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**FOR IMMEDIATE RELEASE**  
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## **U.S. Technology & Demonstration Center – a WMMA Community Project**

**Philadelphia, PA**—The Wood Machinery Manufacturers of America (WMMA) announces the launch of a new Association-supported activity: the U.S. Innovation & Demonstration Center—a WMMA Community Project at the IWF'08 during August 20 -23, 2008. This Center will provide WMMA members with the opportunity to showcase and demonstrate machinery, cutting tool, supplies, and systems during IWF 2008 beyond what they are doing within their own booths. Woodworking and non-woodworking professionals alike are encouraged to visit the Center and experience the different WMMA member products in operation through a number of manufacturing cells, each showcasing a different manufacturing process but brought together under systems integration.

Eighteen WMMA member companies are participating in the project, but all members will be featured. This exhibit, consisting of 3,600 sq.ft. (booth #5752 – B Hall of the Georgia World Congress Center), will showcase a total wood machinery system manufactured in the United States. The resulting “total solution” will produce complete sets of kitchen cabinets for donation to the Atlanta Chapter of Habitat for Humanity for their ReStore.

Ken Hutton, WMMA’s Executive Vice President, stated, “The primary project objectives are twofold:

- “1. to maintain the economic competitiveness of American wood equipment industry through a demonstration of manufacturing methods which improve profitability, and
- “2. to bring new information about processing and business-related skills to businesses involved in the development and manufacturing of wood products.”

Hutton went on to observe, “The secondary objective is to highlight the disposal of routinely-generated waste products, such as wood scrap and sawdust, for power generation or recycling into other wood products.” Targeting zero waste production will make this a “green” project, where the primary product output is donated for use within the local community.

*Founded in 1899, the Wood Machinery Manufacturers of America® (WMMA®) is a professional trade association composed of nearly 200 U.S. manufacturers of woodworking equipment, cutting tools, and supplies and whose purpose is to promote the interests of its members serving the woodworking industry. Distributors, suppliers and consultants to the industry also belong to the association as Associate Members. Manufacturer members design, build and sell equipment, tooling, supplies, and components used in the manufacture of all types of wood products. Members’ products are used in furniture, door and window, flooring, and kitchen cabinet manufacturing plants; plywood and particleboard mills; lumber mills; shipyards; mobile home and pallet manufacturing plants; home workshops; plus a wide variety of associated wood processing operations. Many members also serve the plastics, ceramics, stone, solid surfaces, and non-ferrous metals market machining aluminum, brass, copper, and other non-ferrous metals. WMMA® members’ equipment is sold worldwide. To learn more about WMMA® visit [www.WMMA.org](http://www.WMMA.org).*

Wood Machinery Manufacturers of America® (WMMA®) is professionally managed by Fernley & Fernley, Inc., a fourth generation family firm in the association management business representing over 30 trade associations and professional societies. Fernley & Fernley holds the distinction of being among the first to receive national accreditation from the AMC Institute, and the American Society of Association Executives (ASAE) and is the longest established Association Management Company in the country. Throughout the years, Fernley & Fernley has maintained a solid reputation as a leader within the association management field and in the wide spectrum of industries it serves. To learn more about Fernley & Fernley visit [www.fernley.com](http://www.fernley.com).

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