President's Message

AWFS is behind us now. I hope it was a prosperous show for your company and that you are busy fulfilling show orders and following up on those quality leads.

**So what is next on the WMMA calendar?** There is a great opportunity and benefit for WMMA members and prospective members in Boston. I am referring to the 3rd Annual Regional Networking & Educational Meeting which will be held in Boston, MA, September 30 – October 2, 2019. WMMA will host in person committee meetings, educational sessions, plant tours and of course "NETWORKING". What a great location for a regional meeting. Known as the Hub, Boston is a center for learning, culture and a key location for industry-related companies.

I am excited about our guest speaker Robert Dietz from the National Home Builders Association who will enlighten us on the current housing trends and forecasts and the two great plant tours we have scheduled. On our first tour we will visit the North Bennet Street School in the historic North End of Boston. NBSS partners with educational institutions, trade associations and cultural organizations. NBSS’s intensive hands-on-training helps students from around the world achieve meaningful lives and livelihoods. We will then visit the Boston Autodesk Technology Center. The center provides open workspaces and equipment for teams from industry, academic and startup communities doing forward-looking work in the areas of construction, manufacturing and emerging technologies. Both of the tours fall right into WMMA’s "Wheelhouse" on CTE advocacy. They should both be very informative and educational. The WMMA leadership is making every effort to make this regional networking and educational meeting a success for all who attend. It’s a great opportunity you don’t want to and should not miss. I look forward to personally greeting and welcoming all who attend. See you in Beantown.

Your President,

Steve Carter

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**AWFS 2019 Re-Cap**

The WMMA team had a successful AWFS Fair exhibiting alongside some of our Members! We want to thank everyone who came by our Member Happy Hour and look forward to our next member reception during IWF.

[Click here to view our photos from AWFS 2019.](#)
WMMA Fall Regional Networking Meeting
Monday, September 30 - Wednesday, October 2
Fall Regional Education & Networking Event

Register Now

WMMA is excited to host our members in Boston for our 3rd Annual Regional Networking & Education meeting. This is a great opportunity to bring together both members and prospective members for in-person committee meetings, educational sessions, plant tours and, of course networking!

We have some exciting education sessions in Boston including presentations by the Chief Economist for the National Association of Home Builders and an active distributor of woodworking machinery in Mexico who has partnered with a number of WMMA member companies, assisting in exporting.

- "Housing Trends: Demographics, Construction metrics, Inventory and Forecasts" presented by Robert Dietz, Chief Economist for the National Association of Home Builders. Housing affordability challenges are a major headwind for home construction activity. In this economic forecast presentation, Dr. Robert Dietz, Chief Economist of NAHB, will provide an overview of economic and housing market conditions with an eye on the future of residential construction. He will review macroeconomic factors affecting housing demand, industry-level detail on supply-side headwinds that are limiting construction sector growth, and detail NAHB’s economic forecast including future actions of the Federal Reserve and the possibility of future downturn. Robert will also explore policy issues that affect housing supply and demand, such as the ongoing labor shortage. A question and answer session will follow.

- Interested in Boosting Exports to Mexico? Javier Holschneider, an active distributor of woodworking machinery in Mexico who has partnered with a number of WMMA member companies will be a featured speaker during the IBDC meeting held at the Regional Meeting in Boston. Javier will talk about the Mexican marketplace for woodworking machinery, the Mexican economy, and how sales/distribution work in Mexico. Click here to learn more about the upcoming (January 22-24, 2020) WMMA Pavilion at MEM Industrial in Mexico City and HOW TO PARTICIPATE. The IBDC meeting is open to all Regional
Interested in Becoming a Sponsor?

The support of sponsors allows us to ensure that the Regional Networking Meeting is the most valuable and enjoyable experience possible for attendees. Please contact Diane Schafer at 443-640-1052 x1108 or diane@wmma.org with any questions or if you are interested in sponsoring.

WMMA Committee Updates

Membership Development Committee:
Chair - Chris Hacker

As the Immediate WMMA Past President, I now currently serve as the Membership Development Committee Chairman. I have been an active volunteer with the WMMA since 2005, having started as a Committee member on the Business Development Committee. My career in the woodworking industry has proudly been with the same company for 29 years, James L. Taylor Mfg headquartered in Poughkeepsie, NY has been producing American made machinery since 1911. Taylor is on record for being one of the original WMMA manufacturing members.

The Membership Development Committee is responsible for many of the programs and benefits that the WMMA offers to its members. We are currently 149 members strong with adding a few new members annually. Current member benefit programs include:

- **The ITR Quarterly Industry Forecasting & Economic Report** as well as ITR Member In-depth Member Company Analysis. Over the years we have produced detailed Market Study Reports for our members on topics such as End User Buying Habits, Industry Trends and Tradeshow Research Trends.
- **Regarding Networking Events**, the MDC proudly helps organize some of our popular Member Networking Events such as the Annual WIC Conference, WMMA Fall Meetings, and Member Receptions during AWFS and IWF.
- **Industry Webinars for Members**: we offer a variety of webinars on topics such as Economic Forecasting, Tradeshow trends and Career development in the woodworking industry.
- **WMMA website and The Cutting Edge Newsletter**: the MDC is responsible for updating and maintaining our Association website and producing our monthly Association newsletter.
- **Membership Engagement and Retention Initiative**: The MDC actively networks with Industry Professionals to join, participate and network with WMMA members. Our outreach program is to engage with our existing members on communicating new programs and events while searching new prospective WMMA members. In 2018, we brought on a New Member Engagement Liaison to enhance our efforts with communicating with members - Samantha Devine is our Committee Liaison to help with all things WMMA. She brings along 6 years of Association management and member engagement experience. If you see her around at an upcoming event, be sure to say hi and ask about how to become more involved!

We are always introducing new ideas for future member benefit programs which many are completely free to WMMA members. To learn more about the WMMA and the Membership Development Committee please feel free to reach out to Chris Hacker chris@jltclamps.com and/or the MDC Staff Director Sam Devine samantha@wmma.org.
Exhibit with WMMA in Mexico City
January 22-24, 2020

WMMA is sponsoring a pavilion at the Mexico City Woodworking Show, January 22-24, 2020 and we are inviting our members to join us!

Interested in exporting to Mexico? WMMA will sponsor a pavilion for member companies interested in participating in this 2020 Fair, organized by Hannover Fairs (organizers of LIGNA and other international expositions).

Click here to learn more and register for the pavilion.

Questions? Contact fred@wmma.org

MFG Day 2019 is Coming Soon

Thank you for signing up for updates on MFGDay.com. We are only 50 days out from MFG Day 2019!

We’re excited to share updates with you as we approach October 4, 2019.

But first, I hope you’ll take a moment to register your company’s event as host today. The process only takes a few minutes and gives you access to resources, puts your company out front as a participant, and allows others in your community to find you. If your company is hosting multiple events in different locations, it’s easy to register multiple events at once.

If you’d like to learn more about activities in your community, you can see the list of events and sort by state to suit your needs.

And to learn more about MFG Day sponsorship opportunities, email SponsorMFGDay@nam.org or learn more here.

WMMA 2019 Upcoming Events

September 30 – October 2, 2019
WMMA Regional Networking Meeting
Hotel Commonwealth - Boston, MA

October 4, 2019
MFG Day

October 28-29, 2019
m Design Live
DeVos Center - Grand Rapids, Michigan
The International Woodworking Fair and Surface & Panel magazine are proud to announce a groundbreaking new event for the woodworking and interior design industries.

**mDesign Live** will be Oct. 28-29, 2019 at the DeVos Center in Grand Rapids, Michigan. A material and design event in the heart of the office furniture industry, it is the perfect environment for education and collaboration among those attending.

Both IWF and Surface & Panel have coordinated successful industry events for years and can leverage their organizational strengths to produce a visionary event.

In addition to showcasing a vast range of innovative materials from around the world, mDesign Live will feature powerful keynote presentations, a who's who in networking opportunities and a unique environment for collaboration.

mDesign Live will be free to qualified fabricators, architects and designers. In coming weeks, mDesign Live will release keynote speakers, topic information, exhibitors and more. Visit [mdesignlive.com](http://mdesignlive.com) for details on registration and how you can be a part of this trailblazing North American event.

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**WMMA Free Member Benefit**

Utilize While Its Still Available in 2019

Alliance Powered by DataCast™ provides you the ability to upload your company's monthly sales figures to compare them against any of the datasets found in the report that ITR Economics has been providing to you through the WMMA. This benefit is FREE to WMMA Members through 2019.

Not sure where to begin? Email samantha@wmma.org to request the link for the recorded tutorial walking our members through the process.

**Values Provided:**

- Understanding events impacting business for each member company
- Increasing your members internal forecasting accuracy
- Benchmarking individual member company's internal success against the market
- Identify leading indicators for your business
- Track your internal trends
- See where the economy is headed

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View Full Calendar of Events
Monday Economic Report: August 19, 2019

Last week, the spread between 10-year and 2-year Treasury bond yields inverted briefly for the first time since June 2007. This spread is an important barometer, as it has historically signaled that a recession could begin in 12 to 18 months. Other yield curves around the world have also inverted, and this development created turmoil midweek in financial markets.

It is important to recognize, however, that the inversion of the yield curve does not necessarily mean that a recession is imminent. The U.S. economy continues to show strength, particularly for consumer spending and in labor markets, and it should grow 2.3 percent in 2019, with 1.8 percent growth forecasted for 2020. Still, the risks of a recession have picked up, rising to around 50 percent over the next 24 months.

The Virginia Tech Housing Report: June 2019

June 2019 United States housing data was similar to May, with the majority of data points reported being negative. Single-family starts and permits, new single-family sales and total housing under construction were positive month-over-month, which is good for the lumber industry. The yearover-year data were similar, with only total housing starts, total and single-family under construction, single-family completions, and new single-family sales positive. The August 8th Atlanta Fed GDPNow™ model estimate for September 2019 projects an aggregate 0.2% increase for residential investment spending. New private permanent site expenditures were projected at a 2.9% decrease; the improvement spending forecast was a 2.7% increase; and the manufactured/mobile housing projection was a 3.6% increase (all: quarterly log change and seasonally adjusted annual rate)

Click here for the full report from August 19, 2019.

Click here for the full report