



Marketing Report

An important function of the ACCWA's Labor-Management Committee is to raise awareness about the productivity and skills that UBC architectural millwork and cabinetry professionals bring to the construction industry as CCWA contractor employees. Several marketing and communications efforts were completed in 2010 to educate architects, facility managers, general contractors, building owners and others. They include:

- Expanding the CCWA's Internet presence by placing more information about green building strategies on its web site, and giving specifiers more opportunities to find qualified CCWA contractors for their projects. Visit the site at www.ccwaonline.org.
- Increasing the variety of ways to get information from the CCWA by establishing information pages on Facebook, Twitter, and LinkedIn.
- Streamlining information by creating a subscriber-based enews flash system, which delivers information about the custom



millwork industry or the CCWA via brief emails. Join the subscriber list by visiting <http://www.ccwaonline.org/Module/MailForms/Subscribe>.

- Creating a new brochure that articulates the assets of the CCWA, its contractors, and the skills and professionalism of UBC millworkers.
- Embarking on a construction professional education program by attending industry trade shows for the Chicago construction and architectural and design community, and for the Design-Build Institute of America, and by offering continuing education seminars to members of the American Institute of Architects.



UBC Launches Training in Best Practices for Occupied Healthcare Facilities

The UBC's Carpenters International Training Fund provided crucial training in 2010 to millwork and cabinetry professionals on how to most effectively work in construction or renovation projects within the healthcare industry. The program, entitled Best Practices in Healthcare Construction in Occupied Facilities, is a training and qualification program that delivers comprehensive skill-sets to contain pathogens, protect patients and perform work without disrupting operations. For more information, visit www.ubctraining.com.



millworks

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THE QUARTERLY PUBLICATION OF THE CERTIFIED CUSTOM WOODWORKERS ASSOCIATION

2010 Represents an Active Year for the Certified Custom Woodworkers Association

Included among activities in 2010 for the Certified Custom Woodworkers Association (CCWA), was gaining more awareness to issues facing the architectural millwork industry in the United States. At the United Brotherhood of Carpenters' (UBC) General Convention in August, architectural millwork became a topic of discussion for the Industry and Economy Committee. Here is an excerpt from its report to delegates:

"The list of major issues facing North America's industry and the economy illustrates that we are at a major crossroads in history. We now work in an industry where globalization is a fact of life...For globalization to work, the trade policy in the USA must include more FAIR trade and less FREE trade...to be supervised, governed and executed fairly. Suggestions to help further FAIR trade include:

- **Encourage the creation of a National Industrial Policy.** A pro-competitive U.S. tax policy and incentives can play a critical role in fostering a growing manufacturing industry.



- **Support the development of Alternative Energy Programs,** allowing the U.S. to develop its infrastructure so that people and goods flow easily around the country and through our ports.
- **Expand local market partnerships** by helping contractor partners build relationships with key customers in each geographic area, and help them solve business challenges. The application of new technologies and greater collaboration between companies and industries will be key to growth in a recovering economy.

- **Drive market preference.** As markets rebound, productivity will be a key factor to containing costs and improving owner investments. Union professionals with the training to deliver skill and productivity to these jobsites will supply that productivity, because the training will reflect the new skills needed to build according to new technologies.
- **Steer an aggressive outreach program** to attract a young, non-traditional and diverse workforce by demonstrating how the application of technology and collaborative communication tools can lead to career growth.

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Skilled Professionals Leverage Technology Training to Deliver Complex Project



One of the most intriguing projects done by a CCWA contractor in 2010 was completed at Rockefeller University in New York City. Eastern Millwork, Inc. (EMI) of Jersey City, New Jersey, used a combination of 3-D modeling, field integration through Trimble total station, and highly skilled millwork professionals to tackle part of a \$4.8 million project.

Rockefeller University is a world-renowned center for research and graduate education

in biomedical sciences, chemistry, bioinformatics and physics. Since its founding, the university has embraced an open structure to encourage collaboration between disciplines and empower faculty members to take on high-risk, high-reward projects. Two of their facilities, Smith and Flexner Halls, are situated on the northeast corner of the university's 14-acre campus on Manhattan's Upper East Side.

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Quality Work Delivered by CCWA Contractors Across the USA

Whether the scope of work was substantial in size, or small and customized in nature, quality work emerged throughout 2010 by CCWA contractors across the country. Here is just a sampling of architectural millwork and other customized projects delivered on time and to the customer's satisfaction:

Boston

- **Walter Furman Company** fabricated and installed a variety of projects to complete a high-rise office and residential building with a restored six-story facade at the Russia Wharf in Boston. Work consisted of the building's main and elevator lobbies for 20-plus floors. Furman also did a 10-floor office fit-out for the Warf's anchor tenant, Wellington Management. As a result of their excellent work, Furman was awarded the residential portion of the Warf's renovation project, slated for later in 2011.
- **American Milling** performed an extensive window restoration at Russia Wharf by fabricating and installing the specified work.
- **Parisi Inc.**, also does a variety of work for colleges and universities, casinos, restaurants, (high-end to fast food), and retail.

Chicago

- **Bernhard Woodwork Ltd.** of Northbrook turned in notable projects, including renovations at the Redbox Corporate Headquarters and the Pritzker Military Library.

Michigan

- **Brunt Associates** of Wixcom delivered quality work for the University of Michigan's North Quad in Ann Arbor, and at St. Joseph Hospital's surgical expansion project in Ypsilanti.

Ohio

- Cleveland CCWA contractor **Civitas Cleveland, Ltd.**, delivered an exemplary result on a complex door renovation project at the Visitation of March Catholic Church in Akron. When Visitation church merged with another, ornamental panels were removed from the closed church's doors and incorporated into six renovated main entry doors at Visitation Church.
- Brookpark's **Nagele Manufacturing Company** took on a complex project for the Cuyahoga County Juvenile Justice Center in Cleveland. Scope of work encompassed all interior cherrywood throughout the entire building, including 31 courtroom wall panels and benches, reception and lobby desks on all floors, wall panels and woodwork in the lounges and cafeteria, handrails and window trim and much more.

Philadelphia

- **Premier Woodcraft** expertly fabricated millwork for the newly expanded Pennsylvania Convention Center.
- **Paone Woodworking** fabricated the millwork at the newly renovated Philadelphia Union soccer stadium.
- **North Wales Millwork** fabricated the millwork for the new Salvation Army Kroc Center in downtown Philadelphia.

Pittsburgh

- **Wyatt Inc.** completed a challenging lobby restoration at the Fairmont Hotel, and a renovation project at the K&L Gates law firm in the Ariba Tower, downtown.
- **Giffin Interiors and Fixtures, Inc.**, took on a project that would be scrutinized every day: Completing and attending to ongoing architectural millwork for the UBC's Greater Pennsylvania Carpenter Training Center.

St. Louis

- **Crescent Planing Mill** handled the cabinetry package at St. John's Hospital Tower B Physicians Center, and delivered a superior cabinetry, millwork and panel package at Washington University's Wohl Elliot College Hall.
- **Lancia Brothers Woodworking & Fixtures** also produced quality work at the world headquarters of Group360 marketing firm by helping expand the company's office footprint from 16,000 to 60,000 square feet in renovated office space.

UBC Millwork & Cabinetry Instructor Wins Educator of the Year Award

Wayne Babjack, a millwork and cabinetry instructor of the Greater Pennsylvania Regional Council of Carpenters, was named the 2010 Educator of the Year by the Woodworking Machinery Industry Association (WMIA). Babjack worked as an architectural millwork molder for more than a decade before becoming an instructor in 2000. He teaches millcab apprentices and journeyman in all aspects of the trade. Babjack was honored in part for his work to promote woodworking as a high-tech, challenging career choice.



Ian Strouse of Hermance Machine Company, Williamsport, PA nominated Babjack for the award, citing Babjack's tenacity to secure a state-of-the-art instructional environment at the Regional Council's new training center. "I believe it is important for those about to enter the industry to train on the same modern equipment that they will need to use on job sites," Babjack said. "The leadership of our union also understood that fact, and allowed me the latitude to create a shop that replicates real world conditions."

CCWA Labor-Management Committee Welcomes Three New Members

A contractor and two UBC business representatives were named to the CCWA's Labor-Management Committee in 2010. The three members are: Paul Kelly, President of Barsanti Woodwork Company in Chicago; Ruben Lopez, a business agent from the Northern California Regional Council; and Chris Johnson, a business agent from the Metropolitan Regional Council (Philadelphia area).

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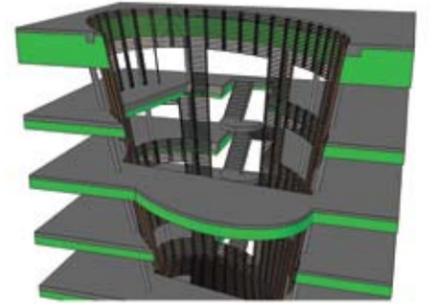
Skilled Professionals Leverage Technology Training to Deliver Complex Project

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Both Halls were in need of structural repairs and modernization.

Architect Mitchell/Giurgola and General Contractor Turner Construction brought to life a design for a Collaborative Research Center to not only transform the two buildings into modern, up-to-date laboratory space, but also to facilitate scientists from dozens of labs to build informal relationships with people they see every day. Featuring a sweeping six-story glass "bridging building" connecting the completely renovated historic limestone and masonry Halls, the project includes about 125,000 square feet of lab space, enough to accommodate 460 scientists.

Eastern Millwork Inc. fabricated and installed the architectural millwork, including a complex atrium design. Work spanned about five months and was completed by eight



professional millworkers from the United Brotherhood of Carpenters who possessed the technological training to deliver the complex project. EMI's solid grasp and leverage of technological solutions played an important foundation in completing work to the satisfaction of the customer.

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"The geometry of this project was complex," said Drew Campbell, President of EMI. "I think the biggest showcase on this project was our 3D

drawings and engineering, along with all of the scripts that helped to create these intricate drawings. Connecting these 3D drawings with the Trimble total station had to be precise, but the skills of our professionals and their training in this elite technology allowed for us to deliver exactly what the customer wanted."

For more information about EMI, visit: www.easterncompanies.com.

