



mill ARCHITECTURAL woods

THE QUARTERLY PUBLICATION OF THE CERTIFIED CUSTOM WOODWORKERS ASSOCIATION

Giffin Interior & Fixture, Inc. Helps Prestigious Pennsylvania Resort Earn Elite Five-Diamond Status

CONTACTOR/PROJECT FOCUS

In the heart of the western Pennsylvania mountains is Falling Rock Hotel at Nemacolin Woodlands Resort. It's not just a hotel, but one of only 151 establishments nationwide that the American Automotive Association dubs as top-of-the-line. In fact, the American Automotive Association cites Falling Rock among its 2007 hotel and restaurant Five-Diamond recipients, placing the hotel in the same company as New York City's Four Seasons and the Bellagio in Las Vegas.

Judges look for "luxurious surroundings," the type of architectural woodwork surroundings created by Giffin Interior & Fixture, Inc. Giffin performed a variety of the decorative and functional work that is prevalent throughout the hotel, including the restaurant, locker rooms, pro shop, and foyer. Some of the more challenging aspects included a display wall with built-in fiber optic lighting, cherry lockers used by members of the Professional Golfers Association, ornate trim, and a display case for memorabilia of golf legends Arnold Palmer and Tiger Woods.

"Nemacolin Woodlands was very demanding about the quality of work to be performed, considering that the hotel would welcome clientele from the Professional Golfers Association and guests that have traveled to high class resorts around the world," said Gordon Giffin, owner of the architectural millwork company.

Meeting High Expectations

Nemacolin Woodlands Resort is a distinctive, multi-faceted resort. It hosted the 2005 Professional Golfers Association 84 Lumber Classic, and is recognized as one of the top 10 resorts in North America. When presented with the enormous amount of millwork for this project, Giffin Interior & Fixture, Inc. had to be certain that the work they performed would not only meet the tight building schedule, but would be to the quality standards of the Nemacolin Resort.

"The skill level of our crews gave us the expertise we needed to meet the high expectations of the client," Giffin said. "Their training, professionalism and work ethic made this project a success."

Giffin Interior's scope of work for the project including three miles of trim, two sizes of lockers, benches, shelving, display

cases, wine racks and a bar. All were done in cherry wood and were installed in various places throughout the hotel. Consistency and precision were essential to ensure continuity.

The Pro Shop

Giffin produced a free-standing cash wrap with display cases and shelving, as well as several wall merchandise displays and a central display. Each piece was prefabricated at the Giffin shop and brought on site to be installed.

The 84 Lumber Gallery Display Case

The gallery was designed as a showpiece for the outside of the pro shop and is built to contain pictures of past and present golfing greats. Giffin crews built and installed the cases separately from the doors, which had glass inserted onsite and were hung later. Crews also ran trim along the wall and across the display case, giving continuity to the pieces.

continued on page 2



Pennsylvania Resort Earns Elite Five-Diamond Status continued from page 1

The Custom Benches

The bench units were built in several variations in multiple locations, such as a restaurant and the bar that Giffin Interior built. Other bench units were installed in the main lobby, both the men's and women's locker rooms, and other common areas.

The Bar Unit and Shelving

The bar unit was built at Giffin Interior's shop and transported to the site. After placement, the brass foot rail and sink and bar fixtures were installed, as well as the granite countertop. The wood trim in the ceiling above the bar and the shelves behind were also fabricated and installed by Giffin.



The Men's and Women's Locker Rooms

The largest scope of Giffin's work was done in the men's and women's locker rooms. Giffin was responsible for building doors, cases, and benches for the two different sizes of lockers, as well as a number of vanity units that were at the ends of each row of lockers. There were also bench and television units, and trim on the walls, ceiling, and lockers. Giffin also built

shelving and installed trim in the bathrooms in both locker rooms.

The Ceilings

Giffin was responsible for installing decorative trim almost 40 feet in the air in the building's front canopy, and the men's and women's locker rooms. They also installed trim around the edges of the rectangular drop-ceilings located throughout the hotel.

Every piece in Falling Rock was custom fabricated by Giffin Interior and had to be completed and installed within three months. As Frank Martik of Martik Brothers Inc. said, "Even though we were under severe time constraints, the need is always there for a quality performance despite the circumstances. Giffin came through and did a fantastic job. We don't even ask anyone else to do our casework."

The most outstanding characteristics of this piece were the Frank Lloyd Wright-style attributes of the job. The use of cherry throughout the project kept with the Wright-inspired design, but also added a continuity that contributes to the terrific nature of the hotel.

"The design required all the pieces to be angular and pointed; there wasn't a single radiused piece in the entire job, but I knew our crews had the training and skill level to complete anything that they were asked to do," Giffin added.

"This is the type of project that has to be seen to appreciate the amount of work, time, dedication, and craftsmanship that went into every inch of Falling Rock," Giffin said. "We are honored to be a part of this resort and to provide the skills that created such a wonderful and unique structure."

Skills, efficiency steer architectural millwork pro to top of the mountain biking world

How far can a 56-year-old diabetic carpenter ride a bike? For John Majors of Pittsburgh, the answer is easy: 100 miles. Majors, or "JM," can accomplish this feat through a unique level of preparation and determination that has led to professional success with his employer, Giffin Interior and Fixture, Inc., and a championship in the world of endurance bicycling.

Ironically, JM didn't plan on being a carpenter or a cyclist. A draftee in the 1964 army, he was given the choice between picking up a frying pan or a hammer. He chose carpentry. The conflict ended before he made it overseas, but

JM had discovered what he really wanted to do with his life. He became a UBC apprentice immediately after serving his enlistment.

"I enjoy the challenges of carpentry. I used to spend hours trying to perfect the physical mechanics of the trade, whether it was cutting 2x4s perfectly square with a handsaw or hammering nails overhead," JM said.

In 1981, Gordon Giffin recruited JM to come on board at Giffin's new architectural millwork company, Giffin Interior & Fixture, Inc. "I planned to fill-in for a couple weeks. I'm going on 24 years here and I still enjoy working here," JM said.



Eight years into his work with Giffin, a knee injury sidelined his running days, but the opportunity to buy a co-workers mountain bike gave the fitness enthusiast new life. JM now rides his bike before work, after work, and year-round. When Pittsburgh's winters kick in, he rides it on a

To Green or Not to Green?

It's clearly not a question of "if," but rather, "when?" The CCWA board is keeping tabs on the rapid changes in the green building industry, and are making plans to include green standards and training into the program. Information for employers, as well as for UBC professionals, is soon to be available.

CCWA Fall Meeting News and Notes

Lunch and Learn Program Underway

Representatives from St. Louis, New York City and Chicago are trained, polished, and actively launching the CCWA's Lunch and Learn Program. The initiative targets architects and other specifiers with a one-hour program about wood speciers or wood veneers. The CCWA is a certified continuing education provider for the American Institute of Architects. Further training and implementation plans to get this program expanded to other areas is also underway. If you are interested in getting this program for your area, contact Denny Scott, CCWA administrator, at 503-827-4866 or dennyscott@qwest.net.

Welcome Northern New Jersey!

At its fall meeting, members of the Certified Custom Woodworkers Association learned that a contribution level has been successfully negotiated in the CBA covering the northern New Jersey area. The addition of this region increases the number of contributing shops by 23. CCWA committee member Drew Cambell, President of EMI Architectural Woodworking, played a key role in facilitating this progress. Learn more about news from the CCWA's fall meeting on page four.

INDUSTRY TRENDS

National Millwork/Cabinetry Expert Offers Thoughts on the Industry

National manufacturing consultant David Grubb, Principal of David Grubb & Associates recently offered insight regarding the millwork/cabinetry industry | to members of the CCWA committee at their fall 2006 meeting. Mr. Grubb gave an extensive presentation focusing on the best practice of using modern manufacturing processes and equipment in order to remain competitive.

"It's time to shift the self-image of your professionals from 'craftsmen' to 'process engineers.' You have to exploit your proximity to your customer and your ability to understand and service your customer. You lose a lot of your advantage if you lose that leverage to exploit proximity," advised Grubb.

"What we see as value is not what the customer sees as value – you need to know your customer. Look at quality and value from their eyes. If you build quality in that they don't see as value, then all you did was increase costs," Grubb explained.

"This issue of a common goal and the value of a cooperative relationship between labor and management has to continue to be brought out and discussed. There is nothing good in front of you if you continue to be adversaries without a focus on the customer. We're here only to serve the customer. If you don't, someone else will."

Grubb related his comments to the U.S. kitchen industry. "You can see thousands of S.K.U.s from one manufacturer and they all look different. There are minor detail designs, but it's all one box. They deserve to make a fortune because they understand the customer. The same thing applies to you. If you make drawer bodies, you don't have to make a different drawer body. These are all elements that the residential furniture industry never caught on to," Grubb said.

When Grubb reviewed the millwork and cabinetry curriculum in the 1990s at North Carolina State University and found three issues: A lack of students, a lack of relevance in the education – and a lack of concern from the residential industry players. "In your education process, you need to make sure it is relevant to what the needs are and what the customer demands. Preparing someone today to learn how to use a block plane is setting someone up for a future career change."

Since Sept. 11, 2001, Grubb estimates that the office industry is down about 40 percent. He said that those who are doing well have refocused to cater to the customer.

In closing, Grubb advised: "Be careful of the paradigms – commit to change what you can and the items you can not change, forget about it."

JM is the 2006 champion in the Masters category of the Ultra Endurance Series. And when he rides, he carries the UBC pride by being sponsored by his employer, Giffin Interior and Fixture, Inc.

"We are extremely proud of JM. He's a great guy with a wonderful work ethic. He's an asset to our company, and we are glad to be able to sponsor his biking career," said Gordon Giffin, CEO of the company.

JM credits the success of his trade and his racing to the cumulative effects of working a physically demanding job that requires focus and preparation with his personal drive and determination. "I keep my diabetes in check, I enjoy my work as a carpenter, and love my time on the bike. I have the best of all worlds."

From your Labor-Management Committee Chairmen:



How much does the word "change," come into your daily thought process? If you're not thinking about our industry in that context, now is the time to do so. And the first thought process that we urge you to change is your concept of your competitors.

It's not you against me anymore. It's us against the world. We're not adversaries. We're a team, we're a partnership and together we can move forward.

If we change.

This issue of Millworks gives examples of how adapting to change could be the key to getting more work. About two dozen New Jersey contractors recognized the need for change and are now contributing members of the CCWA. Our own website is changed to now offer a different set of knowledge resources to our customers. And one of the most respected industry analysts is part of this issue, talking about the importance of change.

Your CCWA committee is working to find any and every angle to leverage so that we can offer customers the skilled professionals, most up-to-date training centers and experienced contractors in the industry. Through the multi-million training program of the United Brotherhood of Carpenters, training our future millwork and cabinetry professionals can keep up with the changing industry. And through committed contractors who are signatory to the UBC, we can keep up with the changes in competition.

The Internet is the undisputed warehouse of information, and now the CCWA and its contractors are displayed there in a new, more comprehensive manner. Industry expert David Grubb says the issue of a common goal and the value of a cooperative relationship must remain top of mind for both labor and management if we are prosper. Grubb's thoughts are explored at left. Even the member profile about John Majors is an example of how our professionals adapt to the hands that are dealt to them and change their circumstances for the better.

Your CCWA board will not stop exploring ways to change our program to keep you as productive and profitable as possible. We hope you find the information in this newsletter as clear examples of that. As always, we welcome feedback on this publication. To do so, contact CCWA's staff administrator, Denny Scott, at 503-827-4866 or dennyscott@qwest.net.

CCWA Gets a Boost on the Internet

New Web Site Addresses Architectural Woodworking Issues

Need information on the architectural woodwork industry? Look no further than www.creativeMILLWORKsolutions.com. Not only is this the new Internet home of the Certified Custom Woodwork Industry, but it is a customer-service-oriented web site designed to provide resources and information about all facets of architectural woodwork and its related services. The sites quickly points visitors to a database of professionals, technical information about wood used in architectural woodwork, information about how the CCWA contributes to North America's construction community, and examples of superior architectural woodwork.

"This site is available with productivity and efficiency in mind. We believe a project owner or specifier can find information about a product and contact someone to



create and install it, all with one click of the mouse," said Gordon Giffin, CEO of Giffin Interior & Fixtures, Inc., and Management Co-Chairman of the CCWA board.

"We believe this site will quickly become a relied-upon asset in this industry."

Located at www.creativeMILLWORKsolutions.com, the sites caters specifically to specifiers and end users in both the commercial and residential markets. Information ranges from troubleshooting everyday problems to tips in selecting a competent contractor. A new solutions section allows architects and employers to submit questions online, which will be answered by a CCWA professional, with the goal of returning and answer within 48 hours.

"Because this industry is so competitive, we believe giving specifiers and end users as much information as possible will assist them in making smart production and installation choices," added Giffin.

Support for Business Representatives

UBC business representatives working in the millwork/cabinetry sector also each

have their own login account, which gives each man the ability to update information about their contractors or their own contact information.

"It is the local union representative's responsibility to keep the local area employer information current," said Terry Nelson, Executive Secretary-Treasurer of the St. Louis and Vicinity Regional Council, and Labor Co-Chairman of the CCWA board. "We can't stress enough how crucial it is to keep information up to date."

News of the web site was distributed to the architectural woodwork and millwork/cabinetry industry trade media, including key publications read by architects, designers, facility managers and other specifiers, as well as end users and construction decision-makers.

Attention business reps: Did you recently have a project completed that you wished the whole world could see? Well, now's your chance. The "portfolio" section of www.creativeMILLWORKsolutions.com is ready and waiting to post photographs and a description of your latest project. Simply contact Denny Scott, CCWA administrator, at 503-827-4866 or dennyscott@qwest.net and let him know you have a project you would like considered for the web site.

CCWA Labor-Management Committee

Mr. Gordon Giffin, CEO

Giffin Interiors & Fixtures, Inc.

CCWA Management Co-Chair

Mr. Terry Nelson, Executive Secretary-Treasurer

St. Louis and Vicinity Regional Council

CCWA Labor Co-Chair

Mr. Drew Campbell, President

EMI Architectural Woodworking

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