What will influence you to “take a stand” and lead a life of significance in order to enhance your leadership skills? What steps will you take to not only benefit yourself personally and professionally but also those around you, including your employees?

For some, like Pete Smith of SmithImpact who will open the AWI Convention, Oct. 6-8, 2019 in Providence, RI, with a keynote address, it takes a life-altering medical event that changes your awareness and focus. For others, it can emanate through other sources and influencers. Whatever it was or may be, you can benefit by “Choosing your stand as the first step. Living your stand is the next.” Your stand is the reason why you do something, with the intent on generating results aligned with what you want to produce,” Pete wrote in Dare to Matter, his best-selling book.

**Speaker Specialties**

Enjoying a successful career over the past 22 years, Pete Smith is an international speaker and coach in the fields of leadership, management, personal growth and development. His experience, concepts, and tools have helped organizations improve their leadership effectiveness, elevate engagement at all levels, transform company cultures, and consistently perform at high levels.

**Casework Standard Comments Invited**

After receiving a great deal of feedback on the proposed AWI 0641 – Architectural Wood Casework Standard, the AWI Standards Development Team decided to update the standard draft and repeat the canvass process.

**The standard draft has been made available for another 45-day public comment period.**

In anticipation of this, the standard draft has been made available for another 45-day public comment period. During this time, the Standards Development Team, along with the AWI Technical Committee will consider further input from the architectural woodwork community in preparation for the upcoming canvass.
Second Draft
The standard draft is available for public comment at http://www.gotoawi.com/standards/awi0641.html, effective May 31, 2019 through July 15, 2019. The AWI Public Comment Response Form is also available at this address. Commentary submitted during the public comment period for the AWI 0641 – Architectural Wood Casework Standard draft must be submitted on these forms in accordance with AWI’s record-keeping policies, ensuring compliance with the requirements of the American National Standards Institute (ANSI). Commentary on the standard submitted outside of this format will not be considered by the AWI Technical Committee. The Public Comment Response Forms are solely for the purpose of providing feedback and/or commentary on the proposed standard and are not considered any type of vote.

Second Canvass
At the conclusion of the current public comment period, AWI will be opening a second canvass process for the proposed standard. In contrast to the public comment period, the canvass process gives leaders in the architectural woodwork industry the opportunity to review and vote on whether or not to approve the proposed standard for adoption by ANSI. Individuals and organizations that wish to participate in the upcoming canvass must complete the canvass registration, regardless of whether or not the individual/organization was a participant in any previous canvass.

process. Any existing ballots submitted by previous canvass body members will be considered null and void. For information on how to apply to be a part of the canvass body, contact Cheri Dermyre at cdermyre@awinet.org.

Regarding the second canvass of the standard, AWI Technical Director Ashley Goodin stated, “After receiving feedback on the previous draft, we decided to review some of the requirements contained in the proposed standard. This input from members of the architectural woodwork community is invaluable to us, as it helps us to ensure that we are creating a document that will benefit everyone involved in the process of specifying, creating, installing, or purchasing architectural wood casework. These revisions have helped us to strengthen the standard and ensure that the product that we release is of the utmost quality. We are really looking forward to completing this process and publishing our second ANSI standard.”

The standard draft is available for public comment — effective May 31, 2019 through July 15, 2019.

AWI'S ANSI Process A Visual Look at a Typical Standard Approval Cycle

<table>
<thead>
<tr>
<th>Public Comment</th>
<th>Canvass</th>
<th>Consideration of Views &amp; Objections</th>
<th>Final Action</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>45 days</td>
<td>45 days</td>
<td>up to 45 days</td>
<td>45 days</td>
<td>&lt;6 months</td>
</tr>
</tbody>
</table>

During this period, those materially-affected by the standard are afforded the opportunity to provide input. The AWI Technical Committee responds to these comments and uses the input to revise the standard draft in preparation for Canvass.

During the Canvass Period, a group of those who have expressed interest in voting on the standard and have been selected for representative balance within the industry vote on whether to approve the new standard.

In a period lasting up to 45 days, the AWI Technical Committee reviews the votes on the standard draft and considers whether to send the draft back out for public comment (restarting the Final Action process) or begin the Final Action process.

This process confirms that all procedures in the previous phases were correctly followed and that all appeals, views, and objections have been satisfied, thus establishing consensus on the new standard.

Within 6 months, the standard will be given the status of “American National Standard” and published as an AWI Standard for use by industry professionals.

which is expected to begin following the conclusion of the public comment period.
On June 20 AWI Vice President and Financial Management Team Chair Sebastien DesMarais of Hollywood Woodwork delivered a webinar that was packed with financial indicators about the construction industry in general and highlights about the architectural woodwork industry in particular.

All AWI members may login to www.awinet.org to access the complimentary recorded webinar in the “Members Only” area.

Following are selected highlights from the “CODBS: Results Are In!” webinar. For trend data, listen to the webinar; you’ll find comparative figures that put the good and mixed news in perspective. Pay particular attention to the section on “Income Statement Comparison” for a breakdown of the difference between average and high-profit firms. Participants will find even more detail in the online deliverable.

GOOD NEWS
About the Architectural Woodwork Industry…
• Median sales increased and are the highest in at least 10 years.
• Average operating margins are back up.
• Material costs have gone down.
• Direct labor costs are up; admin labor costs are down.
• The average architectural woodwork firm has grown in profit and the gap between them and the higher profit firms is narrowing.

• Accounts receivables are down, showing a huge improvement, and indicating firms are collecting cash faster.
• Liabilities are going down; with accounts payable down, firms are paying off bills faster because they have more cash.
• Fixed Assets are rising, meaning firms are investing in capital improvements.

Listen to the webinar; you’ll find comparative figures that put the good and mixed news in perspective.

MIXED NEWS
About the construction and architectural woodwork industries…
• The CFMA (Construction Financial Management Association) Confindex™ indicates that CFOs are skeptical about the industry. The index is now at a 5-year low since 2015.
• The Architecture Billings Index is on a general decline from last month and last year, but is still about 50, which is good.
• The CODBS Business Sentiment Index indicates architectural woodworkers are a little less optimistic about the future.

Not Just Numbers
Towards the end of the webinar Sebastien focused on “Roads to Profitability” and the “Power of 1%,” from the perspective of Marc (Sanderson)-isms. Access the webinar to find out how you can grow your company focusing on one or two areas.

“Don’t guess at what your numbers should be; use relevant, current and industry-specific data,” Sebastien said.

AWI Manufacturing Member participants are on their way to elevating their firm’s financial performance by participating in the 2019 Cost of Doing Business Survey.

Sebastien DesMarais is the president of Hollywood Woodwork, Inc., an employee-owned architectural millwork company based in Hollywood, FL since 1968. He joined Hollywood Woodwork 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 events. In 2015, he was elected to AWI’s Board of Directors and in 2016 became an Officer of AWI.

<table>
<thead>
<tr>
<th>THE ‘AVERAGE’ INCOME STATEMENT</th>
<th>All Firms</th>
<th>High-Profit Firms</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018</td>
<td>2019</td>
</tr>
<tr>
<td>Gross Sales</td>
<td>100.00%</td>
<td>100.00%</td>
</tr>
<tr>
<td>Direct Material</td>
<td>34.40%</td>
<td>32.47%</td>
</tr>
<tr>
<td>Direct Labor</td>
<td>26.67%</td>
<td>28.63%</td>
</tr>
<tr>
<td>Other Direct</td>
<td>1.30%</td>
<td>1.02%</td>
</tr>
<tr>
<td>Contribution Margin</td>
<td>37.64%</td>
<td>37.89%</td>
</tr>
<tr>
<td>COGS Overhead</td>
<td>17.59%</td>
<td>17.56%</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>79.95%</td>
<td>79.67%</td>
</tr>
<tr>
<td>Gross Profit</td>
<td>20.05%</td>
<td>20.33%</td>
</tr>
<tr>
<td>SG&amp;A</td>
<td>13.47%</td>
<td>13.11%</td>
</tr>
<tr>
<td>Operating Income</td>
<td>6.57%</td>
<td>7.23%</td>
</tr>
</tbody>
</table>

Source: Cost of Doing Business Survey and Compensation Study Report, 2019, “Executive Summary”
Pete wrote in _Dare to Matter_, “Significant people create significant results. The keys to maximizing contributions, igniting inspiration, and boosting culture, morale and performance exist not just within a burning desire to achieve individual and organizational success and happiness. Rather, it is evident when we willingly choose to pursue a challenging, unpredictable, and unapologetic life of significance.”

### Six Elements
Based on the bestselling book _Dare to Matter_, this incredibly engaging, humorous, and relatable keynote presentation will take you on a journey through the six most important elements of incorporating significance into your personal and professional life.

During the upcoming AWI Convention, join Pete as he dives into those six elements — choice, identity, fears, letting go, taking risks, and impacting others. “Some of these elements are going to be familiar and some of my recommendations will be contrary to typical messaging,” Pete told NewsBriefs.

In his book’s “Rooted in Identity” chapter, Pete wrote “The beauty of choosing and living your stand is that this is your ‘Why’ as well as your ‘What.’ For instance, a job is not a purpose, it is an avenue to live out a purpose.”

### Take-aways
What are the benefits of leading a life of significance? “Be inspired to become a better leader, help develop a stronger culture of ownership within your company, instill in yourself and others more accountability, institute an atmosphere of creativity, lessen stress and drama, and achieve greater fulfillment and satisfaction. The success and happiness that evolve will be more sustainable and meaningful,” Pete said.

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**Pete’s energy is contagious. He definitely knows how to engage and retain a crowd. The content he provides is meaningful and relevant to any audience that is in front of him.”**

Pete Smith, President of SmithImpact, is an international speaker and trainer in the fields of leadership, management, personal growth and development. He is author of _Dare to Matter_, the #1 Best Seller in the Human Resources and Personnel Management category, and #2 Best Seller in the Business Motivation and Self-Improvement category. Prior to launching SmithImpact in 2011, Pete was the operations executive at one of the largest non-profit, alternative schools in Northern Virginia. Previously, Pete was the Director of HS Programs for the Mid-Atlantic Region for a for-profit education university. www.smithimpact.com

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**Amazing! Truly inspirational and really resonated within. Excellent content and presence.”**

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_The Architectural Woodwork Institute / AWINET.ORG_
Managing in an Uncertain Economy

Moving through the middle stages of 2019, we are turning our attention to what the leading indicators are saying about the economy for late 2019 and 2020. The clouds are darkening with respect to the US consumer and residential construction markets this year which will have consequences for commercial markets in 2020. There are business cycle changes that are reshaping the future, and there are policy actions that will have an impact on our future—and others that won’t.

The consumer drove the economy to its recent peak. Attend the 67th AWI Annual Convention, Oct. 6-8, and find out why ITR Economics™ thinks the consumer is in a weakened position in 2019. Tariffs, global uncertainty, the stock market, B-to-B activity, and interest rates all have a part to play in the outlook and Connor Lokar, program economist at ITR Economics, will paint the picture so that AWI members will walk away with a clear understanding how the economic environment will impact their business and their bottom line.

AWI members will walk away with a clear understanding how the economic environment will impact their business and their bottom line.

Walk away from Insight Session III – “Managing in an Uncertain Economy” with:

• A clear vision for the future for the US economy, consumer and construction markets
• Knowing what leading indicators matter
• Inflation expectations
• What could make the future look better & what could make it look worse
• How US debt and demographics will shape the 2030s
• Strategic objectives to apply to prepare for the future.

Connor Lokar is a program economist at ITR Economics™. He provides economic consulting services for businesses, trade associations, and Fortune 500 companies across a spectrum of industries. His economic insight and forecasting experience play a key role in ITR Economics’ 94.7% forecast accuracy. Connor specializes in the construction industry from his close work with ITR’s long-standing client, HARDI, as well as his work on the monthly ITR Trends Report.

Two Spouse Tours: On the Water & Around Town!

Bring your spouse to the 67th AWI Annual Convention in Providence, RI, where there is much to see and do, including two special events arranged by AWI. The official spouse tours are sure to inform and entertain newcomers as well as returning attendees.

Riverboat Tour and Lunch
On Monday, Oct. 7, discover the historic and contemporary milestones of the Providence waterways on a fun and relaxing narrated daytime tour. Explore the Providence River, Riverwalk, Waterplace Park, the Fox Point Hurricane Barrier and the Providence Harbor as the tour guide highlights historical, nautical and architectural points of interest!

The tour will end with lunch at local restaurant, Hemenway’s.

Tour is subject to weather and capacity limit

Culinary Tour of Providence
On Tuesday, Oct. 8, savor the authentic taste of Rhode Island on this culinary walking tour. Enjoy exploring the art and culture of this historic city as you make your way through multiple tastings with a professional guide.

Tour is subject to capacity limit
Are your employees “owners” who are actively engaged or “renters” who are not engaged in contributing to the success of your business? How committed are your employees? Are they solving problems they didn’t create? Are they creative? Do they see the big picture?

The answers lie in your company culture. Do you have a fine-tuned creative environment in which all work together to fulfill your firm’s mission? Plan to attend the closing keynote address at the 67th AWI Annual Convention in Providence, RI to hear Greg Hawks, president of Hawks Agency, explore the Gallup Organization’s State of the American Workforce report, which breaks down like this: 30% are actively engaged, 50% are not engaged, and 20% are actively disengaged.

In Hawks Agency language that translates to 30% are OWNERS, 50% are RENTERS and 20% are VANDALS. To unlock an ownership culture, company leaders need to understand Five Distinct Differences between Renters and Owners.

**Five Distinctives**
1. Defining Commitment
2. Increasing Value
3. Reaching for Responsibility
4. Being Inclusive
5. Seeing the Whole

These five distinctives will be unpacked through stories that give practical insights for recognizing where renters can transform back into owners.

Greg told *NewsBriefs*, “My message creates a language that gives objectivity to the subjective phrase, “We need our people to buy in. Having clarity about what ‘owning it’ looks like gives everyone a chance to do so.”

A Corporate Culture Specialist, Greg said he finds top-level leaders in his audiences sometimes act like renters and vandals. “Sometimes their behavior does not model ownership behaviors that allows everyone to do their best.”

**Ownership Culture**
It’s not about sacrificing more to show one cares more. “Being an owner doesn’t have to lead to sacrificing one’s personal life. You want to be more fulfilled, more human. As individuals, taking more ownership causes us to be fulfilled. When people have a sense of ownership, retention is also higher,” Greg said.

“Renters have had ownership crushed out of them, diminishing their interest in trying. By fostering a culture of ownership, leaders help facilitate conversation vs. conflict. With
TOUR THE BECK COMPANIES

Architectural woodworkers love and learn from plant tours where they observe processes, equipment and products of others and compare them with those of their own. The 67th AWI Annual Convention, Oct. 6-8, will meet members’ expectations, during a plant tour on Oct. 8 of The Beck Companies.

The Beck Companies has created an 85,000 square-foot multi-specialty showroom, design, and high-tech fabrication/manufacturing megaplex for the wholesale fabrication and retail sale of granite, marble, soapstone, engineered stone, custom closets, commercial casegoods, and gaming tables.

Strategically located under one sprawling roof you will find a family of companies, including KB Surfaces, CAS America, Closettec, and Atlas Fabrication, Inc. Each division specializes in a distinct manufacturing skill set that compliments and builds upon each other to create a seamless manufacturing process unique in the industry, according to the firm’s website.

The firm fabricates and installs for some of the largest general contractors and millwork companies in and around New England. Among its satisfied commercial clients are Fenway Park, The Meadowlands, PF Chang’s, Webster Bank, Dunkin Donuts, Starbucks, The Mark Hotel, The Smithsonian, The Hard Rock, and Marriott. The company is an open shop with the capability of performing union project work.

Space is limited for the plant tour. Register early.

CONVENTION REGISTRATION

Register for the AWI Convention by Sept. 13 to take advantage of the discounted fee.

Registration fees increase thereafter.

Greg Hawks, president of Hawks Agency, is a Corporate Culture Specialist who shapes environments where everyone gets to contribute their best daily! For two decades he has mentored leaders, developed teams, crafted culture and empowered employees. Greg’s forward thinking contributes fresh perspectives that work. Through Hawks Agency, he originated the “Like An Owner®” platform, compelled by the principle that individuals who Think, Act, Lead and Create Like An Owner® will be more fulfilled and productive.

“I saw Greg speak at the 2018 ADME conference in Chicago and was incredibly impressed not just by the content of his presentation, but his authenticity. His talk about employee involvement in a business struck a nerve.”

“Greg delivered an extremely impactful presentation to our team. Not only is he a talented, high energy, entertaining and passionate speaker but his content is spot on. Our staff was still talking about his presentation weeks later!”

CONVENTION WATCH

a culture of ownership, the team commits to best practices, and members offer ideas regardless of whether it is the best idea. By fostering detachment from single ideas, the leader creates an environment where everyone works to find the BEST solution. It’s a game changer,” Greg emphasized.

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Eagle Moulding
Häcker North America
IMA Schelling Group USA
Pro-Ply Industries
VT Industries

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Hafele
MBC<br> Roseburg
Miles Wood Coating
Sherman-Williams
States
In 1872, Roger Williams Park Zoo, the country’s third oldest Zoo, opened its doors to the public with a collection of small animal exhibits throughout Providence’s newly formed Roger Williams Park. Today, Roger Williams Park Zoo provides visitors the opportunity to see animals in naturalistic surroundings, home to more than 160 animals including a Komodo dragon, as well as zebras, red pandas, African elephants, Masai giraffes, snow leopards, bears, anteaters, flamingoes, sloths, alligators, and more!

Be sure to visit the renowned Rhode Island School of Design Museum.

Art is everywhere in Providence.

New AWI Members

MANUFACTURERS
American Building Contractors
Lindenhurst, NY
Dongwha K-Team Company, Ltd.
Seo-gu, Incheon, South Korea
Interior Woodwork Installation
Newark, NJ
J2 Cabinetry and Trim, LLC
Ocala, FL
Romar Cabinet & Top Company, Inc.
Channahon, IL
Specialized Wood Establishment, Ltd.
Amman, Jordan

SUPPLIERS
Almisned Trading
Doha, Qatar
Egger Wood Products, LLC
Lexington, NC
OE Custom
Arbutus, MD
Plywood Express
Pompano Beach, FL

Note: These new members joined AWI in May 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.

REGISTRATION IS OPEN!

67th AWI Annual Convention
October 6-8, 2019
Omni Providence Hotel
Providence, Rhode Island

AWI NEWS

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