WIC Information is Here!

Get Ready to Make the Most of Your Time with Industry Colleagues

Want a preview of WIC 2015? Click on this link to learn the latest information! WIC will take place from April 21-24, 2015, at the Grand Hyatt San Antonio in scenic, historic San Antonio, Texas.

A preliminary agenda is available at this link.

You won’t want to miss this event! There are outstanding sessions, great chances to catch up with your colleagues, and meetings of all the committees and task forces that keep the industry moving fast-forward.

All the best parts of the event will return, including the economic outlook session, great keynote addresses, the silent auction and more – plus some brand-new features.

Take a moment to click through the schedule. You can also access it from the WMMA website.

P.S. If you haven’t responded to the WMMA Magnet Mail with the questionnaire for future WIC sites, please take a moment to do so!
Wanted: Your Help Reviewing Draft Standards

Want to make a contribution to the industry without making a long-term commitment? How about one that uses your existing expertise and skill set, doesn’t involve travel and can be done in your spare time? This is the opportunity you’ve been waiting for!

The TC 39/SC 4 Technical Advisory Group to the International Standards Organization is looking for individuals to review the following draft standards and provide recommendations:

- **ISO/NP 19085-9 (N117):** Bench saws/table saws (with and without sliding table) and building site saws
- **ISO/NP 19085-8 (N116):** Wide belt calibrating and finishing sanding machines
- **ISO/NP 19085-10 (N118):** Woodworking machines -- Safety -- Part 10: Building site/contractor saws

Individuals with technical experience in these areas should contact Michaela Miller, Program Administrator, ISO Team at the American National Standards Institute, at mmiller@ansi.org to receive a copy of the draft standards and submit comments. Input is due by December 11, 2014.
An Update on the WMMA Board of Directors

The WMMA Board of Directors met in September in Crystal City, VA for its semi-annual meeting. The meeting was held in conjunction with committee meetings and the annual DC Fly In. Following are some of the highlights from the Board meeting…

The Board agreed on the following strategic priorities for 2015-2016:

1. ANSI/ISO Activities (Technical Standards Committee) – staying heavily involved
2. Membership Engagement – getting more involvement from our current members
3. IWF – growing and enhancing
4. Influencing Public Policy – enhancing industry-wide public policy efforts
5. WIC – making it a “must attend” industry event
6. Education – through our newly-formed Education Task Force
7. New Member Recruitment/Strategy

**Technical Standards Committee** – The Technical Standards Committee (TSC) has been created, to oversee all ANSI and ISO activity. The TSC will keep the Board aware of ISO activities, specifically a movement to have ISO standards adopted worldwide. The United States Technical Advisory Group (TAG), the voice of the US, is currently administered by WMIA. The TSC will monitor this activity, advise the Board, and make WMMA’s position heard. WMMA continues to act as Secretariat to ANSI ASC 01.

**Fall Meetings/DC Fly In** – The Board discussed the possibility of changing the format for the annual DC Fly In, such as partnering with other organizations such as NAM, at a different time of year. However, the Board agreed to maintain the current format of hosting the Fall Meetings and Fly In together in the DC metro area in September 2015.

**Strategic Planning** – Next year’s Fall meetings will include a two-day strategic planning session, conducted by an outside facilitator. There will be a number of member-focused outreach efforts made in the coming months to help leadership evaluate the current and future needs of our members. All members are encouraged to participate in surveys sent out toward that end.

**LIGNA 2015** – The Board, at the recommendation of the International Business Development Committee, is once again coordinating a WMMA pavilion in Hannover, Germany for LIGNA 2015. WMMA is targeting 9 companies to exhibit in the WMMA pavilion at a cost of $3,500 each. Interested participants should contact the WMMA office or visit the [website](#).
LIGNA Pavilion Now Accepting Registration

Join WMMA next spring at one of the most recognized tradeshows in the wood industry. WMMA has successfully organized pavilions at LIGNA in past years to expand the American brand at this very international show, and to make it easier for our WMMA members to participate. WMMA takes much of the hassle out of the process and gives you a larger presence at the show than you would have on your own. If you’re interested in having a presence in the WMMA pavilion at LIGNA2015, read on.

Being in the WMMA pavilion heightens the presence of your company in the international market. It also helps show the strength of ‘Made in America’ technology. WMMA is, after all, the gateway to American Technology, and LIGNA is our chance to show the world.

For a fee of $3,500 WMMA members can have a shared booth at LIGNA, including the items mentioned below.

The support and package includes:

• Booth construction
• Furnishings and signage for the booth
• Cleaning
• Entry into the show directory
• Translator
• Distribution of your marketing material
• General utilities
• Refreshments for you and your potential customers
• Travel information-flights, hotels, transportation, etc.
• Manufacturing and selling tips from other U.S. manufacturers already exporting
• A unique opportunity to explore the European, Asian, and other high growth markets with other experienced industry professionals from the WMMA
• WMMA staff as the show coordinator and person on the ground during the show

Due to the popularity of this show, the first 10 members to sign up and make the full payment will have priority for participating. WMMA will make adjustments if possible to accommodate additional members.

Please contact WMMA Headquarters with any questions about this opportunity. Space is limited so reserve today by clicking here! Registration deadline is December 15, 2014.

*It is necessary that we have a minimum of 9 members sign up to participate to proceed with this event. In the case we don’t reach our minimums full refunds will be issued.
WMMA Celebrates U.S. World Standards Day

Organization Joins with ANSI to Promote Standards as a Means of Stimulating Trade

WMMA was an active participant in the recent U.S. World Standards Day. The event, put on by the American National Standards Institute (ANSI) which oversees the development of standards for products, services, personnel and processes in the United States, is an annual event.

It was developed as a means of emphasizing the important role standards play in stimulating trade, overcoming artificial trade barriers and helping to make companies, industries, and economies more competitive. The celebration by ANSI of U.S. World Standards Day on Thursday, Oct. 23 in Washington, DC, included a theme of “Standards Level the Playing Field.”

Fred Stringfellow, WMMA’s executive director, attended the event, which included the presentation of research papers, information on standards worldwide, and the announcement of the winner of the Ronald H. Brown Standards Leadership Award, recognizing demonstrated leadership in promoting the important role of standardization in eliminating global barriers to trade.

WMMA has long been active in the promotion of standards, most recently announcing the approval by the ANSI of a new standard developed by the Accredited Standards Committee 01(ASCO1). The standard, entitled O1.1-3 (2014) Safety Requirements for CNC Machining Centers for the Woodworking Industry, is expected to positively impact the woodworking machinery manufacturing industry, according to those within the association. WMMA serves as the Secretariat for ASCO1.

WMMA also offers a volunteer Technical Standards Committee so that its membership can remain involved in issues surrounding standards. Those interested in volunteering for that committee can click here for more information.
WMMA Has New Lobbying Firm

Expected to Provide a Strong Voice on Capitol Hill for Manufacturing and Woodworking

One of WMMA’s most valuable and long-standing membership benefits is its work to lobby on behalf of the manufacturing and woodworking industry. Here’s an insight into just how WMMA is able to provide those services for its members – and how they can take advantage of them as well.

In June of 2014, WMMA engaged the services of Lobbyit, a Washington, DC based lobbying firm. Now completing its fifth year in Washington, D.C., Lobbyit brings federal level access and a “seat at the table” to a variety of both for-profit and non-profit national associations and institutes with an innovative, cost-effective and transparent pricing structure. The firm’s business model separates it from the larger and more costly lobbying firms typically associated with national-level government access and allows it a more nuanced understanding the association’s unique needs.

In terms of services provided to WMMA, Lobbyit tracks and monitors both legislative and regulatory developments on issues that impact the association’s issue areas. Lobbyit provides timely notice of federal actions and supplements that information with in-depth analysis. The firm also takes meetings with key policymakers on behalf of the association to gather intelligence and raise awareness of our issues and concerns. Overall, the Lobbyit team provides strategic advice and support in addressing potentially significant regulatory and legislative developments. Specifically, Lobbyit will be providing the following services to WMMA and its membership:

- Registering and maintaining status as WMMA’s federal representative;
- Quarterly meetings with federal stakeholders;
- Formulation of issue papers used in meetings
- Provision of Congressional Climate™ daily e-mails
- Legislative Issue Alerts (as appropriate)
- Personally tailored, monthly reports;
- Detailed Congressional bill tracking and analysis, email updates and action recommendations;
- Detailed Congressional regulation tracking, analysis, and e-mail updates, and
- Pertinent committee hearing attendance and e-mail updates.

WMMA’s direct liaison at Lobbyit is Shawn Delaney, Lobbyit’s Vice President of Regulatory Affairs. Prior to his tenure at Lobbyit, Shawn was a lobbyist with the EOP Group, a DC-based regulatory lobbying firm. His primary focus with that firm was in the areas of energy and environmental regulatory compliance. Prior to joining the EOP Group, Shawn was with the political department of the Democratic Leadership Council, a moderate, Washington-based think tank and with The New Democrat magazine.

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Shawn has also worked for Hornby Zeller Associates as an evaluator of state and federal government programs and for The Future of Europe Trust. He has served as staff to members of the U.S. House of Representatives and the British Parliament. He is a graduate of the University of the Maine School of Law and is bar certified to practice in the state of Maine. He also holds a Masters in Public Administration from American University and a B.A. in international politics from The Catholic University of America. Shawn can be reached at sdelaney@lobbyit.com and 202-805-8822.

WMMA members who are interested in scheduling appointments with elected officials in their home/district offices are encouraged to use Lobbyit as a resource in helping to set up and prepare for these meetings. In addition, those who want to become more involved on behalf of the Association are encouraged to become part of the Public Policy Committee. Information on this is available by clicking here.
IWF: And the Final Numbers Are…

The final numbers for IWF 2014 are in, and they’re nothing short of phenomenal. The total at-show attendance (all days) was 23,463, which broke down as follows:

**Attendance (General):**
Verified: Advance-Registered: 7,422
Verified: On-site Registered (includes press, speakers, students): 6,915
Unspecified: 63
Total Verified Buyers: 14,400
Exhibiting Personnel: 9,063

**Daily show totals were as follows.** The first number is that of verified buyers; the second is percentage of total those buyers make up:
Wednesday, August 20: 6,420/44.6%
Thursday, August 21: 4,444/30.9%
Friday, August 22: 2,665/18.5%
Saturday, August 23: 820/5.7%
Unspecified: 51/0.3%
Four-Day Total: 14,400/ 100%

**Breakdown of attendees/domestic vs. international:**
USA: 12,859
US Territories: 53
International: 1,488
Total: 14,400

A full report of all attendees, including breakdowns by state, by country and by company size, is available by clicking here.

The next IWF is scheduled for August 24-27, 2016. Mark the calendar and get ready for your own impressive numbers.
Nominations open for the Baldwin Award

Know an individual who has made significant contributions to the woodworking industry? Nominate them for WMMA's prestigious Baldwin Award. The award is presented annually during the WMMA Business Session at the Woodworking Industry Conference (WIC).

The award is named for Ralph B. Baldwin, long-time member and Past President of WMMA. During his career with Oliver Machinery Company and his involvement with the WMMA, Ralph exemplified the kind of commitment that really makes an Association function at, or near, its peak potential.

It is in the spirit of Ralph Baldwin’s vitality and dedication to the woodworking industry that this award was created — to recognize those who have contributed similar levels of involvement and to encourage others to do the same. The award's significance can be quickly determined by the prestigious list of recipients, available here.

The most recent winner (honored at WIC 2014) was John Satagaj, WMMA's long-time legal counsel and lobbyist. The award seeks to honor individuals who have made outstanding contributions to the industry, regardless of their affiliation with WMMA. Some activities that warrant consideration are: leadership in WMMA or the IWF Board, active committee involvement, innovations introduced to the industry, and participation in programs that benefit the industry.

Information, rules and a nomination form can be found at this link.

Please submit your nomination to WMMA by deadline, March 6, 2015.
Industry News

WMMA Members Featured in NAM Article

A recent issue of the National Association of Manufacturers’ publication, Member Focus, paid special attention to the importance of teaching millennials the importance of manufacturing, and the vitality of jobs in that sector.

Accu-Router’s Todd and T.R. Herzog were among those quoted in the article, which discussed various initiatives, and ways to make students aware of the many possibilities the manufacturing industry could open up.

Read the article here.

The Housing Market: Volatile

Kids went back to school, leaves fell and finally, the housing market started looking up, according to the newest report of the Housing Commentary. However, it is only one month of data. Time will tell whether the positive trend remains strong. Read more here.

CNC Gets Its Own Reality Show

Every reader would agree that it’s going to be far easier to watch a show people can relate to than it is to watch one about vapid, vain celebrities. And that can mean only one thing: the time is right for a prime-time show about CNC machining. Read more about it here.
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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**March 6, 2015**

Deadline for Baldwin Award

Click [here](http://www.wmma.org) for more details

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**April 21-24, 2015**

Woodworking Industry Conference (WIC)

Grand Hyatt San Antonio
San Antonio, TX

[http://www.wmma.org](http://www.wmma.org)

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**May 11-15, 2015**

LIGNA
Hannover, Germany

[www.ligna.de/home](http://www.ligna.de/home)

Interested in participating in WMMA’s pavilion at LIGNA? Contact Fred Stringfellow at [fred@wmma.org](mailto:fred@wmma.org)

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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](mailto:rwidick@heiexpo.com)

Website: [www.WoodworkingExpo.ca](http://www.WoodworkingExpo.ca)

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**August 24-27, 2016**

International Woodworking Fair (IWF)

Georgia World Congress Center
Atlanta, GA