

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

- Cost of Doing Business Report
- AWI 59th Annual Convention
- New AWI Web Site



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.

How's Your Credibility with Design Professionals?

A little bit of outreach can go a long way, according to Simon Lacroix, a member of the AWI Speakers Bureau. While discussing his presentations to over 500 architects in 2010-2011 with *AWI NewsBriefs*, Mr. Lacroix said that his audiences of architects are generally unaware of the specifics of the Standards which they are citing in millwork specifications. "Essentially, AWS is their starting point for quality but they don't know what it involves," he said.

Some even have dated copies of the *AWI Quality Standards Illustrated 7th Edition*. Some are using an outdated copy of Standards published by the Architectural Woodwork Manufacturers Association of Canada (AWMAC), one of

(continued on page 2)

“Essentially, AWS is their starting point for quality but they don't know what it involves.”

Seeking Safety Solutions? Look to New AWI Safety Portal



...and do it before you are faced with an unfortunate incident that could be avoided. Regardless of the current state of your plant safety program, the new AWI Safety

Solutions Web portal will be a resource you turn to frequently for your company's risk management needs.

"Occupational Safety and Health Administration (OSHA) inspections and fines are increasing," AWI Insurance and Safety Committee Chairman Dennis Milsten told *AWI NewsBriefs*.

"Safety is an ever-increasing challenge for our members to meet OSHA regulations and provide a safe workplace for employees. Employers must be mindful not only of complying with federal regulations but also with state requirements in training workers and helping them remain safe while on the job," Milsten said. "The new AWI Safety Solutions Web portal will be a valuable resource for the chief safety officer within AWI member organizations," he said.

This one-stop AWI resource will be open 24/7 providing all AWI Manufacturing and Supplier Members access to thousands of safety resources using a link within

(continued on page 5)



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Building Credibility with Design Professionals...

(continued from page 1)

the three partners which include AWI and the Woodwork Institute (WI) that developed and published the *Architectural Woodwork Standards* (AWS) in 2009. This is an opportunity, however, because it enables Mr. Lacroix to share CD-ROM copies of the AWS, giving architects current information while building credibility for his firm and the architectural woodwork community.

SPEAKERS BUREAU

Background

Mr. Lacroix began presenting AIA-approved education

programs in 2009 using AWI's *Quality Standards Illustrated* and the "Veneer Solutions" *Design Pro Presentation* module. Since then, he has become proficient in the "Wall Surfacing" and "Hardware is Not that Hard" programs for architects, making presentations in Canada and the United States.

As President / CEO and co-founder of Summum Woodwork Corporation of St. Jerome, Quebec, Canada, Mr. Lacroix has been active in the architectural woodwork industry since 1996.

Getting Motivated

Another organization in North America – the Canada Mortgage and Housing Corporation (CMHC) – was the impetus for Mr. Lacroix to become involved in AWI in order to promote the industry. CMHC promotes Canadian products around the world through speakers making AIA-registered presentations. Seeking involvement in AWI because of its excellent reputation was a natural next step.

Opening the Door

Mr. Lacroix doesn't wait for speaking invitations; he initiates contact with the architects by offering to make presentations. "Why?" *AWI NewsBriefs* asked. "It's a value added service to educate architects specifying our firm's millwork projects. The presentations help us enhance their knowledge of the AWS as well as the AWI Quality Certification Program. "To compete with millworkers who are members of AWI, who use the AWS and are participants in the AWI QCP, is our goal," Mr. Lacroix said. "It will level the playing field of competitors against whom we bid on projects."

"I try to make presentations to architects before or after award of project. We establish our firm's credibility and objectivity because we are presenting the facts associated with a reputable organization and the language of the Standards with their own authority," he said.

The Investment

"What's the downside, if any, in arranging these presentations?" *AWI NewsBriefs* asked. "Paying for lunch," Mr. Lacroix said with a chuckle. "But our firm is willing to make the investment for a long-term return. I've had one firm with whom we have not done business call and ask questions about millwork specs," he explained. "I believe that firm will be a customer one day."

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ARCHITECTURAL WOODWORK INSTITUTE
Speakers Bureau

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Quick Facts

AWI Speakers Bureau

- Want to learn how to become a speaker?
- Seeking a program for your next meeting?
- Need a speaker for your chapter event?
- Seeking an AIA-CEU approved program?

www.awispeaker.org

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

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

He also informs architects about the compliance sections of the AWS. “I caution them to use the Compliance Area at the end of each AWS section to test the job to verify if the Standards are met.” AWI also provides copies of *Design Solutions Magazine* and the *Wood Is Green* brochure, which are well-received by his audiences. “The handouts help to sell the value of fine architectural millwork,” he said.

The Audiences

“The audiences appreciate the information provided,” he said, “and I believe that the education helps to sell more millwork. Also, if we make the presentation beforehand, we can consult with the architects to modify the specifications to assist them with the technicalities of their projects and help them realize financial savings,” he said.

Most questions resulting from the presentations come from architects who know about the Standards. The questions are fairly technical, e.g., relative to joints, expansion, durability, etc. “So, you have to be prepared and well-versed in the Standards; otherwise, your credibility will not stand. If I don’t know the answer to a question, I get back to them,” he added.

The Opportunities

“Our firm views these education sessions as long-term investments in creating new business opportunities. We are planting seeds for business growth down the road,” Mr. Lacroix said.

One pleasant surprise has been inclusion of his firm in the list of millworkers named in the specifications. “This practice is uncommon,” he said. “Normally, the specification would indicate something like, ‘millworker with five years of experience, etc.’ I tracked down the specifier and realized that he was part of one of my audiences.”

Parlez-vous Français?

“Because Quebec is a Canadian province of seven million people – an island of French speaking people on a 370 million continent of mostly English speaking people – our firm is working with an organization to have the *Architectural Woodwork Standards* translated into French. But that’s another venture that will take some time to conclude,” he said. •

Simon Lacroix has been active in the architectural woodwork industry since 1996. In 1999, along with two partners, he founded Summum Woodwork Corporation of St. Jerome, QC, Canada, which specializes in the engineering, fabrication and installation of high-end custom architectural woodwork. Since its founding over 10 years ago, the company has realized major projects for many prestigious clients such as Harvard University, Harvard Business School, MIT, University of Virginia, University of Maryland, University of Georgia, Marriott Marquis Hotels, Hilton Hotels, and the National Gallery of Art, as well as many corporate offices.



AWI NEWS

New AWI Members

Manufacturing

Clark’s Lumber & Millwork, Inc.

Ruther Glen, VA

Fairfax Woodworking, Inc.

Lorton, VA

F. DeFrank & Son Custom Cabinets, Inc.

Smock, PA

K & G Artisan Builders, Inc.

DBA Historic Restorations

Lancaster, PA

KS Wood Products, Inc.

Springfield, MO

Lamtech, Inc.

Florence, AL

Peragine Millwork

Patchogue, NY

Quality Millwork Installing

Terrell, TX

Supplier

Bath/Kitchen & Tile Supply Company

Wilmington, DE

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 "Green Talk" New Online Member Service

LEARNING FORUM

AWI is introducing an online open-forum Q&A session on June 22 entitled "Green Talk" to ease the challenges of being a "green" woodworker. "Green Talk" is hosted by Rob Ziegelmeier, AWI's Sustainability Resources Representative.



AWI Past President (1996-1997) Rob Ziegelmeier currently chairs 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. He conducts numerous AIA-accredited presentations to Architectural and Design firms on the impact of LEED on the woodworking industry.

To register, go to www.awinet.org under "Meetings and Events" on the left menu bar of the AWI Web site. The session is open to 45 AWI member participants; so register early to get answers to your questions. There is no charge. •

Bud Morante Passes Away

MEMBER NEWS

AWI Past President Albert "Bud" Morante, age 81 of

Pittsburgh (South Fayette Township), formerly of Monroe Township and Cliffside Park, NJ, died on May 12 at the Family Hospice in Mt Lebanon, PA.

Mr. Morante worked in his grandfather's woodworking business in between military service in the navy. He inherited the business at age 25 after his grandfather's death. He realized at a young age that he needed help to succeed, and joined the AWI. Over the years, he worked on several committees and was among those that purchased the first headquarters office of AWI.

In 1975, Mr. Morante sold his grandfather's company and joined a third generation woodworking firm, Frederick Schill & Company, which he purchased several years later from the retiring owner. In 1976-1977, he served as National President of AWI and remained an active Board of Directors' member until he retired. In 2003, Bud and his wife Marie served as co-chairs of the AWI 50th Anniversary Celebration in Phoenix, AZ.

The Morante family asks that memorial donations in Bud's name be contributed to the AWI "William Winter Scholarship Fund" in care of AWI Education Foundation, 46179 West Lake Drive, Suite 120, Potomac Falls, VA 20165-5874. •



Drive to Success! In your business and on the speedway



Plan to join other AWI members at the Charlotte Motor Speedway for a team-building Richard Petty Driving Experience. If you ever wondered what it feels like to take a lap in a race car, your dreams can come true at the AWI 2011 Convention.

AWI members will be divided into teams hosted by an AWI Annual Sponsor and compete to win the race. With your Charlotte Speedway professional driver, you'll plan your race strategy, work with your team members in the pits, and take a turn in the passenger seat as you race at over 100 mph on the speedway. Will your team take the Victory Lap? Find out how champions are determined!

SAVE THE DATE!

October 26-29, 2011

AWI 59TH ANNUAL CONVENTION

Charlotte, NC

Build the Winning Team!

SPONSOR SPOTLIGHT

A Profile of CNA:

AWI Safety Insurance Partner

At CNA, we believe that to be successful, we have to focus on what we do best – providing insurance products for our clients that help them better manage the risks inherent in running their businesses.

Our presence in the manufacturing industry has earned the support of the Architectural Woodwork Institute (AWI). Our 16-year partnership with AWI helps us stay at the forefront of industry trends and develop comprehensive products and services for woodworkers. Woodworkers trust CNA, and our commitment to the architectural woodwork industry is backed by the financial strength and stability of a national carrier rated “A” by A.M. Best.

CNA’s knowledgeable professionals have the expertise to address the risks faced each day by AWI members. We work closely with local independent agents, and as a result, our policyholders benefit from property and casualty insurance coverage that not only helps them manage key business risk exposures, but also aids in defending them against liabilities. In short, we help our clients protect their long-term interests.

Our broad range of products offers a variety of standard business insurance coverages that woodworkers need to protect their businesses, such as Property, General Liability, Automobile, Workers’ Compensation and Umbrella. Our local underwriters combine broad coverages and policies with territorial knowledge and decision making authority. We create customized insurance programs vital to the operation of a woodworking business.

Woodworkers of any size can depend on our industry knowledge and experience to minimize their business risks. With dedicated customer service, including our risk control and claim services that are rated among the best in the industry, our customers are free to focus on what they do best – manage their business. For additional information on the products and services available to woodworkers, visit www.cna.com/manufacturing today. •



“The new AWI Safety Solutions Web portal will be a valuable resource for the chief safety officer within AWI member organizations.”

SAFETY MATTERS**Safety Solutions...***(continued from page 1)*

the “Members Only” section of the AWI Web site. The vast majority of resources on the site (exclusive of custom-designed training programs, etc.) will be readily accessible to AWI members.

For years, the AWI Insurance & Safety Committee wanted to take its “Safety Solutions” CD-ROM program and its “Toolbox Talks” to another level, AWI President Robert Stout announced. “After extensive research into available resource specialists, AWI selected BLR.com as its Safety Solutions partner,” AWI Executive Vice President Phil Duvic said. “AWI has made a sizable investment in this service on behalf of the membership to cover the cost of this comprehensive resource center,” Duvic added.

With over 3.5 million safety data sets at one’s fingertips, members will be able to download information from the AWI Safety Solutions Web portal and present it to employees in easy-to-understand language. Videos are also available as training tools and follow-up discussion topics can be used to focus on specific safety topics.

AWI Safety Solutions will help you work smarter, reduce your costs, and make training easier. “This new resource simplifies compliance and helps reduce risk and the cost of legal fees associated with federal and state regulation compliance,” Milsten said. Thousands of tools save you time and reduce your concerns about your risk potential.

AWI Safety Solutions should arrive on your desktop later this month. Watch for the announcements in *AWI e-briefs*. •

2011 AWI/CNA Safety Awards Competition

Manufacturing Members: go to “Members Only” section of www.awinet.org to enter the competition.

Submission deadline: July 1, 2011

Did You Know... about the AWS?

By Shows Leary, AWI Quality Certification Program Inspector

STANDARDS

In Sections 1 through 12 of the *Architectural Woodwork Standards*

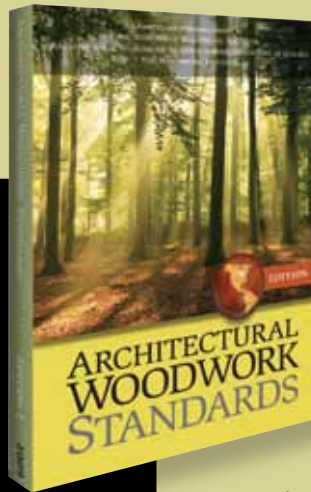
(AWS) you will notice that each of these sections are divided into four main areas of importance*:

General, Product, Execution and Compliance.

Is there any significance to this breakdown and which sections are required for compliance matters?

Looking at the User's Guide on page 7 you will see a description of the four areas of importance.

- **GENERAL:** Covers general information about that particular section, scope related items and information to be used in the absence of specifications.
- **PRODUCT:** Covers required minimum material, machining and assembly requirements for each grade of work, Economy, Custom and Premium.
- **EXECUTION:** Covers minimum installation requirements for each grade of work, Economy, Custom and Premium.
- **COMPLIANCE:** Covers observation and testing methods to verify that each product meets the standards.



“Do all four areas of importance contain requirements or can they be considered suggestions?”

Do all four areas of importance contain requirements or can they be considered suggestions? Looking at page 6, in the third

Is there any significance to this breakdown and which sections are required for compliance matters? ”

paragraph you will see that the Introduction, Table of Contents, Suggestion Form (page 10), Appendices and General portions of sections

1-12 are not a part of these Standards for compliance purposes.

As an example, look at page 154 of section 7 – Stairwork and Rails. You can see that the topics covered include the three possible grades found within the section (Economy, Custom and Premium); Basic Considerations such as reference to other sections for the quality of materials used for Stairwork and rails; and definitions of exposed, semi exposed and concealed surfaces related to Stairwork and rails.

Looking at the expanded view of stairs as seen on page 155 you will see a blowup view of a typical stair. This gives a view of options for stair details but does not require that all the pieces shown are required.

When you get into the Product area on page 157 that is where you find the exact requirements for the stairs you are building. On page 164 you will find the Execution requirements for the installation of your stairs. And finally on page 168 you will find the Compliance section so you can test your work and verify that it complies with the AWS requirements. •

* Note that not all four areas of importance are used in every section.

Shows Leary has been an AWI Quality Certification Program (QCP) inspector since 1996. He has served as QCP's Regional Representative and as a member of the Quality Certification Corporation Board of Directors and Board of Appeals. He is an alternate member of the AWI Technical Committee. Contact Shows Leary at shows@showslenary.com.

Please see AWI cautionary disclaimer on page 1.

AWIEF Announces Workforce Scholarships/Donations

A robust, well-trained workforce doesn't grow on trees, but it gains sustenance from trees if one's livelihood is fabricating wood products.

Many organizations and dedicated instructors nurture tomorrow's workforce, including the AWI Education Foundation (AWIEF). AWIEF President David E. Nadolski of A. J. Pietsch Company announced the Foundation's 2011 award of \$30,000 in scholarships and contributions on May 13 during AWI's Spring Professional Development Seminars & Leadership Conference in St. Louis, MO.

WORKFORCE

Four students were awarded \$2,000 scholarships each toward the completion of their education in the wood industry: Matthew Broome of Pittsburg, KS; Ethan Croke, Doylestown, PA; Marion Goodsell, Westerly, RI; and Tyler Petersen, Black Creek, WI. "We encourage you to continue your pursuit of excellence, and hope that you will consider associating yourself with one of the members of the Architectural Woodwork Institute as you complete your education," Nadolski wrote in his letter to the recipients.

The AWIEF also donated \$2,000 to the Tropical Forest Foundation in acknowledgement of its impressive "efforts to educate forest stewards in sustainable forest management and reduced impact logging."

The Foundation's largest contribution of \$20,000 was awarded to WoodLINKS USA in recognition of its work supporting education and training for careers in the architectural woodwork industry.

Contact the AWIEF at 571.323.3636 if you wish to make a contribution to this 501(c)(3) organization. •



AWIEF Director William Geyer relays the good news to Ethan Croke, one of the AWIEF scholarship award winners. Left to right: Rob Tobias, Instructor, Thadeus Stevens College, Lancaster, PA; William Geyer; Ethan Croke; and Steve Latta, Instructor, Thadeus Stevens College, Lancaster, PA.

QCP Inspection Preparation Saves Woodworkers Time and Money

In the May issue of *AWI NewsBriefs*, we addressed accreditation inspection as a service to woodworkers preparing

ABOUT QCP

for one of the three types of Quality Certification Program (QCP inspections). In this issue, we conclude with some helpful hits for triennial and project compliance inspections.

The Quality Certification Corporation advises that the cost of repeat inspections due to noncompliance with the *Architectural Woodwork Standards* can be easily avoided.

All currently accredited firms must be inspected triennially (every three years).

Triennial Inspection

All currently accredited firms must be inspected triennially (every three years). A Q-representative will re-visit and re-evaluate the plant, and perform an inspection of a certified project completed within three (3) years of any previous inspection. If there is no project to inspect in that time frame, the Q-rep. shall nonetheless visit the plant.

If a certified project is unavailable for inspection at the time of the triennial plant inspection, the participant will have ninety (90) days to show a certified project; however, this would necessitate a repeat visit and shall be at the expense of the participant. Failure to show a project

(continued on page 8)

Inspection Preparation Saves Woodworkers Time and Money *(continued from page 7)*

ABOUT QCP

within three years of the prior

inspection or within ninety (90) days from the triennial plant visit, whichever is greater, will constitute the participant's voluntary withdrawal from the program.

Companies are also required to adhere to the following triennial inspection criteria:

- The triennial inspection process shall include review of a certified project's shop drawings and the installed (or nearly completely installed) certified project. Unless the project is one of the participant's first two provisional projects, the fabrication phase of the project will not be inspected in the plant.
- The shop drawings must be in conformance with Section 1 of the current version of the AWS.
- The certified project must demonstrate compliance with the contract documents, and at minimum, AWI custom-grade standards.

Companies are required to adhere to the triennial inspection criteria.

- Participants are required to successfully complete the QCP written tests (AWS and QCP Policies) every three (3) years.
- If deficiencies are found during the triennial inspection, the participant shall correct them in a timely manner.
- If the deficiencies are excused by a Letter of Deviation, the participant's status in the program shall be changed to probationary.

Project Compliance Inspection

1. PRIOR to fabrication, register the QCP project by calling 800.449.8811 or visiting www.awiqcp.org/register.

2. Order project certification certificates and/or labels, and pay the project fee at least two (2) weeks prior to fabrication.
3. Coordinate with the Q-representative assigned to inspect the project to set an inspection date while the project is in fabrication, and again at installation, if specified.
4. Send the shop drawings and documentation of any deviations from the Standards to the Q-representative for review prior to the inspection.
5. Project certificates and/or labels will be mailed after the inspection report is filed and all items are found compliant.
6. Complete the project closeout form confirming the final contract amount approximately 30 days after completion.

For additional information, visit the QCP Web site at www.awiqcp.org.



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Major Sponsors:



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Level 3 Sponsor:



Level 4 Sponsors:

