

Sponsor Opportunities Now Available for WIC 2016

The Woodworking Industry Conference attracts top level executives throughout the woodworking industry. Manufacturers and distributors of woodworking machinery and supplies come together to learn about new technology, discuss the current status of the industry and, of course, network. Becoming a sponsor helps you to reach these top decision makers, collaborate and build partnerships with those across all aspects of the woodworking industry. Why travel around the globe when attending this "One Conference" will give you access in one location – WIC is the "One Industry Conference" you cannot afford to miss!

[Click here](#) for 2016 Woodworking Industry Conference Sponsorship Opportunities



Confirm WIC 2016 Hotel Reservations Online!



The planners of WIC have secured a group rate of \$149/night at the CasaMagna Marriott Cancun Resort. You are responsible for making your own hotel reservations. To receive the discounted rate, call the hotel (**Toll-free: +01-800-561-4756**) and reference "Woodworking Industry Conference 2016." OR - You may now make your reservations online [HERE](#).

Your association blocks hotel rooms for attendees to ensure lower room rates for all attendees and discounted meeting facility rates. Reserving a room in the association block supports the association and enables all attendees to enjoy a less expensive and expanded conference. We encourage all WIC participants to stay at the conference hotel so that we can continue to provide a cost effective experience!

Please make your reservations before March 16, 2016 in order to receive the discounted rate!

[Click here](#) to for more information WIC2016:

WMMA Baldwin Award

WMMA members agree that the prestigious Baldwin Award is an honor of a lifetime. Named for Ralph B. Baldwin, longtime member, the award will be presented to an individual in the woodworking industry who has exemplified the kind of commitment which makes an association function at, or near, its peak potential and is a contributor to his company's success and the community of which he/she is a part. [Click here for Baldwin Award Nomination Form](#)

2016 WOOD INDUSTRY NETWORKING & SNOWSPORTS TRIP



MAKE YOUR HOTEL RESERVATION NOW! Little America Hotel, Salt Lake City February 26-29, 2016 (arrivals on the 25th)

This is the time of year when many people start booking their winter holidays. That means that hotel prices in Salt Lake City go up. **SOON**. So, [make your hotel reservation now](#), before the price goes up! You can always cancel if you need to.

4 days, jam-packed with networking opportunities!

Industry related tours, Dinners with the group or on your own, Aprés ski at the mountain or in town, Snowmobiling, Skiing & Snowboarding, Trailside, on the lift, at lunch, or in the bar

IT'S ALL ABOUT THE NETWORKING! (Ok. Ok. The snowsports are kinda important, too)

More details will be coming soon. Meanwhile, if you have any questions about the event, give me a shout or contact your association office. Thank you and Think Snow! jschultz@superthinsaws.com



Educate Your Workforce!
BOOT CAMP SESSION.

JANUARY 4-8, 2016
Kansas Technology Center
Pittsburg State University | Pittsburg, Kansas

Designed for Sales Professionals, Sales Managers, Product Managers, and Executives.
This week long course will broaden the understanding secondary wood manufacturing processes.

In partnership with WMIA
WMIA
Woodworking Machinery Industry Association

Are you looking to give a member of your sales, marketing, or executive staff a better understanding of the woodworking industry's manufacturing processes, but don't have the time to teach them yourself, or don't know where to turn?

Send them to Boot Camp-the Woodworking Technology Industry Institute (WTII) Boot Camp, that is.

The WMIA-sponsored Boot Camp, held at Pittsburg State University in Pittsburg, KS, is a wood processing industry overview. It's a unique project-based program that provides an exposure-level curriculum and hands-on approach to several of the industry's fundamental wood processing applications, and the machinery used in those manufacturing processes. Topics to be covered include: AutoCAD, CAM Software, CNC, Wood Science, Primary Processing, Finishing, Veneering, Cabinetry, Machine Woods, Tool Technology, Millwork, and Facilities Management.

WMIA welcomes your participation! Any interested WMMA member can register for this event at the WMIA rate!

The 2015 sessions were successful and well attended, and the instructors received WMIA's Educator of the Year Award at WIC in San Antonio earlier this year. The next Boot Camp Session will be held **January 4-8, 2016** and registration is now open! WMIA members receive a **\$450 discount**; the \$1950 tuition includes **hotel, meals, course and project materials**.

Don't miss this valuable opportunity to provide professional development to a member (or members) of your team. [For more information, click here.](#)

[**REGISTER**](#)

Warning: Don't Let Other Countries Determine How We Build And Sell Machinery In The United States

Have you ever not voted in a presidential election?...

...and then complained about the new policies that the president is directing? We all wonder how much our voice can make a difference and for the most part I think a lot of us don't have the time, resources and sometimes the energy to really think we can make a difference when it comes to government policy. Well recently WMMA proved me wrong, and helped to save my main product line from becoming out of compliance right in my own backyard due to the influence of foreign countries working on worldwide standards. WMMA is watching policies that affect how you are able to put food on your table for your family, policies and standards that could change the way you do business or even put you out of business. As a member of WMMA I was fortunate to learn of new International Standards that are being worked on for several types of equipment in our industry, one of them specifically being one of our bread and butter products. As a member of the association I was informed that International Standards were being considered for Vertical Panel Saws, standards that could one day be adopted by the United States and enforced by our regulatory bodies of government. Thanks to the WMMA I decided to investigate in more detail. I learned that the standard being considered was modeled after standards that had originated in Europe and were in no way similar to how our machinery was designed or even operated. However, because the standard incorporated all vertical panel saws we would have been in serious trouble, our US Made products could have no longer been acceptable to agencies such as OSHA in our own country. Because I was well informed due to my relationship with WMMA, I was not only able to stay on top of the situation but I was able to be involved in the development of the standard along with other countries, protecting our designs and other similar made US products. This was not an overnight task but neither is the growth and longevity of your business. As we all know the US is a large market and we have a lot of opportunity here, however your foreign competitor has that same knowledge. Don't let a foreign company be the one to decide how your products should be designed for the United States consumer.



Brian Donahue

Safety Speed Manufacturing

WMMA Technical Standards Committee Member

If you are interested in getting involved in the standards development arena, we encourage you to join the [WMMA Technical Standards Committee](#). The Technical Standards Committee monitors the world standards arena, educates WMMA members on the impact of specific standards on their business and serves as a watchdog to protect WMMA member interest in both USA and International Markets. [Click here](#) to join the Technical Standards Committee.

Made in America and Proud of It!

Reshoring is a hot topic among U.S. manufacturers. According to a survey released in October 2014 by [Boston Consulting Group](#), 54% of manufacturing executives who have out-sourced production overseas are considering bringing some or all of their foreign production stateside.



The team at Safety Speed Manufacturing joins in applauding the reshoring trend but will not be joining the movement anytime soon. That's because the Ham Lake, MN-based company has sold more than 65,000 woodworking machines proudly made in the USA since producing its first vertical panel saw 57 years ago.

This is not to suggest that Safety Speed hasn't been subjected to the same forms of economic and regulatory pressures that have driven thousands of U.S. manufacturers overseas – resulting in the loss of millions of jobs.

Safety Speed President Brian Donahue has little trouble rattling off a list of challenges his U.S.-based company faces. "We do have a higher cost of doing business in the U.S. compared to many of our foreign counterparts, especially those in China and the Far East. These costs include healthcare, insurance benefits, wages, environmental and safety compliance, etc." Donahue says. "Our biggest challenge, though, has been finding people to come into the industry and be dedicated to working in a manufacturing operation. We have been quite successful to this point but we see a challenge ahead of us as our work force ages."

While he is thankful that the majority of his staff has been with the company for more than 10 years, Donahue is not taking the skilled-worker shortage sitting down. Safety Speed is a long-time member of the [Wood Machinery Manufacturers of America](#) and the [Association of Woodworking & Furnishings Suppliers](#). The two associations are working together and with other trade organizations to lobby Congress for supporting funding of career and technical education on a national level.

Donahue and Safety Speed Sales Manager Shawn Larkin visited the Washington, DC, offices of their Congressmen during the WMMA's Public Policy Fly-in this past September. By virtue of that participation, Donahue was able to successfully persuade Rep. Tom Emmer (R-MN) to attend the cooperative dealer training and open house hosted by Safety Speed last month.

Capitalizing on the Home Court Advantage

Rather than dwell on the many manufacturing challenges, Donahue prefers to discuss why Safety Speed stays firmly rooted to its American ideals and deeply committed to remaining a U.S. manufacturer.

"We could have our machines made cheaper overseas but that's not us. By maintaining our manufacturing operations domestically, we are better able to capitalize on our home court advantage by offering our customers high-quality machines at a great price.

"One of the biggest advantages we have is that we are involved in quality control and product manufacturing at all times during the building process of our equipment," Donahue adds. "We can respond quickly to an individual customer's requirements for configuring new machines and providing prompt replacement part deliveries."

Safety Speed builds its vertical panel saws, combination vertical saws and routers, widebelt sanders, edgebanders and screw pocket machines to order. Lead times are generally seven days from order to shipment for a custom-made machine. "You tell us what accessories you want on the machine and we immediately schedule the build, produce it, test it and ship it out the door," Donahue says. "Our machines are double checked by a professional with at least 15 years of experience of machine building. Parts can be shipped for delivery in 24 hours if needed."

While domestic customers have come to appreciate and expect this level of service, foreign customers and dealers also place great stock in Safety Speed's Made-in-America value proposition.

"I never fail to have woodworkers and sign makers at shows such as LIGNA (the world's largest woodworking show in Hannover, Germany) and FESPA Europe (a huge European event for print and sign makers) ask if we are made in the United States before they even consider looking at our products. Made in USA still has a lot of clout throughout the world with end users and dealers. They know that USA stands for quality and workmanship."

The bottom line, according to Donahue, "We're proud to be a U.S. manufacturing company with a great process in place that is making money for ownership and for 27 other U.S. families. That works for us."

Article written by Rich Christianson.

Rich Christianson is the principal of Richson Media, a Chicago-based communications firm focused on the industrial woodworking sector. Rich is the former long-time editorial director and associate publisher of [Woodworking Network](#). During his 30-year career Rich toured more than 200 woodworking plants throughout North America, Europe and Asia and written extensively on woodworking technology, design and supply trends.

View article [here](#)

CCI Media, Inc. acquires Woodworking Network from Vance Publishing



CCI Media, Inc., publishers of the leading wood manufacturing magazine FDMC, has announced that it has acquired Woodworking Network, the top media and events channel for the woodworking industry.

The acquisition, effective December 1, 2015, includes all woodworking industry related print, events and intellectual property assets currently operated by Vance Publishing, Lincolnshire, Illinois, including: WoodworkingNetwork.com website; Red Book Marketplace; Closets Magazine; the Toronto Woodworking Machinery & Supply Expo (WMS); Cabinets & Closets Conference & Expo, as well as other woodworking-related events and properties in development.

Mesirow Financial was the exclusive financial advisor to Vance Publishing.

“For FDMC, the combination with Woodworking Network will provide audiences with the best of the two strongest wood industry media players,” said Tim Fixmer, CEO of CCI Media, Inc. “It’s all about providing readers with information when, where and how they want it.” Fixmer founded CCI Media, Inc. in 2010 and acquired CabinetMaker+FDM from Watt Global Media in 2011.

Subscribers to FDMC’s print and digital publication, the industry’s most popular, will now find their favorite publication embedded at the industry’s most trafficked website, WoodworkingNetwork.com. In 2015 WoodworkingNetwork.com generated 2.4 million page views from 800,000 unique visitors, based on independent reports through Google Analytics.

“While this unique opportunity arose as a result of the Vance family determining it would exit all 14 of its publishing business, CCI Media continues to be in expansion mode,” said Fixmer. “We welcome other opportunities for compatible properties that advance our mission.”

About CCI Media, Inc.

CCI Media, Inc. entered the market in 2010 in search of B2B brands that had a solid core following and a brilliant future. Its first transaction was consummated in February of 2011 with the acquisition of CabinetMaker+FDM, now FDMC, and its affiliated media brands from Watt Publishing. In 2011, CCI Media stabilized the brands in the wood products manufacturing markets they serve and since have experienced four solid years of exceptional growth in print and digital products. CCI Media continues its search for additional B2B brands to build its portfolio. It is headquartered in Cedar Rapids, Iowa. www.fdmcdigital.com

About Tim Fixmer

The CCI team is headed by Tim Fixmer, CEO, a seasoned B2B media executive, a team builder who has launched, acquired, and grown more than 30 brands in print, digital, and event properties serving specialized business segments ranging from high-tech and agriculture to manufacturing and commercial real estate. In an era of rapid evolution in media platforms and revenue models, Fixmer has orchestrated the metamorphosis of multiple publications from a narrow print focus to synergistic print/digital/face-to-face multimedia publishing, with solid fiscal results.

Fixmer has held executive positions with media organizations of widely varied sizes, including VNU, Cygnus Business Media, IIR Publishing, Duke Communications, Johnson Hill Press, and Stamats Business Media, where he most recently held the position of president.

Fixmer is an active member of the WMMA and shared the following on CCI’s relationship with the Association: “We are thrilled with the opportunity to join forces with the Woodworking Network and to adopt their name as the overall brand for our offering in the market. The Vance organization has a rich tradition of producing high quality products for industrial woodworkers, as does FDMC. Over the past few years we have been building our portfolios in differing directions. Combining them today is like the yin and the yang...a perfect, harmonious fit. As we look to the future, we know the Vance team and the CCI Media team will work well together and we see an even broader array of media products from which woodworkers can derive essential business and technology information. We look forward to offering them as vehicles to WMMA members for building brand awareness and preference. We are all serving a thriving and exciting industry and the best is yet to come!”

Industry News:

Virginia Tech Housing Report: October 2015

October's housing data was somewhat negative on a month-over-month basis, mostly because of the volatile multi family sector. However, even SF starts, on an adjusted basis, decreased 2.4% on a month-over-month basis. SF construction spending eked out a gain; and is still up 11.4% year-over-year. Existing home sales decreased 3.4% month-over-month

[Click here to read more.](#)

NAM Monday Economic Report: December 14, 2015

The overall November jobs numbers were widely interpreted as a positive for the U.S. economy-a sign that the labor market in general is moving in the right direction. [See more](#)

Industry Calendar of Events

Note: For a complete listing of all meetings, including those held internationally, go to WMMA's website, www.wmma.org, and click on "Events."

Have an event to add to the Industry Calendar in this newsletter? Send it to jennifer@wmma.org

February 26-29, 2016

[2016 Wood Industry Networking & Snowsports Trip \(WIC\)](#)
Little America Hotel
Salt Lake City, UT

April 12-15, 2016

[Woodworking Industry Conference \(WIC\)](#)
CasaMagna Marriott Cancun Resort
Cancun, Mexico

August 24-27, 2016

[International Woodworking Fair \(IWF\)](#)
Georgia World Congress Center

Atlanta, GA

November 2-4, 2017

Woodworking Machinery & Supply Expo (WMS 2017)
International Centre, Toronto
Website: www.WoodworkingExpo.ca