If you’re making your plans to attend this year’s IWF, make sure the WMMA Networking Breakfast is on your calendar too.

IWF runs from Aug. 20-23 in Atlanta, GA. WMMA’s inaugural event will be held at the Georgia World Congress Center, Room B212, on Thursday, August 21, 2014, from 7 am-8:30 am.

Be sure to bring your company delegates as well as your exhibit staff to this special networking breakfast. There may never be a better chance for you to make those all-important connections, as well as to catch up with the colleagues you have known for years.

We will be showcasing WMMA and member benefits as well as the importance of committee work including Public Policy, Membership Development, International Business Development, ANSI, etc. Hear from our Committee Chairs about each valuable program as well as ways to become more involved in helping your company take advantage of the many programs we have to offer.

Please plan to join other WMMA member exhibitors for this great networking event prior to the show opening on Thursday. Give us your RSVP NOW with the name of your organization and all exhibiting staff who will attend the breakfast. Space is limited.

To RSVP, please use the attached form.
WMMA’s room block at the Westin is now sold out. WMMA members who wish to book at a hotel other than the Westin must register through the main registration link in order to see all of the hotels using. [this special url](#). They can still receive $5.00 off by using the discount code **WMMA** when registering using this link.

WMMA members who are exhibiting this year will need to register and book their rooms through their exhibitor portal by logging in at [iwfatlanta.com/housinginfo](http://iwfatlanta.com/housinginfo)

See you in Atlanta!
WMMA and WMIA's silent auction, held at the Woodworking Industry Conference (WIC), raised a whopping $3,387.00. This year’s beneficiary of the auction was the nonprofit Woodwork Career Alliance of North America (WCA).

Among the items donated for auction were exquisite hand-carved wooden memorabilia donated by member companies, as well as various gifts including food, wine and more.

The total amount raised in donations was nearly 100% higher than the $1,700 total from WIC 2013.

“The dealers and machinery reps were quite generous, especially when called out by name,” noted John Park, WMIA President, who served as auctioneer. “We had a successful auction for a very good cause.”

WCA actively promotes a skilled workforce for the advanced wood manufacturing industry. Enrollment in the program allows woodworkers of all levels to demonstrate their competency to potential employers. WCA also offers trade schools the ability to qualify for shop materials and training aids.

“I am really pleased to see the industry come together to support such a worthy cause,” noted Jamie Scott, WMMA's president. “The WCA is an integral part of the future of woodworking. The fact that members of our industry from both WMMA and WMIA supported this cause not just with their donations to the auction but with their bids, is very encouraging. We look forward to our next WIC and our next chance to benefit a cause that is essential to our industry.”

The next WIC, a collaborative meeting between WMMA and WMIA, will be held April 21-25, 2015, at the Grand Hyatt San Antonio in San Antonio, Texas. Preliminary information on that meeting can be found at the WMMA website, www.wmma.org.
New Export Resources Available at IWF

The U.S. Department of Commerce, International Trade Administration, Manufacturing Team is pleased to announce the Showtime program, to take place at IWF 2014 on August 20th and 21st in Atlanta, GA.

As part of the Showtime program, Woodworking Machinery Commercial Specialists from U.S. Embassies and Consulates around the world will be at IWF 2014 and available for one-on-one meetings with U.S. exhibitors and attendees. These Commercial Specialists focus on the woodworking and manufacturing industries in their respective countries. They are your resource to discuss the current market situation in their country, export issues important to your firm, and export opportunities and challenges in these markets. Presently, specialists scheduled are from China, Mexico, Colombia, Central America, and Pakistan. These destinations are subject to change.

Meetings are approximately 15 minutes in length and will take place at your booth or the International Business Center (IBC), located in Building B Room 401.

Advanced registration is required: These meetings will be scheduled on a first-come, first-served basis. Due to a limited number of appointments, the schedule fills up quickly. To register, please visit [http://www.export.gov/northcarolina/tradeevents/iwf/index.asp](http://www.export.gov/northcarolina/tradeevents/iwf/index.asp). There is no fee for this service. The deadline for registration is August 12th, 2014.

Questions? Please contact Stephanie Heckel at the Greensboro U.S. Export Assistance Center (336-333-5345; Stephanie.Heckel@trade.gov) or Juanita Harthun at the Charlotte U.S. Export Assistance Center (704-333-4886, ext. 224; Juanita.Harthun@trade.gov).
The Housing Report: It’s a Mixed Bag

May was a mixed bag for housing, but as in previous months, the near-term outlook on the U.S. housing market remains unchanged. There are potentially several negative macro-factors or headwinds at this point in time for a robust housing recovery (based on historical long-term averages). The full report can be accessed by clicking here.

Anchorseal Report: A Snapshot of the Industry

The first half of the year has been one of contrasts. The wet and stormy first quarter weakened the limited economic activity across the nation, including hardwood production. Getting enough logs and producing enough product was (and remains) a challenge as the demand for quality hardwoods continues to exceed the supply. The second quarter presented a more encouraging picture, with production picking up to try and meet the strong demand.

You can see on the attached ANCHORSEAL Index the path of hardwood production – when the orange line crosses the green line, that is an indicator that overall growth is slowing or accelerating. The second attached graph shows the comparison to 2007’s peak production. You can see that, after an initial fall-off, we are now running above 85% of 2007’s numbers – will we get over 90% this year?!?

There is every reason to have confidence that the hardwood production and sales numbers will continue to improve. World production of furniture was worth about US$ 437 billion in 2013, doubling the value of 10 years ago. More and more American hardwoods are going into furniture production around the world, as well as at home. Crane mats and railroad ties are also going strong (although the AS Index is mainly focused on grade hardwood and veneer production). Housing starts will also improve in the coming years.

Economists foresee the general economy continuing to grow for the next 3-4 years. They do plan for a slowdown in growth (not a recession) at the end of this year, into mid-2015. That’s like the green line on the ANCHORSEAL Index – as long as it’s above the zero line, year-over-year production is growing compared to the previous year, sometimes faster, sometimes slower. If we can get enough logs out of the woods during the next 3-4 years, hardwood producers will have the welcome problem of trying to produce enough product to meet the continually increasing demand. (And doing that will be important – to prevent substitutes from gaining any significant foothold.)

Continued on Page 2
The 2015 Woodworking Machinery & Supply Expo (WMS 2015), Canada’s largest display of professional-grade woodworking equipment, accessories and supplies, takes center stage Nov. 5-7, 2015 and will return for an encore Nov. 2-4, 2017 at the International Centre.

The International Centre was the scene of the highly successful WMS 2013, which brought together more than 5,200 industry professionals, including nearly 4,000 attendees.

“We are pleased to announce that WMS will be back at the International Centre in 2015 and 2017,” said Rich Christianson, conference director of Vance Communications Canada ULC, organizer of the biennial event. “Exhibitors like the International Centre because it is a non-union facility and offers ease of move-in and move-out of displays. Attendees like the centre because of its proximity to Pearson International Airport and an abundance of free parking. Plus, the International Centre is close enough to downtown Toronto for exhibitors and attendees to take advantage of world-class dining and night life.”

WMS 2015 will feature an action-packed line-up of woodworking machinery and supplies, including CNC machinery, equipment for processing solid wood, composite wood panels and other materials; cutting tools; CAD/CAM software; wood finishing and sanding equipment and supplies; decorative surfaces and edge materials; and much more.

WMS is the third largest professional woodworking event in North America and has more than a four-decade legacy of connecting the Canadian woodworking industry to the world of woodworking machinery and supplies.

For information on exhibiting, contact Rich Widick of Hall-Erickson Inc., 630-434-7779 or rwidick@heiexpo.com.

For general inquiries, contact Rich Christianson at 847-415-8024 or rchristianson@woodworkingnetwork.com.

Learn more and follow event updates at WoodworkingExpo.ca. Attendee registration will open in early 2015.
Industry Calendar of Events

**Note:** For a complete listing of all meetings, including those held internationally, go to WMMA’s website, [www.wmma.org](http://www.wmma.org), and click on “Events.”

Have an event to add to the Industry Calendar in this newsletter? Send it to [maryhelen@wmma.org](mailto:maryhelen@wmma.org)

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**August 20-23, 2014**

International Woodworking Fair (IWF)
Georgia World Congress Center
Atlanta, GA [www.iwfatlanta.com](http://www.iwfatlanta.com)

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**September 14-16, 2014**

WMMA/WCMA Schedule Fall Conference & Plant Tour
Lewisburg, PA [www.woodcomponents.org](http://www.woodcomponents.org)

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**September 17, 2014**

WMMA DC Fly-In (Note: See article on page 5 for information on related activities)
Washington, DC [www.wmma.org](http://www.wmma.org)

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**October 8-9, 2014**

Cabinetmaker - Wood Pro Expo
Baltimore, MD - Maryland State Fairgrounds
Click [here](http://www.wmma.org) for info

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**April 21-24, 2015**

Woodworking Industry Conference (WIC)
Grand Hyatt San Antonio
San Antonio, TX

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**May 11-15, 2015**

LIGNA
Hannover, Germany [www.ligna.de/home](http://www.ligna.de/home)

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**July 22-25, 2015**

AWFS Fair
Las Vegas, NV [http://awfsfair.org](http://awfsfair.org)

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**Nov. 5-7, 2015**

Woodworking Machinery & Supply Expo (WMS 2015)
International Centre, Toronto
Exhibitor Info: rwidick@heiexpo.com
General Info: rchristianson@woodworkingnetwork.com
Website: [www.WoodworkingExpo.ca](http://www.WoodworkingExpo.ca)