Maximizing Your Business Information

Two of AWI’s member financial wizards will work their magic during Insight Session I at the 67th AWI Annual Convention, Oct. 6–8, 2019 in Providence, RI. Sebastien DesMarais of Hollywood Woodwork and Marc Sanderson of Wilkie Sanderson will dive deeper than ever before into the treasure trove of information found in AWI’s Cost of Doing Business Survey (CODBS) results, sharing hidden secrets that are in plain sight for all to see. Sebastien’s and Marc’s industry trend data go back 20 years.

Sebastien and Marc will dive deeper than ever before into the treasure trove of information found in AWI’s Cost of Doing Business Survey results, sharing hidden secrets that are in plain sight for all to see.

Plan to gain a deeper understanding of how to use financial data to improve your company’s profit margins and ability to successfully compete in the marketplace. “We will introduce graduate level options for analyzing key data and taking it in new directions. The session will go far beyond basics and introduce new content and ideas for exploration of your own financials,” Sebastien said. CODBS participants will benefit from the fresh, deep insights Sebastien and Marc will share, while non-participants also will be engaged.

The co-presenters will be covering new territory in Insight Session I on Oct. 7. Go on a journey with Sebastien and Marc examining concrete examples of how to dive deeper into your own financial data. In addition to member company owners, your CFOs, comptrollers, human resources, and management personnel will gain new insights into how to use the CODBS data to discover company weaknesses, strengths and opportunities. Bring them

(continued on page 2)
More than 19,000 students, teachers, education leaders, and representatives from 600 national corporations, trade associations, businesses and labor unions were involved in 103 diverse competitions.

After orientation by the AWI SkillsUSA Committee chaired by Kristine Cox of Rowland Woodworking, examination of the prototype cabinet with interior drawers, review of relevant machinery, and instructions about safety procedures, 62 competitors in the contest set to work to build their individual cabinet from scratch.

After eight hours that tested the students’ hard and soft skills, six rose to the top. How did they do it? “The competitors must be proficient not only in reading plans, calculating a cutting list, knowing how to operate machinery and tools, being skilled in joinery, but they also need to manage their time, solve problems, understand math and have other “soft” skills. Not all competitors even complete the task.” About 1/3 fell into the incomplete category this year. “We purposely challenge the competitors in order to prepare them for real-life employment in the architectural woodworking industry,” Kristine said.

Acknowledgments
AWI thanks its SkillsUSA Committee for planning the project from concept to prototype development as well as for overseeing and judging the competition. Special thanks go to Kristine who drew up the project plans and to Dave MacDonald of Riverside Architectural Millwork who built the prototype cabinet.

The SkillsUSA Committee conducted orientation the day prior to the actual Cabinetmaking Championships that included explanation of housekeeping issues, emphasis on safety, guidance in resume development, familiarization with the 11 stations equipped with machinery, clean-up responsibilities, and more. In addition, AWI’s Education Director Doug Hague addressed the competitors about success in the workforce and Woodwork Career Alliance President Scott Nelson spoke about a career path in the industry. Kent Gilchrist (2015 AWI President) oversaw the competition from his role as SkillsUSA Technical Chair.

Kristine Cox is Vice President of Administration at Rowland Woodworking, High Point, NC. She served as AWI President in 2017 and was a member of the AWI Board of Directors from 2013-2017. Kristine is a member of AWI Best Practice Group #13, chairs the SkillsUSA Committee, and has served on various other AWI committees. On the local level, Kristine served as AWI Carolinas Chapter President from 2009 through 2016. Rowland Woodworking has been an AWI Manufacturing Member since 1993 and a Quality Certification Program Licensee since 2013.
The Composite Panel Association (CPA) recently formed a joint task group of the Production-Technical Committee and Decorative Surfaces Council to discuss the possible development of a voluntary ANSI \textit{product standard for North American thermally fused laminate (TFL)}. The task group, consisting of 18 companies, is in the process of collecting North American TFL performance data and reviewing international TFL standards to inform the standards development process. The final voluntary ANSI consensus standard would provide objective performance criteria for end-use applications to assist with the specification and use of TFL.

CPA is asking all interested parties to participate in a short survey. AWI members who wish to comment on the proposed TFL standard should do so by Aug. 31.

Visit the home page of the AWI website, www.awinet.org, to download and complete the survey. Any questions may be directed to Gary Heroux at CPA, gheroux@cpamail.org.

The Composite Panel Association (CPA), founded in 1960, represents the North American composite panel industry on technical, regulatory, quality assurance and product acceptance issues. CPA General Members include 30 of the leading manufacturers of particleboard, medium density fiberboard and hardboard. Together they represent more than 92% of the total manufacturing capacity in US, Canada and Mexico.
to the convention to raise their awareness of the extraordinary data that is ripe for analysis and conversion into profitable financial strategies for your company.

Session Examples
- **Explore** economic indicators including AWI’s Business Sentiment Index (BSI) to identify leading and lagging indicators.
- **View** P&L breakdown to dive into contribution margins by revenue center and extract cost to revenue relationships.
- **Discover** how to use head count per million to drive continuous improvement.
- **Translate** Average and High Profit Balance Sheets to calculate company valuations.

We’ll explain how to gain more insight into your competition and how to beat the industry average.

- **Explore** geographical analysis of the woodworking industry – are there consistent winners and losers?
- **Identify** trends of high profit companies, including wage analysis, size, etc.

The dynamic duo will pull out anonymous dashboard data, and discuss several scenarios using an Excel spreadsheet, which they will share with the audience as take-aways.

**Take-aways**
“Our goal is to give usable takeaways to AWI members during this session. We’ll explain how to gain more insight into your competition and how to beat the industry average. Learn a new analytical approach to your financial data to focus your efforts and improve the profitability of your company,” Sebastien said.

“This Insight Session will be structured at an advanced level of financial analysis for strategic planning,” Marc said. “Discover what your competition knows; identify problem areas in your company; and uncover areas of opportunity. All numbers need comparative data; otherwise, you don’t know if you are winning or losing. The AWI CODBS produces the PREMIER financial management tool for our industry.”
Discover what your competition knows; identify problem areas in your company; and uncover areas of opportunity.

Sebastien DesMarais is the president of Hollywood Woodwork, Inc., an employee-owned architectural millwork company based in Hollywood, FL since 1968. After graduating from the University of Florida with majors in Computer Engineering and Finance, Sebastien joined General Electric where he travelled globally and worked in Information Technology for three years and then in Corporate Finance for three years. He joined Hollywood Woodwork in 2010 as CFO and in 2015 became the company’s 4th president. As the current Chair of AWI’s Financial Management Team, Sebastien has lectured extensively at AWI events. In 2015, Sebastien was elected to AWI’s Board of Directors and in 2016 became an Officer of AWI.

Marc Sanderson is president & owner of Wilkie Sanderson, a custom manufacturer of architectural millwork. In 1997, Walter Wilkie and Marc Sanderson purchased the company founded in 1975 by predecessors and began a gradual shift in focus to serve the commercial market exclusively through the Wilkie Sanderson brand. Additionally, Marc is a product advisor to INNERGY, an ERP software firm devoted to driving the complete business process of custom woodworking shops. A Harvard Business School MBA graduate, Marc is a frequent AWI education presenter and former Chair of AWI’s Financial Management Team.

AWI Convention to Close With Special Festivities

AWI members can expect a fun-filled evening on Oct. 8 at the Closing Night Bash and Duvic Retirement Bon Voyage, to mark the end of the 67th AWI Annual Convention in Providence, RI!

The evening will include a FUN fundraising event. Experience an entertaining night of good friends, delicious food, flowing open bar and exciting auction – all to support the AWI Education Foundation (AWIEF).

An entertaining night of good friends, delicious food, flowing open bar and exciting auction.

Fun Fundraiser
The Foundation’s mission is: To identify, cultivate and deliver resources that provide opportunities for education and professional development in the architectural woodwork industry. The AWIEF is a 501(c)(3) public charity, non-profit foundation that seeks to identify resources that provide opportunities for education and professional development in the architectural woodwork industry.

Duvic Bon Voyage
The closing bash will be an opportunity to celebrate AWI Executive Vice President Phil Duvic’s retirement and many accomplishments during his career at AWI. A 19-year AWI veteran with architectural woodwork manufacturing experience, Phil began his tenure as AWI’s Director of Communications in 2000, and in 2006 was appointed Executive VP.

Join AWI members in expressing best wishes to Phil in anticipation of his retirement on Dec. 31, 2019.

Festive Ending
The Closing Night Bash will be at the Graduate Providence within walking distance from the convention headquarters.

As the convention ends, prepare to return home to Set the Standard from your fruitful learning and networking experiences at the 2019 AWI Convention.
“Gain a Competitive Advantage through Bonding” during the 67th AWI Annual Convention in Providence, RI. Mike Russell, VP – Surety Marketing Manager of Federated Insurance, will present a 45-minute session before the Team Building event on Sunday, Oct. 6.

While surety bonds have been historically used on public work, lenders are now frequently requiring them of general contractors (GCs), which means that major subcontractors are also being asked for bonds. Learn about the bond process and review what every AWI member should know before providing a surety bond.

Good or Bad?
“A bond guarantees that the subcontractor will execute the contract; providing protection for the GC or project owner. It exposes the business and business owner through indemnity agreements. So, a bond is not necessarily a good thing. If a contractor and subcontractor can avoid being bonded, it’s probably in their best interest,” Mike said.

But how do you avoid that AND maintain your competitive edge? It partly depends on your reputation and your track record meeting project requirements, providing quality work, conforming to standards, and staying on budget and time. You can negotiate with the GC to see if they will remove the bond requirement; however, if you are working on a public project, bonds will most likely be required.

Daunting Paperwork
“There’s typically a lot of paperwork involved in qualifying for a bond so getting pre-approved with a bonding line (think line of credit) is in your best interests. The cost of a bond is typically between 1 and 3 percent, depending on the financial strength of the subcontractor. Usually the subcontractor passes along the cost of the bond to the GC who may or may not remit payment in a timely manner,” according to Mike.

Mike will take the mystery out of bonding and explain the ins and outs of the process. Don’t miss this session that can open up new opportunities for business you may have bypassed previously.

Mike Russell has been with Federated Insurance for 35 years and serves as Vice President - Surety Marketing Manager for Federated/Granite Re. He oversees the marketing of surety products across the U.S., focusing on the contractor marketplace. Federated’s acquisition of Granite Re has resulted in a surety direct approach, which is unique in the industry. Mike oversaw the development of Granite Re’s team of surety marketing specialists and the establishment of the surety support center which delivers client services for established surety accounts. Mike is a Minnesota native and a proud graduate of Winona State University, where he currently serves on the board of trustees.
Matt Light, former offensive tackle for the New England Patriots, is now dedicated to helping youth meet and exceed their goals. He’ll recount the story of his successes not only on the football field but equally important through his foundation. **Matt will be the Feature Presenter during the 67th AWI Annual Convention, Oct. 6-8, 2019 in Providence, RI.**

**At-risk Kids**

Matt, who has always made a practice of giving back to the community, dreamed of creating a charitable organization that would work with children of different backgrounds to help them reach their highest potential. In 2001, he formed the Light Foundation, which strives to instill and develop the values of responsibility, accountability and hard work by providing youth with unique outdoor learning experiences that assist them in meeting, and exceeding all of their goals. Matt hopes these opportunities will lead them down a path to becoming responsible members of their communities who are capable of passing on the torch of leadership and achievement to their friends and families, and to co-workers.

Light received the third New England Patriots Ron Burton Community Service Award in 2005. In 2008, he was presented the President’s Volunteer Service Award for his outstanding work in the community by President George Bush. Since its inception, the Light Foundation has raised nearly $4 million for various programs and initiatives.

**Kid’s Camp**

In the summer of 2009, with the money raised over the years, especially from the annual “Matt Light Celebrity Shoot-Out” event, the Light Foundation was able to open Camp Vohokase at Chenoweth Trails – an outdoor leadership training camp, located on 500 acres of land near Greenville, OH. They developed a portion of the land, and opened the camp to host a select group of teenaged boys from all over the country. Campers enjoy a variety of outdoor experiences. **They also take part in a career day, do community service projects like paint a homeless shelter, and complete daily chores.** The opportunities the Foundation has been able to provide these teens are life-changing.

“Our goal is to be a beacon for charitable organizations, athletes and young people, inspiring kids to work hard, put their best foot forward, and strive to become champions in the game of life,” according to Matt.

Plan to attend the Feature Presentation on Oct. 7 and gain inspiration about how to instill strong work ethic, responsibility and accountability into the next generation of architectural woodworkers. Think about helping at-risk kids in your own community.

Matt Light was drafted out of Purdue University by the New England Patriots in the second round (48th overall) of the 2001 NFL Draft, and retired after 11 seasons with the team. During his career, he played in nine division championships, three Pro-Bowls and helped the team win five conference titles and three Super Bowl crowns. Matt was also named to a spot on the Patriots’ 50th Anniversary Team. He grew up in a rural farming community in Greenville, OH, where he learned to respect nature and developed a real love for the outdoors. He graduated from Purdue University with a degree in Industrial Technology. In 2001 with his wife Susie, Matt founded the Light Foundation, a non-profit organization that exists to give at-risk kids a better chance at leading healthy lives by using the great outdoors to learn and grow.

**LEARN MORE!**

67th AWI Annual Convention
Oct. 6-8, 2019
Omni Providence Hotel
Providence, Rhode Island
www.awinet.org

Feature Presentation
“Inside A Dynasty”
MATT LIGHT
Founder, Light Foundation
CONVENTION WATCH

WaterFire® is a work of art that involves movement, participation and surprise. The fires can be seen from the Riverwalk & Waterplace Park on Saturday, Oct. 5 during the AWI Convention.

Visit DePasquale Square at the center of Federal Hill, an Italian style piazza and gathering space for music and dancing, tossing coins in the fountain and congregating with friends.

Alex and Ani City Center (below) in Providence provides outdoor ice skating for adults and children plus a Subway concession area rink-side during the cold weather months.

AWI NEWS

MANUFACTURERS
Burke Gibson, LLC
Auburn, WA
Division 6 Fabrication & Installation
Warren, MI
Heartland Stairways
Holmesville, OH
JSR, Inc.
Schertz, TX
Rycon Construction, Inc.
Oakdale, PA

Note: These new members joined AWI in June 2019.

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.