

# THE CUTTING EDGE®

WOOD MACHINERY MANUFACTURERS OF AMERICA

# Highlights



S P E C I A L E D I T I O N

## Partnership Meets Profit at the 2002 Woodworking Industry Conference

Summer, 2002

Participants in the 11th Annual Woodworking Industry Conference (WIC), held May 1 – 4 in San Antonio, discovered a truly “Texas Style” event - bigger and better than ever! Over 350 industry suppliers, distributors, importers and guests took advantage of a bonanza of educational workshops, face-to-face sales meetings and good-time social events, including many that maximized this year’s unique and fun location, San Antonio, deep in the heart of Texas.

With a theme of “Where Partnership Meets Profit,” this year’s WIC gave attendees useful information that they could immediately apply to their business operations. Many people came away with new insights and ideas that will make a real difference to their bottom line.

The new streamlined WIC schedule enabled attendees to make efficient use of their stay in Texas, without missing too much valuable time away from the office. In addition to the workshop sessions that addressed timely business issues, attendees could also participate in the WIC Contact Table Program, a unique opportunity for suppliers and distributors to meet with their industry partners and also to make new contacts.

Evening social events and a fun selection of tours and sporting options rounded out the business event, providing a little mix of pleasure with the business at hand.

In the end, the WIC provided an excellent opportunity for colleagues to come together to learn and to exchange views about the industry and the general business climate today. It also offered individuals a chance to discover why and how they can build partnerships that will lead to profit in the years to come.

For a complete recap on the 2002 Woodworking Industry Conference, including photos, read on...



*A full-fledged Texas style rodeo was one of the evening activity highlights during the 11th Annual WIC.*

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## Annual Business Session Addresses WMMA Issues

The WMMA Business Session, held Friday May 3, was an opportunity for WMMA members to address topics

and issues specific to our association. This meeting addressed important annual business, including a welcome to new members and a report on the association finances from Membership Chair/Treasurer Peter Perez, the presentation of the Ralph B. Baldwin Award (see related article) and the election of new officers/directors (see related article).



This year for the first time the Business Session also offered a panel of "Export Experts," WMMA members who shared their experience and guidance on how American manufacturers can succeed in overseas markets. On the Public Policy front, Legislative Counsel John Satagaj facilitated a "Public Policy Question and Answer" session, an intriguing discussion of legislative and regulatory issues that are impacting WMMA member companies. Another highlight of this year's session was the roundtable discussion program, a dynamic and informative member exchange on key topics: Tradeshow exhibiting tips, how to market with ergonomics, marketing via a website, strategic vision setting and exporting issues.

As always, WMMA members enjoyed this time to discuss association business and issues and to meet old and new friends from the WMMA



*Members shared ideas and experiences during the new round table discussion format at the Business Session.*





## Howard Grivna Honored With WMMA Baldwin Award of Excellence



*Baldwin Award Winner Howard Grivna accepts the clock from President Kenny Moffatt (left) and Todd Herzog.*

The members of the Wood Machinery Manufacturers of America honored Howard Grivna with the prestigious Ralph B. Baldwin Award of Excellence. This annual award recognizes an individual who has made outstanding contributions to the woodworking industry, the Association, their company and their community. Grivna is President of Sanding Systems Consulting, Inc. in Maple Grove, MN, and formerly of Abrasive Engineering & Manufacturing (AEM) and Timesavers, Inc.

The Baldwin Award presentation was the highlight of the May 3rd Business Session. WMMA Past President Todd Herzog, President of Accu-Router located in Morrison, Tennessee, and a former Baldwin Award Winner as well, presented the award to Mr. Grivna.

During the presentation, Mr. Herzog gave the audience an overview of Mr. Grivna's impressive background as an inventor, a visionary, an industry leader and a man dedicated to the wood machinery industry and to WMMA.

In presenting the award, Mr. Herzog cited the success and admiration that has followed Mr. Grivna throughout his career. He pointed out that Mr. Grivna founded Abrasive Engineering & Manufacturing in 1971 and within three years, AEM was ranked #2 in its industry and had sales of \$2.5 million. Nine years after the company's inception, sales had more than doubled.

Mr. Grivna was recognized for his twelve years of service, from 1959-1971, at Timesavers, Inc., where he was responsible for engineering, manufacturing, and sales. In 1990 while Mr. Grivna was at AEM, Timesavers acquired this company, and Grivna served as Executive Vice President of both Timesavers and AEM.

The presentation also acknowledged the many industry standards which Grivna invented and for which he has patents. His creations have improved process, quality, productivity, and environment for wood machinery operators. His advancements have reduced noise and minimized white finger and carpal tunnel syndrome for workers. He has worked tirelessly to see past current standards and has made great strides to improve ergonomics in both the wood and metal working industries.

In appreciation for the service that Mr. Grivna has given to WMMA, he was praised for his active involvement over the years as a WMMA member, including his time as a Director on WMMA's Board and his current membership on the Management Information Committee. Mr. Grivna is an active proponent of WMMA, often encouraging other companies in the industry to join WMMA. After retirement from AEM and Timesavers, Mr. Grivna has started his own, one-man firm, Sanding Systems Consulting, Inc. He so believes in the value of WMMA membership that he has registered his new company as a WMMA member in its own right.

WMMA annually presents the Ralph B. Baldwin Award of Excellence. Nominations come from the membership and are voted on by a panel consisting of WMMA Officers, Past Presidents and Industry Marketing Committee Members. This year marks the 19th year that WMMA has bestowed this honor in recognition of an individual's achievements.



*Howard Grivna celebrates his Ralph B. Baldwin Award with wife Bunny.*



## Kenny Moffatt passes Presidential Gavel to Chuck Granger *WMMA says “Thank You” for two productive years of leadership*

The 2002 WIC marked the conclusion of the WMMA Presidential term of Kenny Moffatt (President, Unique Machine & Tool, Phoenix, AZ). At the May 3 Business Session, Kenny passed the gavel to newly elected President Charles (Chuck) Granger (Area Business Manager - High Point zone, 3M Company Sales Center, High Point, NC) after Chuck was elected by the WMMA membership to serve a two-year term as President.

At the conclusion of the Business Session, Chuck presented Kenny with a plaque of appreciation for providing two years of visionary leadership to the association.

Kenny's tenure as President marked a period of significant growth, new technology and increased efficiency for the WMMA. Under his leadership, membership grew to record levels, growing from 230 members when he took office in April 2000 to over 250 members by the 2002 WIC.

Kenny also led the association in embracing new technology to significantly improve efficiency and communications. In January 2001 the WMMA progressed to all electronic communications, including putting the monthly “Cutting Edge” newsletter on-line. This move to electronic format not only meant a substantial reduction in postage and printing costs, but it also improved the speed and efficiency of information available to members.

Another important achievement over the past two years was the extensive redesign of the WMMA website, making it more vibrant and useful to members and the industry. The integration of the Buyer's Guide into the website ensured that the entire world could always access the most up-to-date information on WMMA member companies. In addition, it was under Kenny Moffatt's tenure that the WMMA introduced the Buyer's Guide in CD-ROM version, a popular choice with users since its debut at IWF 2000.

As President, Kenny was also instrumental in helping the committees sharpen their vision and streamline their projects by focusing on the respective committee mission statements.

Kenny, known for always seeking the most efficient way to achieve the best results, was also instrumental in revamping the WIC schedule. He was the first to propose the Wednesday – Saturday schedule that is now in place.

All in all, Kenny Moffatt's term as President will be remembered for the growth, increased efficiency and better use of technology that he championed. WMMA thanks him for a job well done!

New President Chuck Granger plans to build on this momentum and lead WMMA through a transitional time in the industry and world economy. One of his first orders of business will be the development of a new strategic plan, to be based on the response to the upcoming Member Needs Survey. For more information on President Chuck Granger's outlook for the Association, see the June issue of the Cutting Edge ([www.wmma.org/pdf/cuttingedge060102.pdf](http://www.wmma.org/pdf/cuttingedge060102.pdf)).



*Kenny Moffatt (left) accepted a plaque of appreciation for his service as President and passed the Presidential gavel to newly elected Chuck Granger.*



## NEW DIRECTORS ELECTED TO WMMA BOARD

WMMA Members elected three new Directors to serve three-year terms on the Association Board, starting May 3rd, 2002 through April 2005.

The new Directors are Chuck Brink, President and Sales Manager of Machine Systems L.L.C. in Bend, Oregon; Gene Brooks, National Sales Manager for Cemco, Inc. in Whitesburg, Tennessee; and Nyle La Grange, President of Timesavers, Inc. in Minneapolis, Minnesota.

The elections took place at the WMMA Business Session held May 3rd during the 11th Annual Woodworking Industry Conference (WIC) in San Antonio, Texas.

Outgoing Directors recognized for their service to the Board over the past three years were Milford Keene, Vice President and General Manager of North American Products in Jasper, Indiana; Larry Wettschurack, President of Tyler Machinery in Warsaw, Indiana; and James Laster, Executive Vice President and Director of Engineering of Newman\*Whitney in Greensboro, North Carolina. Laster was later named by the new WMMA Board as the Association's next Treasurer.

Also concluding his term of service after 13 years on the Board was Russell McBroom, President of Mereen-Johnson Machine Co. in Minneapolis, Minnesota, and a recent Past President of WMMA

## A Thank You to Shelly London

*Members bid a fond farewell as he retires after 19 years of service to WMMA*

At the WMMA Business Session, President Kenny Moffatt took a moment to reflect on a valued and respected individual who has been involved with WMMA for nearly 20 years. Sheldon (Shelly) London, with London and Satagaj, came on board as WMMA Legislative Counsel in 1983. Over the years he, and later with assistance from his partner, John Satagaj, kept WMMA members informed of the latest happenings on Capitol Hill. He was on the "front line" working diligently on our behalf. President Moffatt spoke for all members when he said that it has been a pleasure and an honor to work with Shelly over the years.

Several years ago, Shelly quietly planned his three-year retirement, and 2002 marks his third year. On Friday evening, May 3rd, the Executive Committee and Past Presidents presented Shelly with a token of our Association's appreciation for his dedication to WMMA. In an emotional ceremony, the gift of a white porcelain eagle atop a walnut base was given to Shelly. This handsome and striking acknowledgement bore the following inscription:

**EAGLES DARE TO WIN**

***You are a Leader; You have Overcome the Common Barriers to Success. Let it be Proclaimed to One and All that you have Soared where Others have Faltered.***

***You have Acted Decisively where Others have Hesitated. Let it be Proclaimed Emphatically that You Are A Leader!***

***~Sheldon I. London~***

***With deep appreciation for service above and beyond as WMMA's Legislative Counsel from 1983 to 2002***



*Shelly London (right) accepts a retirement and thank you gift from President Kenny Moffatt (center) and Executive Vice President Ken Hutton (left). Shelly served as WMMA Legislative Counsel for almost 20 years, coming on board in 1983.*

The room was moved by the accurate adulation of Shelly. We are fortunate to have spent time with such a knowledgeable leader, and we wish Shelly all the best in the future!



# Highlights!

## Co-Founder of Greenpeace Addresses Industry and Environmental Issues

At the Thursday, May 2nd, General Session luncheon, WIC attendees and spouses were treated to an informational presentation unlike any other heard or seen before. Patrick Moore, Ph.D. dazzled the audience with his fact-filled story of a life complete with adventure, conviction, and an undying love for Mother Earth. And in particular, the great green forest.

Dr. Moore is a co-founder of Greenpeace, former president of Greenpeace Canada, and former Director of Greenpeace International. Currently he serves as chair of the Sustainable Forestry Committee of the Forest Alliance of British Columbia. In this role, he leads the process of developing the "Principles of Sustainable Forestry," and he took the time to share many of these principles with the congregation in San Antonio.

His message is simple: Trees are the Answer. Wood is the solution to many of the Earth's environmental problems. But to get this message across, Dr. Moore must debug his audiences, and rewind the tape of forestry "facts" the general public has heard for years.

His presentation was mesmerizing and intense. Moore is passionate about his life's work, and certainly has enough research and background information to convince even the biggest skeptic that forestry is actually the savior of our forests.

A major portion of his argument in favor of forestry is that trees create a habitat for millions of living species, and that in their absence; there would be a lifeless void. And when logging occurs, a natural process takes place in which trees and wildlife grow back to a healthy state in a matter of years. So while so many "environmentalists" fear the dangers of logging, Dr. Moore proclaims that it is logging which is saving the forests and our precious Earth!

The audience at the WIC thoroughly enjoyed Dr. Moore's presentation. He certainly piqued the interest of many of the wood machinery and furniture workers in the room. For much more information on Dr. Patrick Moore and for a copy of his presentation given at the WIC, please visit [www.greenspirit.com](http://www.greenspirit.com).



## WMIA Honors its Founding Fathers

In a special presentation during WMIA's General Business Session on Friday, May 3rd, WMIA's current officers honored its Founding Fathers.

Edwin Bass  
Richard T. Byrnes, Sr.  
Bert Lewyn

It was an honor to have these dedicated gentlemen present for the 11th Annual WIC!

## Save the Dates!

The Woodworking Industry Conference offers an unparalleled opportunity for industry updates, business management education and networking. You can't afford to miss future events!

2003  
April 9 – 13  
Renaissance Vinoy  
St. Petersburg, Florida

2004  
April 21 – 25  
El Conquistador Golf & Tennis Resort  
Tucson, Arizona

2005  
April 20 – 24  
Hilton San Destin  
Destin, Florida





# Highlights!

## First Timers, New Members Make the Most of WIC

This year the Board of Directors did a bit of recruiting for attendees to the WIC. WMMA offered to every existing member company that has not participated in WIC from 1997 - 2001 (5 years) complimentary registration fees for two delegates. In addition to the free registration, each attending company received a \$500 check to help defray some of their travel expense. This offer also applied to new members.

Those member companies who attended the 2002 WIC and who took advantage of this irresistible offer were:

- Alfa Tools, Division of Alfa Mfg.
- AWED (*Planned to attend but could not at the last minute*)
- Mid-Oregon International LLC
- Precision Products Co.
- Schmalz, Inc.
- Straitoplane, Inc.
- Trade Shows, Inc.
- J.C. Uhling Products Co.
- Uneeda Enterprises, Inc.
- West Salem Machinery Company

On asking representatives from these companies how they were enjoying their first WIC, the response was a resounding, "We'll be back next year!" These companies were pleasantly surprised with the amount of invaluable face time with industry players, the informative workshops, the sense of community, and the downright FUN that was had each and every night. There is proof in this pudding that seeing is believing, and WMMA has made believers out of our new members!

We look forward to seeing these companies at future Woodworking Industry Conferences for years to come!

*New WMMA members in attendance at WIC introduced themselves at the Business Session and received WMMA Membership plaques to welcome them to the association.*





# Highlights!

## Educational Workshops Offer Something for Everyone

WIC attendees, spouses, and guests had a host of insightful and motivating workshops to attend on Saturday, May 4th.

Michael Gilliland, PE, CSP, Vice President and Manager of Engineering Systems, Inc. and Rodney E. Schaeffer, Vice President and Manager of Safety Engineering at Engineering Systems, Inc. presented **The Cost of Ergonomics and What You Can do About it.** The workshop was designed to help business owners and managers better understand ergonomic requirements and avoid unnecessary costs for failure to comply with safety standards.

Recruiting and retaining quality employees with little stress and high efficiency was the session presented by Lynne Hauser of Training Systems, Inc., **Retain Great Employees.** She encouraged attendees to apply the skills used in dealings with potential customers and current employees when recruiting employees.

Magic indeed was created again this year, as Shep Hyken, CSP, shared with our group **Creating Moments of Magic, Excellent Customer Service, Customer Relations and Customer Retention.** As a professional speaker and author, Shep informed his audience of concepts such as the moments of truth, mystery, and magic in business.

Bob Langdon, CPA and author, presented on differentiating your product and service in the marketplace, which enables the ability to achieve a higher gross profit. In this workshop entitled **How**

**to Maximize the Return on Investment from Your Business,** Bob focused on how to improve profitability in business immediately.

Finally, product liability prevention and defense was on the agenda for James "Dart" Meadows, Attorney at Law, Meadows, Ichter & Trigg, in his session, **Product Liability.** Dart has extensive experience defending woodworking machinery manufacturers, distributors, and dealers in product liability litigation throughout the U.S. He offered updates on developments affecting the woodworking industry and stresses safety as a necessity in business.

All in all, a variety of pertinent and timely topics were explored in this year's Workshops. In keeping with the WIC tradition, valuable information, which will lead to the betterment of the woodworking industry, was Number One on everybody's agenda.

## Social and Sporting Events Expand Networking Time

The options for sports and leisure were many at this year's WIC. From lake fishing to skeet shooting, from rafting down the Guadalupe to touring the Alamo, our attendees enjoyed a host of activities outside of meetings and workshops. And with 95-degree temperatures each day, outside was either the place to be or not to be, depending on your style!

San Antonio and its surrounding areas are abundant with natural and historical wonders. With that in mind, events were planned to showcase this beauty and to offer all in attendance a real taste of Texas.

An exciting, new event this year was Skeet Shooting at the National Skeet Shooting Complex. Skilled players

along with first-timers enjoyed the sport, testing their targeting agility, and having a ball. Many sporting clays fell from the sky on May 1!

In the scorching heat of noon and under the blazing Texas sun, 90 die-hard golfers hit the Resort Course at La Cantera for an afternoon of friendly competition. Awards were presented at the Welcome Reception on Wednesday night for exceptional performance in the following areas:

### Most Accurate Drive – Women:

Sheila Delaney / Powermatic / Performax / JET

### Closest-to-the Pin – Women :

Leslie Miller /Weinig Group

### Long Drive – Women :

Jenny Anderson/Safety Speed Cut Mfg. Co., Inc.

### Most Accurate Drive – Men:

Matt Carroll/Black Brothers Co.

### Closest-to-the Pin – Men:

Kevin Saylor/Schmalz, Inc.

### Long Drive – Men:

Michael Miller/Weinig Group

### First Place Team: Only 3

Ace Stornetta/Ritter Manufacturing, Inc.

Kevin Saylor/Schmalz, Inc.

Kevin Robinson/Barbo Machinery Company

### Congratulations to all participants and winners!

Why not get sprayed by the mist of the Guadalupe River as you drift through the historical towns of New Braunfels and Gruene after a long morning of workshops? Some attendees did just that on Saturday afternoon, as they rafted down the Guadalupe River. What's not to love?

On Wednesday, May 1, a lively bunch traveled to downtown San Antonio to visit the famous sights of the Battle of the Alamo. They first viewed a film, *The Price of Freedom*, which outlined the facts of the Battle at the local IMAX Theater. Then they proceeded to a walking tour of The

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# Highlights!

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Alamo, the hallowed grounds where 189 volunteer Texan soldiers made a stand for freedom and for Texas against the invading troops of Mexico and its self-proclaimed dictator, Santa Anna. The stand took place over an infamous 13 days, from February 23 to March 6, 1836. While each of these Texan freedom fighters lost their lives, they did great damage to the thousands of Mexican soldiers whom they were battling. In the end, the Texan force prevailed, as Sam Houston's troops routed the Mexican army at the Battle of San Jacinto, and finally captured Santa Anna.



Tennis was even on tap for participants of all skill levels. A convenient stroll along the Westin La Cantera's property was all it took to get to the clay courts for the round robin mixed doubles. The hot sun didn't keep the tennis-lovers away! Congratulations to David Bull of Colonial Saw Co., Inc., the tournament's winner!



*The original way to get "on line:" Attendees joined in the line dancing lessons at the closing party, held at a real Texas ranch.*

And if you are a wrangler, then you were definitely on Saturday's Horseback Riding excursion, where you saddled up just outside Bandera, the cowboy capitol of the world. The ride went through the scenic Texas hill country, and ended up in Bandera for some browsing in old country stores.

The final dinner on Saturday, May 4, was a certified Ho Down Show Down! Adorned with bandanas and cowboy hats, our spirited group headed up the road to the Don Strange Ranch, where the food was hearty and beverage was wet! Real cowboys and cowgirls greeted us and put on quite a country show. We enjoyed the thrill of a rodeo, as we marveled at the talent of these life-long saddlers. And the 10-year-old boy who fell off his bull? He did break his hand that night, but he will be just fine.



After the rodeo, the group moved under the rooftop for a feast of genuine Texas Rib-Eye steak, each branded with "WIC," and a smorgasbord of rich food at a sit-down dinner. A live country band had the crowd up on their feet in no time, and the bravest of the crew learned the steps of a real country line dance! Great fun was had by all on this final night of our stay in San Antonio. The response from the crowd to all these festivities and the experience of the authentic Texas spirit was one big, unanimous "Hee-HAW!!!"



# Highlights!



*A variety of social events extended the WIC networking opportunities into the evening hours.*

