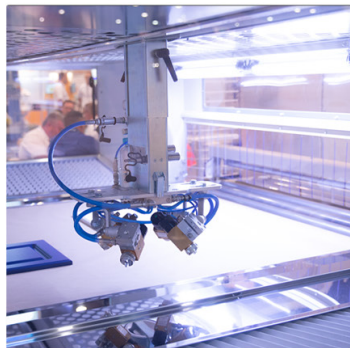
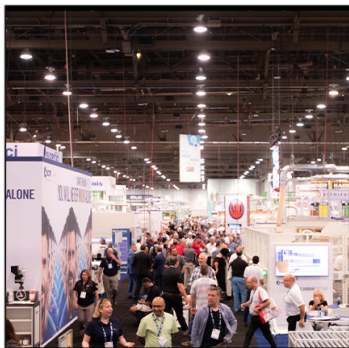


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AWFS[®] *Fair*

JULY 25-28, 2023

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2023 Attendee Brochure



I am excited to welcome all to the 2023 AWFS®Fair!

The AWFS® Staff has once again outdone themselves putting this show together. We are excited to host the 2023 AWFS®Fair in the West Hall of the Las Vegas Convention Center, with all its amenities and spacious floor plan offering a great experience for all participants. There will be exhibitors from all over the world, showing off the latest and greatest. I am always impressed and amazed at the advancement in equipment, supplies, and new products that we see at the Fair. This year, we have more new exhibitors than in any show of recent memory. We encourage you to take the time to engage with manufacturers and suppliers that are exhibiting, as they will be bringing you innovative machinery, tools, and products to this year's Fair.

As you have come to expect and appreciate from AWFS, our staff has put together seminars with industry experts and educational sessions on many topics relevant to today's economic and business climate including - supply chain challenges. We are also honored to have special guests like economist Dr. Chris Kuehl, who will, once again, be a featured speaker at this year's event.

Please take the time to stop and see this year's AWFS®Fair Visionary awards, honoring the best new products. And don't forget to stop in and visit exhibitors that are new to the show, many of which are also featured in the First Time Exhibitor Showcase.

Get your lassos ready for the 2023 Tool Tour with this year's western theme. The first Tour went platinum at our 2021 event! Now, get ready for this year's follow-up and be sure to have your Tour ticket punched at each stop to receive your FREE Tool Tour 2023 T-shirt.

Other must-sees include:

- "Fresh Wood" – highlighting student talent in woodworking (and vote for People's Choice!)
- "AWFS®Fair Live" - with events and sessions throughout the show, free to all registered exhibitors and attendees, including...
 - "WED Talks" – Wood Education Talks with industry leaders and innovators
 - and "Rapid Fire" presentations, where you will hear about what's new with some of the industry's hottest companies.

Bring your walking shoes and be prepared to cover some ground, as there is so much to see and learn from all our exhibitors and guests!

I think that many will agree, the last few years have been "extreme" in every sense of the word, including moving from a pandemic straight into a business boom. We have struggled to acquire the products and parts to fill our customer's needs. We have seen cost increases like no other time in our recent history and we have all struggled to hire qualified employees to fill the gaps that have plagued most every industry.

AWFS, as an association, has taken this head on. AWFS and its' volunteer leadership stay continually focused on supporting the industry through public policy advocacy, member and industry education, promotion of industry careers, outreach to school programs and students, and so much more.

Our goals at AWFS® are important and never taken for granted. We are members too, and through our volunteer efforts, work toward:

- Strengthening the value of the AWFS®Fair for both exhibitors and attendees.
- Strengthening and developing industry education to better qualify the current workforce and equip the next generation of woodworkers.
- Building a cohesive, industry-wide coalition to create an effective voice on public policy issues affecting the industry.

I want to thank our 468 (and growing) member companies for their support of AWFS, as we continue to strengthen as an association and make AWFS®Fair, "The Show."

I wish to thank all our exhibitors and attendees for taking the time out of your busy schedules to be a part of this extraordinary show and for your support of AWFS. I look forward to seeing you at this year's event!

Sincerely,

Bob Brown

Bob Brown

AWFS®Fair Trade Show Committee Chair

AWFS Public Policy Committee Chair

Executive Vice President – Royal Plywood Company

AWFS®
Fair

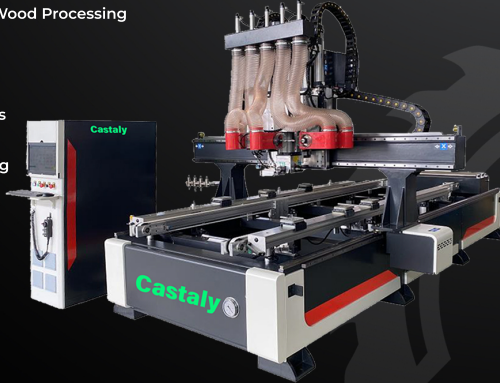


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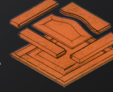
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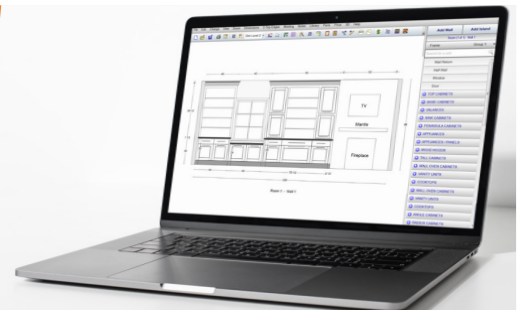


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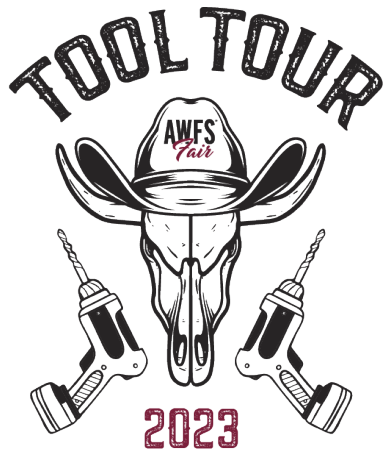


Visionary New Product Showcase/Award

Make this your first stop and see a full-scale display of the industry's newest product launches. Preview this year's entrants of the prestigious AWFS® Visionary Awards, which honors the best new products of the year.

First Time Exhibitor Showcase

The right new product from the right resource could change the way you do business. Meet exhibitors new to the show, see their newest products in a dedicated showcase, and find out what they can do for you.



Tool Tour and Maverick Award

Get your lassos ready, the Tool Tour is back with a western theme and we are ready to get our boots kickin'! The Tool Tour is a showcase of exhibitors who specialize in handheld power tools. As attendees, you can visit their booth and learn and experience their new tools. Everyone has fun and if you finish the tour, there is a free collector's t-shirt to take back to the shop!

The **Maverick Award** will honor excellence in marketing strategy and execution for Tool Tour Exhibitor participation at AWFS® Fair 2023.



All events on the AWFS® Fair Live stage are complimentary and open to all AWFS® Fair attendees, they do not require additional registration.

Rapid Fire Presentations

RAPID FIRE

Join us on the show floor for a variety of short, single-focus topics, as industry experts showcase the latest must-see technologies, hardware and software products critical to today's consumer.

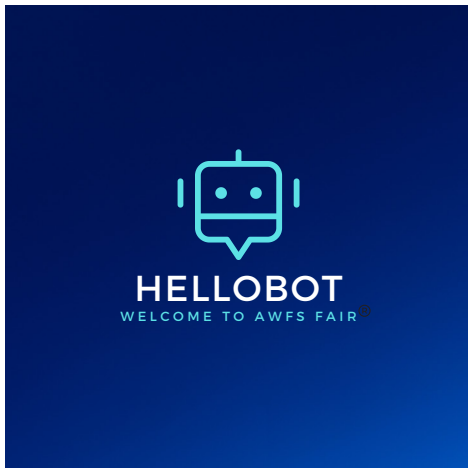
Speaker Lunch Series

New in 2023 - join us at the AWFS® Fair Live stage during your lunch hour to hear special presentations from leading industry pros and experts. These will take place on Tuesday, Wednesday, and Thursday from 12:00 - 1:00 p.m.

WED Talks

Join us for presentations by experts and wood industry community members about their career journeys, new trends and developments, and more at the AWFS® Fair Live stage.





Hellobot

Welcome to the future. Are you ready to say “hello” to the AWFS®Fair Hellobot? Get ready to be welcomed to the show by this futuristic and charming robot at the door of AWFS®Fair.

Halloween Haunt

Beware of the many exhibitors that are sure to scare you in the aisles with great products and giveaways. Visit each booth of the haunt and walk away with show swag.



Student Woodworking Competition

Glimpse the future of the industry in this exciting student contest. View entries and cast your vote for the People’s Choice award at the Fresh Wood booth, then return for the Award Ceremony to find out if your favorites won.

freshwood



Destroy Responsibly

AWFS®Fair is dedicated to a greener footprint while giving back to the community by once again hosting Destroy Responsibly during the AWFS®Fair. WEIMA America is excited to return as the Official Recycling Partner of the 2023 AWFS®Fair in partnership with AWFS®, Freeman, and Repurpose America. WEIMA America will supply a shredder system, complete with infeed and discharge conveyors. All wood waste from the show floor will be transported to a local Las Vegas location.

Woodworking Network Symposia & Leadership Reception

Join us for a full day of networking and industry education programming, available the day before the opening of the AWFS® Fair exhibit halls and brought to you by Woodworking Network!

Choose from the CNC Bootcamp or the Closets Symposium. All July 24 symposium registrations include lunch, leadership reception, and AWFS® Fair exhibit hall registration.

Monday, July 24, 9:00 a.m. – 4:00 p.m.
Las Vegas Convention Center, West Hall

Pricing:
\$350 early bird thru May 31,
\$420 after that date.

FDMC

CNC Bootcamp

CNC Bootcamp is an intensive workshop for those who are relatively new to CNC manufacturing or looking to buy their first CNC. Moderated by Will Sampson,

Editorial Director of FDMC, the day will cover selecting the right CNC machine, integrating it into your operation, choosing and using the tooling, dealing with dust collection and vacuum issues, and getting onboard with the software you need.

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Closets

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The Closets Symposium

The Closets Symposium, moderated by Michaelle Bradford, Editor of Closets & Organized Storage, will educate designers, fabricators, retailers and installers on the most current design, marketing, and business topics of relevance to these industry professionals seeking to profit from this growing and exciting market niche.

Woodworking Network Leadership Reception

Introducing the Woodworking Network 40 Under 40 Class of 2023!

Monday, July 24

4:30 p.m.- 6:30 p.m.

Las Vegas Convention Center, West Hall

Registration fee: \$65 plus fees

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Join July 24 symposium participants to kick off the AWFS® Fair with this networking event and meet the next generation of woodworking professionals. Open to all symposium registrants (included in symposium and bootcamp registration) and all AWFS Fair attendees with separate event registration. For those not registered for the Closets Symposium or CNC Bootcamp, the cost to attend the reception is \$65 and includes 2 drink tickets.

Register for the Leadership Reception @

<https://wood.regfox.com/2023-woodworking-network-leadership-reception>



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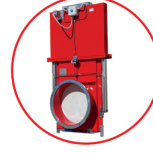
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Seminars-at-a-Glance

	Tuesday, July 25	Wednesday, July 26	Thursday, July 27
Business Management	TU35 11:30 - 13:00 The Great Game of Business TU40 13:30 - 15:00 Using Data to Increase Profits TU44 15:30 - 17:00 Improve Your Digital Marketing Strategy	WE54 09:30 - 11:00 Job Costing WE57 11:30 - 13:00 Succession Planning WE72 11:30 - 13:00 Strategies for a Challenging Economy WE62 13:30 - 15:00 How to Fix Your Website WE70 15:30 - 17:00 Lean Engineering for Owners	TH80 09:30 - 11:00 Tough Love for Woodworkers TH86 11:30 - 13:00 The Carbon Denominator FREE TH90 11:30 - 13:00 Pricing for Profitability TH87 13:30 - 15:00 Bulletproof Selling TH92 15:30 - 17:00 Management for Woodworkers
Culture and Workforce	TU30 09:30 - 12:30 Building a Training Program TU41 13:30 - 15:00 Building a New Hire Pipeline TU46 15:30 - 17:00 FREE SkillsUSA in the Wood Industry	WE52 9:30 - 11:00 Defining Your Company Culture WE59 11:30 - 12:30 FREE Attracting and Retaining Employees WE69 13:30 - 15:00 Building A Work Culture that Inspires	TH81 9:30 - 11:00 Employee Growth and Retention TH88 11:30 - 13:00 One Hour per Week for Quality Employees TH91 13:30 - 15:00 How to Grow Your Own Employees
Cabinet & Millwork	TU33 09:30 - 11:00 Dust Collection and Combustible Dust TU37 11:30 - 13:00 Transitioning to Closets	WE67 15:30 - 17:00 FREE CMA's What's Your Problem	TH83 09:30 - 11:00 Make Your Safety Selfish TH89 11:30 - 12:30 FREE Leveraging Manufacturing Standards TH96 15:30 - 17:00 Avoiding Pricing Pitfalls
Furniture	TU34 11:30 - 13:30 Integrating Craft and Digital Processes TU39 13:30 - 15:00 Using Technology to Scale TU43 15:00 - 17:00 So You Wanna Be A Woodworker		TH95 09:30 - 11:00 Veneer Me Crazy 101 TH99 11:30 - 13:00 Veneer Me Crazy 102 TH93 13:30 - 15:00 The Fundamentals of Design & Development
Software & Technology	TU32 09:30 - 11:00 Spend Money to Make Money TU42 13:30 - 15:00 The Revolution in Finger Joint Tooling	WE65 11:30 - 13:00 Tooling for Performance and Efficiency WE68 13:30 - 15:00 Protect Your Systems and Supply Chain WE53 15:30 - 17:00 Maximize Vacuum Performance on CNC Routers	TH98 15:30 - 17:00 Digital Twin and Factory of the Future
Techniques & Applications	TU38 13:30 - 15:30 Color Strategies	WE55 09:30 - 11:00 Tips and Technology for Edgebanding WE61 11:30 - 13:30 Finishing Failures WE63 13:30 - 15:00 Material and Surface Trends WE71 15:30 - 17:00 Water-Based Finishing	TH84 09:30 - 11:00 HVLP Spray Finishing
Teacher Track	TU36 13:30 - 15:00 Tips from a Veteran Educator TU45 15:30 - 17:00 Marketing Your Program	WE51 09:30 - 11:00 Shop Safety in Education WE56 11:30 - 13:00 Teacher Project Swap FREE WE50 13:30 - 16:30 Teacher CNC Training Workshop	TH85 09:30 - 11:00 Bridging Skills Gap Through Collaboration TH94 13:30 - 15:00 Teaching Industry Skill Standards

Seminars2023

Business Management

TU35 Tuesday, July 25, 11:30 - 13:00

The Great Game of Business

Steve Baker

Based on Jack Stack's bestselling book, The Great Game of Business is a unique and well-proven methodology and approach to running a company, based on a simple, yet powerful belief; "When employees think, act and feel like owners... everybody wins." This proven operating system teaches people business, holds them accountable and provides them a stake in the outcome. In its simplest form, The Great Game of Business gets everyone focused on the company's success. Employee goals and accountabilities are tied directly to the success of the business. It teaches all employees the 'Critical Numbers' of the company and how they can make a difference - both individually and as part of a team.

TU40 Tuesday, July 25, 13:30 - 15:00

Using Data and Inspiring Employees to Increase Profits

Lauren Bourland, Sebastian DesMarais

Review of 2023 AWI Cost of Doing Business Survey and analyzing data to see market trends and direction forward. Further discussion of the concept of open book management and examples of what that looks like implemented into real life applications. See the theory that Steve Baker discussed prior into actual results. Examples of employee involvement to increase the bottom line and discussing the impact of such buy-in.

TU44 Tuesday, July 25, 15:30 - 7:00

Five Practical Ways to Improve Your Digital Marketing Strategy

David Biggs

David will go beyond social media and e-mail to help you explore ways to strengthen your digital marketing efforts.

WE54 Wednesday, July 26, 09:30 - 11:00

Job Costing

Marc Sanderson

Are you accurately costing your jobs? We will discuss material, labor & expenses and look at how to correctly job cost.

WE57 Wednesday, July 26, 11:30 - 13:00

Succession Planning: Preparing to Transition the Business to the Next Generation, Key Employees, or a Strategic Buyer

Ryan Martinez, Whitney Pyle

There are several considerations for business owners moving forward. Our panel of experts will explore important topics including the decision to sell or retain the business within the family, considerations for passing the business to children, best practices for transition, and much more.

WE72 Wednesday, July 26, 11:30 - 13:00

Strategies to Win in a Challenging Economy

Tom Shay

This engaging presentation by Tom Shay provides his insights to small businesses with his list of what to do, what not to do, and what to stop doing. Businesses are sure to adapt their game plan to the challenging economy and immediately implement a winning strategy.

WE62 Wednesday, July 26, 13:30 - 15:00

Everything That's Wrong with Your Website (and How To Fix It)

Mark Harari

Join Mark and his roll of blue tape in a "blue tape walk-through" of attendee websites. In this interactive town-hall style session, you can ask questions, provide your own feedback, and even volunteer your website for a spotlight review.

WE70 Wednesday, July 26, 15:30 - 17:00

Lean Engineering for Owners

Jonah Coleman

Engineering touches almost every part of your business, but almost nobody knows how it works. Peek behind the curtain and find out what you need to know to run an effective engineering department, without being an engineer.

TH80 Thursday, July 27, 13:30 - 15:00

Tough Love for Woodworkers, Business Tips to Keep You Successful

Will Sampson

Most woodworkers starting out have little to no formal business training, and it often shows in how they conduct their businesses, as well as in reduced paychecks. Will Sampson offers business tips that will help you get on track to better quality of work, better work-life balance, and more money in your pocket.

TH86 Thursday, July 27, 11:30 - 13:00 **FREE**

The Carbon Denominator: If You Build with Wood, the World's Most Powerful Sustainability Story is Already Yours

Andy O'Hare, Kenn Busch

When the conversation is about carbon, wood always wins! We will explore the many product categories that are embracing the wood carbon story, including kitchen, office furniture, flooring, and more. We will also discuss how this influences architects and designers and consumer attitudes, and how decorative surfaces and finishes are an important part of the story. Learn about CPA research on this topic and the "carbon accounting" behind the true impact.

TH90 Thursday, July 27, 11:30 - 13:00

Pricing for Profitability

Ken Kumph, Matt Wehner

Ken Kumph and Matt Wehner will review accounting strategies you need to focus on in order to effectively price your projects.

TH87 Thursday, July 27, 13:30 - 15:00

Bulletproof Selling: Removing Hope from Sales

Shawn Rhodes

Sales is often called the battlefield of business, and for good reason: No matter how great our companies are, if we can't sell, we'll lose the battle for customers. Shawn Rhodes' Bulletproof Selling incorporates stories from the front lines of the battlefield and of business, inspiring you to find innovative ways to become Bulletproof in how you sell. You'll love the story about the million-dollar sale closed in a McDonald's parking lot.

TH92 Thursday, July 27, 15:30 - 17:00

I'm a Woodworker, How am I Supposed to Manage All These People!?

Dustin Giffin

Let's face it, most of us woodworking management started out doing something else. We were so good at being a (carpenter, CNC operator, estimator, PM, etc...) we got the pleasure of managing others! In this session, you will learn the basics of managing employees -- for new and experienced managers alike. The primary objective of any manager is to deliver results while building a strong cohesive team with low turnover. Learn how to do this when you're not the one doing the work!

Seminars2023

Culture and Workforce

TU30 Tuesday, July 25, 09:30 - 12:30

Building a Training Program for Your Workers

Bruce Spitz, Scott Nelson

Are you looking to create your own in-house training program? This 'nuts & bolts' session will show you how to get started and will help you create a template for your own business using the WCA Skill Standards as one of your reference manuals. By attending this workshop, you will receive a one-year WCA Membership for \$100. (\$250 Value)

TU41 Tuesday, July 25, 13:30 - 15:00

Looking for New Woodworking Hires - How to Build A New Hire Pipeline

Mark Smith

Having trouble finding new hires? You can't do use the same old recruiting methods in our current workforce environment. This session will give you talent pipeline-building insights from a 30-year veteran of the wood industry and the education system. You will hear about 32 different ways you can positively affect how the education system views your industry to begin building a pipeline for new woodworking hires.

TU46 Tuesday, July 25, 15:30 - 17:00 **FREE**

SkillsUSA in the Wood Industry

Doug Hague, Charlie Phillips, Clay Mitchell, Kristine Cox, Saúl Martin

Hear from a panel of wood industry professionals who work with SkillsUSA. Learn more about this CTSO and why it is so important to our future talent pipeline. Find out how you can get involved in chapters and student skill competitions in your area.

WE52 Wednesday, July 26, 09:30 - 11:00

Defining Your Company Culture

Paul Downs

The President of Paul Downs Custom Conference Tables will share how he has successfully defined his company culture. Over ten years ago, he joined a business group that shared the fresh idea that every company has a culture, whether you like it or not. So he decided to figure out the culture he wanted, write it down, and tell his employees about it. Attend this session to learn how to document your company culture and use it as a hiring strategy, write it down, and tell his employees about it.

WE59 Wednesday, July 26, 11:30 - 12:30 **FREE**

Employees: Your Greatest Asset. What are You Doing to Keep Them?

Doug Hague

Many struggle with talent, how to attract it and how to retain it. Room discussion will be facilitated to hear successful attempts and failed attempts. Come learn together.

WE69 Wednesday, July 26, 13:30 - 15:00

Building A Work Culture that Inspires

Brady Lewis

How do we retain employees who may be feeling burnt out, looking in new directions, and attract high-quality new hires? Brady will share small changes that can be implemented in businesses (of all sizes) to increase employee satisfaction and productivity. He will be answering the questions: 'What is it that millennials in the workplace really want?' 'What can be offered that nearly outweighs the traditional marketing of competitive salaries and benefits, that are pushed in a difficult labor environment?'

TH81 Thursday, July 27, 09:30 - 11:00

Employee Growth and Retention

Cassey Gibson, Marc Sanderson

Given the current employment market, HR has to evolve and become strategic. We will look at employee recruitment & retention, benchmarking and collaborate together on methods to solve this industry problem.

TH88 Thursday, July 27, 11:30 - 13:00

Unlimited Quality Employees! How Spending One Hour a Week Will Keep You Staffed Now, and in the Future

John Stearns

Are you struggling to find quality candidates through the traditional channels? How many employees have you hired that spend a week or two and then no call no show? It's time to think differently about hiring. John will show you how you can spend an hour a week mentoring future employees in a local high school, and how to develop relationships that lead to internships and other meaningful work-based learning experiences for students.

TH91 Thursday, July 27, 13:30 - 15:00

Harvest What You Plant: How to Grow Your Own Employees

Kelly Victor-Burke

This session will showcase the Department of Labor-approved apprenticeship program that Victor-Burke created because of her own need for skilled workers. She will tell you how you can take advantage of the work she's already done and use the program for your own benefit. In addition, she will provide tips on how to obtain grant funding to help you pay for the program.

Cabinet & Millwork

TU33 Tuesday, July 25, 09:30 - 11:00

Breathe Easier and Learn More About Dust Collection and Combustible Dust

Jamison Scott

There are three important aspects to a proper woodworking dust collection system: Ducting, Hooding, and the Dust collector device. Do I need a dust collector? What type of dust collector is required? What exactly what is Combustible Wood Dust? Who is in charge of combustible dust issues? Can it really happen in a woodworking facility? We will discuss these issues and learn how to prevent not only an explosion but tips to mitigate an impact of an OSHA inspection related to combustible dust

TU37 Tuesday, July 25, 11:30 - 13:00

How to Make a Profit by Transitioning to Closets

Matt Wehner, Shelley Wehner

Matt & Shelley are co-owners of Concepts by Design in Springfield, Missouri. Their presentation will cover why many custom woodworking businesses are well-positioned to branch off into designing, manufacturing, and installing products for closets, garages, pantries, and other rooms around the house.

WE67 Wednesday, July 26, 15:30 - 17:00 **FREE**

CMA's What's Your Problem

Amanda Conger

The Cabinet Makers Association will host their popular "What's Your Problem?" roundtable discussions. This session offers a unique outlet to share business challenges and learn from others who have been there, done that, and succeeded. It will be immediately followed by the CMA's Wood Diamond Awards ceremony and reception, and all participants are encouraged to stay for additional networking opportunities.

TH83 Thursday, July 27, 09:30 - 11:00

Make Your Safety Selfish

Alec Kinslow CSP

This session focuses on safety and how to make it selfish to benefit you. Safety is, more often than not, thought of as a burden for employees and companies. And who wants to invest in something that's burdensome? So, let's re-wire your brain to make safety selfish, and promote safety practices that yield a return for stakeholders (you, your employees, and your company).

TH89 Thursday, July 27, 11:30 - 12:30

Leveraging Standards to Your Manufacturing Advantage **FREE**

Hunter Morrison

Standards are a set requirement to establish baseline achievements of compliance. Think different. What if that was achieved while using that same tool to increase efficiency and profitability within your company?

TH96 Thursday, July 27, 15:30 - 17:00

Avoiding Pricing Pitfalls in Custom Woodwork

Will Sampson

Almost nothing vexes woodworkers more than trying to price custom work. Price it too high, you lose the job to a competitor. Price it too low, you don't make a profit. Will takes you through the fundamentals of good pricing practices and offers a wealth of information on how to price both competitively and profitably in today's markets.

Welcome to these First Time Exhibitors!

5K Yuzey Teknolojileri Orman Urunleri Mobilya San.
7robotics
ACMOS, Inc.
Agglomerados Cotopaxi
AGT AGAC SAN. VE TIC. A.S.
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Dongying Smart Machinery Manufacturing Co., Ltd.
Duckworks LLC
Edgebanding and More LLC
Eight Tool America Inc.
Electronic Wood Systems North America
Fiberglass Coatings, Inc.
Fluid Management
Foshan Good Furniture Hardware Co., Ltd.
Foshan Murano Smart Home Co., Ltd.
Foshan Taisan Machinery Co., Ltd.
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Richelieu Hardware Ltd.
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Super Duty Fans
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Seminars2023

Furniture

TU34 Tuesday, July 25, 11:30 - 13:30 **Integrating Craft and Digital Processes**

Jack Mauch, Owain Harris

This session will introduce attendees to the ways in which craftspeople and artists are using and embracing 21st century digital technologies, with a focus on 3-D modeling and CNC routing. This will provide a macro-overview exploring how today's craft artists are leveraging digital techniques, followed by an individual case study of how one studio furniture maker has brought digital modeling and the CNC into his practice to increase both productivity and creativity.

TU39 Tuesday, July 25, 13:30 - 15:00 **Using Technology to Scale your Production**

Justin Stabb

Learn from Justin Stabb, a business owner who specializes in retail and restaurant environments using many different materials: how can you incorporate advancements in technology to streamline your production and create scale in custom projects.

TU43 Tuesday, July 25, 15:00 - 17:00 **So You Wanna Be A Woodworker**

Andy Glantz, Scott Grove, Alison J McLennan, Matt Buell, Dan Allaire

An open discussion with industry professionals on how to make a living as a woodworker.

TH95 Thursday, July 27, 09:30 - 11:00 **Veneer Me Crazy 101**

Scott Grove

Renowned veneering artist, Scott Grove, will demonstrate how to work with wood veneer from start to finish. This is a must for anyone who wants to try working with veneer and for those who want to explore new methods and techniques. Participants will enjoy a better understanding and comfort level when working with veneer, and learn a variety of techniques used to create amazing works of art. A Tip Sheet and resource list of suppliers will also be provided.

TH99 Thursday, July 27, 11:30 - 13:00 **Veneer Me Crazy 102**

Scott Grove

Renowned veneering artist Scott Grove will demonstrate how to work with wood veneer in the extreme, including his award-winning asymmetrical spiral match that allows for a wide pattern options. Unlike traditional book matching, this new technique creates unusual patterns and more expressive designs. Scott will also share a variety of extreme compound curve veneering techniques. By conditioning the veneer, it becomes more pliable which allows him and his students to veneer extreme curves—including things like pencils, Bombay chests, motorcycles, and even the human body.

TH93 Thursday, July 27, 13:30 - 15:00 **The Fundamentals of Powerful Product Design & Development for the Woodworking Industries**

Steve Wilcox

Steve shares his insights on powerful product design and development. Gain greater understanding of your company's design personality, your competition, and how to differentiate your product offerings for greater market impact. This information will be meaningful to product design students, product development and manufacturing professionals, and marketing executives who want to improve their internal product development efforts.

Software & Technology

TU32 Tuesday, July 25, 09:30 - 11:00 **Spend Money to Make Money**

Brian Clancy, Lois Snyder, Randy Niewind

The speakers will discuss how investing in machinery will positively impact your bottom line. These small shop owners have each taken the leap with \$50-\$250k machines and will share what they've learned, what they wish they had known, and what they'd do differently the next time. This presentation will cover the entire purchasing process from selection through set-up by explaining the surprises that come with integrating machinery into your shop.

TU42 Tuesday, July 25, 13:30 - 15:00 **The Revolution in Finger Joint Tooling**

Holger Nagel

This session will begin with a review of the HSS finger joint tool being used today and the different types of finger joint tooling available. It will then discuss industries it applies to, an informative comparison of impact resistance differences and the benefits an accurate joint allows. We'll include real world examples of cost and time savings.

WE65 Wednesday, July 26, 11:30 - 13:00 **Is Tooling Restricting Your Machine Performance, Process Efficiency and ROI?**

Mark Alster

Is your machinery and tooling investment yielding the greatest potential return on investment? Are you frustrated by the high cost of manual part sanding, defect repair, and scrap loss? Proper cutting tooling selection and utilization is the critical key to unlocking your true manufacturing potential, as "high performance" machinery can only achieve optimal efficiency if properly tooled and operated.

WE68 Wednesday, July 26, 13:30 - 15:00 **How to Protect Your Systems and Supply Chain in Order to Keep Your Labor Costs Low**

Brian Hamilton, Mary Hamilton

Our systems and uptime are so important for manufacturing to keep going. By having the correct solutions in place and the ability to recover from a hack in a matter of hours instead of days means everything. We will show you a proper road map, how to minimize your risk and how easy it is to recovery from a hacker's attack if you have all the right things in place.

WE53 Wednesday, July 26, 15:30 - 17:00

MAX YOUR VAC: How to Maximize Vacuum Performance on CNC Routers in Order to Get More Parts in Less Time with Less Waste

Michael Murphy

When it comes to holding parts on a CNC Router, vacuum is the most common (and often only) method being used today. Why not maximize a vacuum's performance if vacuum is the ONLY thing holding parts? Learn how to eliminate vacuum pressure loss with gasketing products and techniques. Whether it is small parts or large, production runs or custom work, wood or plastic, big vacuum systems or small, the same science always applies to eliminate vacuum pressure loss.

TH98 Thursday, July 27, 15:30 - 17:00 **The Digital Twin and the Factory of the Future, Today**

Alexander McLeod Schofield

The Digital Twin leverages computation and parametric abilities to automatically produce any iteration for purchase and all instructions or assets for manufacture. Designers, makers, and manufacturers of all crafts and sizes can share assets from one centralized digital workshop, through web-based platforms, while being distributed across local or global physical locations. This talk will expand on interconnected technologies which help automate making while preserving craft and design.

Seminars2023

Techniques & Applications

TU38 Tuesday, July 25, 13:30 - 15:30
Color Strategies for Achieving Optimum Results

Robert Chickey

Finishing expert Robert Chickey will discuss all aspects of color, including using clear coats, sanding substrates, recognizing and neutralizing undertone, and more. He will discuss color theory and how to utilize it when developing formulations and how to layer color to achieve clarity and depth.

WE55 Wednesday, July 26, 09:30 - 11:00
Invisible Edgebanding - Tips and Technology for Achieving Seamless and Perfectly Bonded Edgebanding

John Elder

Today's customers demand higher quality when it comes to edgebanding. Whether it's invisible edgebanding lines, bonding challenges for new edge materials, or product durability requirements, today's markets require higher standards than ever. We will detail new developments in application equipment and adhesive technologies and explain the potential benefits and drawbacks. We will also discuss tips and process techniques that anyone can use to improve edgebanding performance with their existing equipment and adhesive.

WE61 Wednesday, July 26, 11:30 - 13:30
Finishing Failures - Is It the Coating or Our Process?

Diane Shattuck

Understanding what, why, and how finishing failures are happening is the first step into getting your profits and scheduling back on track. We will troubleshoot the problems we face in our finish department and learn simple tricks that will give you consistency, durability and trouble-free finishes. Recognizing the obstacles before they happen can get you to the finish line faster and with no rework. Let's start having positive actions instead of the madness of reactions when it comes to our finishes.

WE63 Wednesday, July 26, 13:30 - 15:00
Material and Surface Trends

Christina Relyea

An overview of the hottest styles from color to textures and how to apply them in a successful business strategy for your market.

WE71 Wednesday, July 26, 15:30 - 17:00
Batch Finishing

Corrie Leister

Hear from business owner Corrie Leister about her innovative and efficient approach to batch finishing. She will share how you can incorporate this process into your factory.

TH84 Thursday, July 27, 09:30 - 11:00
Mastering the Art of HVLP Spray Finishing

Marty Schlosser

Master the key elements necessary for achieving a successful finish using HVLP turbine systems, including: equipment setup and adjustment; knowing your finish and supplier, preparing your spray booth, mastering spraying techniques, and on-site finishing strategies.

Teacher Track

TU36 Tuesday, July 25, 13:30 - 15:00
How to Keep Your Keester Out of Court (and Other Tips from a Veteran Educator)

Patrick Molzahn

Patrick will share his experiences from over 25 years of teaching. He recently helped a high school avoid an expensive lawsuit after a student was injured. Get tips on what you can do to reduce your exposure, and learn about useful teaching resources. Bring your questions - this will be a chance for all to share and solicit advice.

TU45 Tuesday, July 25, 15:30 - 17:00
Marketing Your Program - Are You Getting Anyone's Attention?

Mark Smith

In this presentation, learn why you should market your program, how to market your program, and what free tools are available to you to do so. Some of the topics we will discuss include: program supporters, industry partners, internship opportunities, career exploration, career opportunities, technical support, field trips, government relationships, program recognition, revenue streams, leveraged celebrity recognition, student recruitment, in-kind donations, and influence with school administration.

WE51 Wednesday, July 26, 09:30 - 11:00
Shop Safety in Education

Reuben Foat

Reuben will share the highly-respected Cerritos College Wood Manufacturing Department safety program for students to help educators enhance their classroom safety instruction.

WE56 Wednesday, July 26, 11:30 - 13:00 **FREE**
Teacher Project Swap

Jordan Clarke

Educators - bring your project plans and ideas! What's resonating or popular with your students these days? This is an opportunity to share ideas with your peers and inspire others. Bring copies of your project plans (or a digital file, submit photos of projects to share (more details will be provided to registrants).

WE50 Thursday, July 27, 13:30 - 16:30
Teacher CNC Training Workshop

Christian Correa, John Kelly, Wesley Crawford

Teachers: would you like to incorporate CNC into your woodworking program, but don't know where to start? In this crash-course, we will go over introductory-level CNC and CAD. Learn from other high school educators how you can get started with this technology and introduce it to your students.

TH85 Thursday, July 27, 09:30 - 11:00
Building Trades into Education: Bridging the Skills Gap Through Collaboration

Molly Turner, Peter Lutz

Hear from wood educators from three districts who have developed a collaborative approach to bridging the skills gap through projectbased learning, networking, and instilling 21st-century skills in students. Learn how their partnership has led to innovative projects, improved student outcomes, and increased visibility for their programs. They will share project plans and resources they have developed and provide tips on how to partner with other programs in your area.

TH94 Thursday, July 27, 13:30 - 15:00
Teaching and Evaluating the Wood Industry's Skill Standards

Greg Larson

Learn how to implement the Woodwork Career Alliance (WCA) credentialing system in your school. Join a veteran teacher who has used the WCA Skill Standards to shape his curriculum and find out how he manages the training and credentialing process. Learn ways to plan and prepare your academic calendar to incorporate WCA credentials into your curriculum and practical methods to evaluate your students.

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Tuesday, July 25 - Thursday, July 27

8:00am - 1:30pm:

Friday, July 28

Exhibit Hall Pricing

By June 29: \$30 After June 29: \$50

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By June 29: \$75 each
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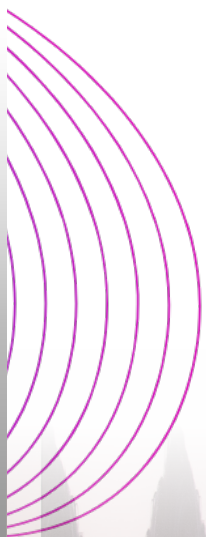
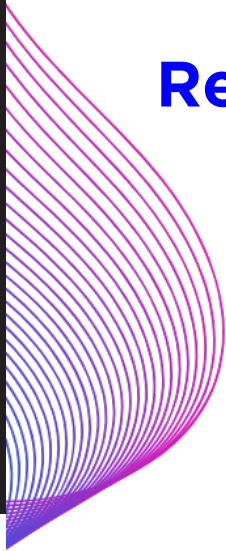
Shuttles to/from Official Hotels & Venue

In efforts to ensure the safety of our attendees, shuttle service will not be offered for 2023.

Note: The conference registration desk will be open 30 minutes prior to the start of all CWWK™ sessions to accommodate these special registrations.

Cancellation: Cancellation requests must be received in writing by June 30, 2023 to receive a 50% refund. After this date, no refunds. All refunds will be processed after the event. There will be a \$5 charge for replacements or substitutions on-site.

Children: In accordance with display rules and regulations and security measures, children under the age of 14 are prohibited from entering the trade show floor at any time, including infants. There are no exceptions to this rule. Children 14 and older must have a badge to enter exhibit halls.



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