

THE CUTTING EDGE

WOOD MACHINERY MANUFACTURERS OF AMERICA

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Foreign Buyer Program Set for IWF 2002

By Harold Zassenhaus, WMMA Export Director

At the WIC the AWFS® /WMMA joint Foreign Buyer committee approved nine foreign dealers to be guests of the two associations at the IWF. Once the nominees accept their invitation to attend the IWF, WMMA members will be provided key information on each to include:

- contact information
- territory
- lines carried
- interest in attending IWF

Information on all recipients will be posted on the WMMA website.

The nominees come from Canada and key markets in South America and Europe. Information will be provided in ample time for interested members to contact the recipients to exchange information and interests, and to set up meetings before, during and after IWF.

It's not too late for members to nominate a dealer or buyer under the program. The deadline has been extended to June 7. Our goal is to award \$2,000 to 20 foreign dealers and buyers to meet other members at IWF. Go to <http://www.wmma.org/members/fbp.htm> for additional program details and a nomination form.

During IWF, members will have a number of chances to meet with the award recipients. They will be invited on the exhibit floor on "Dealers Day", Wednesday August 21 to meet with members and will accompany the press on the WMMA Press Tour. During fair hours Foreign Buyer recipients will have access to the IWF International Visitors Lounge where they can meet with interested parties. If you have trouble tracking down any of the recipients, we will have an assistant at the International Visitors Lounge to set up appointments. Finally, all recipients will be at a Press Luncheon and Conference on Saturday August 24 from 12:00 noon to 1:00 p.m. Members are invited to attend and can meet over lunch. However, the most effective way to reach recipients will be to make contact before the rush of the IWF. If you want the WMMA staff to assist in making appointments (complete with translator if needed), contact Harold Zassenhaus.



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Attention IWF Exhibitors: Note deadlines for IWF operations and promotion!

All IWF exhibitors have been sent an IWF 2002 Exhibitor Information Manual and Promotion and Advertising Guide. Be sure to read these books thoroughly and adhere to all deadlines. NOTE: If you haven't yet faxed or mailed your completed directory form, do so as soon as possible to ensure your listing in the IWF Official Fair Directory.

WMMA, WMIA and AWFS to Sponsor Educational Seminar at IWF

The upcoming IWF Technical Conference Program will include a seminar on "Attaining Targeted Profitability," to be co-sponsored by WMMA, WMIA and AWFS.

The seminar, to be held Friday, August 23 from 1:00 – 3:00 PM, will show you how to create a realistic profit target for your company and an action program to achieve your goals by examining pricing, buying, unit sales, fixed costs, inventory and accounts receivable. You'll learn how an improvement of as little as 1% in each area can positively affect your bottom line and examine the relationship between a real sales gain and a return on assets. Learn how to set priorities for action and create sustainable improvements in one year.

Are You Ready for IWF 2002?

By Kenneth R. Hutton, WMMA Executive Vice President

At best, business has been slow for most everyone in the woodworking equipment, cutting tool, and supply manufacturing industry. Nevertheless, a major business opportunity is just three months away. How is your company preparing for the key trade show of the year in the woodworking industry?

Of course, I am referring to IWF, scheduled for the Georgia World Congress Center in Atlanta, GA over August 22-25, 2002. The expansion at the GWCC will give a new look and feel to a familiar friend. There will be more registration areas and different traffic patterns, both inside and outside the buildings. What was already the largest tradeshow of its kind in the Americas promises to be even bigger, as net exhibit space sales have leapt 100,000 sq.ft. to over 800,000 sq.ft. The migration of many household wood furniture plants from southeastern USA to mainland China means that attendance will probably be less and of a different nature. Buyers, however, will still be looking for technological innovation and ways to reduce costs and increase efficiencies.

By now, most exhibitors have planned out their booths and know what equipment will be on display. Finishing touches are underway on new machinery and tooling developments. Hotel and air reservations are in place. Assignments for build-up and tear-down are distributed.

All is set. Or is it? How will your booth staff appear to those walking by? Professional with snappy slacks and logoed long-sleeve shirt and tie combination or sporting last year's golf shirts? According to tradeshow industry expert, Dr. Allen Konopacki, the latter is passé'.

Will your booth staff be prepared to cover the key points of what your company wants sold this year to the power buyer and team buyers? How are you prepared to deal with those who are solution

seekers, reinforcement visitors, and education seekers? Do you have a plan to channel some of these buyers/visitors to one area or staff person? Do they have a written checklist that neatly fits into the palms of their hands for easy referral? This is another Konopacki tip.

Will your booth staff look engaging or bored, off in the corner talking with each other and reading the paper? Be sure to have a rotation set so people can walk the show themselves or just have a change within the booth. Different people doing different things during the day helps to keep boredom away and everyone more alert. Have you invited your key customers—and better yet, your prospective customers—to visit your booth at a specific day and time? Don't just extend a written invitation, but emphasize the importance of that key decision-maker to your company with a telephone call to confirm the invitation. Make sure that someone is assigned to greet that important account when they do arrive. Also, make sure that follow-up visits are arranged to review all details of that planned purchase (your key sale) prior to the departure of the decision-maker for that account.

Much of the above is common sense, once you look over the list. Your company has invested big money in the booth space, support services, equipment, freight, and employee time to position your products in front of the woodworking industry. Make sure that you have a plan to maximize that investment so that the return for all that time and those dollars is as great as it can be. Have a great show!

WMMA PAVILION AT LIGNA 2003

By Harold Zassenhaus, WMMA Export Director

We continue to work on organizing a WMMA pavilion at Ligna 2003 in Hannover, Germany May 26-30. As mentioned previously in the Cutting Edge, Ligna 2003 will mark the first time the WMMA will be able to organize a pavilion to allow members to exhibit side by side. By the end of May we should have price information, if not location of the pavilion.

We hope to have a 100-150 sq. meter island pavilion within the exhibit hall featuring solid wood processing. No guarantees can be made but we feel confident that wherever we wind up the location and total package to exhibiting members will be a great value. If you are serious about exporting you must be at Ligna whether you are targeting Europe or other parts of the world. Key buyers and foreign representatives from all over the world attend Ligna. For example, more buyers and representatives from Latin America visit Ligna than travel to Atlanta for the IWF.

So, bookmark www.wmma.org for updates.

Message from The Executive Vice President

Editor's Note: This is the fourth in a series of features discussing WMMA programs and services available to membership.

DID YOU KNOW...

...that 6.9% of the 2001 WMMA expense activity allowed the Product and Engineering Standards Committee plus Standards Oversight to keep the WMMA member companies out in front of the industry, in terms of industry standards, safety in the workplace, and opportunities to improve the product/user interface?

Key committee projects during 2001 included:

- ☛ Continued promotion of the Hazard Icon and Warning Label Program. Contents and ordering information are easily located at www.wmma.org. General safety awareness to customers will hopefully result in achieving the goal of international acceptance of the Icons and Warning Labels .
- ☛ Providing professional leadership in WMMA's role as Secretariat and Chairman of the ASC 01.1 Committee. Mike Gililland continues to do a great job in this capacity, while successfully repositioning the scope of the standard and garnering in-depth participation for all industry representatives through the adroit use of the Internet as a communication tool.
- ☛ The ASC 01.1 Committee passed a resolution stating the Committee's expectation that OSHA will adopt and use the currently published standard. This is the first step in producing a standard to serve as a solid guideline for the design, installation, care, and use of woodworking machinery.
- ☛ Continued development of a standard User Manual Guideline to accompany machinery in the woodworking industry.
- ☛ Membership education on germane safety and liability issues impacting the industry.

For 2002, The Product and Engineering Standards Committee will continue promotion of the safety hazard icons as well as the safety video while completing work on the User Manual Guideline. The objective of the latter would be to increase the understanding of the responsibility for end users as well as machinery and tooling manufacturers. The special audit of the ASC 01.1 reaffirmation was reviewed and closed; ANSI also approved the Reaffirmation of the 1992 Standard. During its March meeting, the 01.1 Committee completed the new draft with its expanded scope of the Standard, which is separate from the Reaffirmation. Machinery-specific standards are now the next challenge. A tooling sub-committee already held its first meeting and will study the issues relating to tooling and high speed spindles with the objective of publishing appropriate guidelines. In addition, the Committee will explore the establishment of workplace safety and machine operator training seminars.

If you have questions about the Product and Engineering Standards Committee or would like to offer ideas for future activities, please contact Committee Chair Jim Laster at (910) 273-8261, or email him at kelas@aol.com, or staff liaison Jean McCann at (215) 564-3484 x205, or e-mail her at jmccann@fernley.com. Questions or concerns related to the ASC project should be directed to Mike Gililland at (636) 240-6095, or e-mail him at mgililland@esi-mo.com or staff liaison Peter Michener at (215) 564-3483 x248 or e-mail him at pmichener@fernley.com.

SCHOLARSHIP AND EDUCATION PROGRAM TO FOCUS ON LOCAL EDUCATION CENTERS

WMMA Members can benefit by sponsoring and hiring scholarship students

With renewed enthusiasm for the important job of cultivating future talent for the industry, the WMMA Education and Scholarship Committee recently met to review the Association's plans for the next few years. Chairman Todd Herzog (President, Accu-Router) reports that the Committee will steer the focus of the program to individual member company initiatives with local education centers. This will include continued support of North Carolina State University and that school's well established M.E./Wood Tech program, as well as the programs at Pittsburg State and Oregon State, but could also include any local educational center that would work well for members or the scholarship recipients.

The Committee members as well as members of the WMMA Board have committed their support to starting this program and keeping it on track.

A key component of the WMMA Education and Scholarship Program is the opportunity for students to intern with WMMA member companies. The goal is for every scholarship student to have a summer internship for a minimum of two months between his/her junior and senior years. In most cases, the WMMA member company that hires the intern will also serve as the sponsoring entity within the scholarship program.

WMMA members who may be interested in hiring an intern and sponsoring a scholarship student are responsible for the following details:

1. Compensation – suggested rate is \$2,000 to \$3,000 per month for the two months
2. Housing – the students need assistance in securing affordable, short-term housing near the member company. Some member/employers have assisted their interns by finding furnished apartment for them. One member found great success when they made arrangements for an intern to stay with relatives of one of their employees in a furnished living area with private entrance. The intern paid \$300 per month, received meals and helped with yard work and other household chores. This immediately became a comfortable and mutually beneficial "family" arrangement. This kind of extra effort and creative thinking with housing is critical to the success of the arrangement.
3. Work Plan – these interns want a challenge and desire a specific work plan with accountability. Members should organize a detailed job description and timetables for assigned projects. It is vital that the WMMA member be confident that the expenditure for compensation is justified by the intern's contributions. This is achieved only by clearly establishing realistic expectations of what the intern can and should contribute.
4. Exit Interview – this is vital for both the student and the member company. Each party needs to know what worked, as well as areas that could be modified and improved.



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5. Mentorship – Member/employers should plan on continuing the “mentor” relationship after the summer internship is completed. Some members continue to include their student at trade shows, sales meetings and important customer presentations. Others ask students to continue research on their behalf. At the very least, members and students should maintain an e-mail correspondence. The relationship can and should have ongoing communications and mutual benefits.
6. Commitment – Ultimately, the WMMA member/employer and the Education and Scholarship Committee should make every effort to help place their student in the woodworking or machine building industry once he/she approaches graduation.

As Chairman Herzog points out, “It is our ambition to create an environment whereby these scholarship students get ‘sawdust in their blood,’ and come away with an enthusiastic desire to want to be in our woodworking industry, potentially with a WMMA company. This has been accomplished already with several students. We are committed to expanding that list of successes.”

For more information on the WMMA Education and Scholarship Program, including details on how WMMA member companies can participate, contact Chairman Todd Herzog at Accu-Router (931-668-7127 or todd@accu-router.com) and visit the members’ only section of the website at www.wmma.org.

Education & Scholarship Program

Member Company Requirements

WMMA member companies wishing to participate will need to make a commitment to meet the following criteria:

1. Maintain membership in WMMA. Failure to remain current will result in discontinuing financial support to the student by WMMA.
2. Name a company employee to be the company's scholarship representative.
3. Offer a minimum of 400 hours of curriculum related employment for each of the two 12-month periods that the scholarship is in effect.
4. The employment must be in the nature of a work-training program that will offer the student meaningful career development experiences.
5. Provide wage compensation to the student during the work-training employment that is commensurate with the rate paid other employees in similar circumstances.
6. Review the student's progress reports and forward them to WMMA's Scholarship Committee.

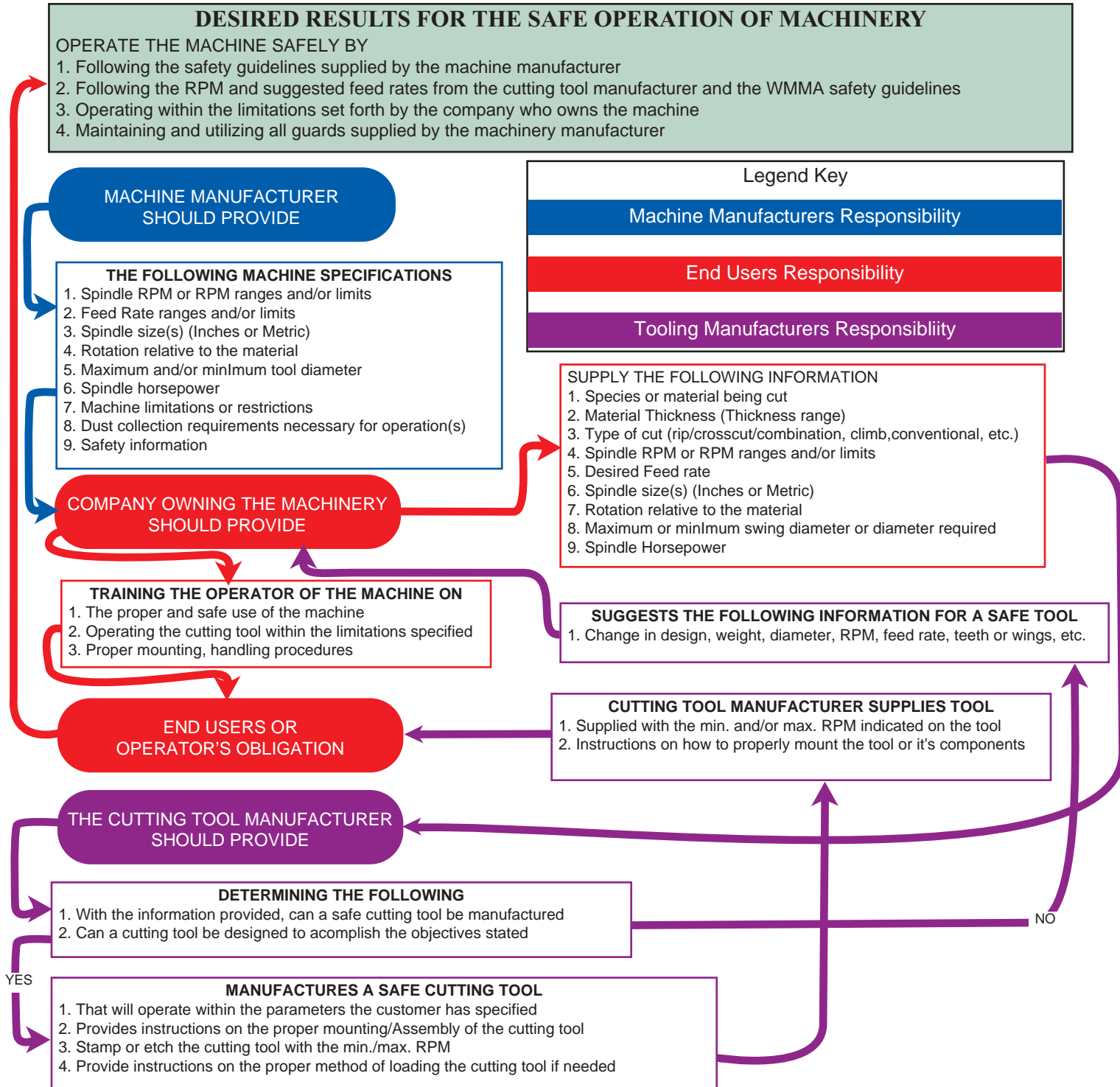
For complete details, visit the Members only section of the wmma website – www.wmma.org

Product & Engineering Standards

SAFE MACHINERY OPERATION: IT'S EVERYBODY'S BUSINESS

The safe and proper operation of woodworking machinery is a group effort. Everyone involved in the design, production, outfitting and operation of a machine plays a role. The Product & Engineering Standards Committee has prepared the following flow chart to outline how each of the key players – the machinery manufacturer, tooling manufacturer and operator – must interact in the process. Special thanks to Gary Metzgar (North American Products) for preparing this for the committee. Machinery and tooling manufacturers are encouraged to review this and share it with their customers. Comments on this flow chart are welcome. Send WMMA your thoughts at wmma@fernley.com.

Safe Operation Flow Chart for Machine Manufacturers, Cutting Tool Suppliers and End Users



Ergonomics Debate Resurfaces

By John Satagaj, London & Satagaj

We knew it was only a matter of time. The United States Department of Labor (DOL) has released its long awaited plan to address ergonomic health and safety concerns in the work place. As expected, the plan places an emphasis on voluntary industry practices and education. Specifically, DOL has released a four-prong plan of industry-targeted guidelines, tough enforcement measures, workplace outreach, and advanced research. Release of the plan fulfills a commitment by Labor Secretary Elaine Chao to provide an alternative to the regulation rejected by Congress last year.

Also as expected, it immediately came under attack. "The Bush Administration again is catering to corporate special interests and abdicating its responsibility to protect workers. The AFL-CIO has fought for more than a decade to protect workers from crippling injuries and we will continue that fight. We will seek action from the Congress to keep its commitment to protect workers and pass legislation to require a new ergonomics standard," said AFL-CIO President John J. Sweeney.

Senator John Breaux (D-LA) has introduced legislation, S. 2184, to require the agency to propose a mandatory ergonomics standard within a two year time period. The bill attempts to override the congressional rejection of the first mandatory proposal and gives the agency the authority to issue a rule similar to the rejected rule. Senator Breaux said the Bush Administration's ergonomics plan "appears to be well-thought out, addressing research, compliance and outreach, but the enforcement component of its approach is too weak and unacceptable." Senator Breaux did vote against the Clinton

Administration rule on ergonomics that he believed was too broad, confusing and pre-empted state worker compensation laws. It is hard to imagine a scenario under which the Republican controlled House and the President would go along with the enactment of a new law but, given the composition of the Senate, we are certain we have not heard the last word on this subject.

The Occupational Safety and Health Administration (OSHA) will develop industry-or-task-specific guidelines for a number of industries based on current incidence rates and available information about effective and feasible solutions. OSHA expects to start releasing guidelines in selected industries in six months. There is no indication as yet which industries are on the priority list.

The Department's ergonomics enforcement plan will focus on those it calls "bad actors" by coordinating inspections with a legal strategy designed for successful prosecution. The Department will place special emphasis on industries with serious ergonomics problems. OSHA will use its authority under the General Duty clause of the Occupational Safety and Health Act, which is the basic law that established the agency. The clause is a "catch all" that states "an employer shall furnish to each of his employees employment and a place of employment which are free from recognized hazards that are causing or are likely to cause death or serious physical harm to his employees."

OSHA will have an enforcement plan designed from the start to target prosecutable ergonomic violations. Also, for the first time, inspections will be coordinated with a legal strategy developed by DOL attorneys that is based on prior successful

ergonomics cases. OSHA will have special ergonomics inspection teams.

OSHA will provide assistance to businesses, particularly small businesses, and will help them proactively address ergonomic issues in the workplace. OSHA will also provide advice and training on the voluntary guidelines and implementation of a successful ergonomics program. OSHA will develop a complete and comprehensive set of compliance assistance tools, including Internet-based training and information, to support understanding of guidelines and how to proactively define and address ergonomic problems. OSHA will charter an advisory committee that will be authorized to, among other things, identify gaps in research related to the application of ergonomics and ergonomic principles to the workplace.

Said Secretary Chao about her plan: "Our goal is to help workers by reducing ergonomic injuries in the shortest possible time frame. This plan is a major improvement over the rejected old rule because it will prevent ergonomics injuries before they occur and reach a much larger number of at-risk workers."

Any ergonomics program has a two-prong impact on our industry. It affects you as employers, but also as the providers of work place machinery. Regardless of where the legislative debate takes us, we can be certain industries will try to cooperate with OSHA and move towards a voluntary best practices system. As industries begin to develop their own best practices, it might be the time to make sure those best practices do not impose unrealistic expectations regarding your machinery.

Creating Customer Commitment When Loyalty Is Up For Grabs

By Walt Slaughter

Do you focus more upon acquiring or retaining clients?

Research shows that your profits can grow as much as 100% from a 10% increase in client retention. Still, every year U.S. businesses lose from 10% to 30% of their customers, 82% of whom could be held onto given more responsive attitudes and an obsession for making things right!

Have you tried to achieve or sustain double-digit growth when you have to replace 20% of your client base every year? No thank you; I don't want the job!

Play for keeps with your clients. Here's how:

Relate 1:1 with them

With the average cost of landing a new client five to seven times more expensive than retaining a current one, share of client – not of share of market – rules. It's a groundbreaking idea from consultants Don Peppers and Martha Rogers, Ph.D. Dig deep. It's cheaper and easier to sell more to existing clients than it is to win new ones. What's your share of client?

Reinforce relationships

All business relationships are personal, and no relationship is static. Seize every chance to learn about your clients' realities, to communicate and to reinforce the reasons clients chose your firm in the first place. Yes, you do get a second chance to make a first impression. And a third. And a fourth. You get that opportunity with every visit, letter, proposal, phone call, email and fax!

Double team clients

People do business with people, not companies. As a partner in your firm, pay non-selling visits to your clients at least twice a year. Permit an associate to become the sole or principal point of contact, and you risk losing the client if you lose the associate. Ensure carry-forward by assigning another "go to" person for every account. Or, assume the role yourself! Focus upon the few clients who drive the majority of your revenues. However, be sure not to overlook smaller, high-potential outfits. Be there for them now, and they'll be there for you forever!

Build bench strength

Build organizational allies deeply and broadly. In cultivating relationships, don't neglect to acknowledge junior associates and other staffers. One in four people change jobs or companies every year. The junior associate just could be sitting in the decision-maker's chair next year or be in a position to influence a newcomer's choices of suppliers. Interact often with your clients' people. Nobody owns a client; you own relationships!

Exceed expectations

Meeting clients' expectations is your price of admission into today's market. The question to ask is "how can we exceed expectations to the extent we create commitment, or loyalty, on clients' parts?" Technology, competition and choices have installed buyers permanently in the drivers' seats. Expect to lose business if you continue to meet clients' needs. Instead, discover and deliver what clients want!



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Become an expert listener

While it's important to position yourself as an expert, don't act like one. Experts don't listen. Demonstrate your knowledge and score more points by asking the right questions and by listening. Let clients spill their guts. Let them tell you where it hurts. Grant them some ownership in your solutions. You'll meet less resistance and earn more respect. He who talks dominates conversations; she who listens controls them.

Be different -- differentiate

You compete on price or value today. Differentiate your services in clients' minds by adding choice, specialization, research, responsiveness, technology or knowledge. Seventy percent or more of all clients do not buy on price alone. Your job is to offer the best overall value, not the lowest price. Here, too, is a case for building relationships where price may be questioned but almost never placed at issue.

Establish alliances

When two firms combine their strengths, they often can achieve more together than they can separately. Look to suppliers, clients and even competitors for joint opportunities that will add value for your clients. Technology firms, hotels and airlines provide scores of examples. Just be careful: you want to partner with firms that offer complementary services, not those that will dine on you and your client base.

Involve your clients

Hold forums, invite clients to participate in seminars and special events (e.g. a golf tournament) or get closer over meals, ballgames, theater or other social and recreational outings. Outside the office, you're likely to learn important truths about your business and how people perceive you. What you believe is one thing; what they believe is everything.

Make the cost of switching high

The greater the share of a client's needs you address, the higher their cost of switching to a competitor. In which ways will clients become even more dependent upon you? Use technology to your advantage by installing on-line technical support, streamlining processes, invoicing systems and by establishing other proprietary linkages. Consider the "lifetime value" of a client, and invest in them as you would your children's

educations. Your ROI will be absolutely, positively amazing!

Practice R&R

Take no relationship for granted, and pay particular attention to your largest clients and those with whom you have done business the longest. In all likelihood, they will have the highest expectations or be the most demanding of you. Recognize and reward clients' loyalty on a regular basis, understanding that competitors are betting that over time you'll drop the ball. As important as it is to do things right, it's more important to do the right things. How do you recognize and reward loyalty?

Resolve issues on the spot

Higher math is required to calculate the direct and indirect costs associated with losing a single client. Resolve issues on the spot, and make doing business with you easy and pleasant. Follow sales trainer and speaker Jeffrey Gitomer's sage advice: (1) the cost of fixing a problem never exceeds the cost of not fixing the problem; and (2) the cost of keeping a client happy never exceeds the cost of making a client unhappy.

Take care of your own

There is a correlation between retaining associates and keeping clients. Your employees will regard your clients in much the same way you regard your employees. Appreciation, good working relationships, challenging work and the opportunity for skill development top most people's wish lists.

One final thought: business relationships ultimately succeed or fail based upon perceptions and interactions between and among people, not upon service, product, process, price or even performance.

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Member News

Congratulations to two members of WMMA for their contributions to future generations of wood machinery workers, through their new affiliation with WoodLINKS USA.

Linda Wyant (Vice President, Safranek Enterprises, Inc., HER-SAF Products, Atascadero, CA) has been named a member of the Board of Directors for WoodLINKS USA. She brings to the table unique experience from her involvement in many technical-education associations over the years, including the California Industrial Tech Ed Association and the American Vocational Association (AVA).

Jerry Hicks (Southeast District Sales Manager, Nordfab, Thomasville, NC) has also been named to the WoodLINKS USA Board. Mr. Hicks has also volunteered to become the WoodLINKS industry liaison coordinator in the state of North Carolina. Jerry has strong affiliations with the wood industry and the North Carolina State University wood program. Dr. Urs Buehlmann and Leslie Grieco of NC State will assist Jerry on the education side. The university has officially agreed to support the WoodLINKS program.

WoodLINKS welcomes these WMMA members to their winning team. And WMMA salutes Jerry and Linda for their caring and concern for the next generation! Congratulations!

PROFIT THROUGH AMERICAN TECHNOLOGY



**WOOD MACHINERY
MANUFACTURERS
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The opinions expressed in any articles by outside consultants are their own views and not necessarily those of the WMMA®.



Air Handling Systems announces the release of their latest 2002 Industrial Ventilation catalog. This FREE catalog is designed to help those involved in dust collection, fume collection, pollution control, HVAC and many other industrial ventilation applications.

Air Handling also announces the release of their new guide: "How to Design Your Air Handling System." This guide simplifies the process of designing a dust collection system in a few easy steps. The guide helps to determine proper Duct Velocity, Diameter of each Branch, Diameter of Main and System Resistance. Additionally it includes "Installation of Spiral Pipe and Fittings," explaining how pipe and fittings are connected in order to determine the proper parts list once the system is designed, and the "Dust Collection Q & A,"

For more information on the literature from Air Handling, call them at 800-367-3828 or e-mail jscott@airhand.com.

Welcome

Welcome New Members

Welcome to the Following new WMMA Members!

PS Machinery Inc (dba PS Wood Machines)

3032 Industrial Boulevard
Bethel Park, PA 15102
412/831-5402
FAX: 412.831.5470
www.pswood.com

Barbara Peters, President
Beth Peters, Vice President

PS specializes in band saw and scroll saw related items, including the Timber Wolf band saw blades from 1/8" to 2" in numerous tooth configurations to fit any 2-wheel band saw.

In addition to the Timber Wolf band saw blades, key product lines include the Scrollmate scroll saw, the PS Wood Super Sharp Scroll saw blades, Garnet Hall patterns and the Carter Stabilizer.

Founder and President Barbara Peters, along with Vice President Beth Peters, pride themselves on providing quality products at a reasonable price, "best-in-the-business" customer service and customer education. Their products are unique. The band saw blades are made from Swedish silicon steel, milled teeth and true tracking. The scroll saws include constant

tension parallel arm, belt driven and quick change.

PS hopes that the forestry industry will continue conservation efforts and new growths and that end users will continue to use wood wisely. As IWF exhibitors for several years, they are looking forward to their WMMA membership and the opportunity to interact with other members and expand knowledge.

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Jonathan Smith, Sales
Engineer – Forest Products
Specialist
Mark Beason, Sales Director

Founded in 1950 by Keith Foster, KEITH is a manufacturer of material handling equipment under the brand name KEITH WALKING FLOOR. With 170 employees, they have grown to six locations – the headquarters in Madras, Oregon and five international branches. Products include

the KEITH WALKING FLOOR system, a live floor conveyor/unloader for semi-trailers and stationary applications.

KEITH is proud to offer a very specialized material handling technology. They are only one of two North American manufacturers of this type of system. Their systems are custom engineered to specific uses, providing the flexibility to adapt their equipment to new applications.

The folks at KEITH are committed to producing equipment that is safe, efficient and affordable, while providing customers with the highest level of service. Their hope is to help customers address the rising cost of raw materials by providing equipment that increases efficiency by smoothing the material flow.

As new members of WMMA, they are looking forward to the IWF show discount and to learning more about the industry through their interaction with WMMA members.



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Jeff Sharp founded ESI in 1991 in Southern California. It has since grown to include seven locations in six states. Today, ESI manufactures, imports and distributes PVC edgebanding products, all types of veneer, PVC, polyester melamine, metallic and paint grade edgebanding. Key product lines include edgebanding, EVA, PVA and PUR adhesives, and high-pressure laminate, TFM. Their product line is unique in that it includes an inventory of over 1,700 PVC patterns and over

3,000 different size and color combinations in stock.

They pride themselves on offering an industry-leading inventory coupled with regional splitting and pre-gluing capabilities that translates to value and service for the customer. They are looking forward to their WMMA membership for the opportunity to learn and influence the international community of trade.

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WMMA Mission Statement

The WMMA shall represent and support domestic manufacturers of equipment and tools used in the processing of wood and wood products from the forest to finished products.