WIC News: Here’s Who You’ll Be Hearing From!

*Speakers for Sessions are Now Listed*

Want to know who’s going to be speaking at WIC? Now you can! Go to this link and you’ll be able to look up the great speakers WMMA and WMIA have lined up for you!

For example, Gene Marks will be our presenter for “Business Trends for the Next Two Years.” A small business owner himself, Gene is also a weekly columnist for the New York Times, Forbes, and The Huffington Post. He has authored five books on topics that pertain to small and medium-sized businesses, including his most recent title, *In God We Trust, All Others Pay Cash: Simple Lessons from Smart Business People*. You won’t want to miss this forecast!

In addition, make sure you have a seat at the session on “Economic Outlook with Brian Beaulieu.” Mr. Beaulieu has been an economist with ITR Economics since 1982 and its CEO since 1987. He is also Chief Economist for Vistage International and TEC, global organizations comprised of over 13,000 CEOs.

New speakers are being added regularly, so make sure you check the link frequently. And remember, WIC is coming right up: April 21-24 in San Antonio, Texas! Get more information here.

Want to be Seen at WIC? Be a Sponsor!

WIC offers lots of benefits to WMMA member companies – great connectivity with colleagues and competitors, the chance to attend meetings and learn about new technologies – but did you know your company can heighten its visibility?

By being a sponsor at WIC, you stand the chance to have your company’s name in front of members on a continuing basis. Throughout the meeting, you’ll gain increased recognition – as well as the knowledge that your company is a strong supporter of this important industry event.

Click here to download the flyer showing sponsorship opportunities. Hurry to reserve yours, though – the best opportunities go quickly!
Did You Know… WMMA also offers an individual directory?

As a WMMA member who visits the website, you already know about the Product Guide. But did you also know you can search for an individual’s name without knowing their company? To use this feature, go to the Product Guide (upper left-hand button on the WMMA home page) and click on it. Then, when you get to the home page for the Product Guide, you will also have the ability to select “Individual Directory.” This allows you to look up that person you met at a trade show – but just didn’t get their company name – or the colleague who may have changed jobs since the last time you spoke.

New ANSI Standard Out for Review

The ANSI standard O1.1-1, entitled Safety Requirements for Fixed Angle Jump Saws is out for Public Review with a comment deadline of March 17, 2015.

In you are interested in reviewing the document, contact Jennifer Miller at jennifer@wmma.org.
Focus on Volunteer Opportunities

The following committees are seeking volunteers. If you’ve been waiting for an invitation to become involved with WMMA, consider this the opportunity you have been waiting for. WMMA thrives on the energy and contributions of time its members can make, and it is only through their involvement the Association grows.

Opportunities for involvement will be featured in this and future issues. Want to know about all of WMMA’s committees now? Go to the website and, from the top toolbar, select the “Committees” tab on the far right. A drop-down menu will provide you with a list of WMMA’s committees. Note that some committees include task forces as suborganizations. WMMA invites those interested to get in touch with volunteers on any committees – or with a member of the WMMA staff – to discuss their interests, and to help get matched up with a great volunteer role.

Membership Development Committee

WMMA's Membership Development Committee is one of the largest committees. Its members work to develop and strengthen the association’s membership through a variety of different avenues. Among the WMMA’s current goals and programs are: Recruitment and Member Retention and branding WMMA to members, as well as encouraging increased volunteerism within the association. In addition, the MDC’s members can choose to serve on the WIC Task Force, Marketing Task Force, IWF Task Force or Technology Task Force. The MDC also investigates opportunities for revenue generation, marketing the association through advertising and promotional campaigns and through current platforms such as the WMMA’s website and social media work and The Cutting Edge newsletter. Want to volunteer for the MDC? Contact one of the following:

Chairman: Shawn Larkin, s.larkin@safetyspeed.com
Vice Chairman: Jack Ragan, jragan@tigerstop.com
WMMA’s Export Trade Certificate: An Opportunity to Join

Since February 1989, the US Department of Commerce has granted anti-trust protection for members of the WMMA® that elect to be covered under the WMMA® Export Trade Certificate (ETC).

You are a member of the WMMA’s Export Trade Certificate. To continue your coverage under the ETC, please complete the attached and submit it to me no later than March 7, 2015. All information is kept in strict confidence.

Under the protective umbrella of the ETC, member firms can join together, without the threat of most antitrust regulations, to reduce export related costs and/or increase effectiveness in export operations. The following are examples of activities that can be initiated with a competitor company listed under the WMMA Certificate:

**Joint Bidding and Selling Arrangements**  Any number of ETC members may join together even if they are domestic competitors and submit a single bid on a particular export project or tender. They can use the same overseas representative, agree to sell separate products as a unit, prepare joint catalogs, and allocate sales that result from joint bidding or selling arrangements.

**Pricing Policies**  Two or more members may agree to establish minimum uniform prices for particular products. They may engage in joint negotiations on prices and terms of sale with foreign buyers.

**Service and Promotional Activities**  Certificate members may jointly engage in a variety of activities that will promote or support their export sales. These can include establishing joint warranty service and training centers, conducting joint trade shows or missions and joint advertising.

If you have any questions concerning the above or the attached, please contact WMMA’s executive director, Fred Stringfellow.

Need some more information pertaining to exporting? Click here for a list of resources.

If you would like to add your name, please click here to download the sign-up sheet and return by deadline, March 7, 2015, to:

Fred Stringfellow  
WMMA  
9 Newport Drive  
Suite 200  
Forest Hill, MD 21050  
Tel: (443) 640 1052  
Email: fred@wmma.org
Last Call for LIGNA!

Hurry! Only two spaces remain in the WMMA Pavilion at LIGNA!

If you’re planning to join WMMA next spring at one of the most recognized tradeshows in the wood industry, make your plans NOW! WMMA has only two spaces left in the special pavilion we will be hosting there.

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.

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

NOTE: If you are a WMMA member who is exhibiting at LIGNA but are outside the WMMA pavilion, please send us your booth number so that we can include you on our list of WMMA exhibitors at LIGNA. (We’ll need those names for the flyer we’ll do for LIGNA and we want to make sure we recognize you)!

Please contact WMMA Headquarters with any questions about this opportunity. We’re down to two spaces left so reserve today by clicking here! Registration deadline is February 27, 2015.
Get Ready for a Big WINS this March

What’s the best part about spring not being here yet? The 2015 Woodworking Industry Networking Snow event (WINS) is coming up!

This year’s joint snow venture of WMMA and WMIA, to be held March 5-9, 2015, allows industry members to come to Salt Lake City, Utah, to network with colleagues and enjoy the slopes. Last year’s outing, organized by John Shultz, was a great success and enjoyed by everyone. This year, the goal is increased snow and more attendees.

Arrangements are still being made for lodging and more details will be forthcoming.

Interested? Have questions? Shoot an e-mail to the contacts below. (Note: Even a response that says you’re interested but can’t commit yet would be helpful in gauging numbers).

Gordon Burdis, WMMA ski chair: gordon@jamesltaylor.com
James Scarlett, WMIA ski chair: james@scarlettinc.com
John Schultz, Ski ambassador extraordinaire: jschultz@superthinsaws.com
Reminder: Nominations still 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:

The Housing Report: No Surprises Here

December housing data was better than projected with the vast majority of housing data being positive. Yet, most data still is below historical averages. Read more 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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**February 28, 2915**

Deadline to apply for LIGNA pavilion
Information: Contact [WMMA Headquarters or click here](mailto:).

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**March 6, 2015**

Deadline for Baldwin Award
Click [here](http://) for more details

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**March 7, 2015**

Deadline to complete forms for coverage in WMMA® Export Trade Certificate (ETC) program
Click [here](http://) for more details

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**March 5-9, 2015**

Wood Industry Networking Ski Trip (WINS)
Salt Lake City, Utah
Information: Gordon Burdis, [gordon@jamesltaylor.com](mailto:gordon@jamesltaylor.com)
James Scarlett, [james@scarlettinc.com](mailto:james@scarlettinc.com)

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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