LOOKING AHEAD IN 2021
By Sebastien DesMarais, AWI President

As you know, due to the coronavirus, our 2020 AWI Convention was held virtually instead of face-to-face at Lake Tahoe. But one component of our convention took place in person to recognize the transition of AWI’s elected leadership that occurred in Houston, TX, at the Margaritaville Resort, site of the 2021 AWI Convention.

Footsteps of Presidents
As the 66th AWI President, I follow in a line of many other AWI Presidents, including our Immediate Past President Tyler Cerny, who did an exceptional job leading our association last year, as we all—and AWI—learn to evolve and adapt to today’s New Reality. I commend Tyler for his amazing leadership last year, and in all his years serving AWI at both the Chapter and National levels.

My sincere thanks go to all the Past Presidents whom I was privileged to serve under in my time on the Board of Directors and as Treasurer, including 2019 Past President Mike McNulty, 2018 Bruce Spitz, 2017 Kristine Cox, 2016 Greg Lutz, and 2015 Kent Gilchrist, as well as all the Past Presidents before them dating back to our founding President in 1953, Charles Rinehimer. I am also so

I am also so very honored to be following in my Father Yves’ footsteps.

AWI President Sebastien DesMarais with his wife Tiffany and son.

AWI Announces New 3-Year Strategic Plan

In December we reached the end of a Three-Year Strategic Plan implementation, and this month we are kicking off 2021 with AWI’s new Strategic Plan that will take us through 2023. The updated plan was developed in 2020 with input from Manufacturing and Supplier Members, QCC, and members of the construction and design community.

See the five Core Goals of the 2021-2023 AWI Strategic Plan on page 5.

THE GOALS SUPPORT AWI’S VISION:
To be the global leader in architectural woodwork standards, related interior finishes, industry-specific education and networking opportunities.
AWI NEWS

2021 AWI LEADERSHIP

AWI EVP Doug Hague is pleased to announce the Officers and Directors who will serve your interests in 2021. These volunteer leaders will be your voice in setting policies and overseeing programs, publications, and other services that meet your needs.

To reach these 2021 AWI leaders, visit www.awinet.org, scroll down to the bottom of the home page and then click on “Board.”

Note: AWI Board of Directors members also include Officers.

OFFICERS

Sebastien DesMarais, President
Hollywood Woodwork, Inc.

Mike Coticchio, President-Elect
Siteline Interior Carpentry, Inc.

Tony Aubin, Director
Aubin Woodworking, Inc.

Cory Bittner, Director
TMI Systems Corporation

Liz Ingebrigtsen, Director
Sprovieri’s Custom Counters

Robert S. Krejci, Director
Riverside Architectural Millwork

Dustin Giffin, Vice President
Giffin Interior & Fixture, Inc.

Skip Heidler, Treasurer
Heidler Hardwood Lumber Company

Randy Lange, Director
Lange Bros. Woodwork Company, Inc.

Doug Mock, Director
Mock Woodworking Company

Whitney Pyle, Director
Advanced Cabinet Systems

DIRECTORS

NEWSBRIEFS RETURNS TO “BRIEFS”

Over the years, NewsBriefs has adapted to changing times, and in 2021 AWI’s monthly print newsletter will morph again. This time, NewsBriefs will return to a four-page, quick-read format.

Beginning with the February edition, NewsBriefs will no longer contain feature stories. Instead, it will include brief columns relating to AWI’s structure and programs. Watch for the change next month.
New AWI Members

MANUFACTURERS

COMMERCIAL CASEWORK SPECIALISTS, INC.
NASHVILLE, TN

GD LAMINATES & MILLWORK
BALTIMORE, MD

MERRICK WOODWORKING, INC.
COMMERCE CITY, CO

OAKCRAFT ELEGANT CABINETRY
PEORIA, AZ

PEARWOOD ARCHITECTURAL WOODWORK, INC.
PROVIDENCE, RI

SCHIEFER WOODWORKING, INC.
WALTHAM, MA

V2 FINE INTERIORS, INC.
SAN DIEGO, CA

SUPPLIER

FIBER CHAR CORPORATION
ALPENA, MI

Note: These new members joined AWI in November 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.

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Chapters at the WORKBENCH

Tap into New AWI Resource

On Jan. 13, WORKBENCH will focus on “Hosting Online Chapter Meetings and Tours.” AWI Past President Kristine Cox of Rowland Woodworking and AWI Staff Margaret Fisher will share tips and advice on hosting virtual Chapter Meetings.

Monthly Focus

AWI Chapter leaders gain chapter operations knowledge through complimentary monthly WORKBENCH sessions held online, which were launched last October as a service to all of AWI’s Chapters. Zoom invitations are sent out to over 150 Chapter leaders and volunteers about a week in advance informing them of the topic so they can designate someone involved in that subject matter to attend.

AWI and Chapter leaders are sharing tips to help Chapters grow.

GET INVOLVED!

Who Will Benefit?

Most likely to benefit from this session will be the Chapter President, membership chair, meeting planner, program chair and event coordinator.

Prior Sessions

When appropriate, sessions will be recorded and available for review on the AWI Portal at www.awinet.org under “Chapter Resources.” Both the October session on the revised Distinguished Chapter (DC) program and December’s session on AWI Chapter Reporting Forms are available to all Chapters on the Portal.

Distinguished Chapters

WORKBENCH sessions are held mid-week and mid-month and start promptly at 3:00 pm ET. Sessions are generally 20-40 minutes long including Q&A and discussion time. Additionally, each Chapter that attends six WORKBENCH sessions annually earns DC points. To add contacts to the invitation list or for more information, contact AWI Chapter Liaison Margaret Fisher at mfisher@awinet.org.
very honored to be following in my Father Yves’ footsteps, who served as AWI’s 40th President during the 1994/95 year. They all have taught and inspired me over the years, and I now feel more than prepared for the path that lies ahead. I will work diligently this year to continue the legacy of honorable and dedicated leadership as myself, the Board, and Staff guide the association to support and strengthen our members and our industry.

Active Participation
And to you all—our members—it is the dedicated volunteer service and active participation of our membership that makes this such a special association. From all of you who have contributed to the standards development over the years; to the excellent industry-specific education programs that were developed and delivered by our members; to the enriching networking events that bring us together to build relationships, establish trust, and cultivate partnerships that allow us to develop and improve our businesses. Thank you, and let us build on this and continue to nurture our association to strengthen our companies and our industry.

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Hard-Working Staff
I also want to take a moment to thank our fantastic AWI Staff who facilitate, organize and manage all of AWI’s activities so seamlessly. AWI EVP Doug Hague is doing a tremendous job following in the footsteps of Phil Duvic, leading AWI and the Staff through an extraordinary year in 2020. They pivoted the association’s offerings and shifted all of their energy to helping and supporting AWI members from afar. Doug and Staff, you did an amazing job keeping us together as an industry with the weekly AWI Family Gatherings, continuing to push on standards development and testing, and organizing AWI’s first ever virtual Convention last fall. Thank you for all that you do!

I believe in AWI’s Mission and Vision to continually improve our industry through architectural woodwork standards, education, and networking. Insight and connections to our industry; and those who come together, to collaborate and support each other, transact together, and produce amazing woodwork together, we will not only survive, but we will thrive. The AWI and its members will continue to evolve, adapt and make this world a more beautiful place through our work. We heard from a great lineup of speakers during the 2020 Convention, and we had an opportunity to partici-
The Architectural Woodwork Institute

AWINET.ORG

JANUARY | 2021

Sebastien DesMarais was installed as AWI’s 66th President by his father Yves, AWI’s 40th President.

Compete in virtual AWI education seminars last October. Let us all utilize these amazing offerings to ELEVATE our businesses and our industry.

Looking Ahead
As we look to this year, I am fortunate to continue to build on the great accomplishments of our past. We reached the end of a Three-Year Strategic Plan implementation in December, and this month we are kicking off 2021 with AWI’s new Strategic Plan that will take us through 2023.

Two thousand twenty-one will be an exciting year, with a continued significant focus and investment on the release of additional ANSI / AWI Standards. These consensus-based, performance AND aesthetic standards will take us all into the future, providing increased visibility and confidence to the architects, and increased flexibility to our Manufacturing and Supplier Members who now have the option to test their own construction methods.

Updated Strategic Plan
The five Core Goals of the 2021-2023 AWI Strategic Plan include:

1. AWI will be recognized as the primary knowledge resource and integral partner for education and standards in the architectural woodwork and related interior finishes industry.

2. AWI will create, update, and publish the AWI Standards for architectural woodwork and related interior finishes industry.

3. AWI will develop, and expand access to world-class industry-specific educational resources, business and career development, and networking opportunities.

4. AWI will stimulate membership growth, engagement, and retention.

5. AWI will cultivate a high-performing volunteer and Staff-led organization.

Each of these Goals has a Board of Directors Champion and Staff Champion who will continually monitor and drive the Strategies and Activities to deliver these Goals. Budgets are assigned at the beginning of each year which establish the needed member funds to deliver the goals and maximize the benefit to the industry. The AWI Board then meets throughout the year along with Staff who faithfully execute and monitor the plan’s progress and maintain the budget. This creates a great cohesiveness and consistency year-to-year amongst our new Directors, incumbent Presidents and the AWI Staff.

Challenge for 2021
Just as we ended the year strong in 2020, we will be bold in 2021. Let us invest in ourselves, our companies, and our industry. Let us build our membership and our relationships. Let us strengthen our association.

I look forward to the year ahead, to being your President and leading AWI STRONG into the future. I am at your service and I look forward to engaging with you this year with an open ear and an open mind. And I encourage you all to continue supporting each other and AWI so that we continue to thrive in 2021 and beyond.

Sebastien DesMarais is the president of Hollywood Woodwork, Inc., an employee-owned architectural millwork company based in Hollywood, FL since 1968. He joined the firm in 2010 as CFO and in 2015 became the company’s 4th president. As the Chair of AWI’s Financial Management Team, Sebastien has lectured extensively at AWI conventions, conferences and Financial Management Seminars. In 2015, he was elected to AWI’s Board of Directors and in 2016 became an Officer of AWI, including stints as Treasurer. In 2020 Sebastien began serving as AWI President-Elect, and in 2021 is elevated to AWI’s presidency.

WE ARE KICKING OFF 2021 WITH AWI’S NEW STRATEGIC PLAN THAT WILL TAKE US THROUGH 2023.

AWI STRONG!
The Architectural Woodwork Institute (AWI) is proud to announce that we have completed the American National Standards Institute (ANSI) Audit Program. The ANSI Audit Program is intended as a quality assurance review of an ANSI-Accredited Standards Developer’s compliance with its accredited procedures and current ANSI requirements. Additionally, it is intended, when appropriate, to offer suggestions for potential process improvement and efficiencies.

Routine Audit / Suggestions
AWI welcomed ANSI’s audit team to perform our routine audit. Upon completion of the audit, we chose to accept the suggestions for improvement noted in our audit report and to revise our ANSI Policies and Procedures. The changes were to improve our processes and to update our policies and procedures to align with the 2020 ANSI Essential Requirements.

ANSI Announcement
Accreditation Announcements (Standards Developers)
Approval of Reaccreditation – ASD AWI (Architectural Woodwork Institute) Effective November 25, 2020. The reaccreditation of the Architectural Woodwork Institute (AWI), an ANSI Member and Accredited Standards Developer, has been approved at the direction of ANSI’s Executive Standards Council under its recently revised operating procedures for documenting consensus on AWI-sponsored American National Standards, effective November 25, 2020, was announced in Standards Action.

Team Effort
AWI looks forward to continuing our efforts in 2021. We would like to thank everyone who has taken their time to participate in our efforts throughout the year. To each of you who are involved—Board of Directors, Technical Committee members, Subject Expert Review Team participants, Canvass Group participants, Public Comment participants, and the Staff—the Standards Development Team extends sincere thanks.

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

New 2021 AWI Partner Program
AWI is introducing our new AWI Partner Program for 2021. This program includes our previous sponsor benefits while adding some new opportunities, including a custom e-blast to members, a copy of the AWI Cost of Doing Business Survey Report, Social Media posts and additional event options.

Members can find out more about the program by contacting AWI Director of Marketing & Membership Katie Allen at kallen@awinet.org.

We will promote our confirmed Partners in the next edition of NewsBriefs.

Meanwhile, AWI would like to thank our 2020 sponsors one more time.
AWI Offers Recordings of Hosted ITR Economics™ Workshops

With such a challenging year behind us and more obstacles to come, it’s time to “Make Your Move” and change the way you look at your world and change your bottom line. Through a three-part workshop series hosted by AWI, ITR Economics teaches you how to forecast future economic developments and prepare for them.

ITR has demystified economics by making the field clearer and easier to understand. In fact, they have created a tool that will automatically do most of the work for you! Their approach is to simplify, discuss in clear terms, and put the strategy in a context that everyone can easily understand, retain, and use.

The sessions were recorded as a service to AWI members, who are welcome to access the series which was completely free to attend.

• “Forecasting 101,” with Lyndsay Wornham, ITR Account Executive
Values provided: an understanding of ITR’s terminology and methodology; an understanding on how to calculate your rates-of-change; and a walkthrough of DataCast Essentials™. DataCast is the ITR onDemand Customized Indicator Dashboard, providing real-time charting of your company’s sales to thousands of leading indicators, in a customized dashboard.

• “Make Your Move” with Alan Beaulieu, President of ITR
Values provided: an understanding of the four phases of the business cycle; insight into ITR’s confidence-building Checking Points™ using the Universality of Cycles Concept and Symmetry; and clear management objectives for each phase of the business cycle.

• “Wrap Up and Look Ahead” with Brian Beaulieu, CEO of ITR
Values provided: an understanding of the forces and their trends that will shape 2021–2022; management Objectives™ that are pertinent for where we will be in 2021–2022; thoughts on how to get maximum buy-in of this information, so all stakeholders are achieving the corporate goals; and numbers-driven answers to the effects of the 2020 election on the economic trends over the next two years.

Knowing how some of the trends experienced in 2020 will shape businesses and our finances through the intermediate-to-longer-term. Access these valuable workshops in the Members Only area of www.awinet.org, under “Family Gatherings.”

AWI SPRING LEADERSHIP CONFERENCE
April 11 – 13, 2021
Hyatt Regency Milwaukee
Milwaukee, Wisconsin
SAVE THE DATE!

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
AWI SERIAL PUBLICATION SUBSCRIPTIONS

Semi-monthly, monthly and quarterly AWI publications keep you “in the know” about AWI programs, services, and relevant industry news.

Each month the first edition of AWI's semi-monthly electronic update, e-briefs, focuses on news of AWI and its affiliated organizations. The second edition each month reports on relevant industry news, economic trends, business management, safety, selected federal regulatory news, workforce issues, and more. Multiple complimentary subscriptions within each member company are available.

AWI’s monthly print newsletter, NewsBriefs, reports on AWI events and highlights selected programs and AWI Standards activity. The newsletter is mailed to the primary point of contact within each member company for sharing with key personnel.

AWI’s quarterly journal, Design Solutions, features Standards of Excellence projects of member companies, and is aimed at promoting use of architectural woodwork in high-profile projects. The name of each Manufacturing & Supplier Member is listed in the journal, which is distributed to thousands of architects and design professionals.

Your membership dues cover your complimentary subscription to each periodical. Questions about the publications may be directed to AWI Director of Marketing & Membership Katie Allen at kallen@awinet.org.

The Power of the Portal

LEARNING PORTAL

AWI’s robust search engine at www.awinet.org delivers! Get the facts from the AWI Digital Learning Portal (DLP) and make it your “go to” resource for a wealth of information never before available—or possible—from AWI.

DID YOU KNOW…you can find requirements for compliance with the new ANSI / AWI Casework Standard? Enter the Members Area of the website by signing in with your user login at the top right corner of the home page. Then use the powerful SEARCH feature in the middle of the screen for entry to a wealth of information. Find what you need to know.

2021 AWI / FEDERATED INSURANCE SAFETY AWARDS COMPETITION OPENS

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

Entry dates are Jan. 11 through March 5, 2021, which coincides with your OSHA Form 300A (Summary of Work-Related Injuries and Illnesses) filing. With safety already on your mind, entering the 2021 Safety Awards Competition will be easy.

HERE’S WHAT YOU DO:

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