What’s New with WIC?
A New e-Brochure!

Want to learn the very latest on WIC 2015? Check out the new e-brochure! The link is here.

The e-brochure has information on the updated schedule, speakers, awards, contact table and more. It also has full details on registration and on the San Antonio area. And don’t miss your chance to be part of the WIC Fiesta!

Not registered yet? WIC is coming right up – April 21-24 at the Grand Hyatt San Antonio. Get ready for learning, making connections, catching up with industry colleagues – and of course, some fun in one of the warmest, sunniest, most interesting cities around.

See you in San Antonio!

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!
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.

Below are two opportunities for involvement. WMMA will be doing more of these in 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.

**WMMA Education Task Force**

WMMA has had a rich history in supporting education and training initiatives within the wood products manufacturing industry. As we approach the post-recessionary growth decade ahead, we want to renew our pledge as an association to seek out all opportunities to provide our members access to training and education resources needed to meet hiring and staffing demands.

To that end, we have created an Education Task Force bringing members together to best understand their individual educational workforce and training needs and what we can do collectively to meet those needs. If you have interest in this task force please contact Jamison Scott at jscott@airhand.com or 203-389-9595, ext. 105.

**International Business Development Committee**

The Committee serves to encourage and assist all members to successfully export, to increase export sales of those already exporting, and to take advantage of international business opportunities to strengthen their market positions in the U.S. and overseas. Members have the opportunity to help further the mission of the program, including the WMMA-sponsored Export Trade Certificate, which allows members to work together on foreign projects which might normally be hindered by the bounds of Anti-Trust guidelines. In addition, the committee has organized pavilions and/or exhibits in trade fairs each year (1) as a means of reducing the cost and increasing the value to member firms; (2) to learn more about developing woodworking markets for the benefit of all members; (3) to market member products by distributing the WMMA Product Locator as well as consulting with overseas buyers, and; (4) as a way of supporting member exposure to new markets through low cost sharing of the WMMA stand. Participation in trade fairs is based on member participation and financial contribution.

To volunteer for this committee, please click here.
WMMMA’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
Dues Deadline Approaching

Only a few weeks are left to pay dues and keep your membership current. The deadline to pay (January 31) will be here before you know it, so don’t delay!

Something you’ll notice: The dues renewal form comes with WMMA’s new Product Guide Selection Form. Your completion and return of this form will allow users to find you when they search the Product Guide on the website. Remember, though – this is available only to members. By promptly paying your dues and completing and returning your form at the same time, you can make sure you’re included in the most updated WMMA search results.

Also note: members will need to pay by January 31 in order to receive the member discount on IWF invoices that will be sent out in February.

If you haven’t received your invoice/Product Guide Category Form, contact Kristin at WMMA headquarters at kristin@wmma.org.
LIGNA Pavilion Still Accepting Registration – But Time is Limited!

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

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 January 31, 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
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.
Big Milestones for WMMA Member Companies

C.R. Onsrud: A Century of Service

Here’s a new spin on U.S. history, and it involves WMMA member company C.R. Onsrud. Virtually every aircraft built for the U.S. war effort in World War II had parts made on Onsrud routers. And almost every M-1 rifle stock built in the Springfield Armory was made on an Onsrud machine.

According to the history in the company’s website, the story started a century ago in 1915, when Oscar Onsrud and his son Rudy built what could be considered one of the most advanced products of their time – the world’s first “Jet Motor” (air turbine) hand router. Since that time, Onsrud has been a part of the router industry. In 1976, Charles Onsrud patented the “Inverted Router™”, an idea and a machine that revolutionized the woodworking industry, increasing safety and usability.

Seizing the opportunities to help customers streamline the production process, and offering more efficient machines, Charles Onsrud watched the company grow substantially over the decades. Driven by the same innovative engineering know-how used by the Onsrud ancestors, C.R. Onsrud focuses on building tailored, application-based machines for quality-focused customers, a practice it continues today.

The company has long had a history of involvement with the woodworking industry, and the website notes, “It is difficult to walk through any major furniture plant worldwide without finding an Onsrud machine in service.”

In addition to being a groundbreaking member of the woodworking machinery industry, Onsrud has also made huge contributions to WMMA over the years. In fact, two members of the Onsrud family have been honored with the Baldwin Award – Charles R. Onsrud in 1998, and more recently, Tom C. Onsrud in 2012. Service to WMMA continues to be a family tradition, by the way; Alyson Onsrud is a member of WMMA’s Membership Development Committee.
Industry News

Williams and Hussey Celebrate 60 Years in Business

Ask greeting card company Hallmark about the appropriate gift for a 60th anniversary and you’re likely to find out that it is something made of diamond.

Williams and Hussey Machine Company, Inc. just completed 60 years in business and they’re likely to tell you something made out of wood is just fine. It serves their industry, after all.

The company, which has been manufacturing molders and profile knives for woodworking professionals all along, is still going strong, according to Steve Carter, owner and president.

“Our doors are still open,” he notes with satisfaction.

The company is based in Milford, New Hampshire. It was founded in the late 1940s by Thurston Williams and Forrest Hussey and evolved through the years to meet the technology needs of the times. From its beginnings making pumps and auto parts, the company moved into molders and planers by the mid-1950s and in the early 1960s, began making industrial lathes and grinders. By the late 1980s, the company had refocused its efforts on its line of molders and planers. Today, it not only produces its product line in the United States, but exports it to Europe, Canada and Mexico.

It’s not just the technology that has changed, however, says Carter. The economic fluctuations over the years – most recently the recession – has caused the company to rethink its strategies. And that resulted in change for the better.

“We reinvented ourselves,” Carter notes. “Our business model has changed and our company has changed. I would say we are more lean and mean than before.”

And after six decades, Williams & Hussey has no plans to leave. “We’re locked into the woodworking industry,” says Carter. “But we are always in research and development, looking for new products, and in ways to get the business to grow. You should always be looking for ways to improve.”

And, he adds, the most important consultants are not necessarily some high-paid experts.

“The people who buy the machines. They’re the ones you should listen to.”
Industry News

The Housing Market: Volatile

If November data is seen as a slump, that’s not exactly a surprise. It’s historically a month that shows the beginning of housing’s winter slumber. Month-to-month volatility remains in the data; this is expected in multifamily reporting, but not so much in single family reporting.

Read more

Predictions for Manufacturing

Resolutions for 2015 are getting stale, but what about predictions? Industry Week just provided a list of their “Six Key Predictions for Manufacturing in 2015” - and if you read them now, you can get a jump on the year ahead. Ready? Begin by clicking here.

Ex-Im Bank On the Line Again

According to the Trade Acceptance Group, the U.S. Export-Import Bank is currently operating on a short-term extension which will expire on June 30, 2015.

In order to show support for the reauthorization of the bank, the U.S. Chamber of Commerce is organizing a “Fly-In” to demonstrate the important role the Bank plays in providing jobs and supporting exporters in communities across the country. Click here to learn 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 maryhelen@wmma.org

January 31, 2015
WMMA dues renewal deadline
Info: kristin@wmma.org

March 6, 2015
Deadline for Baldwin Award
Click here for more details

March 5-9, 2015
Wood Industry Networking Ski Trip (WINS)
Salt Lake City, Utah
Information: Gordon Burdis, gordon@jamesltaylor.com
James Scarlett, james@scarlettnc.com

April 21-24, 2015
Woodworking Industry Conference (WIC)
Grand Hyatt San Antonio
San Antonio, TX
http://www.wmma.org

May 11-15, 2015
LIGNA
Hannover, Germany
www.ligna.de/home
Interested in participating in WMMA's pavilion at LIGNA? Contact Fred Stringfellow at fred@wmma.org.

July 22-25, 2015
AWFS Fair
Las Vegas, NV
http://awfsfair.org

Nov. 5-7, 2015
Woodworking Machinery & Supply Expo (WMS 2015)
International Centre, Toronto
Exhibitor Info: rwidick@heiexpo.com
Website: www.WoodworkingExpo.ca

August 24-27, 2016
International Woodworking Fair (IWF)
Georgia World Congress Center
Atlanta, GA
http://www.iwfatlanta.com/