses.

Student interaction with industry leaders can help inspire them to pursue careers in the architectural woodwork industry. Hearing speakers discuss leadership issues will help round out their education as they prepare for the workforce.

Details are available at www.awinet.org. Choose “Sponsor A Student” in optional items after registering yourself for the event.
Nestled in the Blue Ridge Mountains, Asheville, North Carolina will host the AWI Spring Leadership Conference, March 8-10, 2020. The city and surrounding area is sure to ease stress, stimulate thought, and present new possibilities for personal and business growth. Make your reservations today at www.awinet.org. Discounted registration ends Feb. 25, when fees nearly double.

**Edgy, Artsy & Inviting**
Asheville is that type of unique, special place that lingers sweetly in your mind and memory for years to come. The city’s rich architectural legacy with its mix of Art Deco, Beaux Arts and Neoclassical styles is the perfect retro-urban backdrop to the edgy energy that emanates from the locally owned-shops and art galleries, distinctive restaurants and exciting entertainment venues.

**Eclectic & Awe-Inspiring**
A bastion of cutting-edge art and technology in the Blue Ridge, the city also prides itself on its fascinating Appalachian past. This thriving mountain city features a funky and eclectic downtown, 30-plus art galleries downtown alone, a burgeoning culinary scene, a thriving live music scene and, of course, the awe-inspiring scenery of the mountains.

**Refreshed & Revitalized**
Full details about Asheville can be found at www.exploreasheville.com. Take a virtual tour to see what awaits you in Asheville. Come away from your visit feeling refreshed, revitalized and inspired to apply the lessons learned at the Spring Leadership Conference to your life, your community, and your business.

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**2020 AWI Annual Sponsors**
AWI thanks the 2020 annual sponsors for their additional support of AWI throughout the year, which 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. Contact AWI if you would like to join this elite group of sponsors.

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**Top:** The historic Grove Arcade in downtown Asheville.
**Middle:** The sounds of Asheville can be found everywhere.
**Left:** The Biltmore Estate, is situated in the heart of Asheville and the Blue Ridge Mountains. With 250 rooms, the French Renaissance castle is America’s largest home.

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Photo courtesy of ExploreAsheville.com
The Power of the Portal
Sample Search Results

Relevant educational resources found in prior editions of AWI Standards have migrated to a home in AWI's new robust Digital Learning Portal which opened in December at www.awinet.org.

One click of a button pulls together new currently published AWI Standards, education resources from prior editions of AWI Standards, AWI member profiles noting woodwork specialties, and shared information from AWI Communities.

The powerful portal pulls it all together as you search for specific information. Take “veneer” for example. Many questions regarding “veneer” can be found in the Digital Learning Portal. It’s quick and easy!

“Veneer” Search
Using the Digital Learning Portal at www.awinet.org, login into the website with your AWI member access codes to get comprehensive information reserved exclusively for members.

Search on the word, “Veneer.” As an example, select the Content Type “Education” from the left pane, and you’ll receive results from all of AWI’s education resources regarding “veneer.” It pulls up the following:

- Hardwood Veneer
- Softwood Veneer
- Veneer Grain
- Figure
- Special Characteristics
- Natural
- Select Red or White
- Reconstituted Veneers
- Photodegradation
- Oxidation
- And more.

Note that all searches can be further refined by “Content Types” that include: Community, Education, Company, Everything.

Get the facts from the DLP and make it your “go to” resource for a wealth of information never before available—or possible—from AWI.

SAFETY MATTERS (cont. from page 1)

Tout Your Good Safety Record...

safety program using data you’ve already generated from your OSHA Forms 300 and 300A.

If you have 10 or fewer employees, and are not required to complete OSHA Forms 300 and 300A, you can still enter the contest by providing the information requested in the online entry form.

Winner Recognition
Three types of awards will be offered in various business size categories: Best Safety Achievement Award, Zero Lost Time Accident Achievement Award, and Safety Improvement Recognition Award.

Winners will be announced in AWI’s e-briefs and NewsBriefs. Awards will be presented at a ceremony during the 2020 AWI Annual Convention in Lake Tahoe, CA.

Promote Teamwork
You can proudly display your award at your business to help promote company, pride, teamwork, and safety awareness. Plus, the award shows your team that you care about their safety and well-being.

Will you be among the AWI Manufacturing Members whose safety records earn them an award in 2020?

Questions? Please contact Katie Allen at kallen@awinet.org or call 571-323-3611.
AWI Wants to Know: Did You Share Your Views?

Last month, AWI began a process to evaluate programs and services for members. In an e-mail to AWI members on Jan. 14, AWI Executive VP Doug Hague announced an exciting journey of evaluation to carefully examine the programs and services it provides to you, our valued members.

Your feedback is of critical importance to us; it will guide our future.

Doug wrote, “Your feedback is of critical importance to us; it will guide our future.” The brief (10 minutes) online survey gave respondents the option of keeping their answers completely anonymous. Only the marketing research firm retained for this project, The Communication Solutions Group, has access to survey feedback.

In gratitude for member’s participation, respondents were entered into a drawing to receive one of five Amazon $50 gift cards. Thank you to all who set aside time to help guide the association’s directions for the entire membership, and for seizing the opportunity to help AWI ELEVATE its programs and services.

Did you share your views? Survey questions touched on such issues as industry publications you read, other associations in which you are a member, services you obtain from other organizations that AWI does not offer, and changes AWI can make to better support you. In addition, the survey asks you to identify AWI’s greatest strength and its greatest weakness.

The survey period closed Jan. 24. Currently, results are being tabulated by the marketing research firm that will present aggregated information only to AWI leadership for subsequent review and decision-making by the AWI Board of Directors. Stay tuned for changes ahead!

AWI Member Profile

Are you maximizing your visibility as an architectural woodworker with the products and expertise that architects, design professionals, specifiers and general contractors are seeking?

Your online AWI Member Profile reveals a lot about the experience and quality your firm provides. Is your contact information complete? What about the size of your business? Is your firm’s specialization accurate?

Login to www.awinet.org and review your online profile and make certain it is current and complete. Take advantage of this membership benefit that provides marketing exposure of your firm to those searching the online “Membership Directory.” New business may be a profitable by-product.