



THE CUTTING EDGE

WOOD MACHINERY MANUFACTURERS OF AMERICA

Volume XVII, No. 5

May 2003

WIC 2003 Highlights in this Issue!



The Executive Committee and past winners of the Baldwin Award gathered for dinner and a photo op at this year's WIC.

Turn to Page 9 for highlights of the 2003 Woodworking Industry Conference, held April 9th-12th in St. Petersburg, FL. From the Baldwin Award to the Contact Table Program, review the moments that made the 2003 WIC special.

White Collar Rules

By John Satagaj, WMMA Legislative Counsel

For almost 30 years, we have been waiting for the U.S. Department of Labor (DOL) to modernize the rules for exemptions from the Fair Labor Standards Act (FLSA), the principal federal wage and hour law. These exemptions, collectively known as "white collar" exemptions, are used primarily for exemptions from overtime. A combination of a minimum salary and a duties test are used to determine whether individuals are exempt. The main categories are: executives, administrative personnel and professionals. The DOL has published proposed changes. (In addition to the principal exemptions, the proposed rules also cover the exemptions for computer professionals and outside sales.) The proposed rules were published on Monday, March 31, 2003 in the Federal Register.

The proposed changes for the executive, professional and administrative personnel are significant. Under the old rules, the salary thresholds for the exemption were low (in a range of \$155 to \$250 a week) but the

continued on next page

In This Issue...

Business Reminders8
Export Development3-4
Public Policy News1-3
Product & Engineering Standards5-6
Tradeshaw News7
Woodworking Industry Conference Highlights!	..9-13

Public Policy

continued from previous page



limitations on time spent on non-exempt work were stringent (20 to 40 percent). The dollar thresholds were last adjusted in 1975. There was a long test or a short test for each grouping, depending on the salary level of the individual. Now, there will be only one test for each grouping.

The agency has opted to push the salary threshold for an exemption higher — to \$425 per week — across the board. In return, the agency has reduced the stringent non-exempt activity limitations. The exempt activity must be their "primary duty." This means the principal, main, major or most important duty that the employee performs. To quote the proposed rule directly, "The term primary duty does not require that employees spend over 50 percent of their time performing exempt work. For example, an assistant manager in a retail establishment who performs exempt work such as supervising and directing the work of other employees, ordering merchandise, handling customer complaints an authorizing payments of bills may have management as the primary duty, even if the assistant manager spends more than 50 percent of the time performing non-exempt work such as running the cash register."

For the purpose of determining eligibility for the executive exemption, the proposed standard duties test would provide that an exempt executive employee must: (1) Have a primary duty of managing the enterprise in which the employee is employed or of a

customarily recognized department or subdivision thereof; (2) customarily and regularly direct the work of two or more other employees; and (3) have the authority to hire or fire other employees or have particular weight given to suggestions and recommendations as to the hiring, firing, advancement, promotion or any other change of status of other employees. This standard test, consisting of the current short test requirements plus a third objective requirement taken from the long test, represents a middle ground between the current long and short tests.

The proposal did not address the difficult issue of classifying employees who have both exempt supervisory duties and non-exempt duties, and the Department invites comments on whether the section (Section 541.106) appropriately distinguishes exempt and non-exempt employees. Section 541.106 provides, as in the current regulation, that an employee with a primary duty of ordinary production work is not exempt even if the employee also has some supervisory responsibilities. This situation often occurs in a factory setting where a collective bargaining unit employee who works on a production line also has some responsibility to direct the work of other bargaining unit employees.

Two interesting side notes. They have created a "super class" of highly compensated employees in the executive, administrative and professional grouping. If an

employee is paid \$65,000 or more a year and also as long as they have an identifiable executive, administration or professional function they would not have to meet the elements of the duties test. The other special class is a 20 percent or more equity owner. An individual in that class is exempt without regard to salary. The rules also carry over the exemption for an employee in the "sole charge" of an independent

establishment or physically separate branch but the salary test still applies at the new level. The agency is looking for comments on whether there is justification for eliminating the salary test for "in sole charge" employees.

The proposed regulations would allow an exception to the no pay-docking rule for deductions from pay for full-day disciplinary suspensions. For example, an employer would be permitted to suspend an exempt employee

continued on next page

Export News

continued from previous page

without pay for reasons such as sexual harassment or workplace violence. The current regulations permit such deductions only for penalties imposed for infractions of safety rules of major significance and for unpaid suspensions for one or more full work weeks (i.e., Monday to Friday). The proposed change would allow employers to suspend exempt employees without pay for discriminatory harassment for two days, four days or 10 days, as appropriate to respond to the misconduct.

In the professional exemption test, changes have been made to allow for experience instead of specific degrees. This may have an impact on the classification of your engineering staff. It is not possible to detail in this column all of the changes to all of the tests. If you go to the Department of Labor's main page (www.dol.gov) it will direct you to additional information. There is a 90-day window for comment on the proposed rules, so we cannot say when the final rules will be published.



By Harold Zassenhaus,

WMMA Export Director

A principal Export Development Committee activity is organizing WMMA pavilions in 3-4 international trade fairs.

This unique service allows members to exhibit in some of the best known trade fairs in the world while conserving costs, enhancing exposure and gaining support from fellow members and the WMMA staff. In 2004 the WMMA is organizing pavilions ranging in size from 100-200 sq. meters in the following events:

- WM Fair, Beijing, China (March 2-5)
- AMPIMM Fair, Mexico City, Mexico (either June or October, to be determined)
- Woodmex, Birmingham, UK (September)

Exhibiting members services include:

- Good location
- Booth design/layout
- Hotel packages
- Space discounts
- Freight consolidation
- Translators

In addition, WMMA will have its own booth at each fair in which it will be advertising members' products and services. Members who want to share the booth can do so for \$200. This entitles members to display literature, run product videos and/or work out of the booth. All participants will receive a summary of the event, a copy of the exhibition catalog and leads generated.

To see how WMMA enhances exhibitors' ability to attract visitors, click http://www.wmma.org/members/commexpo_tradedesigns.htm to view designs of WMMA pavilions in past overseas fairs.

The following is a summary of each event. (To sign up for any of the following events go to the "2004 Fair Sign up Form" at <http://www.wmma.org/members/mpdf/2004FairForm.dot>.)

continued on next page



WM Fair, Beijing, China, March 2-5

Location: China International Exhibition Center (CIEC), Beijing

Organizers: Adsale People, Inc.

Sponsors: State Forestry Administration; China National Furniture Association

Fair Size (2002): 30,500 sq. meters; 415 exhibitors; 40,000 visitors

Reasons for the WMMA decision to exhibit:

- China is too large and dynamic market to be ignored. Even though difficult to enter, there are opportunities for many members.
- The fair has been the largest in China and Beijing continues to be an important commercial center drawing visitors from most areas of China.

- The WMMA Export Development Committee objective is to participate in one China fair each year and to alternate fairs between a fair in Beijing and Shanghai.

Cost to members: \$240/sq. meter (space only) for those signing up by June 16. Afterwards the space cost is \$270/sq. meter.

ExpoAMPIMM, Mexico City, Mexico, (dates to be determined)

The fair will be held in either June or October depending upon negotiations with organizers of the fair Tecno Mueble Fair in Guadalajara.

Location: Centro de Exposiciones Hipódromo de las Américas, a 1 year old excellent exhibition facility approximately 20 minutes from downtown Mexico City.

Organizers: Empresas Collazo y Asociados

Sponsor: AMPIMM, the Mexico Association for the woodworking and furniture industry. The organization was created 2 years ago in response to increasing exhibition costs in Promueble, the traditional woodworking equipment, furniture and related items trade fair held each year in January in Mexico City. AMPIMM now has 22 members including most of the large equipment, cutting tool, wood and engineered wood representatives.

Fair Size (2003): approx. 3,500 sq. meters; approximately 90 exhibitors; approximately 3,000 visitors

Reasons for the WMMA decision to exhibit:

- The fair is limited to equipment, cutting tools, accessories and supplies to the woodworking industry. This is in contrast to Promueble, which includes furniture, mattresses, home appliances (TV's, irons, etc.).
- Although attendance and sq. footage is small compared to Promueble (30,000 sq. meters and about 30,000 visitors), you can safely assume that those attending the AMPIMM fair largely will be potential clients.
- All major distributors were exhibiting and most machinery available in Mexico was represented.

Cost: To be determined. Last year the member space cost was \$130.00/sq. meter. Outfitting costs (walls, graphics, carpeting, general lighting and furniture) was \$65.00/sq. meter.



Woodmex, Birmingham, England, October 10-13



Location: National Exhibition Centre

Organizers: Wood Machinery and Suppliers Association (WMSA)

Fair Size (2002): 15,000 sq. meters; 200 exhibitors

Reasons for the WMMA decision to exhibit:

- The fair is the largest in the UK
- The UK is one of the easiest markets to enter due to common language, customs and culture. They are generally open to purchasing US made machinery. For WMMA members beginning to export, the UK is one of the first markets they should attempt to enter.

Costs: to be determined.

MACHINERY EXPORTERS – What you need to Know & Do

Produced by QNET LLC of Elk River, Minnesota and Edited by Max Green, Mereen-Johnson Machine Co. and member, Products and Engineering Standards Committee

This article provides a checklist if you are already exporting to the European Market. It also can be used as a step-by-step road map for getting ready to export. Please visit www.ce-mark.com for more information on QNET LLC consulting company.

- Conformity with the Machinery Directive became **mandatory on January 1, 1995** and covers any new and used machinery being placed on the European market for the first time.

Definitions of Machinery and Safety Components within the Scope:

Machinery:

- An assembly of linked parts or components, at least one of which moves, with the appropriate actuators, control and power circuits, etc., joined together for a specific application, in particular for the processing, treatment, moving or packaging of material.
- or
- An assembly of machines which, in order to achieve the same end, are arranged and controlled so that they function as an integral whole.
- or
- Interchangeable equipment modifying the function of a machine, which is placed on the market for the purpose of being assembled with a machine or a series of different machines or with a tractor by the operator himself in so far as this equipment is not a spare part or a tool.

Safety Components:

- A component, provided it is not interchangeable equipment, which the manufacturer or his authorized representative established in the community places on the market to fulfill a safety function when in use and the failure or malfunctioning of which endangers the safety or health of exposed persons.

Compliance in logical steps:

Step I: Before placing the CE mark on the machine the machine builder or the **party** who takes responsibility for the design and manufacture of the machine must make sure the machine conforms to all applicable European Directives.

Step II: Determine if your machine falls within the scope of Annex IV of the Machinery Directive and requires the involvement of a **Notified Body**. If your machine falls outside the scope of Annex IV it can be **Self-certified**. Although 93% of all machinery can be self certified, most all woodworking machines that use saw blades and are manually fed need the involvement of a **Notified Body**.

Step III: Prepare a **Technical File** describing and documenting how the machine(s) comply with the (48) Essential Health and Safety requirements of Annex I of the Machinery Directive. **European standards** can be used as a guide when meeting specific requirements but their use is voluntary. International or national standards can also be used. You can also do your own testing to demonstrate compliance. This documentation and test results would also become part of the Technical File.

Building a technical file is not only mandatory but also good insurance, and relies heavily on the completion of a thorough **Hazard and Risk Analysis**. Satisfying the requirements of Annex I may require design changes. Design changes that provide for a safer machine should be implemented on all of your product lines, of course, not just on machines that ship to the European market. The technical file should be designed in such a manner that it could be used in a court of law to illustrate that you took proper steps to insure a safer operating machine.

continued on next page

Product & Engineering Standards

continued from previous page

Step IV: Upon completion of the Technical File, manufacturers whose machinery is subject to **self-certification** may: 1) issue a Declaration of Conformity and 2) affix the CE-mark to the machine; 3) Hold the technical file contents available for the European Competent Authorities “on request”.

Building of a **non-complex** machine technical file requires an estimated **80 to 140** hours by an experienced design engineer who is familiar with the Machinery Directive requirements and European Standards.

Step V: Manufacturers whose equipment is subject to an **EC-Type examination by a Notified Body** must:

- 1) Hire a Notified Body to perform an EC Type Examination. This usually means submittance of the completed technical file for evaluation by the notified body and an ON-SITE visit to check machine performance against the technical file content.
- 2) Issue a Declaration of Conformity once an EC Type Examination Certificate has been issued by the Notified Body.
- 3) Affixing of the **CE-mark + the 4 digit Notified Body number to the machine.**
- 4) Keeping the technical file available for up to 10 years following the production of the last machine ever made so that it can always be made available to a European Competent Authority if requested.

Step VI: A manufacturer's **Declaration of Conformity** signed by the Competent Person must be shipped with each machine. The person signing this declaration holds personal as well as corporate liability for the validity of the declaration being made. The credibility of the technical file is what determines whether such a declaration can be made.

Step VII: Be aware of, or designate, who may act as your company's European **Authorized Representative**, this may be your distributor, agent, importer, end-user or an independent party in the EU.

Step VIII: Comply with all **other Directives** that apply to your machinery, most often these are:

Electromagnetic Compatibility Directive (EMC)

All appliances, equipment, machinery and installations containing electrical and electronic components are liable to generate or be susceptible to electromagnetic interference.

Low Voltage Directive (LVD)

Electrical equipment designed for use with a voltage rating between 50 V and 1000 V for alternating current and between 75 V and 1500 V for direct current.

Noise Directive

Covers noise emission by 63 types of equipment for outdoor use.

ATEX Directive

Covers machines, equipment or protective systems intended for use in potentially explosive atmospheres.

Pressure Equipment Directive.

Covers all vessels, piping and pressure components operating at a pressure of 0.5 bar gauge (8 Psi) or above and includes both gases and liquids.

Step IX: Be aware of modifications, conversions, reconditioning, or name changes on your machine. As an example, users that remove guarding or fail to train their personnel properly come under the Provision and Use of Work Equipment Regulations and the original manufacturer is no longer responsible for what happens to their machine under these regulations.

WMMA Programs In Progress...

WMMA Press Tour Brings Trade Press to Your Booth at the AWFS® Fair

Get free ink on the new products you will be displaying at the AWFS® Fair. Sign up today!!

Link to - <http://www.wmma.org/members/whatsnewmo.htm>

WMMA Inviting Foreign Reps and Buyers to AWFS® Fair

AWFS® and WMMA will award up to 20 foreign representatives and end users of woodworking equipment and/or furnishings \$1,500 each to visit the AWFS Fair®, July 31 – August 3 in Anaheim and meet with member firms. Nominate up to three representatives handling your lines in other countries.

Link to - <http://www.wmma.org/members/fbp2003.htm>

Trade Show Tips in Preparation for the AWFS® Fair



With the Anaheim Show only two-and-a-half months away (July 31st through August 3rd in Anaheim, CA), it's time to start thinking strategy. The Anaheim Show is this year's biggest U.S. woodworking equipment show. It's not too early to start thinking about how to attract quality customers to your booth. The following are ten tips on winning strategies for successful exhibiting from Dr. Allen Konopacki. Dr. Konopacki spoke at the 1999 WIC in Maui.

- 1. Have Fun!** If you're not enjoying yourself, your negative attitude will become contagious.
- 2. Be Approachable!** Avoid 'pitch posture' such as arms crossed, hands in pockets and leaning on counters.
- 3. Be a Greeter, Not a Guard!** Don't stand behind a counter or in front of the equipment on display. Stand off to the side.
- 4. Drink Plenty of Water.** Avoid dehydration by consuming at least four glasses of water per day.
- 5. Avoid Radar Vision.** Don't immediately look at a person's name badge. It shows that you're trying to evaluate. Make eye contact, greet and introduce yourself.
- 6. Avoid Clustering.** Prospects tend not to interrupt two or more staffers in a discussion.
- 7. Avoid 'May I Help You?'** as this greeting prompts a 'No, thank you' reply. Welcome them first, and then find out their interest.
- 8. Smile, Smile and Smile again!** When you smile you send a message to your body that you feel good and your attitude creates a positive impression.
- 9. Look Attentive.** 56% of the impression a visitor makes about the exhibit is based on nonverbal body language.
- 10. Take Notes!** 50% of what people say is forgotten in 60 seconds. Make a note on a lead form of key comments.

Cell Phone Etiquette

Cell phones have improved our lives in many ways. Many people take great comfort in the fact that they can “always be reached.” However, cell phones all around us can also annoy us, frustrate us, and invade our space and privacy. The problem of course, is not with the technology, but with the users.

Remember, cell phones don't annoy people. People who abuse their cell phones annoy people.

The proliferation of cell phones calls for a new kind of etiquette. Consider a few simple, common sense guidelines that will help keep you wired without driving everyone around you crazy.

When All Else Fails, Read the Directions

Take the time to read the manual and learn the features of your cell phone. Learn how to turn it off or set it to vibrate instead of ringing. Set up a voicemail message so that callers feel confident leaving a message. Check your voicemail often enough so that you don't have to worry about missing important news when your phone is turned off.

Know When to Hold 'Em

Be aware of your surroundings and set your cell phone accordingly. Turn it OFF in any setting where it would be rude, disruptive and inappropriate to take a call. This includes meetings, movies, shows, ball games, religious services, seminars or any time when the people you are with require and deserve your full attention. Set it to vibrate in public places where it is okay

to take a call, but you don't want to disturb others with the ringing.

Location, Location, Location

In general, avoid talking on the cell phone anywhere that you may be distracting to others. Make every effort not to invade others' personal space by trying to position yourself at

least 10-20 feet away from the closest person.

If you must take a call while at a restaurant, ask the caller to hold

for a moment, excuse yourself from the table and take the call near the pay phones or outside.

Note that cell phones often don't work in elevators. Many calls are dropped as the elevators go up. End the call before you enter the elevator.

Remember too that the quality of reception and transmission can vary dramatically from location to location. Delay important conversations until you are sure of a clear, quality connection.

Can You Hear Me Now?

Cell phone abusers feel compelled to talk louder than usual when connecting via the wireless. Don't scream. Modern technology has rendered today's cell phones more sound and voice sensitive than regular phones. Speak in a lower than normal voice and you will surely be heard by the caller on the other end, and not by everyone around you.

Similarly, set your ringer to a tone that is soft, gentle and not annoying to others. If you have to be able to hear

your cell phone ring across the room, maybe you've missed the point.

Privacy Please

Whether you are discussing personal or professional business, be conscientious of the people around you. You never know who may hear your end of the conversation.

Multi-tasking Gone Mad

Yes, busy people need to make the most of every minute, but talking on the cell phone while doing other things is rude to the people you are with, rude to the other caller and distracting to you. Focus on what you are doing. And by all means, avoid the national epidemic of talking on the phone while driving. Not only are driver/talkers unable to give their full attention to the call, but they are also risking life and limb (their own and those of others on the road) by shifting focus away from the more complex job at hand – driving safely.

Do What You 'Gotta Do

Be realistic about cell phone usage. There are times when you (or those around you) simply must take the call. Sick child, important news, time sensitive business matters, etc. If you will be in a meeting or with others, inform them in advance that you are expecting an important call and get their permission.

So, enjoy your cell phone and the convenience and conversation that it provides. But keep the above guidelines in mind to avoid thrusting your cell phone use on everyone around you.

WIC 2003 Highlights!

Annual Association Business Session



Association business was conducted in its annual venue at the Woodworking Industry Conference's Business Session. President Chuck Granger presided, while approximately 45 WMMA members were on hand.

President Granger shared with the members the exciting direction in which WMMA is heading, with its new Strategic Initiatives and concepts that will take WMMA successfully into the future.

Vice President Peter Perez welcomed new members to the WIC and announced that the Incentive Plan for First Time Attendees, in its second year, was a great success.



Tom Sullivan

Treasurer Jim Laster reviewed the financial report of WMMA, and was pleased to report that WMMA continues to stand on strong financial footing.

The annual Baldwin Award was presented, for the first time in its 20 year history, to two industry leaders. Both Sandy Berliner and Shelly London were recognized by their colleagues with this prestigious award. For more on the 20th Anniversary presentation of this award, see page 10.

Three new Directors joined the WMMA Board to fulfill three-year terms. Tim Brown, Matt Carroll and Kathy Wettschurack were named as Directors, while Jim Arvin and John Schultz stepped down from the Board after three years of service. For more on the Board election, please see page 11.

Tom Sullivan, Chief Counsel for the Office of Advocacy in Washington DC, spoke on the importance of small business to the American economy. His office is specifically dedicated to being the voice for small business in the federal government. He enforced the importance of encouraging legislators to listen to small businesses before making decisions in government.



Roundtable discussions on six timely and exciting topics were held, generating much conversation and ideas. Roundtable topics related to the new WMMA Strategic Vision were: Competitive Business Models, Industry Information, International Strategies and the Innovation & Demonstration Center. Another roundtable was held on Public Policy issues, and another on Strategic Planning, which is a very pertinent topic for many of those WMMA members with family-owned businesses.

The roundtable format has proven to be an effective communication vehicle at two WIC's now, as information shared and gathered at these sessions is recorded and implemented wherever feasible within WMMA.



WIC 2003 Highlights!

Landmark Year for The Baldwin Award

The 20th Anniversary of the Ralph B. Baldwin Award of Excellence was marked by a few "firsts" in the history of the Award. Not one, but two retired industry professionals were named winners, and both of those gentlemen were consultants to the industry, as opposed to manufacturers, who typically have won the Award in the past.



Sandy Berliner, retired publisher of FDM, CabinetMaker and UDM magazines and Shelly London, retired partner of the prominent lobbyist firm - London & Satagaj, were honored by their

WMMA colleagues with the Award, which recognizes individuals who have made outstanding contributions to the woodworking industry, the Association, their companies and their community.

The Baldwin Award was the highlight of WMMA's Business Session, held on April 11th, during the WIC. The Awards were presented by last year's Baldwin Award winner and active member of WMMA, Howard Grivna, of Sanding Systems Consulting, Inc. in Maple Grove, MN.

Mr. Grivna provided an overview of Mr. Berliner's and Mr. London's impressive backgrounds as community leaders, respected businessmen and individuals dedicated to the wood machinery industry and to WMMA. Mr. Berliner gave four decades of service to his company, the industry and to the WMMA and was the first member of the media

to receive the honor. Mr. Berliner entered the industry at a very young age by following in his father's publishing footsteps. In 1978, Mr. Berliner became publisher of FDM, a leading industry magazine. Eventually, CabinetMaker and UDM magazines emerged for the woodworking industry as well.

Mr. Berliner became involved with the industry associations, especially WMMA. With the help and insight of his WMMA colleagues, Mr. Berliner successfully broke into the Latin American, Eastern European and Asian markets with foreign editions. He remained publisher of the three magazines through 2002.

"Sandy has long been a strong advocate for WMMA initiatives, including export development, education, and industry marketing" said Mr. Grivna. "He actively participated in guiding the direction of the Association and served on the WMMA Industry Marketing Committee from 1980 through 1993. He always brought much to the WMMA table in terms of creative ideas and cost savings."

This year marked the first time the WMMA has presented the Ralph B. Baldwin Award to an industry consultant, in Shelly London. Prior to his retirement this past year, Mr. London led one of the most respected lobbyist firms in

Washington D.C., and was at the forefront of WMMA's public policy efforts. Mr. London served WMMA for nearly twenty years and is respected for his opinions, positions, and most importantly, his integrity.



WMMA has benefited from a number of political coalitions organized by Mr. London's firm which have collectively strengthened the interests of the WMMA members. He lobbied with Ralph Baldwin himself in front of Congress as early as 1973 in the area of tort reform.

"Shelly always advised us of the key legislative and regulatory issues which would impact our businesses and presented clear direction on how we could make a difference. He and his partner, John Satagaj, provided a clear, unified voice for us and helped WMMA establish a strong presence in the nation's capital" said Mr. Grivna.

Nominations for this annual Award come from the membership and are voted on by a panel consisting of WMMA Officers, Past Presidents and Industry Marketing Committee Members.



Past winners of the Baldwin Award enjoyed a rare opportunity to be photographed together, at the annual President's Dinner during the WIC. Pictured from Left to right are: Russ McBroom, Ray Vold, Dana Baldwin, Shelly London, George Delaney, Howard Grivna, Todd Herzog and Michael Burdis.

WIC 2003 Highlights!

WMMA Elects Three New Directors

WMMA elected three new Directors to serve three-year terms on the Association Board, starting April 11th, 2003 through April 2006.

The new Directors are Matt Carroll, President & CEO of Black Brothers Co. in Mendota, Illinois; Tim Brown, Export Sales Manager, Mereen –Johnson Machine Co. in Minneapolis, Minnesota; and Kathy Wettschurack, Executive Vice President of Tyler Machinery in Warsaw, Indiana.

The elections took place at the WMMA Business Session held during the WIC.

Outgoing Directors recognized for their service to the Board over the past three years were John Schultz, President of Super Thin Saws in Waterbury, Vermont; Peter Perez, President of Carter Products in Grand Rapids, Michigan; and James Arvin, President of Dubois Equipment, Jasper, Indiana.

Peter Perez will remain on the Board, serving as an Officer in his role as Vice President of WMMA.



Contact Table Program Yields More Business Opportunity

Approximately 80 woodworking industry companies participated in this year's Contact Table Program, and the room was buzzing! Most companies in attendance at the Conference understood the value of the Program, which allows for up to 14 business meetings in one day, in one setting. Some businesses even rolled out new products during this year's Contact Table Program, a testament to the significance which companies have come to place on this opportunity.

Said one Contact Table participant, "Our company could not let a chance like this pass us by. Each year, we get to conduct business in this great setting where people come prepared to network and focus on doing business. The Contact Tables are a worthwhile investment."

This year, Contact Tables were open Thursday, Friday and for the first time, on Saturday, due to the popularity of the Program in the past. The Saturday session will be revisited in planning for the 2004 Conference, as the participation needs to be maximized on the appropriate days, when it is most beneficial for the attendants.

You cannot beat the business efficiency of the WIC Contact Table Program, year after year. Veteran attendees swear by the Program.



WIC 2003 Highlights!

The Human Spirit in its Strongest Form



Attendees at the Opening General Session of the 2003 WIC were wowed by a very special speaker in Captain Gerald Coffee. Captain Coffee served as a U.S. Naval Officer for 28 years, seven of which were spent as a Prisoner of War in a Vietnam Communist camp during the Vietnam War.

Captain Coffee relayed to the audience, in a most delicate manner, his experiences in this unthinkable hell over a period of time longer than anyone ever imagined. You could have heard a pin drop in the ballroom that held the 300 guests, as the Captain described the downing of his fighter craft, his capture by the enemy, and his imprisonment that changed his life.

Surely, this man must have been hardened by the inhumane conditions in which he lived, and the psychological torture to which he was subjected. But as the audience soon learned, Captain Coffee, along with his fellow prisoners, actually became empowered by the will of their own human spirits.

In his amazingly inspiring seven years as a Vietnam P.O.W., most of which was spent in solitary confinement, the Captain developed a communication system along with his comrades, called "Tap." He shared with the audience the incredible tapping method which allowed the prisoners to learn poetry, new languages, news of the War and back at home, and about each other. When those prisoners were finally freed, their minds and spirits had not shrunk, but actually had grown with a wealth of textbook knowledge, worldly wisdom, and spiritual enlightenment.

Captain Coffee visibly moved the audience with his story. He related his experience of being a P.O.W. to events which may take hold of everyone's life, saying that at one time or another we are all P.O.W.'s, "Prisoners of Woe." Our challenge is to rise above our everyday obstacles and setbacks, and to rely on faith in oneself, in one another, in country and in God. These are the inspirations upon which he called during his imprisonment, which he brought home

with him, and which he shares with audiences around the country.

The Captain reminded the attendees how during the Vietnam War, many teenagers back home in the U.S. wore bracelets with the name of a P.O.W. on them, as a sign of keeping the faith. Adding to the drama of his presentation was a woman from the St. Petersburg area, not affiliated with the WIC, who heard Captain Coffee speaking on a radio program sometime prior to the WIC. She realized while listening to him that her bracelet, in fact, had Captain Coffee's name on it – a piece of history which she had carried through life with her. She heard that he was going to be in the area, contacted Captain Coffee's office, and made arrangements to meet him in St. Petersburg. She was overwhelmed and humbled to finally meet the young P.O.W. whom she held onto for so many years.

Captain Coffee was the highlight of the WIC for many attendees. He was able to strike a nerve with absolutely everyone. He certainly showed the WIC audience why he is named one of the "10 most memorable speakers of our time."



WMMA
WOOD MACHINERY MANUFACTURERS OF AMERICA
MACHINERY, CUTTING TOOLS AND SUPPLIES

Charles A. Granger	President
Peter Perez	Vice President
Jim Laster	Treasurer
Kenneth R. Hutton	Executive Vice President
Bill Norton	Director of Marketing & Information
Jean McCann	Director of Committees & Editor, The Cutting Edge
Raylene Torres	Director of Meetings
Karen Boyle	Member Services Coordinator
G. A. Taylor Fernley	Management Liaison Legislative Counsel
John Satagaj & Andreas S. Kalisperis	1010 Massachusetts Ave. NW, Suite 400 Washington, DC 20001 (202) 639-8888
Harold Zassenhaus	Export Director 7758 Wisconsin Ave., Suite 306 Bethesda, MD 20814 (301) 652-0693
Joseph Mc Hale	Legal Counsel

© 2003 by Wood Machinery Manufacturers of America, Philadelphia, PA. All rights reserved. This publication or any parts of it may not be reproduced in any form without written permission from the publisher. For permission to reprint articles or to send correspondence, write to : WMMA®, 1900 Arch Street, Philadelphia, PA 19103-1498, Phone: (215) 564-3484. Fax: (215) 963-9785. E-mail: wmma@fernley.com
The opinions expressed in any articles by outside consultants are their own views and not necessarily those of the WMMA®.

WIC 2003 Highlights!

Concurrent Workshops

Saturday morning at the WIC was chock-full of business enhancing seminars for attendees. Whether you were a sales manager, a family business owner, an exporter, or looking at developing an exit strategy for your business, there was something on tap for everyone.

Mr. Al Bates presented on "Improving the Bottom Line," which demonstrated how a company can improve financial results in very specific areas. He walked through the various financial aspects of the business, including sales, gross margin, expenses, inventory and accounts receivable.

Mr. David Kahle spoke on "Transforming Your Sales Force for the 21st Century," a packed room during both sessions, which obviously caught the attention of many attendees. Mr. Kahle has helped hundreds of distributors to transform their salespeople through his book, *How to Excel at Distributor Sales*, and he shared his tips on adapting to the rapidly changing sales environment.

Mr. Spencer Dick, President & CEO of TigerStop® Inc., spoke on Lean Manufacturing, and how this business model

has helped his company succeed. He has proven that this model can increase efficiency and optimize the use of raw materials for manufacturers. This was a timely topic, as lean manufacturing is becoming a reality for more and more businesses each day.

Mr. Jim Devine spoke on two topics that are very pertinent to many WMMA members: "Valuing a Closely Held Business," and "Business Succession, Selling Your Company at the Right Price & at the Right Time." He helped attendees realize that while many companies have a sound business plan for next week, next month and even next year, they may neglect the most important plan of all: preparing to sell the business to offspring or an outsider at a fair marketing value. He provided tools to start the planning process.

A panel on, "China's Impact in the Changing World of the U.S. Wood Processing Industry" was conducted by Dr. Dan Ping Mu, Executive Director of the World Heritage Foundation, and Mr. Art Raymond, A.G. Raymond and Company, consultants to furniture and cabinet manufacturers. They answered questions on the changing global market and how companies can position their businesses for success in this international and competitive environment.

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.

"What Does Your WMMA Dues Dollar Buy?"

Industry Tradeshow Discounts

Worldwide Publicity

Monthly Newsletter

Educational Opportunities

Industry Advisor Program

Industry Safety Standards

Industry Statistics

Economic and Benchmarking Data

Regulatory Alerts

Legislative Calls to Action

Internet Links

Leads for New Business

Access to Overseas Distributors

Export Trade Certificate

Networking with Industry Peers

Manufacturer/Distributor Conferences

WIC 2003 Highlights!



Photo Highlights from WIC 2003

