

BAY AREA WOODWORKERS ASSOCIATION

June 1986 - Vol. 5, Issue 6

Box 421195 San Francisco CA 94142

THIRD THURSDAY PREVIEW

The June 19th meeting will be held at the shop of George Rezendes at 7:30pm. He is located at 2509 Bryant near 23rd Street, San Francisco. Phone is 824-3122. Take 101 and get off at the Army St. West exit. Turn right on Bryant to 23rd. Our guest speaker will be Dean Santner who was postponed from last month. Dean has a background in art and began his career in woodworking about 15 years ago. His pieces reveal the fine-tuned sense of design and aesthetics of an artist. Dean will show slides of his work and lead a discussion. His strengths include solving the practical problems of production and the uses of abrasives and finishes, so come prepared with questions.

Also, this is an election meeting. Our present officers are completing their 6-month terms. A number of people have expressed interest in holding offices, and we'll be confirming those people at this meeting. If you are interested in serving, please call Bob Newhall at 532-0999.

The executive dinner meeting will be held at 6pm the same day at El Tazum1, 2530 20th, ½ block west of Mission. The phone number is 550-1928. All interested members are welcome to attend.

* * * * *

HIGHLIGHTS FROM LAST MEETING

Many thanks to Shelly Jurs for her excellent presentation at our last meeting. Shelly's work with leaded and stained glass is quite exquisite, being both exceptionally creative and superbly crafted. Her work has won several competitions and is installed in many fine homes, businesses and civic buildings. If anyone has a need for exceptionally high quality in design and execution in leaded glass, call Shelly at 763-6796.

CALENDAR

The American Craft Museum will inaugurate its new midtown Manhattan headquarters October 26th with a panoramic survey exhibition of contemporary craft in the United States. Titled CRAFT TODAY: Poetry of the Physical, the exhibition will feature over 300 works created since 1980 in the media of clay, fiber, glass, wood and metal, and will present 286 craft artists grouped into four major categories: Personal statement, Functional pieces, Vessel forms and Objects for personal adornment. The exhibition will be on view at the American Craft Museum, 40 West 53rd Street, New York City, through March 22, 1987.

FURNITURE IN THE ALUMINUM VEIN, by 34 artists, is an exhibit open now through June 27th at the Kaiser Center, 300 Lakeside, Oakland.

BAYVIEW UPDATE

A new form is being sent to all persons involved in the Bayview fire. The purpose of this form is to obtain standardized information for the allocation and distribution of relief funds. If you are one of those involved, please note that this form must be completed and returned to Intersection by June 20, 1986. An attempt is also being made to obtain the city's SBA disaster fund list.

FROM THE EDITOR

A friend of mine who is highly experienced in economics, business and international trade made a comment to me a number of years ago which I've never forgotten. I was a beginning woodworker and builder and was trying to produce the finest products possible, wallowing in poverty at the same time. My friend offered the opinion that I would have to decide if I was to be a craftsman or a businessman and said that the two, in their pure forms, were mutually exclusive. I think that there is a considerable element of truth in that, but over the years I've also learned that by refining what I do, how I do it and how I sell it, it's possible, to a degree, to have my cake and eat it too. If one is to be a fine craftsman and also lead a life which is financially reasonably secure, one has to avoid competing in the marketplace with the hoards of lower quality, lower priced products. The \$2500. exquisitely handcrafted chair and the \$25. mass-produced import are both valid products and each is appropriate for someone. As fine woodworkers, one of our tasks, if we practice business efficiency, is to focus our promotional efforts on that segment of the population which is most likely to contain people who are seriously interested in what we offer.

So the question is, how can we effectively link up with that segment of the population. One way is by referral. Some time ago when I was in another line of work, I belonged to a business association which had weekly breakfast meetings. No one had yet heard of the term "networking", although that's what these meetings were for. It was an environment where a select group of people with similar goals of business success got together to promote themselves to each other and get high quality referrals from other members. My suggestion is that craftspeople in general and woodworkers in particular consider instituting a similar program, perhaps involving periodic potluck dinners. At each meeting, 3 members would have 20 minutes each to make a presentation to familiarize other members with their products or services. The rest of the time would be spent eating and having informal contact with other members. This system would provide both an in-depth view of the specific talents and offerings of members, plus an opportunity for individual discussions and referrals. Those who attend regularly would soon become familiar with the work of the other members, thereby developing a valuable resource list and be in a position to direct business to specific members. If you think this idea has merit, let me know.

Peter Good

THE FREE ESTIMATE a commentary by Peter Good

Tell me, are you still giving it away free? Your time, that is. Are you still running out at the public's beck and call, giving "free estimates" all over the place even though you know that many of those estimates will never become jobs? The public has learned that it can do "window shopping" at home by asking a number of people offering products or services to come and give them an estimate. So you jump in your car (never mind that you're right in the middle of a paying job - it can wait, because this new call may be "The Big One") and race over to the caller's home, even though it's a half hour's drive each way plus gas, bridge toll and parking. You then proceed to spend an hour or more looking at the project, proposing a solution and calculating the materials and cost. You are literally giving away your time, travel expenses, creative talent and the sum total of all of your years of training, experience and ability as it pertains to this project. All of it totally free. Forever hopeful, you drive home to wait for THE GO-AHEAD. Never mind that it's now too late in the day for you to resume the paying job waiting in your shop. Now you're a day behind on that one. Six weeks later you realize that you're never going to hear from the caller again and that your "free estimate" has evaporated into a complete waste of your time, money and everything. Furthermore, there's a good chance that the person you gave the estimate to made careful notes as you talked and turned your ideas over to someone else who was hungrier than you and got the job by doing it cheaper. Insult on top of injury.

As you might have guessed, I have a suggestion on how to reduce or eliminate that colossal waste, the Free Estimate. You simply refine it, relabel it and get paid for it. If presenting an estimate or bid requires that you leave your premises OR spend more than about 15 minutes with someone, OR produce sketches, drawings or written lists of materials or procedures, you can first inform the inquirer that you do not give "free estimates" (what do they think you are, a used car salesman?), but you do offer a comprehensive FEASIBILITY, DESIGN AND COST ANALYSIS, in writing, with sketches or drawings and material samples, if appropriate, and that the fee for this Professional Service is \$75. per hour plus a \$35. charge for each visit to the site. It would do well to show a sample package of what they would receive. This would be a service separate from the job itself and should not be deducted from the job, if it is awarded to you. If you deduct it, you are once again giving away your time, money, talent and experience. If this concept is done in a professional manner by enough people in crafts, arts, woodworking, construction and related fields, it may be possible to reeducate the public and eliminate their practice of obtaining the time and talents of skilled people for nothing.

* * * * *

FOR YOUR INFORMATION

The newly formed Society of Furniture Artists (SOFA) hopes to fill a need by bringing together the many professionals working around the country making objects out of wood, including not only furniture, but also vessels, boxes, instruments, sculpture and other things. The organization will be primarily academic in focus and in that respect will address the concerns of professionals. A newsletter is being published which will carry articles, critical reviews, commentary, cartoons and information which is in keeping with organizational goals. On June 4th, in connection with the ACC conference, an organizational meeting of SOFA was held in Oakland. John Grew-Sheridan attended the meeting and reported additionally that SOFA is presently run by 5 people and 2 IBM computers, and that the organization will have a national board and a Boston steering committee. The newsletter will provide a calendar of events, exchange of ideas (of an academic nature) and documentation of shows. Annual dues are \$40. and a \$5. startup contribution would be appreciated. For further information, write: SOFA, Box 416, Kendall Square, Cambridge, MA 02142.

* * * * *

CLASSIFIEDS

Two explosion-proof motors. 10hp, 220v, 3ph, 1 3/8" shaft, Westinghouse, nearly new, \$120. each.

American Woodworking Machinery shaper. 440v, 3ph, 1 1/8" spindle, old, very heavy, good condition, \$400.

American Woodworking Machinery horizontal boring machine and set of 16 bits. Old, very heavy, 115/230v, 1 ph, may need new bearings, \$300.

Large blower. 18" diameter rotor, 10" x 10" exhaust port, heavy, needs motor, \$50. Peter Good, 530-3198.

* * * * *

Powermatic hollow chisel mortiser, model 400, like new, with tooling. New cost, \$4,000. Asking \$2,000. Peter Axtell, (707) 523-2553.

* * * * *

Mike Laine has space available in his shop for 2 part time woodworkers at \$175./month. Stationary tools are available. For more info, call 839-8508.

TAIWAN LOSES DUTY-FREE STATUS OF FURNITURE PARTS

U.S. imports of Taiwanese wood furniture parts, which last year totalled \$78.9 million, will no longer be granted duty-free status as of July 1.

Taiwan had enjoyed duty-free status for wood furniture parts under the Generalized System of Preferences (GSP) since 1976. If the 5.8 percent import tariff had been levied against Taiwan wood furniture parts last year, the U.S. would have reaped \$4.5 million. U.S. imports of Taiwanese wood furniture, which totalled \$253 million in 1985, will continue to be subjected to tariffs.

The GSP is a program of tariff relief granted by the United States to help countries further their economic development. Nineteen other industrial countries maintain GSP programs. At present, the U. S. grants duty-free treatment on approximately 3,000 products from 140 de-

veloping countries and territories. Since the program's inception in 1976, the value of imports receiving treatment has leaped four-fold from \$3.2 billion to \$13.3 billion in 1985.

Duty-free status on wood furniture

***'By anyone's yardstick,
Taiwan is a mature and
developed industrial na-
tion.'***

—Doug Brackett

parts was denied Taiwan because its exports exceeded 50 percent of the U.S.'s total of imports in that category.

Steven V. Losser, executive director of the **National Dimension Manufacturers Association**, said the action is a

victory for the domestic wood products industry. "I think this decision represents a good first step in the right direction regarding our attempts to remove some of the unfair trade advantages enjoyed by our foreign competitors. I think it sends a message to our trading partners that we cannot continue to subsidize the so-called 'developing countries' of the world at the expense of our own domestic producers."

"We think it's an accurate reflection of what is happening in the marketplace," said **Doug Brackett**, executive vice president of the **American Furniture Manufacturers Association**. "The GSP is designed for countries that are still in a stage of industrial development. By anyone's yardstick, Taiwan is a mature and developed industrial nation."

For similar reasons, AFMA has also lobbied Congress to remove GSP status enjoyed by Korea, Mexico, Brazil, Romania and Yugoslavia.

Industry facing import crisis

By Bruce Plantz

The threat of imports dominated the first day's program of the National Dimension Manufacturers Association convention in Orlando, March 15. The rise of imports from Europe and the Pacific-rim countries is having a marked effect on domestic furniture manufacturers, especially in the dining room and occasional table segments of the industry. This is also a segment that is a major market of hardwood dimension and parts from NDMA members.

Richard Rosenberg, vice president and general manager of the Table Division, Bassett Furniture Industries, was one of the speakers on the topic of imports. Rosenberg has devoted considerable time and effort to study the problem, and his picture of the future was far from optimistic.

"This research has led us to the conclusion that Washington (D.C.) has contributed to this problem for decades," Rosenberg said. "The problem isn't going to go away, it is going to get worse. The long-range implications for this country's economy are negative."

He named the government as a major culprit in the problem, and that what the furniture industry — and manufacturing in general — needs is not protection from foreign industry, but protection from our own government.

"The administration, Congress, press and many businessmen are divided into two camps — the free traders and protectionists," Rosenberg said. "I feel there is a middle-of-the-road approach that has not been explored to its fullest potential. That road is parity, not protection."

He defined parity as a government-devised mechanism to equalize the disparity that exists between U.S. and foreign manufacturers caused by federal, state and local taxes, laws and regulations that are extremely costly to American manufacturers. He cited such things as corporate tax, FICA taxes, inventory taxes, sales tax, insurance costs, costs of EPA and OSHA compliance and our relatively high wage scale as costs that have to be passed on to the consumer in higher prices.

"The imposition of these social and governmental mandated expenses and employment benefits jeopardizes our ability to compete," Rosenberg said. "At Bassett, these expenses range from 20 to 25 percent of our cost. They also inflate the costs of materials and supplies we buy."

The bulk of the overseas competition for the furniture industry comes from the Pacific-rim countries of Taiwan, Korea and Malaysia and communist countries of Yugoslavia and Romania. Rosenberg predicted that the People's Republic of China will soon be the greatest threat of all. He said these countries don't have the government mandated disadvantages, plus they have tremendous government incentives to automate and export.

Rosenberg outlined the comparative tax structures of Taiwan and the United States. He pointed out that Taiwan's maximum corporate income taxes are between 15 and 30 percent. Plus there are tax advantages in certain industries to encourage investment, much like our investment tax credits. He said that advantage can be used in Taiwan to actually cancel the entire tax burden, or lessen it to the point where it is negligible.

"In order to be effective world competitors, we must either have reduced government and social costs, or we must level the playing field by imposing surtaxes on products of nations that do not have comparable social traditions and tax laws with ours," Rosenberg said. "The retailer and consumer can then decide which product has the best quality, style and value, and make their decision on the merits of the product and not solely on the price."

He went on to say this would produce cost-effective foreign trade — a trade policy that produces competition and also produces revenue for both the U.S. government and U.S. manufacturers. The present policies not only reduce federal revenue because of low tariffs and duties, but also squeeze the profits of American companies affected by this unfair competition.

"With lower profits, U.S. companies pay lower taxes and are less prone to invest more capital in their businesses. With less capital investment, U.S. industry becomes less profitable and eventually self-destructs."

He said that another aspect of the problem that doesn't get much attention is the fact that the American industry isn't growing.

"We're just struggling to survive," he said. "Whatever other statistics you hear about, when we're not growing, we have a dying industry. The imports from the countries I'm focusing on are killing the growth of the furniture industry."

Rosenberg closed his talk by stating the need for a unified voice in Washington, D.C.

"We feel the only way we are going to attain any success in our quest for parity is to solidify. We need the assistance of all of our suppliers, such as your organization, to join the American Furniture Manufacturers Association in supporting our platform. The more organizations we have pressing for parity, the better our chances of solving this problem."



By Bruce Plantz

Where is the yuppie market?

FURNITURE WOOD DIGEST MAY 1986

A few weeks ago I had a party at my home. It wasn't a big party — about 20 people — none of whom had ever been in my house. During the course of the evening, several commented on the furniture, saying how nice everything looked.

Nothing unusual about that, right. I'm half of a two-career couple of the baby-boom generation, and I've been making a living associated with the furniture industry for several years. According to the theories of yuppie consumerism, I should have a house full of furniture.

That's where the logic of all this starts to fall apart. I don't have a house full of new furniture. I have a house full of used furniture picked up over the years, a couple of family heirlooms and a grand total of six pieces of furniture I bought new.

Six pieces of furniture could represent a sizable investment in today's market, but mine don't. They include an 8-year-old waterbed (the first piece of furniture I bought new) consisting of a pine frame with no headboard, a set of four Bruer chairs, imported from Italy and bought for \$24 each as a Christmas present from my parents, and a wall-unit designed as a children's fold-down desk that we use for extra storage in our kitchen. It was purchased for \$125, and was made in America by a RTA manufacturer.

So all-in-all, I've spent less than \$500 on new furniture. I have a matching couch and chair that I purchased from a friend for \$150, a dining room table, small desk, two dressers, a rocking chair and some assorted end tables — all purchased at a second-hand store, auction or garage sale. Oh, I almost forgot one other piece of new furniture. A small computer table we use as a typing table, purchased at a K-Mart for \$24.

As you can see, I haven't spent much on furniture. But we own two cars, a color TV, stereo, portable cassette player, a VCR and a washing machine. That's where we have invested our disposable income in the seven years we've been married.

So what's the point? My friends, most of whom fall in the same demographic category as my wife and me, all thought we had unusually nice furniture. That started me thinking about the furniture I see when I go into friends' homes. I don't see much new furniture. Most of them have picked up pieces here and there much as my wife and I have. When I do see new furniture, it's usually of contemporary styling and has been purchased from a store that imports from Europe.

I've always wondered if this trend away from new furniture was something widespread, or just something peculiar to my friends. At the convention of the National Dimension Manufacturers last month, one of the speakers hit upon this same topic. William G. Luppold, an economist with the USDA who tracks the lumber and furniture industry, told the group that the new generation of baby-boom consumers, labeled the "yuppies" by some marketing man a few years back, isn't very interested in buying new furniture. They are interested in cars, computers, dining out, entertainment, electronics, leisure activities, etc. They live in smaller houses than their parents did, and don't have the desire to spend their money investing in furniture.

Luppold didn't have any ready solutions, and I don't either. One possible solution was brought up later during the convention, when Jim Lee of the Hardwood Manufacturers Association gave the NDMA members a preview of its new advertising and public relations campaign promoting furniture made of real wood.

The HMA conducted consumer research last year that confirmed that many Americans still equate solid hardwood furniture with quality, even though furniture made of substitute materials has captured a substantial segment of the market. The HMA has developed a comprehensive two-year campaign to raise industry and consumer awareness of the benefits of solid hardwood furniture. The campaign will be aimed at designers, manufacturers, retailers and consumers.

The campaign will include a distinctive symbol that will identify solid hardwood products. Hang tags and point-of-sale materials will be available to retailers. He pointed out that this was the first program of this type in the industry, and it will benefit all segments of the hardwood industry.

The HMA's program is an example of the type of aggressive marketing that is needed to survive in today's world economy. With interest rates low and housing sales high, the yuppie furniture market may still be there. I know several people who are in the middle of purchasing homes. They are starting to think about buying furniture to fill the new home. Others are refinancing their existing mortgages and talking about remodeling kitchens or purchasing furniture with the money they used to be paying in interest on 14 percent mortgages.

But these people need some encouragement. Whether they buy traditional American-made furniture or European RTA furniture from someone like IKEA (see story on Page 14) is a question that may determine the shape of our industry in the future.

B.A.W.A. EXECUTIVE ROSTER, SPRING 1986

Chairman	Bob Newhall 2326 Grant St. Berkeley, CA 94703	532-0999, 848-5025
Co-Chairman	Don Dupont 38 Beta Ct., B-6 San Ramon, CA 94583	831-9754, 283-0765
Secretary	Norma Brooks 4973 Elrod Dr. Castro Valley, CA 94546	537-4096
Treasurer	Larry Borsian 1712 Sanchez St. San Francisco, CA 94131	824-2054
Newsletter Editor	Peter Good 1966 Tiffin Rd. Oakland, CA 94602	530-3198

**PLASTIC LAMINATE
SALES & FABRICATION**

Formica • Wilson Art
Laminart • Nevamar
Dura-Beauty • Pionite
• Metallics •

CORIAN
AVONITE



Parkmead Products
930 45th Ave.
Oakland, CA 94601
532-5931

GREW-SHERIDAN STUDIO

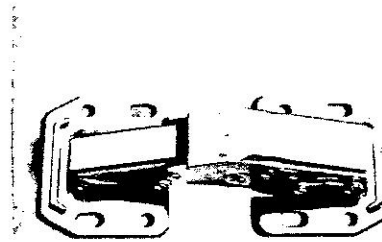
Woodworking classes and supervised
independent study since 1975.

Fully equipped shop.
All skill levels are welcome.

500 Treat Avenue
San Francisco 94110

824-6161

**Hinge installs
without drilling**



The Easy Line Hinge from I/USA
can be installed quickly, and without
drilling any holes. With a 90° opening,
the hinge can be mounted full over
down to full inset.

Available in zinc, nickel, brass and
bronze finishes, the Easy Line Hinge
can be ordered with or without spring.
I/USA Corp., Dept. K&BB, 209
Redneck Ave., P.O. Box 531, Little
Ferry, N.J., 07643.

FINE QUALITY PLAIN AND CURLY

KOA

DIRECT FROM THE MILL

COCOBOLO * MONKEYPOD * MANGO * TROPICAL ALMOND

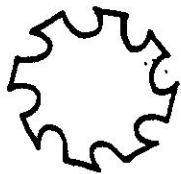
ALL DIMENSIONS AVAILABLE

LOWEST PRICES - WE SHIP

PACIFIC LUMBER IMPORTERS

(415) 530-3198

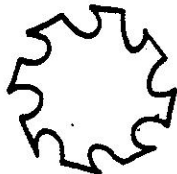
QUALITY SAW WORKS



Sales & Sharpening

CARBIDE

Saws • Tools • Cutters
Wood • Metal • Plastic



Planer knives & Handsaws

we service the trades

250 BAYSHORE BLVD.
SAN FRANCISCO
(415) 282-3060

MACMURRAY PACIFIC

(415) 552-5500

568 Seventh St. San Francisco, CA 94103

**CAN'T FIND IT?
TRY MACMURRAY PACIFIC!**

*MacMurray Pacific carries an extensive line of
woodworkers hardware, tools and shop supplies.*



we offer a large selection of fine
woodworking tools for the shop
and professional carpenter at the
lowest prices.



OPEN 7 DAYS

Mon Sat 10-6 Sun 11-5

WHOLE EARTH ACCESS

BERKELEY
7th & Ashby 845-3000

SAN FRANCISCO
401 Bayshore Blvd. 285-5244

SAN RAFAEL
863 E. Francisco Blvd. 459-3533

PLYWOOD AND LUMBER SALES INC.

- Hardwood
- Hardwood Plywood
- Lumber
- Hardwood Flooring
- Kortron
- Mouldings
- Marine Plywood
- Large Inventory



SMALL

(415) 547-7257

BUSINESS

5749 LANDREGAN STREET • EMERYVILLE, CA 94609

ROSEWOOD

The Woodworker's Resource

Call for a FREE newsletter!

1836 Fourth St. Berkeley

415 • 540 • 6247



HARDWOOD LUMBER & PLYWOOD

Hardwoods Since 1872

RETAIL-WHOLESALE

Red Oak • White Oak • Birch
Maple • Walnut • Ash • Cherry
Teak • Exotics
Custom & Stock Mouldings
Laminated Maple Tops
Hardwood Dowels

Open

M-F/8-5 pm

SAT 8:30-2 pm

415-261-1600

WE DELIVER

4801 Tidewater Ave., Oakland Nimitz Fwy to High St.

SARTOR SAW WORKS

All Saws Sharpened or Repaired • Pick-up/delivery
Sales & Prompt Service

Carbide Saws and Router Bits Our Specialty

289 Bayshore Blvd., San Francisco
Phone: (415) 282-6093

BAWA DATA

The Bay Area Woodworkers' Association is an organization of woodworkers who have banded together to promote woodworking in both technical and aesthetic directions. This newsletter is a monthly publication intended to serve as a communications vehicle and a source directory for the membership of this Association.

Membership dues are \$20/year, for which any member may participate fully in the Association, in accordance with the guidelines set forth in the By-Laws. This includes voting power on any issue brought before the membership for a vote, notification of the monthly shop talks and demonstrations put on by the Association, receipt of this newsletter each month, and privilege of participation in any special discount programs sponsored by local businesses in conjunction with this Association.

Checks for membership dues may be made out to the Bay Area Woodworkers' Association and sent to P.O. Box 421195, San Francisco, CA 94142. Membership cards will be issued to all members in good standing.

Copies of the By-Laws are available at all monthly meetings, or can be requested by mail.

The monthly shop talks and demonstrations are held on the third Thursday of each month at 7:30 p.m., at a location announced both in the newsletter and at the previous meeting.

The monthly executive committee meetings are held on the fourth Thursday of every month, and are open to any interested members. To arrange attendance, contact any member of the executive committee by telephone or the address given above.

2150 OAKDALE AVENUE
SAN FRANCISCO, CA 94124
(415) 647-0782



930 ASHBY AVENUE
BERKELEY, CA 94710
(415) 843-4390

BAY AREA WOODWORKER'S ASSOC
POST OFFICE BOX 421195
SAN FRANCISCO CA 94142



ADDRESS CORRECTION REQUESTED
DO NOT FORWARD