



# INNOVATION

## BEGINS HERE.

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NORTH AMERICA'S LARGEST GATHERING  
OF WOODWORKING EQUIPMENT AND  
TECHNOLOGY IS COMING!

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**REGISTER NOW and Save \$25! [www.awfsfair.org](http://www.awfsfair.org)**  
**EARLY BIRD REGISTRATION ENDS June 27th**



**JULY 17-20, 2019**  
LAS VEGAS CONVENTION CENTER  
LAS VEGAS, NEVADA

# About AWFS® Fair

Take advantage of North America's largest woodworking event of the year:

PRODUCTS & SERVICES FROM

**600+**  
EXHIBITORS

REPRESENTING  
**400+ PRODUCT**  
CATEGORIES

NETWORK WITH  
**18,000+**  
INDUSTRY PROFESSIONALS  
FROM  
**70+ COUNTRIES**

## EXHIBIT HALL DATES AND HOURS

**Wednesday, July 17**  
9:00 A.M. - 5:00 P.M.

**Thursday, July 18**  
9:00 A.M. - 5:00 P.M.

**Friday, July 19**  
9:00 A.M. - 5:00 P.M.

**Saturday, July 20**  
9:00 A.M. - 2:00 P.M.

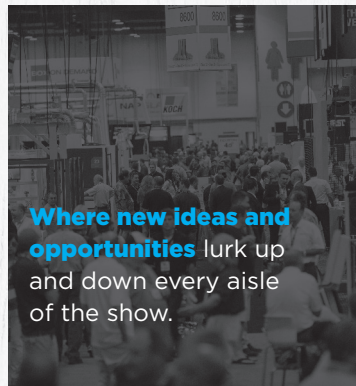
## LOCATION

Las Vegas  
Convention Center,  
Las Vegas, Nevada

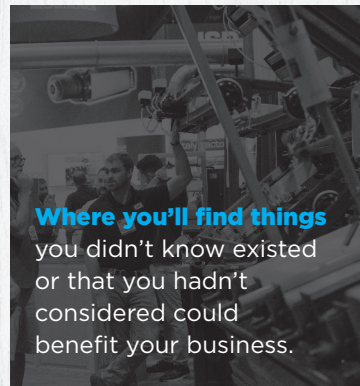
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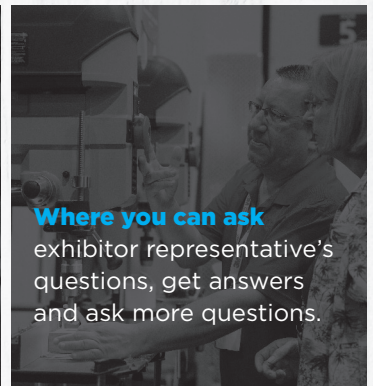
# This is **Where** Everything Woodworking Comes to Life.



**Where new ideas and opportunities** lurk up and down every aisle of the show.



**Where you'll find things** you didn't know existed or that you hadn't considered could benefit your business.



**Where you can ask** exhibitor representative's questions, get answers and ask more questions.



**Where you belong.** If you are a woodworking professional dedicated to improving your business and career opportunities, this is where you belong—and where you need to be.



**Where you will learn** what new, shop and compare products, see product demonstrations and get answers to your questions in real time so that the machines and supplies you invest in meet your current and future needs.

## Should You be at AWFS® Fair 2019?

If you work in any of the following areas, regardless of the size of your operation, the answer is yes!

**Lumber** **Windows** **Components**  
**Surface** **Veneers** **Plastics** **Hobbyists** **Hardware** **Educational** **Furniture**  
**Store** **Fabricators**  
**Design** **Home** **Products**  
**Upholstered** **Hardware** **Flooring** **Materials** **Metal**  
**Residential** **Architecture**  
**Doors** **Cabinets** **Composite** **Stock** **Storage** **Dimensional**  
**Closets** **Fixtures** **Millwork** **Solid** **Maker** **Panels** **Commercial**  
**Laminates/Laminated** **Software** **Plywood** **Architectural**



"Like" AWFS Fair on Facebook to receive frequent show updates and photos. Facebook doubles as an easy way to connect with attendees and exhibitors. [fb.com/awfsfair](https://fb.com/awfsfair)



Follow AWFS Fair on Twitter for event updates. [twitter.com/awfsfair](https://twitter.com/awfsfair)



TECH  
NOL  
OGY

# The digital transformation is already underway in the woodworking industry.

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Staying on top of technological advances can be the biggest challenge right now for many businesses. We're now embarking on Industry 4.0, where artificial intelligence and internet-connected equipment are introducing previously unheard-of capabilities to streamline production, increase efficiency, detect maintenance issues, track products, exceed customers' expectations and much more. AWFS®Fair takes you to the forefront, where you will see what's going to revolutionize your business and what's new and exciting in this industry.



Search AWFS®Fair group to link up with attendees. If you haven't already developed a profile on this business networking site, there's no better time. [linkedin.com](https://www.linkedin.com)



Search for AWFS®Fair on YouTube for event highlight videos and messages. [youtube.com/awfsfair](https://www.youtube.com/awfsfair)

# Smart Ideas & New Technology **Begin Here.**

AWFS  
*Visionary Awards*

## Visionary New Product and First Time Exhibitor Product Showcase

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 Visionary Awards, as we honor the best new products of the year.

**Awards Presentation**  
Friday, July 19 at 9:15 a.m.

## Showcase

Check out our showcase highlighting Industry 4.0 and the technology that will heavily influence the **future of manufacturing** including: Artificial Intelligence; Augmented and Virtual Reality; Robotics; 3D Printing; Cloud Computing; Internet of Things (IOT) and Internet of Services (IOS).

INDUSTRY4.0 

**MAKE & TAKE**

Brought to you by:



## Interactive Mini-Build

Go make something! Take a break from collecting swag from exhibitors and build yourself something fun! Machinery will be set up and "builds" will take place **Wednesday-Friday of the show from 10:00 a.m. to 12:00 noon and 2:00 p.m. to 4:00 p.m.** Get some sawdust on your hands while you network with SWM members and other attendees in a fun and casual experience!



## SHOP TALK LIVE<sup>SM</sup> Fine Woodworking "Shop Talk Live" Podcast

Fine Woodworking magazine editors gather together to answer your woodworking **questions and interview** some of the world's leading furniture makers.

## Woodwork Career Alliance Skill Evaluator Training

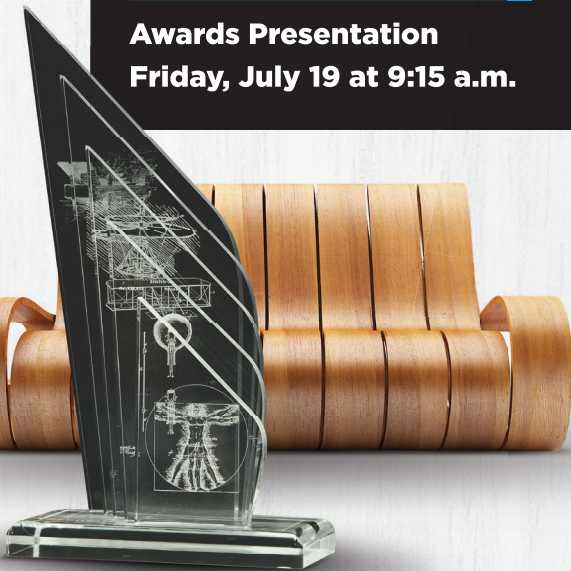


Creators of the Wood Manufacturing Skill Standards conduct on-site training to qualify candidates as Accredited Skill Evaluators— individuals able to **assess and certify students and professionals** on the tool and machine standards. Also, don't miss the three FREE industry-focused educational sessions on WCA, see seminar program for more details.



## Destroy Responsibly

WEIMA America is returning as the Official Recycling Partner of the 2019 AWFS®Fair in partnership with AWFS, Freeman.



## Curious About Woodturning?

Join the American Association of Woodturners (AAW) for live lathe-turning demonstrations with AAW members. **Our turning demonstrations will showcase innovative and exciting turning techniques on Wednesday, Thursday and Friday afternoon.** AAW is also a host of the Turning to the Future student exhibition.

**Demos - Wednesday through Friday at the top of the hour between 11:00 a.m. and 2:00 p.m. and at 11:00 a.m. and 12:00 noon on Saturday.**



## fresh WOOD Student Woodworking Competition

**Fresh Wood & Turning to the Future Student Award Ceremony  
Friday, July 19 at 4:00 P.M.**

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.



## WED talks

### Introducing "WED Talks" Wood Education Talks

Join us on Thursday and Friday for free 15 minute presentations by experts, influencers, and wood industry community members on the topics they are passionate about...including social media, marketing, technology, skilled trades development, the future of our industry and more.

## Closets & Organized Storage

### Closets and Organized Storage Pavilion

**Co-Sponsored by Closets & Organized Storage Magazine**

Closets and organized storage is hotter than ever! The pavilion will have its own designated area on the show floor, and is complemented by the full-day Woodworking Network Closet Symposium taking place on Tuesday, July 16.

## AWFS® Fair Live!

### Rapid Fire Presentation

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. Located on the Show Floor, the event will feature **several 15-minute presentations to divulge what's new with some of the hottest companies in woodworking.** Stop by to learn and network with the experts.

## Fine Woodworking

### Fine Woodworking Live @ AWFS® Fair

Fine Woodworking brings **expert instructors** to share their knowledge, history, and woodworking tricks with an engaged, passionate audience of enthusiasts.

Add a Symposium  
to your AWFS®fair  
registration!

# Woodworking Network **Symposia**

Tuesday, July 16, 9:00 a.m. to 5 p.m. | \$350 early bird thru June 27, \$420 regular

Expanded for the 2019 to include a total of four learning tracks, a full day of industry education and networking is available the day before the opening of the AWFS®Fair exhibit halls. The Woodworking Network team has assembled a group of industry experts with real world experience in four areas: **Finishing, Closets, CNC Technology and Leadership.**



## Finishing Symposium

Moderated by *FDMC's* veteran editor, Karl Forth, the full-day finishing symposium will look at a variety of new and emerging finishing technologies and best practices. Finishing system organization, performance measurement and problem solving are addressed. **The Finishing Symposium is sponsored by Milesi, Superfici, and Burkle.**

### Problem solving in wood finishing and surface preparation

Jason Chiu of the Centre for Advanced Wood Processing, University of British Columbia

### Experiences in finishing from a consultant

D.C. Clark of Clark Deco

### Become familiar with newer types of finishing chemistry

David Jackson of Gemini Coatings

### New finishing technology from Italy, soft touch and natural look coatings

Marcello Vitale of Milesi

### New ways to conduct remote maintenance and improve productivity

Jeff Henry of Superfici

### Finishing Professionals Consulting Panel



## Closets Symposium

Moderated by *Closets & Organized Storage* magazine's popular editor, Michaelle Bradford, the Closets Symposium is a must-attend event for closet and garage businesses, closet designers, and builders and remodelers. Learn latest design trends, sales and marketing techniques.

### 50 Storage Designs & Trends for the Home

Moderated by Michaelle Bradford

### Lighting: Trends & Opportunities

Greg Price, founder of Gap Supply

### How to Close the Sale and Increase Profits

Eric Marshall, Kitchen and Closets by DEA Remodeling

### Working with Builders: Learn how to use referrals

and how to get your products into model homes

### Simple Solutions to Typical Design Challenges

ACSP President Wendy Scott, Boutique Closets & Cabinetry

### How to Set Up a Closet Manufacturing Shop

Thomas Laville, Laville Closets

### Research: Closets & Organized Storage 2019 State of the Industry

Laurel Didier, Publisher of Closets & Organized Storage

# Woodworking Network Leadership Reception

Immediately Following 5:30 p.m. – 7:30 p.m

Introducing the Woodworking Network 40 under 40 Class of 2019. All July 16 program registrations include education sessions, lunch and Woodworking Network Leadership Reception. The 40 Under 40 Leadership Reception is sponsored by Timber Products and Hexagon.



## CNC Technology Symposium

Moderated by *FDMC's* renowned editor, Will Sampson, The CNC Technology Symposium features presentations designed to appeal to all levels of users and sizes of operations, and there will be ample opportunity for questions and answers to make sure you get the information you need. **Sponsored by RSA.**

### An overview of CNC from desktops to high-volume production

Ted Hall, Shopbot

### Buying a new CNC and working with your distributor to get the most out of your CNC

C.R. Onsrud; Jason Dingess, Quis Machinery

### CNC evolution to Industry 4.0

Cesare Magnani, Biesse

### Modern material handling for CNC

James Swanson, Stiles/Homag

### What to know before buying your first CNC

Castaly

### How aggregates expand your CNC's capacity

Paul Roza, Benz

### Tooling for CNC

### Choosing the right CNC for your operation

Michael Cassell, Holz-Her

### How data management can improve the bottom line of your CNC operation

Roger Shaw, RSA

## Woodworking Network Under 40 Leadership Conference

Inspired by Woodworking Network's 40 Under 40 program, the Under 40 Leadership Conference is aimed at current and future woodworking industry leaders and any executive who wants to get up to speed with the latest in technology, management and marketing in today's fast changing business environment. **Sponsored by Hexagon and Timber Products.** Moderated by Harry Urban, publisher of Woodworking Network.

### Keynote: Leadership Matters

Guy Bucey, Inova LLC

### The Connected Factory/Industry 4.0

Georg Frey, Lignum Consulting

### Digital marketing and the new consumer

Panelists include Jeff Finney, Ultimate Cabinet Components; David Biggs, Woodworking Network; and Ezra Drissman, marketing specialist.

### Workforce Strategies

Panel includes Robert Dalheim, Woodworking Network and Whitney Pyle, Advanced Cabinet Systems and others.

### The shape of things to come

Manufacturing Execution Systems

### 40 under 40 leadership panel

Visit [awfsfair.org](http://awfsfair.org) for complete program details



# Skill-Building Opportunities at the AWFS® Fair

All the Knowledge you Need, Together in One Place

**The College of Woodworking Knowledge (CWWK™)** is the AWFS® Fair's comprehensive seminar program, constructed around important trends, new technologies and business-building practices. Choose topics to explore in this highly regarded education program offering a wealth of business and skill-building seminars, delivered by experts and seasoned practitioners at the top of their fields. Create your own customized learning curriculum from the 50 sessions spread over three days. The CWWK delivers a variety of panels, round tables, demos and workshops in six different educational tracks.

## Education Program Highlights



### FREE Seminars!

As a service to the industry, AWFS® is pleased to offer attendees seven free seminars related to workforce development, regulations, and safety. The sessions are free to all attendees but registration is required so we can be sure to have enough seats.

### Workforce Development – The Future of Our Industry

Hear from various experts and voices within our industry on how you can make an impact on the skills gap and change your culture to attract and retain the talent you need to develop a skilled workforce.



### SMART! Seminars

A special feature of the show's education program, the SMART! (Special Machinery and Relevant Technology) seminars combine lecture and technology demonstrations, live, on the show floor before the show opens. From the newest concepts in nesting, edgbanding, and sanding, to Industry 4.0 implementation, the SMART! sessions provide an up-close opportunity to learn from the technical experts at the show. Space is limited to 25 registrants in each session so register early to ensure your place. Look for the SMART! icon on the seminar schedule and descriptions.





# Seminars-at-a-Glance

All seminars are located on the main floor across from Hall C4 except for the SMART!  
Sessions which are conducted on the show floor.

	Wednesday, July 17	Thursday, July 28	Friday, July 19
<b>Business Management</b>	<b>WE27 9:30 a.m. - 11:00 a.m.</b> Profitable Growth Through Digital Marketing	<b>TH41 9:30 a.m. - 11:00 a.m.</b> The Proper Three Are Key: Dust Collection for Small Shops	
	<b>WE25 11:30 a.m. - 1:00 p.m.</b> Profit Is Important but Cash Flow is Critical	<b>TH46 11:30 a.m. - 1:00 p.m.</b> Diversifying Your Business: Think Outside the (Cabinet) Box	
		<b>TH53 1:30 p.m. - 3:30 p.m.</b> Interactive Case Studies in Lean Manufacturing	<b>FR66 1:30 p.m. - 3:00 p.m.</b> Growing Your Business By Creating a Sales Culture
	<b>WE30 3:30 p.m. - 5:00 p.m.</b> Wood Industry Regulatory Update	<b>TH43 3:30 p.m. - 5:00 p.m.</b> Making it in the Cabinet Industry	
<b>Culture &amp; Workforce</b>	<b>WE23 9:30 a.m. - 11:00 a.m.</b> Taking Your Business to the Next Level: Why Leadership Matters		
	<b>WE34 9:30 a.m. - 11:00 a.m.</b> Industry Workforce Development Opportunities	<b>TH50 9:30 a.m. - 11:00 a.m.</b> Company Culture: Where to Start	<b>FR65 9:30 a.m. - 11:30 a.m.</b> Manufacturing Engagement: Smart Strategies to Keep YOUR Top Talent from Becoming THEIRS
	<b>WE35 11:30 a.m. - 1:00 p.m.</b> It Wasn't Me: Are Your Leadership Skills Attracting the Next Generation's Workforce?	<b>TH40 11:30 a.m. - 1:00 p.m.</b> Finding, Training, and Retaining Workers	<b>FR69 11:30 a.m. - 1:00 p.m.</b> Creating a Stronger Workforce Through Diversity
	<b>WE22 1:30 p.m. - 3:00 p.m.</b> Communication Breakdown: You're Driving Me Insane!		
	<b>WE26 3:30 p.m. - 5:00 p.m.</b> The Price Is Right.....Or Is It?		<b>FR60 3:30 p.m. - 5:00 p.m.</b> Building a Training Program for Your Workers
<b>Cabinet, Millwork &amp; Furniture</b>			<b>FR73 9:30 a.m. - 11:00 a.m.</b> Experience the New AWI Standard Suite
	<b>WE33 11:30 a.m. - 1:00 p.m.</b> Estimating: Do You Have a Process?	<b>TH47 11:30 a.m. - 1:00 p.m.</b> How NOT to Make Furniture (How to draw more atten- tion to your furniture)	<b>FR80 11:30 a.m. - 1:30 p.m.</b> CMA's What's Your Problem?
	<b>WE31 3:30 p.m. - 3:00 p.m.</b> CNC in the Furniture Shop: Introducing Modern Manufacturing	<b>TH49 3:30 p.m. - 5:00 p.m.</b> Project Managers: Are yours Properly Equipped?	<b>FR67 1:30 p.m. - 3:00 p.m.</b> How Did We Get Here? A Conversation on Business, Career, and Creating a Life in Furniture
<b>Software &amp; Technology</b>		<b>TH44 7:30 a.m. - 9:00 a.m.</b> Optimization of Manufacturing Through Nested CNC	<b>FR78 7:30 a.m. - 9:00 a.m.</b> Robotic Applications for Wood Products Manufacturers
	<b>WE32 1:30 p.m. - 3:00 p.m.</b> Taking the Leap to a Bigger Machine: What You Need to Know Before You Invest	<b>TH45 7:30 a.m. - 9:00 a.m.</b> Why Digital Technologies are the Big Opportunity for the Woodworking Industry	
	<b>WE36 3:30 p.m. - 5:00 p.m.</b> New Technology for Woodworking Businesses	<b>TH57 7:30 a.m. - 9:00 a.m.</b> Labor Shortage Got You Down? Automation Is the Solution!	
		<b>TH58 7:30 a.m. - 9:00 a.m.</b> Processing Solid Wood Components on CNC	<b>FR79 3:30 p.m. - 5:00 p.m.</b> Boundary-Pushing With Your Nested-Based Router
<b>Techniques &amp; Applications</b>	<b>WE21 7:30 a.m. - 9:00 a.m.</b> Zero Edge Techniques and Applications		<b>FR71 7:30 a.m. - 9:00 a.m.</b> Demystifying Sanding
			<b>FR75 7:30 a.m. - 9:00 a.m.</b> Emerging Trends in Edgebanding
	<b>WE28 11:30 a.m. - 1:30 p.m.</b> OMG! Why is This Happening in My Finishes?!	<b>TH55 9:30 a.m. - 11:30 a.m.</b> Veneer Me Crazy 101: Everything You Ever Wanted to Try but Didn't Know Where to Start	<b>FR62 9:30 a.m. - 12:30 p.m.</b> Wood Coatings: Training Can Take Your Business to New Heights
		<b>TH54 1:30 p.m. - 3:00 p.m.</b> Choosing the Correct HVLP Spray System for your needs	<b>FR63 9:30 a.m. - 12:30 p.m.</b> Resin and Wood
<b>Teacher Track</b>		<b>TH48 9:30 a.m. - 12:30 p.m.</b> CAD for the Woodworking Program	<b>FR68 9:30 a.m. - 11:00 a.m.</b> Marketing Your Program: How to Get Started
	<b>WE20 1:30 p.m. - 3:00 p.m.</b> WCA - What's In It For Me	<b>TH52 1:30 p.m. - 3:00 p.m.</b> Teacher Curriculum and Resources	<b>FR64 11:30 a.m. - 1:00 p.m.</b> How to Get Money for Your Program... and Spend it Wisely!
	<b>WE29 3:30 p.m. - 5:00 p.m.</b> Classroom Tool Safety - A Participatory Session	<b>TH51 3:30 p.m. - 5:00 p.m.</b> Teaching Fun Design/Build	

## Where Are Seminars Held?

The 2019 CWWK seminars will take place on the main floor in the classrooms across the hall from Central Hall 4, in rooms N101-N120, except for the SMART! seminars which take place on the show floor at exhibitor booths.

## Choose Seminars Relevant to Your Company

SMART!

Look for these icons to help you decide which seminars most closely align with your shop size.



Targeted to small and medium custom shops



Targeted to medium-large volume production shops



Appropriate for all size businesses

## Satisfaction Guarantee

AWFS strives to make the CWWK a positive and useful learning experience. We offer a satisfaction money-back guarantee on the seminars. If you are not satisfied with your seminar, please ask for a refund form on-site.

# Seminar Pricing

New in 2019, 2 ways to buy!

## "A la Carte" Sessions:

By June 27: \$75 each | After June 27: \$95 each

## Unlimited One-Day Package Pricing:

- Purchase a day package to access unlimited sessions within that day!
- Purchase Package for each day, or just one day
- Combine with "a la carte" pricing for sessions on other days

By June 27: \$195 | After June 27: \$245

\*Package pricing does NOT include SMART seminars.

SMART seminars must be purchased a la carte.

\*\*Woodworking Network Symposia are NOT eligible for Package Pricing.

## Business Management



WE27

Wednesday, Jul 17, 9:30 a.m. - 11:00 a.m.

### Profitable Growth Through Digital Marketing

Jonathan Mills, Fruition

Uncover which digital marketing channels and strategies have the best ROI for your business. Leave this session with a clear action plan for evaluating, executing, and tracking of your digital marketing efforts.



WE25

Wednesday, Jul 17, 11:30 a.m. - 1:00 p.m.

### Profit Is Important but Cash Flow is Critical

Tom Grandy, Grandy & Associates

Everything you need to create a month-by-month, department-by-department cash flow budget for your company.



WE30

Wednesday, Jul 17, 3:30 p.m. - 5:00 p.m.

### Wood Industry Regulatory Update

Panel Discussion

Get an update on the TSCA Title VI regulation and others impacting wood products manufacturers.



TH41

Thursday, Jul 18, 9:30 a.m. - 11:00 a.m.

### The Proper Three Are Key: Dust Collection for Small Shops

Curt Corum, Air Handling Systems

All you need to know about dust collection, including hood size and proper duct sizing. Get the facts on filter material, matching the collector to the type of wood waste, and much more.



TH46

Thursday, Jul 18, 11:30 a.m. - 1:00 p.m.

### Diversifying Your Business: Think Outside the (Cabinet) Box

Gene Wengert, The Wood Doctor

Matt Wehner, Cabinet Concepts by Design

Amanda Conger, Cabinet Makers Association

Gene Wengert, aka the Wood Doctor, will provide an overview of the current economic conditions impacting the industry and then suggest ways to adapt your business so you can succeed (even now).



TH53

Thursday, Jul 18, 1:30 p.m. - 3:30 p.m.

### Interactive Case Studies in Lean Manufacturing

Gary Conner, Lean Consultant

This highly interactive, media rich session will apply and demonstrate 'Mass Customization' from a presentation standpoint. See examples, case studies and intervention techniques to address your current problems.



TH43

Thursday, Jul 18, 3:30 p.m. - 5:00 p.m.

### Making it in the Cabinet Industry

Jeff Finney, Ultimate Cabinet Components

Learn the principals of working on your business not just in it. This session will be part lecture and part Q & A.



FR66

Friday, Jul 19, 1:30 p.m. - 3:00 p.m.

### Growing Your Business By Creating a Sales Culture

Dr. Cindy McGovern, Orange Leaf Consulting, LLC

In any growing business, every job is a sales job! Leave with a game plan to put a whole new spin on sales, along with actionable steps you can take immediately to jump-start your company's growth.



"I always appreciate the information received. This is my 3rd AWFS Fair and I plan on coming back."

-2017 Attendee

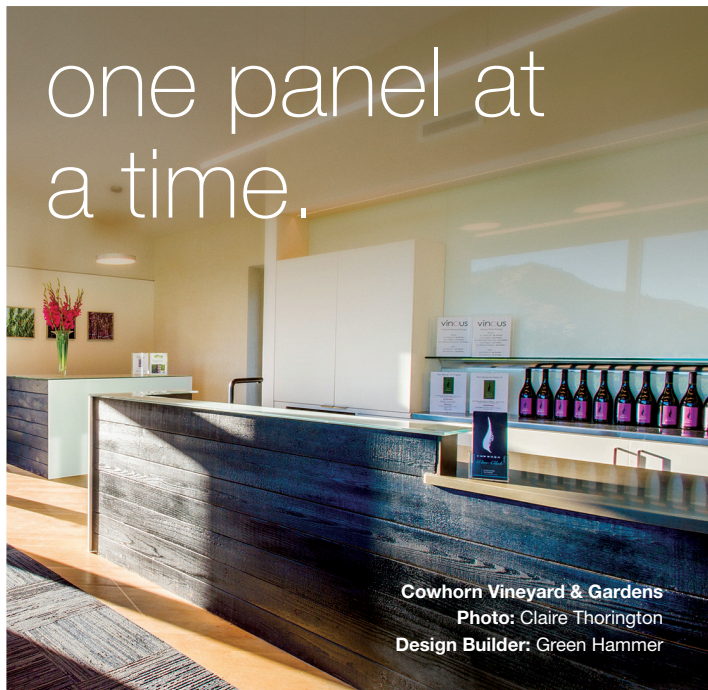
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Collins Almanor Forest



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the environment,



one panel at  
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Cowhorn Vineyard & Gardens  
Photo: Claire Thorington  
Design Builder: Green Hammer

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## Culture & Workforce



**WE23**

Wednesday, Jul 17, 9:30 a.m. - 11:00 a.m.

### Taking Your Business to the Next Level: Why Leadership Matters

Guy Bucey, Inova

Amanda Conger, Cabinet Makers

Guy Bucey helps Inova increase employee morale and decrease turnover by over 80%, while more than doubling the size and capacity of their factory.



**WE34**

Wednesday, Jul 17, 9:30 a.m. - 11:00 a.m.

### Industry Workforce Development Opportunities

Panel Discussion

Get updates on the WIRC industry-wide workforce campaign, SkillsUSA, and other workforce initiatives and opportunities.



**WE35**

Wednesday, Jul 17, 11:30 a.m. - 1:00 p.m.

### It Wasn't Me: Are Your Leadership Skills Attracting the Next Generation's Workforce?

Jason Dingess, Quis Machinery

Hear inspirational stories of companies in our industry with millennials at the helm, with takeaways you can apply to improve your corporate culture and interaction with younger generations.



**WE22**

Wednesday, Jul 17, 1:30 p.m. - 3:00 p.m.

### Communication Breakdown: You're Driving Me Insane!

Jason Dingess, Quis Machinery

Do you know what drives your employees? If not, how are you motivating them? Interview tips and techniques will also be covered.



**WE26**

Wednesday, Jul 17, 3:30 p.m. - 5:00 p.m.

### The Price Is Right.....Or Is It?

Tom Grandy, Grandy & Associates

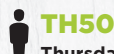
Improper labor pricing is the #1 killer of small businesses today! This session will cover all the basics of profitable labor pricing using a Sample Company and worksheets.



**REGISTER TODAY**

and Save \$25  
Early Bird discount  
ends June 27, 2019

**REGISTER NOW at**  
[awfsfair.org](http://awfsfair.org)



**TH50**

Thursday, Jul 18, 9:30 a.m. - 11:00 a.m.

### Company Culture: Where to Start

Paul Downs, Paul Downs Cabinetmakers

The session explores the journey of creating a corporate culture and will include handouts detailing how Paul defined the kind of worker and workplace he wanted.



**TH40**

Thursday, Jul 18, 11:30 a.m. - 1:00 p.m.

### Finding, Training, and Retaining Workers

Patrick Molzahn, Madison College

In a tight labor market, you need to get creative. This seminar will provide strategies to overcome many of the challenges you face recruiting and retaining quality employees.



**FR65**

Friday, Jul 19, 9:30 a.m. - 11:30 a.m.

### Manufacturing Engagement: Smart Strategies to Keep YOUR Top Talent from Becoming THEIRS

Lisa Ryan, Grategy, Inc.

If your employees aren't engaged, your customers won't be either. Attend this program to learn what you need to succeed in keeping your best employees from leaving.



**FR69**

Friday, Jul 19, 11:30 a.m. - 1:00 p.m.

### Creating a Stronger Workforce Through Diversity

Mei-Yen Shipek, Autodesk Pier 9

Hear from business leaders in the woodworking industry who embrace a varied workforce and why it's important and the best option for their bottom line.

**FR60**



Friday, Jul 19, 3:30 p.m. - 5:00 p.m.

### Building a Training Program for Your Workers

Patrick Molzahn, Madison College

Scott Nelson, Woodwork Career Alliance

How to get started and access readymade resources to create your in-house training program.



"Good and interesting variety of topics that are relevant and useful."

-2017 Attendee

## Cabinet, Millwork & Furniture



**WE33**

Wednesday, Jul 17, 11:30 a.m. - 1:00 p.m.

### Estimating: Do You Have a Process?

Luke R Emmert, R Emmert & Company

Doug Hague, AWI (Architectural Woodwork Institute)

Learn about the importance of a process and data tracking within an estimating department to help you better understand which projects present their greatest opportunity for contribution.



**WE31**

Wednesday, Jul 17, 3:30 p.m. - 5:00 p.m.

### CNC in the Furniture Shop: Introducing Modern Manufacturing

Paul Downs, Paul Downs Cabinetmakers

Paul provides a detailed look at his shop before and after CNC's arrival, including hard numbers on his labor costs and build times.



**TH47**

Thursday, Jul 18, 11:30 a.m. - 1:00 p.m.

### How NOT to Make Furniture (How to draw more attention to your furniture)

Judson Beaumont, Straight Line Designs

Judson Beaumont will discuss his unique design process, how to find your own style and how to take chances in your design process while also sharing advice on working closely with clients.



**TH49**

Thursday, Jul 18, 3:30 p.m. - 5:00 p.m.

### Project Managers: Are yours Properly Equipped?

Bob Krejci, Riverside Architectural Millwork

Randy Lange, Lange Bros. Woodwork Co., Inc.

Enjoy this fast pace overview study that will leave everyone with takeaways that can be implemented tomorrow to increase the efficiency of your project management department and your skillset.



**FR73**

Friday, Jul 19, 9:30 a.m. - 11:00 a.m.

### Experience the New AWI Standard Suite

Ashley Goodin, AWI

Come experience the many opportunities manufactures now have with the AWI performance-based Standards for the Architectural Woodworking Industry.



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**FR80**

Friday, Jul 19, 11:30 a.m. - 1:30 p.m.

### CMA's What's Your Problem?

Amanda Conger, Cabinet Makers Association

CMA's popular "What's Your Problem" roundtable discussions are an opportunity for show attendees to share their problems and solutions with other like-minded woodworking professionals.



**FR67**

Friday, Jul 19, 1:30 p.m. - 3:00 p.m.

### How Did We Get Here? A Conversation on Business, Career, and Creating a Life in Furniture

John Conrad, ISFD

(International Society of Furniture Designers)

Owain Harris, O.H.H. Cabinetmaker

A conversation about success, failure, and learning in Design and Woodworking, including building relationships with clients and designers, marketing, merchandising, and more.

## Software & Technology



**WE32**

Wednesday, Jul 17, 1:30 p.m. - 3:00 p.m.

### Taking the Leap to a Bigger Machine: What You Need to Know Before You Invest

Chris Dehmer, Dark Horse Woodworks

Matt Wehner, Cabinet Concepts by Design

Amanda Conger, Cabinet Makers Association

Small shop owners share their stories of taking the leap and buying \$50-\$250k machines; they will cover all steps in the process and all of the surprises that come with integrating a big machine into your shop.



**WE36**

Wednesday, Jul 17, 3:30 p.m. - 5:00 p.m.

### New Technology for Woodworking Businesses

J. Sassaman, Autodesk Pier 9

What are some new technologies that woodworking businesses are embracing to help their productivity and bottom line? This panel will share what they are doing!



**TH44**

Thursday, Jul 18, 7:30 a.m. - 9:00 a.m.

### Optimization of Manufacturing Through Nested CNC

James Swanson, Stiles Machinery

James demonstrates how to maximize material yield through optimization of your nested CNC processing, using specific techniques, tooling, and high-tech applications.

SMART!



**TH45**

Thursday, Jul 18, 7:30 a.m. - 9:00 a.m.

### Why Digital Technologies are the Big Opportunity for Woodworking Industry

Manuela Andreani, SCM Group

Sergio Castro, SCM Group

Learn about new business opportunities that can be unlocked with Digital Technologies, with special regard to IoT, focusing on the role played by services enabled by these technologies.

SMART!



**TH57**

Thursday, Jul 18, 7:30 a.m. - 9:00 a.m.

### Labor Shortage Got You Down? Automation is the Solution!

Jason Varelli, Biesse

Learn how automation is available in all shapes and forms, making it available for all shop sizes and not just large shops.

SMART!



**TH58**

Thursday, Jul 18, 7:30 a.m. - 9:00 a.m.

### Processing Solid Wood components on CNC

Cesare Magnani, Biesse

Explore the importance of CNC machining different features and what kind of solution is better suited for different production needs. We will also discuss techniques to maximize efficiency and productivity.

SMART!



**FR78**

Friday, Jul 19, 7:30 a.m. - 9:00 a.m.

### Robotic Applications for Wood Products Manufacturers

John Park, SCM Group

Review multiple applications and installations of robots in the industrial sectors of cabinets, closets, furniture and millwork. ROI considerations and technical support will also be evaluated.

SMART!



**FR79**

Friday, Jul 19, 3:30 p.m. - 5:00 p.m.

### Boundary-Pushing With Your Nested-Based Router

Tracy Yarborough, Maple River Woodworkers

Chris Dehmer, Dark Horse Woodworks

Amanda Conger, Cabinet Makers Association

Two small shop owners share how they are using their CNC routers, ways to simplify routine processes, and tactics to make additional revenue.

## Techniques & Applications



**WE21**

Wednesday, Jul 17, 7:30 a.m. - 9:00 a.m.

### Zero Edge Techniques and Applications

Steve Jones, Stiles Machinery

Steve will discuss the technology that allows for the zero edge applications and quality that customers require.

SMART!



**WE28**

Wednesday, Jul 17, 11:30 a.m. - 1:30 p.m.

### OMG! Why is This Happening in My Finishes?!

Diane Shattuck, Gemini Coatings

Learn how to diagnosis, identify, and troubleshoot common finish perplexities that may be happening in your coatings or equipment.



**TH55**

Thursday, Jul 18, 9:30 a.m. - 11:30 a.m.

### Veneer Me Crazy 101: Everything You Ever Wanted to Try but Didn't Know Where to Start

Scott Grove, Imagine Grove

Enjoy a better understanding and comfort level when working with veneer, and learn a variety of techniques used to create amazing works of art.



**TH54**

Thursday, Jul 18, 1:30 p.m. - 3:00 p.m.

### Choosing the Correct HVLV Spray System for your needs

Jim Larin, Fuji Industrial Spray Equipment LTD.

Learn about the benefits and drawbacks of different HPLV spray technologies for your business or work shop with real life video case studies.



**TH56**

Thursday, Jul 18, 1:30 p.m. - 3:30 p.m.

### Veneer Me Crazy 102 - Asymmetrical Matching and Compound Curves

Scott Grove, Imagine Grove

Learn to create asymmetrical patterns and compound veneer curves by using a exploring different techniques used to perform the various operations.



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-2017 Attendee



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**FR71**

Friday, Jul 19, 7:30 a.m. - 9:00 a.m.

### Demystifying Sanding

Aaron Brink, Stiles Machinery

This session will simplify the often complicated sanding process through demonstration and discussion of techniques and applications that will enable you to provide the top-quality results your customers demand.



**FR75**

Friday, Jul 19, 7:30 a.m. - 9:00 a.m.

### Emerging Trends in Edgebanding

Lauro Dominić, Biesse

This workshop is perfect for delivering valuable insight into latest industry trends for edgebanding and easy ways to create high-quality products without the high-end price tag.



**FR62**

Friday, Jul 19, 9:30 a.m. - 12:30 p.m.

### Wood Coatings: Training Can Take Your Business to New Heights

Louis Jasso, Elite Fine Finish

Transitioning from consumer products to industrial wood coatings can be intimidating but also necessary to take your finishing shop to the next level. Learn how you can confidently grow your business.



**FR63**

Friday, Jul 19, 9:30 a.m. - 12:30 p.m.

### Resin and Wood

Scott Grove, Imagine Grove

Gain a better understanding of resin and which to use for what application. A resource list of suppliers and a quick reference guide with application and properties will also be provided.



**FR70**

Friday, Jul 19, 1:30 p.m. - 3:30 p.m.

### BAM! Just Like That, Sanding and Color Consistency Made Easy

Diane Shattuck, Gemini Coatings

Color shift can be common place when certain basics are over looked. Learn which types of staining systems available can give best results for the “appearances” you are trying to achieve.



# Teacher Track

**WE29**

Wednesday, Jul 17, 3:30 p.m. - 5:00 p.m.

### Classroom Tool Safety - A Participatory Session

John Stearns, The MiLL

Curt Corum, Air Handling Systems  
Come prepared to share your shop safety resources and tricks with teachers across the country and learn some new ones in exchange!

**WE20**

Wednesday, Jul 17, 1:30 p.m. - 3:00 p.m.

### WCA - What's In It For Me

Patrick Molzahn, Madison College

Whether you are in education or industry, gain useful ideas that you can use to implement the Woodwork Career Alliance credentialing system in your school or business to create and manage a training program.



**TH48**

Thursday, Jul 18, 9:30 a.m. - 12:30 p.m.

### AutoCAD for the Woodworking Program

Mark Smith, Reed-Custer High School

Create a drawing you can take back to the shop to use or that can be imported into a CAM program. Leave with access to step by step curriculum, tutorial videos, and handouts.

**TH52**

Thursday, Jul 18, 1:30 p.m. - 3:00 p.m.

### Teacher Curriculum and Resources

John Stearns, The MiLL

An introduction to The MiLL curriculum, Teacher Academy, and give you practical takeaways you can use in your class today.

**TH51**

Thursday, Jul 18, 3:30 p.m. - 5:00 p.m.

### Teaching Fun Design/Build

Matthew Wolpe, Berkeley High School/Laney College

Hear about specific examples of projects that integrate design teaching and thinking into a hands-on class and the importance of fun while doing learning design/build process.

**FR68**

Friday, Jul 19, 9:30 a.m. - 11:00 a.m.

### Marketing Your Program: How to Get Started

Mark Smith, Reed-Custer High School

Learn why you should market your program, how to do it, free resources available to you, and much more. We will discuss stakeholders and gain access to useful templates.

**FR64**

Friday, Jul 19, 11:30 a.m. - 1:00 p.m.

### How to Get Money for Your Program...and Spend it Wisely!

John Stearns, The MiLL

We will discuss various sources of funding, including private grants, Perkins, and industry donations, and once you get the funding, how to spend the money wisely to get the biggest impact.



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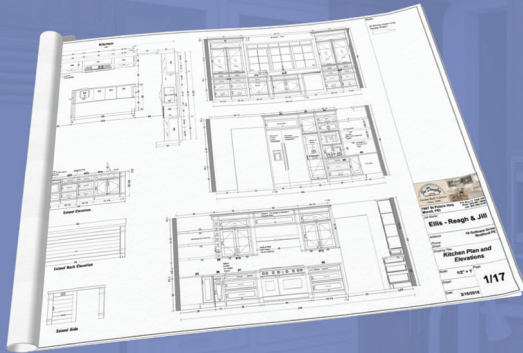
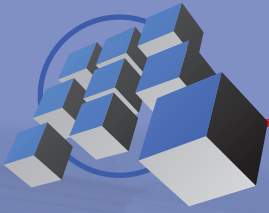
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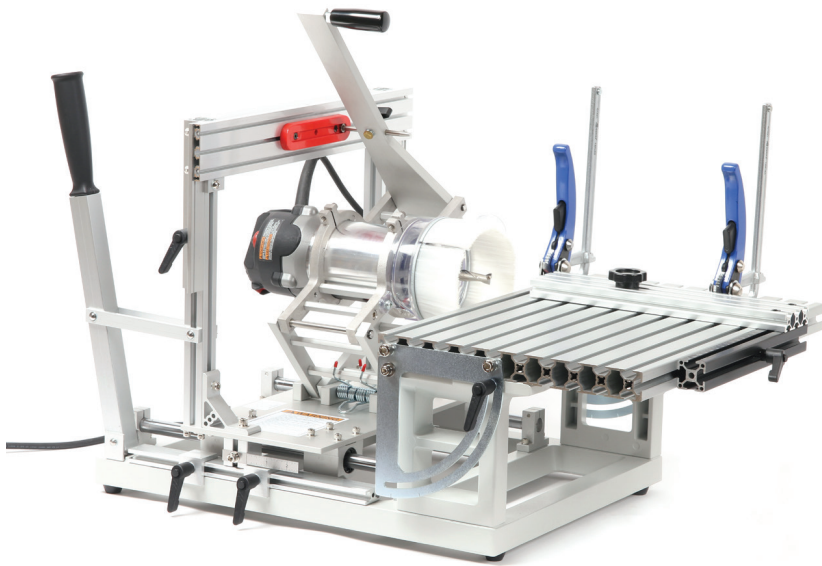


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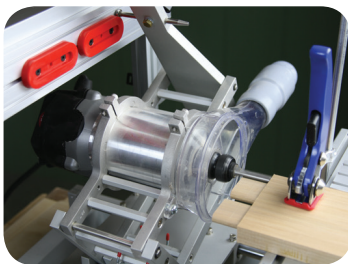
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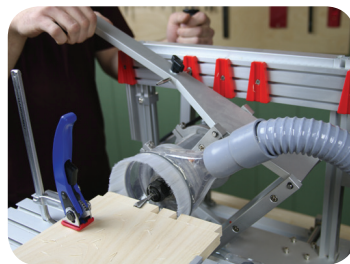
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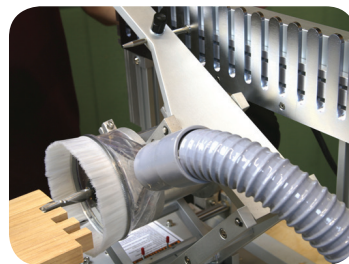
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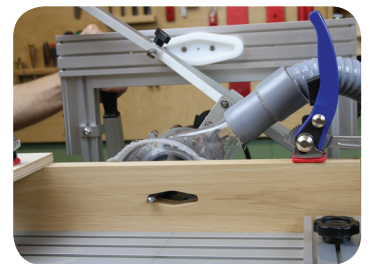
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\*Package pricing does NOT include SMART seminars. SMART seminars must be purchased a la carte.

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### Registration Hours

Wednesday, July 17, 8am - 4:30pm • Thursday, July 18: 8am- 4:30pm  
Friday, July 19, 8am - 4:30pm

*NOTE: The conference registration desk will be open 30 minutes prior to the start of all CWWK™ and S.M.A.R.T. sessions to accommodate these special registrations.*

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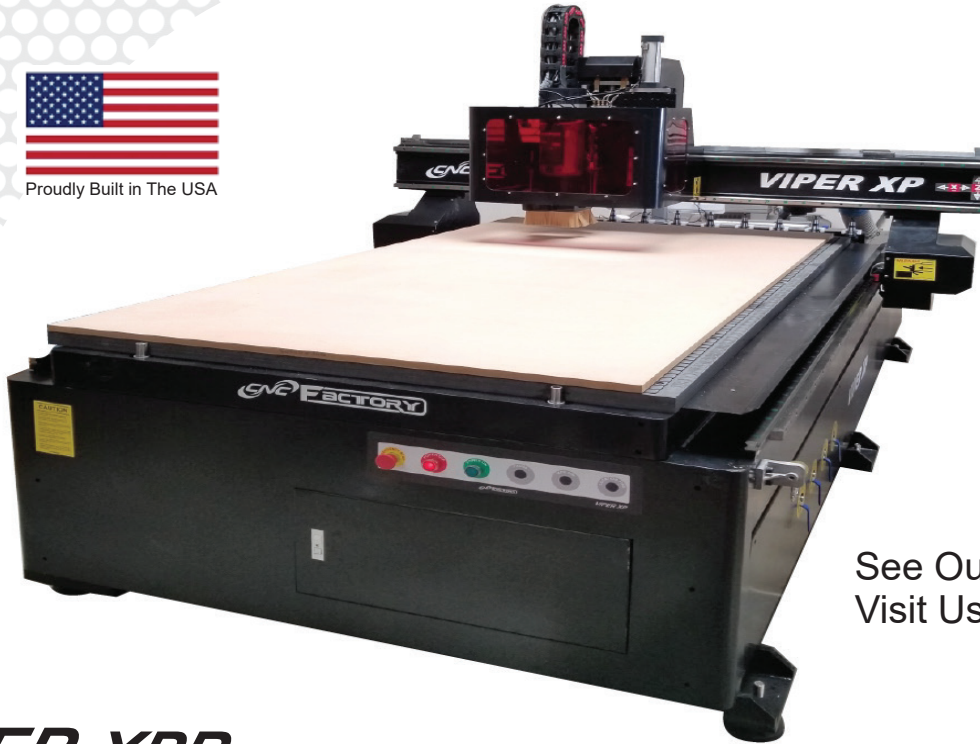
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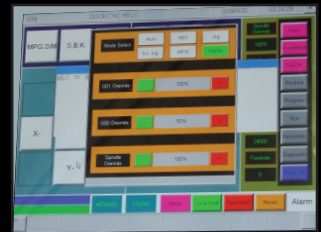
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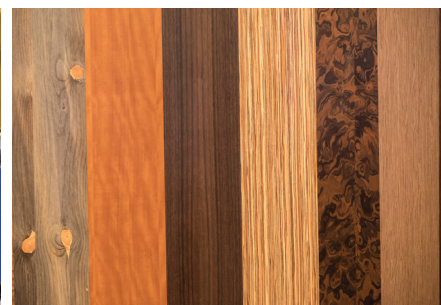
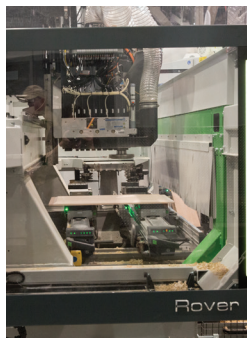
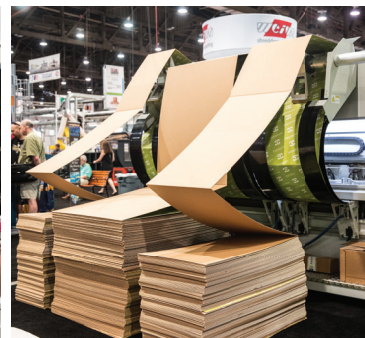
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