



FOR IMMEDIATE RELEASE

Annual Woodworking Industry Conference to Focus on Equipping Businesses to Succeed in Challenging Environment

Opportunity for Industry Leaders to Gain Insight into Current Industry Issues and Future Trends

COMMERCE, Calif. – (August 11, 2008) – Woodworking industry leaders will meet to explore high-impact topics and industry-wide interests at the 2009 Woodworking Industry Conference (WIC) to be held April 29 - May 2, 2009 at the Sawgrass Marriott Golf Resort & Spa, in Ponte Vedra Beach, Fla. The theme, **Team Networking, Partnerships and Camaraderie**, explains the event's focus on helping attendees develop the key business relationships and in-depth knowledge necessary to help achieve better business results. The annual WIC is considered the foremost event for the U.S. woodworking industry.

The annual conference provides a broad variety of educational opportunities that offer insider strategies and techniques on the hottest topics.

New in 2009 is a redesigned Public Policy and Economic Outlook Forum. Noted experts will offer views of the underlying issues affecting the political front as well as an industry-focused economic outlook. Other innovations for 2009 include Industry Roundtables and a Panel of Change. These will allow lively participation in moderator-driven discussions. WIC '09 will also feature a re-vamped Manufacturers Forum, Distributors Forum and two End-User Forums, enhanced in their second year due to popular demand for expanded participation.

"The WIC conference is the industry's opportunity for a collaboration of leading industry associations to show a dedication and readiness to work together enthusiastically to bring to the industry a truly enjoyable networking event," Joan Kemp, President, AWFS, said. "We're putting an emphasis on education, networking and the sharing of business strategies to strengthen the industry."

WIC offers the popular Contact Table Program. This unique, informal program offers manufacturers, distributors, importers and customers the opportunity to meet face to face. Proven to be extremely effective in generating new business and stimulating industry collaboration, this year's session will be held on one day with ample time for networking.

"WIC is a wonderful opportunity to meet and discuss business opportunities and the speakers and break-out sessions are excellent," said Chris Watson of Conestoga Wood Specialties Corp and president, WCMA. "I've always felt WIC was an investment that has to be made in order to keep up to date with what's happening across the industry and to learn new ideas that will allow us to be successful despite a challenging economy."

"For me this is the event of the year; WIC offers more networking opportunities than any other meeting I attend," Tom Reisert, president, WMIA, said.

"WMMA members can have measurable returns from attending WIC," said WMMA President Tom Onsrud, of C.R. Onsrud, Inc. of Troutman, NC. "All the sponsoring association partners work diligently every year to create an engaging. WIC '09 will address specific issues that affect company profitability as well as the future trends that will profoundly touch our businesses. Although we tend to be immersed in

everyday challenges, we all need to pause to learn and question the risks and rewards of the future. WIC facilitates this deeper understanding – and in a very pleasant setting with very pleasant company.”

WIC is sponsored by the Association of Woodworking & Furnishings Suppliers® (AWFS®), the Woodworking Machinery Industry Association® (WMIA®) and the Wood Machinery Manufacturers of America® (WMMA®). In 2009, members of the Wood Component Manufacturers Association (WCMA) will again participate.

Additional details are available from the individual associations.