



FOR IMMEDIATE RELEASE

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Sponsorship Announced for 17th Annual Woodworking Industry Conference

January 2008 (Philadelphia, PA) - The AWFS® (Association of Woodworking & Furnishings Suppliers®), WMIA (Woodworking Machinery Industry Association) and WMMA® (Wood Machinery Manufacturers of America®) are proud to present the first gold sponsor—LIGNA 2009—for the Opening General Session Luncheon of the 17th Annual Woodworking Industry Conference (WIC) in La Quinta, California, April 23-26, 2008. Representing LIGNA 2009 at the Luncheon and Contact Table Program will be Rita Dommermuth, Vice President – Sales for Hannover Fairs USA, Inc. This biennial event is the largest tradeshow in the world for woodworking machinery, cutting tools, and supplies.

The program officially gets underway on Thursday, April 24th for all attendees (delegates, spouses and company guests), with an Opening General Session Luncheon, featuring the insightful speaker James Harris, presenting “**Navigating the Currents of Generational Change.**” Mr. Harris points out some of the generational characteristics we now face when hiring a workforce which stretches across several decades, including the staffing challenges and strategies one must consider in order to position a business for future success.

The conference program, built around the theme “**Competing Globally: Achieving Excellence through Quality, Innovation & Service,**” will feature a series of information-packed business, educational and networking sessions addressing the industry’s most timely issues. The stimulating line-up of speakers will equip participants with the tools to compete in this fast-paced, global economy. The program consists of one general session and five workshop topics, each offering helpful and thought provoking information to aid delegates to survive and thrive in today’s highly competitive global economy. WIC 2008 also features a series of Forums where attendees have a chance to focus on specific business and market issues or concerns.

In addition to the extensive educational offerings, the event also brings together top management from throughout the industry for scheduled association committee meetings, the highly valued contact table program and a variety of business and social networking opportunities. An exciting array of group social events and leisure activities, including golf, tennis and area tours, will complement the strong business focus of the event.

The meeting is co-sponsored by three industry associations – AWFS® (Association of Woodworking & Furnishings Suppliers®), WMIA (Woodworking Machinery Industry Association) and WMMA® (Wood Machinery Manufacturers of America®). The 17th Annual WIC will be joined by **The Wood Component Manufacturers Association (WCMA)** once again in 2008 as a participating association. Attendance is open to members and prospective members of these four associations, as well as associations seeking to partner and participate in the WIC.

Early Bird registration fees for WIC (prior to March 5, 2008) are \$595 for members and \$395 for spouses, companions and children 12 and over. After March 5, 2008, registration fees will increase by \$100 in every category. Educators can attend for a flat fee of \$200 regardless of date of registration.

For more information on 2008 WIC, contact any one of the three sponsoring organizations or visit their web sites:

AWFS®: 800/946-AWFS www.awfs.org

WMIA: 410/628-1970 www.wmia.org

WMMA®: 215/564-3484 www.wmma.org

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