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

For example, there’s “Tips and Tools for Exporting.” Mike Allocca, Export Consultant, will lead this panel presentation. Other panelists will include Darriel Miller, Woodmizer; Allen Turk, PDS; and Laurel Didier, Vance Publishing.

What do you know about exporting? Maybe you’re an indirect exporter. Maybe you’re an industry member who wants to increase export sales. Maybe you just want to get started in exporting – or explore your options. Either way, this session is for you: a very informative and in-depth discussion of the tips and tools you will need to increase your export sales.

For example, you can learn about:

• Market research
• Where to get detailed information about your product
• How to decide upon the best country to sell your products; and
• Who can be your go-to for more in-depth research.
This session will cover the agencies and organizations you can access for assistance. You’ll even pick up tips for getting paid. We will cover how you can protect yourself and what your options are. Learn important facts about harmonized tariff codes and Schedule Bs, find out the difference between them, how they affect your business and how you can determine yours. This session will also cover some legal and compliance considerations to know before you go.

This session has the power to help you grow your business in a dynamic fashion. Your export sales alone will pay you back for your attendance at this session. You can’t afford to miss it!

Mike Allocca will also be available during Thursday’s contact table program to provide advice and answer export-related questions. To set up an appointment in advance, email Mike directly at mallocca@alloccaenterprises.com

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.

**Why Should You Come to WIC? Because Our Members Say So!**

There are a lot of reasons to attend WIC, but none more compelling than those from our members. If you’ve been sitting on the fence, it’s time to commit. Here are a few testimonials from WMMA members just like you…

*As an active WMMA member for the last eight years, I know that WIC creates a relaxed setting for networking with industry leaders as well as making new contacts.*

-Chris Hacker - JAMES L. TAYLOR Mfg

WIC is all about networking with dealers, connecting with new faces and becoming more educated in our industry. WIC is the best way to engage with those in our trade, in a professional yet relaxed setting.

Jeff Hatch -Pillar Machine

More member testimonials are coming soon. Just remember – your colleagues will be there, reaping the benefits. What about you?
One More Reason to Come to WIC? Fiesta!

This year’s Woodworking Industry Conference will coincide with Fiesta® San Antonio. Fiesta® is one of America’s truly great festivals. It began in 1891 as a way to honor the memory of the heroes of the Alamo and the Battle of San Jacinto and has grown into a celebration of San Antonio’s rich and diverse cultures.

Daily Fiesta® events begin on Thursday, April 16th and continue through Sunday, April 26th. Visit the special Fiesta website for a complete list of daily activities!

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!
WMMA Proposed Bylaws Amendment

Just one more reason to be at WIC: You can help shape the course of WMMA by voting on an exciting new Bylaws amendment.

A Board-appointed MER (Membership Eligibility Requirements) Task Force has been working hard this past year to review WMMA’s MERs to determine whether they are still meeting the needs of the organization and the industry. The Task Force has recommended some changes to the membership categories – which have since been approved by the Board of Directors.

WMMA’s legal counsel has incorporated these changes into our current bylaws, as the MER changes create the need for other “housekeeping” changes throughout the document. Click here to review a redlined version of these proposed bylaws changes.

According to Article XI, Section 1 of WMMA’s Bylaws, “these Bylaws may be altered, amended or appealed by a majority vote of the Members in good standing and entitled to vote thereon at any regular or special meeting duly convened after notice to the Members of that purpose; provided however, that at least twenty (20) days notice be given of a special meeting called for this purpose.”

Notice is hereby given that a vote will be taken at the WMMA Annual Business Meeting, being held on April 22, at 3:00pm CDT, at the Grand Hyatt San Antonio, in San Antonio, Texas, during the upcoming Woodworking Industry Conference.

Members may vote by proxy provided such proxy shall be executed in writing by Member or his duly authorized attorney-in-fact and filed with the Chief Staff Executive of the Association.

Those with any questions should contact WMMA executive director Fred Stringfellow.
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.

Public Policy Committee

Chairman: T.R. Herzog, todd@accu-router.com

The committee’s mission is to oversee the activities of the WMMA® Legislative Counsel in representing the Association’s position on legislative and regulatory matters affecting the industry, as well as keeping members informed of developments that will impact their businesses.

The Public Policy Committee conducts an annual Public Policy Fly-In where members meet with their representatives in Washington, D.C., and partners with other groups, such as the Small Business Legislative Council (SBLC) and the National Association of Manufacturers’ Council of Manufacturing Associations, to advocate for a strong and competitive U.S. manufacturing base.

Technology Task Force

Chairman: Whitney Wiggin, wwiggin@hendrickmanufacturing.com

The Technology Task Force, a subgroup of the Membership Development Committee, is the newest voice and face of WMMA and WIC. The Task Force is currently developing the first mobile app for WIC 2015, allowing participants to get all the meeting information they need from any mobile device. Members who are social media-savvy or looking to learn more about it can investigate this task force. Its focus will be further development of the WIC app, as well as further development of WMMA’s presence through social media outlets such as LinkedIn, Twitter and Facebook.
Kevin Higgins Returning to EXEL North America, Inc.

EXEL North America, Inc. – manufacturers of Kremlin Rexson and SAMES brand products located in Plymouth, Michigan would like to announce that Kevin Higgins is rejoining the organization as Director of Sales for General Industrial Distribution.

Kevin has worked for SAMES and EXEL North America since the early 1990’s. Kevin has over 19 years of experience in the Finishing Industry. Kevin has specialized in: Project Management, Market Development Management, and GI System Sales. Prior to moving the EXEL North America office from West Chicago, Illinois to Plymouth, Michigan, Kevin was in charge of the GI Systems Group. His organization and leadership skills played a vital role in the transition of the office from West Chicago to Plymouth. Recently, Kevin held the position of Systems Application Engineer for Seneca Industrial. Seneca Industrial is one of EXEL North America’s largest and longest standing distributors of Kremlin Rexson and SAMES brand products.

Kevin’s main focus in his new role as Director of Sales for GI Distribution will be to work directly with the company’s network in building relationships and assisting them in growing and achieving their goals while providing direction and support. He will also be working with Integrators and customers in the Industry to educate them about Kremlin Rexson and SAMES brand products and solutions. Lastly, Kevin will offer support and direction to our team of Regional Managers.

Miltec Corporation Announces New Regional Sales Manager

Miltec Corporation of Stevensville, Maryland is pleased to announce that Jessica (Jill) Roberts is the new South Central Regional Sales Manager for Miltec UV. Jill resides in Grapevine, TX just outside of Dallas.

Jill is a graduate of Texas A & M University where she received her B.S. in Industrial Distribution. She has worked as a Sales Engineer and a Technical Sales Consultant within multiple technology and manufacturing market segments. Her wealth of knowledge and experience will contribute to the success of the Miltec UV Sales Division and the valued customers we serve.

Fred Beu, Global Director of Sales and Marketing for Miltec said, “Jill brings many years of industry experience from the electronics, semi-conductor and multiple technical applications where she successfully developed complex solutions and supported major accounts from both a technical and sales perspective. We look forward to growing our market share in many the many industries we serve throughout the South Central territory and are very pleased to have Jill represent Miltec UV with our key customers.”
Norm Murray Retires from U*C Coatings, Will Focus on Education

Norman “Norm” Murray has announced his retirement as CEO of U*C Coatings. Murray will continue to devote his time to the “Truth About Trees” program.

“The Truth About Trees” is the Hardwood Forest Foundation’s flagship educational program and teaches children the benefits of properly harvesting forests as a means of keeping them healthy and obtaining all of the necessary items used in everyday life.

The video version of “Truth About Trees” is a Bronze winner in the 35th Annual Telly Awards, which honor the very best in film and video.

Murray has been doing classroom presentations for over 20 years and will be presenting his program in local schools. For information, contact Norm at: TAT@nickelcitycowboy.com
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.

**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)!**

If you’re not yet registered, there’s still time! 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

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 March 31, 2015.**
Industry News:

The Housing Report: Decreased Remodeling and Improvements

The first housing report of 2015 has good and bad news. The most troubling component is remodeling or improvement spending which has decreased each month for the past year. Year-over-year, remodeling expenditures have declined by nearly 30 percent. Read more here.

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, and click on “Events.”

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

May 31, 2015
Deadline to apply for LIGNA pavilion
Information: Contact WMMA Headquarters or Click Here.

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/