



AWFS® Fair Educational Program Will Offer 46 High Quality Sessions for 2011 Show Attendees

Commerce, CA- February 22, 2011- More than 50 industry professionals have been lined up to deliver 46 high quality educational presentations during the four days of the AWFS® Fair, July 20-23, 2011 at the Las Vegas Convention Center

On the heels of a rough economy and faltering bottom lines, the College of Woodworking Knowledge (CWWK) will offer 46 sessions to boost skills useful to industry professionals prepping for industry recovery.

Included in this year's CWWK program, the industry's leading education series, will be an all-day hands-on Lean Manufacturing workshop --a repeat program that received a perfect score in 2009 from attendees -- and a wide range of excellent courses falling under Business Management, Cabinet/Millwork, Software & Technology, Techniques & Applications, Safety & Environment, Handcrafted Furniture and a Teacher Track.

A new track, Small Shops Ten & Under, has been added for 2011. Topics for the track, ranging from automation to management, sales techniques and using Google Sketch Up, were based on a survey done of all 2009 attendees in the 10 or under employee category.

"Many businesses feeling the crunch of a severe economy, haven't had the opportunity to get out of the trenches in the last few years," says Philip Martin of Hafele, Chair of the CWWK Advisory Committee. "This program is structured to provide attendees with ideas, strategies, skills and resources to jump-start their thinking, planning and actions."

The always popular Special Machinery and Relevant Technology (SMART) program offers a dozen technical courses that take place on the exhibit floor before the show opens in the morning, combining lecture and visual demonstrations that allow attendees to see machines in action, understand complex processes and applications. The SMART sessions range from nested base, fixturing, dowelling, to configuring work cells, optimizing solid wood set up and more. These sessions are have space restrictions so early registration is advised.

The CWWK program also includes seminars on bidding, financing, strengthening your workforce, aging in place, social media, diversifying to capitalize on a new market economy, converting to water base finishing, OSHA safety, LEED for woodworkers, furniture design and many more, as well as a series developed for wood technology teachers who attend the show.

AWFS offers a discount on all seminars to a host of fellow trade associations' members whose leaders have participated in the development and delivery of the program. For 2011, these groups include ACSP, AWI, BIFMA, CMA, CPA, HPVA, KCMA, Sustainable Furnishings Council, The

Furniture Society, WCMA, WPMA and Woodwork Institute. Members receive a code from their association to use when registering to receive the discount.

Classes begin on July 19, the pre-show day, and continue throughout the four days of the show. All seminars are priced individually. The full CWWK program will be available online in mid-to late-March 2011 at www.AWFSFair.org. For additional information, contact Nancy Fister at nancy@awfs.org or 323.215.0303.

About AWFS:

The Association of Woodworking & Furnishings Suppliers® (AWFS), founded in 1911, is a non-profit organization that wholly owns and produces the biennial AWFS®Fair. The largest trade association serving the entire home and commercial furnishings industry, AWFS has more than 400 members, including manufacturers and distributors of machinery, hardware, software, tooling, lumber, components, wood products and supplies for the woodworking industry including cabinet, furniture, millwork and custom woodworking products.