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WIC 2011 To Host Industry Forums

Want to learn what really is trending in the major sectors of the woodworking industry? Want to learn about what your peers and customers are looking to improve their businesses and where the biggest bottlenecks are on the plant floor? Want to know what the future holds for the wood industry in the next decade and beyond? Then the Woodworking Industry Conference is the place for you.

Set for May 4-6 at the Marco Island Marriott Beach & Spa in Marco Island, FLA, the annual WIC is the place to be, according to Mark Chappell, president of one of the WIC sponsors, the Wood Machinery Manufacturers of America.

“This is the ideal opportunity for getting a true handle on where our industry is right now and where it’s going,” says Chappell. “There’s no substitute for face-to-face communication and networking with our peers and customers. And that’s what WIC is all about.”

The center point of WIC will be forum discussions featuring manufacturing leaders from the major industry sectors – furniture, cabinets and architectural millwork – who will offer their views on the major challenges they face and how they solve problems in their own manufacturing facilities.

Besides the WMMA, the 2011 WIC is sponsored by the Association of Woodworking & Furniture Suppliers, and the Wood Machinery Industry Association. A new participating association to WIC is the North American Building Material Distribution Association.

In addition to the industry forum discussions and other learning opportunities, Don Shultz, CEO of Premier Garage and strategist for the woodworking industry, will kick off the education focus of WIC with a presentation on “Innovating Your Business Model.”

For more information on the WIC, log on to WMMA or WIC 2011.