



PRESS RELEASE
April 16, 2013

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Lean Manufacturing, Sales and Marketing Highlight Business Seminars at AWFS Fair

The Business Management track of the College of Woodworking Knowledge (CWWK) education program will feature a variety of Lean Manufacturing, marketing and sales seminars. Attendees can take one or more in each category to benefit from the combined perspectives and speaker expertise.

In a two-part "Lean Continuous Improvement" seminar, attendees are provided the nuts and bolts of continuing a Lean Manufacturing journey and given the opportunity to query a panel of Lean experts about their specific Lean challenges. Part I is a case study, conducted by Shingo Prize recipient, Pat Wardwell of the Greater Boston Manufacturing Partnership (GBMP), and Dave Silvia, Vice President of Architectural Products Division at North Atlantic Corporation. They will relay how they worked together to create productive and ongoing organizational change.

Part II is an open forum to be hosted by five Lean pros who will engage the audience in a comprehensive discussion and Q&A on Lean Continuous Improvement. The Lean hosts include Gary Conner of Lean Enterprise Training (Gary will also deliver a three-hour "Lean as a Growth Strategy" session targeted to small shops); Doug Gilbert, President of Ellipticon Wood Products and a Green Belt in Six Sigma; Brian Swanson, Director of Enterprise Excellence for NACS, and trainer for the day-long "Lean Hands-on Production Simulation" running on the pre-show day; Dave Silvia, an eleven-year practitioner of Lean at North Atlantic; and Pat Wardwell, trainer and coach for GBMP and the co-author of "e2 Continuous Improvement System."

For attendees looking to increase sales and knowledge of their brand, or grow their business, they can choose from topics of "Online Marketing," led by Mike Salguero, Co-founder of CustomMade.com and "Integrating Best Marketing Practices to Achieve Growth," delivered by Dr. Jeff Howe, President of Dovetails Partners, an internationally known "think tank" for creative solutions to issues in the natural resources sector. Dr. Howe will also present a session on "Marketing to an Increasingly Green Marketplace." Three members of the *Wood & Wood Products Wood 100* -- leading companies that have achieved success despite challenges and a rough economy -- comprise a panel that will share their concepts and actual strategies for "Marketing despite Changing Conditions."

Other topics in the Business Management track include "Managing your Accounts and Finances Profitably," led by CPA and management consultant Kurt Feddersen; "Understanding the (Ever) Changing World of Finance and Taxes," presented by Tim Northup, Vice President of Finance for Stiles Machinery (one of the top-rated sessions in 2011); and a panel presentation entitled, "Empowering Employees for Radical Results," which centers on developing an organizational culture, training and listening to employees, for surprising results. Speakers include Dr. Jeff Howe, Alan Severance, Director of Training and Organizational Development for David C. Grubb Associates; and Brian Stowell, president of Crown Point Cabinetry.

To register or to view the full 2013 CWWK schedule, go to www.AWFSfair.org. You can also contact AWFS at 800-946-2937 or e-mail nancy@awfs.org.