

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

- LEED® for Woodworkers
- Chapter Training



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Money Matters: Follow the Trail

By Scott Nelson, AWI Past President (2002-2003)

Money really does matter; we all agree with that, but knowing, analyzing and understanding what is happening with it may be a mystery to the average woodworker.

In our industry the majority of business owners started on the shop side of the door and are very fine craftsmen. The financial side of the business may consist of selling a job, purchasing the material, buying some supplies, paying for the rent, heat and lights, and anything left over is the owner's wage. As our business grows, the need to understand the money trail is as important as the time we put into designing and producing our products.

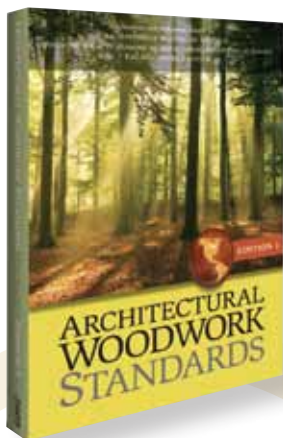
As woodworkers we all understand that a good shop drawing will create and produce a better cutting bill and a

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“...the need to understand the money trail is as important as the time we put into designing and producing our products.”

Speak Up! The AWS Needs Your Input

By Randy Jensen, Chair of AWI Technical Committee



During the first online “Shop Talk” session conducted by AWI on January 20, it occurred to me how many AWI members are probably unaware of the amount of influence they have and how to best exert that influence for change in the *Architectural Woodwork Standards* (AWS).

Since its introduction in August 2009, the AWS has been under close scrutiny and continuous improvement. Let's review the process of effecting changes (whether they are minor or major) to the AWS.

AWS “Page 10” Suggestions

Change begins with individual members of each of the three AWS developer associations: AWI, the Architectural Woodwork Manufacturers Association of Canada (AWMAC), and the Woodwork Institute (WI).

Using a “Page 10” suggestion form, members of each organization identify proposed changes and how those changes will positively impact the AWS. For maximum influence I recommend: 1) a separate form be completed for each item at issue, 2) the recommended change be presented succinctly yet thoroughly, and 3) that you offer your best reasons why this change should be made in the interest of our industry.

Go to the AWI / AWS wiki at <http://awiedu.wiki.awinet.org/Architectural+WdWrk+Stds> and use the “Page 10” form to recommend changes. If you have recommendations about

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Money Matters... (continued from page 1)**LEARNING FORUM**

more accurate cutting bill will produce a better product. The same is true for the financial side of the business. A good business plan (shop drawing) will help generate a better set of financial statements (cutting bills) which will result in a profitable company (product).

The upcoming "Money Matters" seminar on May 12 will help the non-financial manager/owner follow the money trail through the understanding of basic accounting statements. Working with exercises on the balance sheet, income statement and cash flow report will hone your skills of managing your business. This will also help you acquire the knowledge to develop proper markups and labor rates to be used by estimating and verified by your job cost system.

Review of the Cost of Doing Business Survey will increase your knowledge of the various business information for our industry. Balance sheet ratios like debt to equity, current ratio, inventory turns, receivable turns and payable turns – all of which are reviewed by your banker – will be discussed. Income statement trends from the survey will reveal how you compare to the industry and the human resource section of the survey shares benefits and wages by region of the country.

At the end of the day I feel that the non-financial manager/owner will have a **better understanding** of how Money really does Matter, and a **true understanding** of where it comes from and where it goes in our daily operations. •



Scott Nelson is President of Central Plains Millwork of Lincoln, NE, which was founded in 1984. Mr. Nelson is team leader for the "Introduction to Estimating" seminar and the upcoming course on "Money Matters: It Really Does." He is a frequent presenter of seminars about other topics, including the AWI Cost Book and the CODBS. He is currently President of the Woodwork Career Alliance.

AWI Benefact!

AWI Learning Forums

Seminars, courses, webinars, and online resources are specifically developed for architectural woodworkers. Use the print and online resources; participate in AWI forums; learn from industry leaders; share your expertise to benefit the industry; and enhance your knowledge and leadership skills.

Costs: Members always receive substantial discounts or complimentary participation rights.

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



Photo courtesy of St. Louis Convention and Visitors

Learn More...

"Money Matters: It Really Does!"

May 12, 2011

8:00 am – 5:00 pm

What we all need to know is how to track the money and how to analyze what is happening with it. Learn the fundamentals about your financial statements, build your vocabulary of accounting terms, and capture meaningful information from the balance sheet and income and cash flow statements. This course will lay out all the standard financial statements and explain their structure and use as enlightening management tools. Your financial statements have little value, if you don't understand what they are telling you. They contain both obvious information and hidden secrets. Acquire the keys to help unlock those secrets and use the abundance of information contained in your financial statements.

Faculty:

Scott Nelson, Central Plains Millwork

Bruce Spitz, Classic Millwork & Products

REGISTER EARLY AND SAVE

May 11-14, 2011

AWI Spring Professional Development Seminars & Leadership Conference

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

www.awinet.org

Early bird rates end April 1.

Registration closes April 22, 2011.

AWI eLearning: Coming to Your Desktop in 2011

For some time, AWI members have expressed a desire for online / distance learning. And, AWI has listened. Planning and development of an interactive eLearning site has been underway to bring professional development to your desktop. So, what's it all about?

AWI has adopted the open-source Learning Management System (LMS) called MOODLE as the platform for delivering engaging and interactive knowledge and education about our industry.

When completed, the eLearning site will be filled with resources – courses, webinars, video clips – and more. The LMS is a powerful system that will meet your professional development needs online, 24/7 at YOUR convenience. The site will roll out after completion of BETA testing and development and launch of more course material. Both are underway.

The structure is in place and the administrative tools are being tweaked. Learning resources and courses are being developed and added daily. Stay tuned for more details. **AWI eLearning: Always On!** •



AWI

**AWI eLearning:
Always On!**

2011 AWI CODB Survey: Participate for Incomparable Benefits

BUSINESS TOOLS



Marc Sanderson

“ Knowledge without action is useless...”

Reap the Rewards

“Knowledge without action is useless,” according to Marc Sanderson, President of Wilkie Sanderson. Repeating an insightful webinar he conducted last year, Mr. Sanderson will offer a practical analysis of the results of the 2010 *Cost of Doing Business Survey & Compensation Study Report*. The webinar will focus on how to employ a strategy for taking action from the numbers. Go to the AWI Web site, www.awinet.org, and on the home

The webinar will focus on how to employ a strategy for taking action from the numbers.

page click on the link to “Download a sample of the 2010 CODBS webinar between participants and Marc Sanderson” for a taste of what you will learn.

In addition, all participants will receive a complimentary copy of the final report, plus a pre-loaded disc with your financial information compared against industry averages and high profit firms.

Create a “to do” list with Marc Sanderson during the complimentary webinar to be announced following completion of the report. This will be your starting point to improve your company's bottom line in a practical and productive way. But, act now. You can't afford to let this opportunity pass. •

(continued on page 5)

Do it now! This is THE year to participate and guide your business through the recovery with solid facts and an action plan based on your position in the marketplace. The annual report produced from the Cost of Doing Business Survey (CODBS) comes with benefits to help your business remain competitive in a tough business environment.

Participation Is Easy

All AWI Manufacturing Members are eligible to participate. If you've never participated before, there are people and resources to help you. Noncompetitive AWI Manufacturing Members are on call to guide you through the process of completing the survey. And, there's a “how to” resource prepared by new AWI Board of Directors member, Dave Nadolski of A. J. Pietsch Company. Look for “Push the ‘Easy’ Button: Ten Steps to Participate in the CODBS” which appeared in the February issue of *AWI NewsBriefs*.

Go to the AWI Web site, www.awinet.org, and click on the link on the home page that leads you to the CODB survey. Participation is easier than you think. But, go there now; the survey closes April 1.



Speak Up!... (continued from page 1)

“ Within AWI, the AWI Technical Committee evaluates every ‘Page

different issues, please use a separate “Page 10” form to isolate each suggestion. By isolating each issue and presenting it in succinct form, your input will provide for greater influence. Send completed “Page 10s” electronically to AWI as directed on that form.

Evaluation / Recommendations

Within AWI, the AWI Technical Committee evaluates every “Page 10” suggestion received. Our committee serves as AWI’s liaison to the Joint Standards Committee (JSC), where three AWI members (including myself) represent AWI members’ interests.

STANDARDS

When the AWI Technical Committee meets (no less than four times a year, as well as on an as-need basis by teleconference), it evaluates each suggestion proposed by members and documents its decision on the issues. The AWI Technical Committee then prepares a list of recommendations it forwards to the Joint Standards Committee.

You can keep apprised of our actions on the new AWI / AWS wiki site. Once approved, the minutes of AWI Technical Committee meetings are posted. You’ll also find a summary of “Page 10” suggestions received, the disposition of each, and the action taken. The minutes of meetings of the JSC are also posted on this new AWI wiki site.

Grassroots Drives Change

Collective input is key to consensus, which is the engine for change. Think about strength of numbers this way: one blade of grass on a dirt road is not adequate for playing golf, but more blades of grass will grow a golf course. The more “Page 10” action items we receive from our grassroots membership, the more it will influence change built on consensus.

Although some changes to the Standards are of necessity made based on a logical approach to information, the majority

of change in the AWS is based on consensus, which places paramount influence in the hands of stakeholders like each one of us.

Within the JSC, we are structured to decide issues not by a *simple* majority, but by a *super* majority. This requires at least seven affirmative votes of a nine member body to pass any measure.

The more “Page 10s” from different stakeholders on the same issue with a similar recommendation, the more likely is that recommendation to carry. The more of these, the more authentic and influential are recommendations made by AWI’s Technical Committee to the JSC. Your Technical Committee is not interested in pressing its own views; it wants to press the views and concerns of AWI’s entire membership. Each member of AWI is part of the grass underlayment of our association; hence, each of our contributions is important to growing benefits we receive by associating with one another as we do. Your Technical Committee needs to hear from each of you on the important business of standard’s writing. One or two “Page 10s” do not convey the same weight of influence as 20 or 30 holding the same request for change.

“ The more ‘Page 10’ action items we receive from our grassroots membership, the more it will influence change built on consensus ...

... AWI launched a new wiki about the *Architectural Woodwork Standards* ...

New AWI / AWS Wiki Site

You spoke and AWI listened. AWI members told us they want more transparency about the AWS administrative process. As a result, AWI launched a new wiki about the *Architectural Woodwork Standards* (AWS), an online resource for AWI members to learn about changes in the AWS, propose changes to the Standards, and

to keep apprised about ongoing developments within the Joint Standards Committee.

Become Active

Now we need you to speak some more. AWI’s Technical Committee looks forward to your becoming active to improve the AWS. I cannot underscore enough the importance of your playing an active role in the process. You do have a voice and on behalf of all of us involved in this process, I can assure you that we are committed to continuous improvement. That begins

10' suggestion received. ”

with your participation in the continuous improvement process. Contact us at any time.

We plan to continue our dialogue about the AWS. Based on the energetic participation of members during our first "Shop Talk" session, we decided to conduct additional online sessions which will be announced in AWI e-briefs. •



Randy Jensen is a 30-year veteran of Leonard Peterson in Auburn, AL. He has served AWI in the following capacities: AWI Board of Directors, Quality Standards Board of Review, AWILL Executive Management Team and Press Division Bursar. He is currently Chair of the AWI Technical Committee and continues as an AWI Representative to

the Joint Standards Committee, on which he works with AWI, AWMAC and WI, developers and publishers of the Architectural Woodwork Standards.

“ I cannot underscore enough the importance of your playing an active role in the process. ”

AWI CODBS... (continued from page 3)

Marc Sanderson is President of Wilkie Sanderson, a custom manufacturer of fine wood cabinetry, institutional casegoods, solid surface products and architectural millwork. The company currently employs 95 skilled workers at two facilities in Minnesota. Wilkie Sanderson has been an AWI Manufacturing Member since 1980.

SPONSOR SPOTLIGHT

M. Bohlke Veneer Corporation

M. Bohlke Veneer Corporation (MBVC), a leading worldwide veneer manufacturer since 1966, is pleased to introduce our line of real wood reconstructed veneers known as Vtec. With global interest and demand for reconstructed veneer on the rise, MBVC has engineered Vtec through modern technology and made it available in face form.

Vtec is produced from logs of lightly colored species such as Obeche, plantation-grown Poplar and Basswood. The result is a uniform product that has a consistent color, grain structure and pattern. With its unique design, appearance and yield, Vtec is favored by mill workers, designers, architects and manufacturers of furniture, panels and doors due to its consistency, uniformity and predictability.

MBVC offers Vtec in several species, cuts and sizes: Cherry (QTR and FC), Maple (QTR and FC), Walnut (QTR and FC), Ebony Macassar (QTR Light and Brown Ebony), Rift White Oak and Cerused Oak (QTR and FC), Teak (QTR and FC), Wenge (QTR), and Zebrano (QTR). In addition, MBVC has recently added two new patterns which include Douglas Fir and Santos Rosewood (FC). Sizes include: 25 x 99, 25 x 122 and 50 x 99. The 50 x 99 faces have a backer made of 100% non-woven cellulose fleece. Vtec is manufactured and certified in accordance with ISO 14001 and under FSC certificate no. SA-COC-1603. FSC material is available upon request. MSDS data sheets are also available.

Although there are several reconstructed veneers in the marketplace, MBVC's Vtec has been very well received due to its consistent quality, competitive price and large, regular inventories maintained on site in Fairfield, OH. This unique veneer has had great success in the office furniture, hotel/motel contract furniture and store fixture industries, in addition to large architectural project such as casinos.

To learn more about Vtec or to receive samples, please contact M. Bohlke Veneer Corporation's main office at 513.682.1460, or e-mail sales@mbveneer.com. MBVC has been an AWI Supplier Member since 1988. •



Douglas Fir



Santos Rosewood

AWI NEWS

New AWI Members

Manufacturing

Commercial Millwork Corporation

Lake Elsinore, CA

D&R Cabinetry and Millwork, Inc.

Orlando, FL

Devereaux Custom Woodworking

North Salt Lake, UT

Gator Millworks

Denham Springs, LA

King Brothers Woodworking, Inc.

Union Gap, WA

Powell Creative Woods, Inc.

Roland, AR

R.J. Wherry & Associates

Madison, TN

Supplier

Architectural Fixtures, Inc.

Northbrook, IL

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. •

AWI Board Developments

AWI President Robert Stout has announced changes to the AWI Board of Directors and the association's elected leadership.

First, Dave Nadolski has been appointed to the board. He is CFO and a principal of the A. J. Pietsch Company of Milwaukee, WI, an architectural woodwork firm founded in 1916. Mr. Nadolski is 24-year veteran of the woodwork industry. He has a B.B.A. degree in Accounting and is a Certified Public Accountant. In 2011, Mr. Nadolski chairs the AWI Audit Committee and the AWI Education Foundation, and he is a member of the AWI Finance Committee. As a new member of the AWI Board of Directors, he will fill the unexpired term of director Mike Bell which concludes on December 31, 2011.

Second, Mike Bell was elected to the office of AWI Vice President and continues to serve on the AWI Board of Directors as an Officer. For 2011, he is the liaison of the AWI Technical Committee to the association's board and is also a member of the AWI Speakers Bureau. In addition, Mr. Bell serves on the AWS Education Development and Presentation Teams. He is a member of the Joint Standards Committee which authored the industry-wide *Architectural Woodwork Standards*. From 2001 to 2011 Mr. Bell was president and co-owner of Kentucky Millwork in Louisville. As of March 7, he is employed as Purchasing Manager and a senior management team member of Allegheny Millwork of Lawrence, PA. The firm has been an AWI Manufacturing Member since 1982. •

BOARDROOM



Dave Nadolski



Michael Bell



MEMBER NEWS

Stiles Raffle Winner...

Pictured (left to right) Mike Hood and Bruce King of BKFine with Steve Waltman, Stiles VP of Sales and Marketing. King was the proud recipient of an Ironwood shaper, a grand prize raffle drawing at the 2010 AWI National Convention in Denver, CO on October 29. Stiles, along with other AWI Supplier Members, helps to generate attendance at industry conferences and shows by conducting raffles and other creative contests. Make plans to attend the 2011 Annual Convention October 26-29, 2011 in Charlotte, NC.

WoodLINKS USA: Reaching Out, Growing



By Mark Smith, National Director, WoodLINKS USA

Harvard University just released a report that calls for high schools to improve their vocational training programs because attending a four year college may not be the best choice for all students. The study, "Pathways to Prosperity,"

WORKFORCE

states that the current system of education is not adequately preparing students for the world of work. The report also found that many young adults lack the skills and work ethic needed for today's work environment. The report suggests that schools should partner with industry to include more industry driven education, internships, field trips, and greater access to job related experiences while still in school.

Thank you Harvard University, this is exactly what WoodLINKS USA (WL USA) wants to see happen as well. As all those in the WL USA family know, education partnering with industry is exactly what our teachers and students need for relevant, up-to-date education and for industry to have access to entry level skilled employees. We look forward to continuing partnerships in the next decade, thanks to the support of WL USA by industry supporters, teachers, students, and friends of the program. Your support has changed the course of many wood programs throughout the USA. An estimated 60,000 students have been exposed to the wood industry as a career and 6,000 enter the industry as skilled, entry level employees.

“An estimated 60,000 students have been exposed to the wood industry as a career and 6,000 enter the industry as skilled, entry level employees.”

Program & Funding

Moving forward in 2011, WL USA will be working on four major goals: updating our Web site, generating new revenue streams, increasing the number of board members from the manufacturing sector, and developing a stronger marketing program.

Fundraising in 2011 is being addressed on three fronts: the "University of Giving" program, engaging large corporations to support the WL USA cause, and grant writing to solicit funds from private foundations and government agencies.

In 2010 private sector donations increased by 18%, a fantastic number considering the economic climate of 2010. WL USA also instituted an Annual Maintenance Fee for all WL USA site locations. Another funding opportunity will be unveiled on the new Web site where WL USA sites can sell items manufactured by the students. WL USA will receive a percentage of each sale.

Expanded Outreach

AWI Supplier Member, Microvellum, is hosting the new WL USA Web site and will roll it out soon. The site will take advantage of social networking and outreach opportunities via LinkedIn, YouTube and Facebook, the latter of which is already up and running. Items posted to the Web site will be used to communicate on a regular basis with our supporters, industry members and education stakeholders.

WL USA completed its first Facebook advertisement campaign in September of 2010. Two advertisements ran for one month: "University of Giving" reached 8.9 million people; and "Is Your Program Underfunded?" reached 3.4 million people. The campaigns were launched to increase awareness and identify geographical areas of interest across the nation.

Adoption of Skill Standards

In November, the WL USA's Board of Directors adopted the Woodwork Career Alliance of North America Skill Standards, an important addition to the WL USA curriculum guidelines. This will allow teachers to develop training and curricula and provide a benchmark for performance that is the same for all WL USA teachers throughout the nation.

While we all face challenges in these tough economic times, our greatest resource is human capital. As our motto aptly says, "Develop the Best, Hire the Best." WL USA is integral to developing individuals who have the skills, passion and interest in the wood industry. If you are interested in helping us accomplish this mission, please contact me at 217.253.3239 or visit WoodLINKS at www.woodlinksusa.org.



WL USA's Board of Directors adopted the Woodwork Career Alliance of North America Skill Standards, an important addition to the WL USA curriculum guidelines.

4-Step Approach is Key To Enforcing the QCP Specification



By Kara Thorp, Communications Specialist, AWI Quality Certification Corporation (AWI QCC)

Today's economic climate demands cheaper prices, faster turnaround, and the same high level of quality as was expected in pre-recession times. As a result, woodworkers are faced with lowering bids, making it extremely difficult to conform to project requirements and simultaneously turn a profit.

ABOUT QCP

Add to this a QCP inspection and the situation becomes even more challenging, particularly when

architects don't enforce the QCP specification, or allow the specification to be value-engineered out as a job progresses.

How can we, together as an industry, encourage architects to enforce the QCP specification? The QCC has developed a 4-step marketing approach:

- 1. Introduce.** QCC has introduced the QCP to architects and specifiers through attendance at trade shows, and with strategically placed ads and articles in trade publications, such as *Construction Specifier* and *Design Solutions*.
- 2. Promote.** QCC created a series of marketing brochures that are distributed to architects according to a specific timeline.
- 3. Educate.** Since fall of 2009, QCC has conducted 73 lunch-and-learn presentations to more than 800 design professionals nationwide.
- 4. Reinforce.** Consistent messaging across all platforms, including trade publications, architect presentations, and

marketing collateral help to reinforce the relevance of the QCP in the minds of design professionals.

As a result of these efforts, the number of QCP project registrations and certifications has risen significantly. At the end of the third-quarter of 2010, 1,230 projects were registered, compared with only 778 at the end of the third-quarter of 2008, just before QCC launched its new marketing initiative. This represents a 58% increase in project registrations. Similarly, at the end of the third-quarter of 2010, 687 projects were certified, compared to just 385 at the end of the third-quarter of 2008, representing a 78% increase in overall project certifications.

Promoting the benefits of QCP and enforcement of the specification is equally important for woodworkers. The QCC encourages woodworkers to reach out to local architects and specifiers in a similar manner, and offers support in the form of brochures, handouts, talking points and PowerPoint files useful for architect presentations and open-house events that can position Q-accredited woodworking firms as "a cut above the rest." As more and more architects become educated about the QCP specification, the value-added benefits of QCP will become more apparent, and as a result, woodworkers that choose to invest in Q-accreditation will benefit from more and more opportunities.

For information about the AWI Quality Certification Program (AWI QCP), visit 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.

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