Industry Shares Legislative Priorities During Fly-In

The Wood Machinery Manufacturers of America spearhead an industry-wide Capitol Hill Day on February 16 in Washington, DC. Over 20 members from WMMA, the Woodworking Machinery Industry Association (WMIA) and the Association of Woodworking & Furnishings Suppliers (AWFS) participated in a day of policy formulation and advocacy. During the kickoff breakfast, Mary Kate Cunningham, Director of Public Policy at ASAE: The Center for Association Leadership gave an overview of the 115th Congress and Trump Administration priorities, followed by Dan Bond, Executive Director, who provided an overview of the WMMA legislative priorities. The group finished with a roundtable on meetings planned and issues of importance. In total, attendees visited 32 offices on both the House and Senate sides and the top three issues discussed were: (1) Career and technical education (CTE) funding and Perkins Act reauthorization; (2) corporate tax reform; and (3) healthcare reform.

The WMMA Public Policy Committee also met on February 15. WMMA plans on planning another Capitol Hill Day in late summer/early fall. Please be on the lookout for Save The Date notice.

WMMA Members TR Herzog, Alex Robertson, Jamie Scott, and Steve Carter on Capitol Hill during the Fly-In
Wood Industry Networking Ski Event: February 3-6, 2017, Salt Lake City, Utah

We had another wonderful year in Utah at the WiNS Event. The Little America was our base of operations again, as we enjoyed making turns at Solitude, Brighton, Snowbasin, Powder Mountain, and Alta. We had a nice assortment of Manufacturers, Distributors, and Media people from our industry, who all made the trip. With (3) organized meals, sponsored by WMMA, WMIA, and Wood Industry Media, it was an action packed and entertaining weekend.

The goal of this event has always been to create a relaxed environment where peers from our industry can branch out and network with people from all over North America. The shared common interest in ski/snowboarding is a great ice breaker and leads to good conversations on a ride up a chair lift or over dinner. Conversations can take many interesting turns into topics like employees and the challenges they present, changes in regulations that seem to effect us all, recognizing and solving the skills gap that seems to be a constant challenge, or even to get a feel for the health of our industry nation-wide based on how business has been going. There is also always potential for a manufacturer and distributor to link at this event and lay plans for a future partnership, or for manufactures to discuss their distribution network and see if they can help one another develop an area. For our Media friends who attend, and have been nice enough to sponsor meals at these events, they have the opportunity to discuss their publications and speak to the value they bring for passing information and advertising to a wide customer base.

All in all, it was a fun year with great conditions, and I look forward to everyone attending again next year and hopefully seeing a few new faces.
WMMAs Export Trade Certificate: An Opportunity to Join

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

If you are a member of the WMMA's Export Trade Certificate and would like to continue your coverage under the ETC, please contact Jennifer Miller at jennifer@wmma.org. Information is due no later than March 10, 2017. 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 please contact WMMA's Associate Director Jennifer Miller at jennifer@wmma.org.

WMMAs Baldwin Award

WMMAs 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. Submit your nominations no later than March 11, 2017 for consideration. Click here for more information Baldwin Award

John Schultz received the 2015 Baldwin Award with his daughter, Past Presidents Jamison Scott and Jim Laster
Registration now open for 2017 Woodworking Industry Conference!

April 25-28, 2017 | Omni Rancho Las Palmas Resort | Rancho Mirage (Palm Springs), CA

Mark your calendar for the 2017 Woodworking Industry Conference, the “One Industry Conference” you won’t want to miss! Plan to join the Woodworking Machinery Industry Association and The Wood Machinery Manufacturers of America in Rancho Mirage, CA, April 25-28, 2017, for business development, networking, and education, all in a picturesque setting! Click here to learn more about WIC2017 and register today!

WIC 2017 Sponsorship Opportunities Now Available

The support of sponsors allows WMIA and WMMA to ensure that the Woodworking Industry Conference is the most valuable and enjoyable experience possible for attendees. Learn More.

40 Under 40 Panel - On the morning of Wednesday, April 26th, there will be an education session featuring 40 under 40 Woodworking Superstars. Learn about the panelists:

Casey Bell, Bellmont Cabinet Co.

Casey is the COO of Bellmont Cabinet Co., located about 30 miles south of Seattle in Sumner, WA. Bellmont is a family-owned and operated residential cabinet company. Their focus is on transitional and contemporary designs favored in urban areas. One hundred percent of their production is European-style (frameless) cabinets. Casey and the Bellmont team take this same forward thinking about the product and apply it to their entire operation.

The company is currently in a transition of ownership and leadership from Steve Bell (Casey’s father) to Casey and Tyler Bell (brother and VP of sales). The brothers are excited about taking a foundation laid by their father and pushing the business into its next phase.

Bellmont employees 300 people and produces 30-40 kitchens per day.

Carly Boudreau, Coriander Designs

Carly Boudreau is president of Coriander Designs, a family-run office furniture and case goods manufacturer out of Woodinville, Washington. For over 35 years, the company’s business model has been fully focused on sustainability and on manufacturing all of its products here in the United States. After taking over Coriander in 2009, Carly has brought her own skills to the company, as well as maintaining the values set forth by her father. With a keen eye for timeless design and an understanding of contemporary demands, Carly’s success has only just begun. In 2016, Carly was named one of Woodworking Network’s “40 Under 40.”
Guy Bucey, Inova, LLC

Guy Bucey is a 32-year-old decorated Marine who served two deployments in Iraq. After retiring from the military, he took up woodworking as a hobby and entertained the idea of starting his own cabinetry business. In the summer of 2011, he joined Inova, based outside of Albany, NY. The company designs and manufactures multifunctional, space-saving furniture, specializing in modern-day Murphy beds. He saw the opportunity as a chance to learn the business and expand on his woodworking skills. However, he quickly filled a void in the company’s upper management. Today, he oversees operations for the entire factory as plant manager.

In the fall of 2015, with the prospect of rapid growth in Inova’s near future, Guy decided it was time for his team and him to adopt and fully embrace the Lean Manufacturing philosophy and all that goes with it. Since then, the factory has more than doubled in size and capacity, while increasing employee morale and decreasing turnover. This past summer, he was nominated by Inova’s CEO and received a spot on the Wood Industry 40 Under 40 list.

In his spare time, Guy enjoys running, biking, and swimming, and considers himself an avid triathlete. He plans to compete in his first Ironman Triathlon in Lake Placid this coming July. He also enjoys rehabbing old racing bicycles, doing home improvement projects, and spending time with his wife, who also works at Inova, and their two young children, in upstate New York.

Todd (T.R.) Herzog, Accu-Router, Inc.

Son of Accu-Router founder Todd A. Herzog, T.R. (Todd Richard) ascended to President and majority partner of in January 2015 upon his father’s retirement, after serving on the private company’s Board of Directors since 2003. From 2007-2011, T.R. managed and traveled with a network of independent manufacturers’ reps who sold Accu-Router on a commission-only basis. Accu-Router was the biggest ticket & longest sales cycle for most every rep, with a $175,000 average machine cycle, and sales cycle commonly exceeding 12 months. To maximize customer value, in 2011 Accu-Router parted amicably with its reps in favor of a factory-direct sales model.

T.R. is an active volunteer in the Wood Machinery Manufacturers of America (WMMA), serving on its Board of Directors and as Public Policy Chair, overseeing an annual “fly-in” to Washington, promoting manufacturing growth to our elected officials. In 2016, he was named to Woodworking Network’s “40 Under 40.”

Prior to joining Accu-Router full-time in 2007, T.R. gained a wide range of technical sales and marketing experience, including stints at NYSE-listed Robert Half International and LexisNexis. He also built the marketing department at startup Ascent Solutions, helping them to two Inc. 500 lists prior to their acquisition by software developer PKWARE.

T.R. graduated Summa Cum Laude from the University of Dayton (OH) in 1996, majoring in Marketing with a Communications minor. He’s joined at home by his wife Jessica and enjoys golf and softball.

Bill Esler, moderator

Bill Esler, editorial director for Woodworking Network, is responsible for guiding overall content at WoodworkingNetwork.com, FDMC and Closets magazines, and related publications and newsletters. Bill also manages event programing for Woodworking Network conferences at the Woodworking Machinery & Supplies Expo in Toronto, Cabinets & Closets Expo, Wood Pro Expo, and at other major wood industry events. In 2016 he helped launch the Wood Industry 40 Under 40 Awards program at IWF. Bill is also on the Education Committee of the Woodwork Career Alliance, and nominated two Wooden Globe Education Award winners.
Save the Dates for Upcoming WIC’s!

WIC 2018 | May 1-4, 2018 | Hyatt Regency Maui | Maui, Hawaii

WIC 2019 | April 2-5, 2019 | Omni Amelia Island Plantation
             Amelia Island, Florida
LIGNA 2017 - US PAVILION
MAY 22-26, 2017
HANOVER, GERMANY

The world’s leading trade fair for machinery, plant and tools for the woodworking and timber processing industry

Only one space left - reserve today!

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.

For a fee of $3,500 you can have a shared booth at LIGNA! 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

Interested in having a presence in the WMMA pavilion at LIGNA 2017?

Space is limited; reserve your spot today!

Contact Diane Schafer at diane@wmma.org at WMMA Headquarters with any questions.

Due to the popularity of this show the first 7 members that sign up and make the full payment will have priority for participating. We will make adjustments if possible to accommodate additional members.

Mereen-Johnson * James L Taylor * U*C Coatings
MultiCam, Inc. * Super Thin Saws * Black Bros Co.
CR Onsrud | LMT Onsrud

*It is necessary that we have a minimum of 7 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 Supplier Recruitment Initiative We need your help!

WMMA member,

Throughout the year, the Membership Development Committee takes on various initiatives to recruit, maintain and develop WMMA’s membership.

We are asking our membership to recruit new associate members, especially suppliers. Consider the various suppliers to your business: motors, drive systems, electronics, PLC/PC, metal products, paint, hardware, software, etc. Each of us has many relationships with companies that are perfect to be an associate member. By recruiting supplier members we not only strengthen our association but also provide our suppliers an opportunity to connect with many other companies.

I encourage you to share WMMA information with your suppliers and have them visit www.wmma.org for more information. Additionally, the on-line membership application can be found here.

Thank you in advance for your help in this effort.

Thank you.

Membership Development Committee Chair
WMMA Social Media Ambassadors

Do you tweet, twitter, or consider yourself a social media guru? If so, we want you to join the WMMA Social Media Ambassadors. There are no meetings, simply share, repost and spread the good word of the WMMA and the woodworking industry with your social media network. Simply follow WMMA on Facebook, Twitter, and LinkedIn as well as other social media platforms such as Pinterest or YouTube. Then help us spread the message by reposting, retweeting or sharing your own posts on the WMMA and the industry.

Simply email jscott@airhand.com to confirm your willingness to help.

ANSI Update

Are you interested in contributing to the development and maintenance of these valuable industry safety standards? The ASCO1 is currently looking for members in the following categories:

* General Interest
* Government
* User

If you are interested in joining the ASCO1, contact WMMA Associate Director Jennifer Miller at jennifer@wmma.org.

Industry News:

Virginia Tech Housing Reports:

November 2016: Read
December 2016:
Part 1: Read
Part 2: Read

NAM Monday Economic Report – February 20, 2017

Manufacturing production expanded for the fourth consecutive month. - 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

April 25-28, 2017
Woodworking Industry Conference (WIC)
Omni Rancho Las Palmas Resort
Rancho Mirage (Palm Springs), CA

May 22-26, 2017
LIGNA 2017
Hannover Exhibition Grounds
Hannover, Germany

June 20-21, 2017
WMMA/NAM DC Fly-In
Washington, DC
Contact diane@wmma.org for information.

July 19-22, 2017
AWFS Fair
Las Vegas Convention Center
Las Vegas, NV

November 2-4, 2017
Woodworking Machinery & Supply Expo (WMS 2017)
International Centre, Toronto
Website: www.WoodworkingExpo.ca

May 1-4, 2018
WIC 2018 - Save the Date!
Hyatt Regency Maui
Maui, Hawaii

August 22 - 25, 2018
IWF 2018 - Save the Date!
Georgia World Congress Center
Atlanta, Georgia
Website: http://www.iwfatlanta.com/

April 2-5, 2019
WIC 2019 - Save the Date!
Omni Amelia Island Plantation
Amelia Island, Florida