TECHNICAL SEMINARS • EXPERT PRESENTATIONS • PRACTICAL SOLUTIONS

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INSIGHTS











JULY 20-23, 2021

Las Vegas Convention Center

2021 COMPREHENSIVE ATTENDEE BROCHURE

he year 2020 has taught us all many things, but the most profound is likely how many of us took a huge component of our lives for granted. Social gatherings, seeing friends and family, vacationing, even going to the movies became nothing more than not-so-distant memories for far longer than we had ever imagined, all due to a microscopic virus we had never heard of, just months prior to our lives being thrown into chaos. Since the end of the first quarter of 2020, live events and venues that would normally feature trade shows. concerts, amusement parks, sporting events and even places of worship, had to close their doors, some of them permanently.



If there is any takeaway from this experience, it is seeing the importance of human interaction, hopefully enabling us to have a new-found appreciation and gratitude for all the relationships and moments that make each of our lives the gifts they truly are. It is with this in mind, that I write this letter — in the spirit of celebration and optimism toward what lies ahead – and would like to think that our show will serve as a springboard for our industry, one that, like so many other industries, had to adapt to a new way "Most of conducting business via Wi-Fi and flatscreens.

Another lesson we learned is that when it comes to manufacturing-focused trade shows, virtual events, no matter how well organized or technologically advanced, will never take the place of a true face-to-face, in-person event, A colleague of mine, who works for a machinery manufacturer, put it beautifully when he stated that people need to "feel the iron." Being able to discover an entire industry, under one roof, where you can compare products, see the industry's latest and best offerings, personally connect with existing suppliers, and establish new business relationships, are all valuable takeaways from trade shows. Most importantly, however, trade shows serve as a source of new ideas as to how we can improve our businesses, whether it be on an operational, strategic, sales or customer service level. These ideas may come from a myriad of sources including vendors, educational seminars, and quite

importantly, however, trade shows serve as a source of new ideas."

often, from our very own peers. Ideas may appear through a "chance" encounter, possibly with someone sitting next to you in an educational session, or by striking up a conversation with an attendee that may be from your geographic region or has a similar customer base and is facing similar challenges. These chance meetings may often bring about that spark – offering us new insights – that ultimately lead to the solutions or changes that help take our organizations to that next level and propel us forward.

> It should come as no surprise, that planning this year's event was challenging and certainly evoked memories of the 2008/2009 financial crisis. The major difference this time around, is that our industry remains relatively healthy, and in some cases has thrived in relation to other sectors of our economy. One thing is clear, people are ready to return to some form of normalcy and view our 2021 Fair as a positive step in that direction; a step that will bring us back together in support of our industry and, most importantly, each other.

> > As we look forward to our event, I would like to take the opportunity to thank the AWFS® staff for their dedication, persistence, and their unwavering determination in making this show happen. I also want to thank the AWFS® Board for their leadership, their support, and for their continuing confidence in our staff. Finally, AWFS® would like to thank our members, exhibitors and show attendees for supporting our Fair, and in turn, supporting our entire industry through their participation. We dedicate the 2021 AWFS®Fair to you!

With gratitude and best wishes for a very successful show to all!

Angelo Gangone Executive VP, AWFS®



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Connect with Innovation & Insights



Visionary New Product & First Time Exhibitor Product Showcase

Make this your first stop at the Fair 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:** Thurs, July 22 at 9:15 am

Industry 4.0 Showcase

INDUSTRY46 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; Cloud Computing; Internet of Things (IOT); Internet of Services (IOS).



Introducing the 2021 Tool Tour

Get ready to rock out at this year's AWFS®Fair with the 2021 Tool Tour! Exhibitors specializing in hand and power tools will be placed all over the show floor. Visit all their booths and you'll become a true groupee and get a free t-shirt.

Safety Zone

Discover exhibitors who specialize in bringing you the latest and greatest in shop and personal safety equipment. Find these exhibitors by looking for the safety zone logo.





Destroy Responsibly

WEIMA America is returning as the Official Recycling Partner of the 2021 AWFS®Fair in partnership with AWFS® and Freeman Co.

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 Tuesday, Wednesday and



Turning to the Future

Thursday afternoon. AAW is also a host of the Turning to the Future student exhibition.

Demos: Tuesday - Thursday at the top of the hour I 11:00 am--2:00 pm

Friday at 11:00 am and 12:00 pm

Student Competition Award Ceremony: Thurs, July 22 @ 4:00pm

freshwood 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. Fresh Wood Award Ceremony: Thurs, July 22 @ 4:00 pm





Come to the AWFS®Fair Live stage for free, brief, and inspirational presentations by wood industry community members on compelling and exciting topics including workforce training, new products and more.

RAPID FFRE

Join us at AWFS®Fair Live for a variety of short, single-focus topics, as industry pros showcase the latest must-see technologies and products critical to today's manufacturing facility. The 15-minute presentations will divulge what's new with some of the hottest companies in woodworking. Stop by to learn and network with the experts!



Closets & Organized Storage Pavilion

Co-Sponsored by Closets & Organized Storage Magazine, this Pavilion is hotter than ever! This year, as an exclusive Closets & Organized Storage Pavilion event, we are introducing The Great Closets Challenge: A three-part challenge, including a Designer Challenge.

a Fabricator Challenge, and an Installer/Assembler Challenge that has attendees fighting to beat the clock to assemble and install a custom designed storage unit on the show floor. The Pavilion is complemented by the full-day Woodworking Network Closet Symposium taking place on Monday, July 19. For more information on the challenge, visit www.woodworkingnetwork.com/closets-challenge.

Woodworking Network Symposium

Monday, July 19, 9:00 am to 4:00 pm \$300 early bird thru June 29, \$345 regular

A full day of closet and organized storage-focused networking and industry education programming, available the day before the opening of the AWFS®Fair exhibit halls and brought to you by Woodworking Network! All July 19 program registrations include education sessions and lunch.



Closets & Organized Storage 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 the latest design trends and sales and marketing techniques.

Marketing in a new world I 9 am - 10 am

Design discussion with case studies I 10:10 am - 11:15 am

Installation hacks I 11:30 am - 12:15 pm

Networking lunch | 12:15pm - 1:30pm

Panel: Bold ideas for the post-pandemic world I 1:40 pm- 2:40pm

Panel: Top industry suppliers discuss latest innovations in the industry I 3:00 pm - 4:00pm



Woodworking Network Leadership Reception

Immediately Following 4:30 pm - 6:30 pm

> Introducing the Woodworking Network 40 Under 40 Class of 2021. Symposium registration includes education sessions, lunch and the Woodworking Network Leadership Reception. The 40 Under 40 Leadership Reception is sponsored by CNC Factory and Hexagon Production Software: Cabinet Vision and Alphacam.



July 19 program registrations include education sessions, lunch, Leadership Reception, and July 20-23 AWFS®Fair Expo Hall Admission. Visit WoodworkingNetwork.com or AWFSFair.org for speaker and schedule updates.

Opportunities for Insight All the knowledge you need in one place

The College of Woodworking Knowledge (CWWK™) is the educational program at the AWFS®Fair, 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 24 sessions spread over three days. The CWWK™ delivers a variety of panels, round tables, demos and workshops in four different educational tracks.

Seminars-at-a-Glance

All seminars are located on the second floor of the West Hall.

	Tuesday, July 20	Wednesday, July 21	Thursday, July 22
	TU30 9:30-11:00am Workshop: Exploring How People Respond to Racial Bias	WE40 9:30am-10:30am Ready, Set, ENGAGE: Rock Stars in the House!	TH51 9:30am-12:00pm Building a Training Program for Your Workers
Culture & Workforce	TU37 11:30am-12:30pm Strengthening our Future Workforce through the YouWood Campaign		TH55 1:30pm-3:00pm Registered Apprenticeships for the Wood Industry
		WE46 3:30pm-4:30pm Welcome Back Kotter - Maximizing Business Culture	
	TU31 11:30am-1:00pm RTF Lamination: How to achieve consistency, quality and quantity!	WE42 11:30am-12:30pm Maximize your profits using AWI's Cost of Doing Business Survey	
Cabinet, Millwork & Furniture	TU33 1:30pm-3:00pm Taking the Leap: Investing in Machinery	WE44 1:30pm-3:00pm CNC Essentials	TH54 1:30pm-3:00pm Project Management in a New Era
			TH56 3:00pm-5:00pm CMA's "What's your Problem?"
Technology & Innovation	TU32 11:30am-12:30pm How To Evaluate Woodworking Robotic Applications	WE41 9:30am-10:30pm Optimizing Machine Efficiency Through Proper Tooling	TH53 11:30am-12:30pm Improve Vacuum Clamping on CNC Routers through Gasketing
	TU34 1:30pm-3:00pm Robots in the Booth – Evolution of the Finish Room		
	TU36 4:30pm-5:30pm Robotic Applications in Woodworking	WE47 4:30pm-5:30pm Getting the most out of your Edgebander	TH57 4:30pm-5:30pm Introducting Robotics into your Operation
Business Management	TU35 3:30pm-5:00pm Wood Composites: A Sustainability Story	WE43 11:30pm-1:00pm Real World Machine Safety	TH50 9:30-11:00am How to stand out, attract the best clients, and win every sale
			TH52 11:30am-12:30pm ERP's, MES's, EOS - The ABC's of Data Tracking
			TH58 1:30pm-3:00pm Succession Planning: Preparing to Transition the Business

Where Are Seminars Held? The 2021 CWWK™ seminars will take place on the second floor classrooms in the West Hall, in rooms W201-212.

Choose Seminars Relevant to Your Company

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

Culture & Workforce

TU30 9:30-11:00am



Workshop: Exploring How People Respond to Racial Bias

Lisa Landry

Take an assessment to explore your individual behavior towards racial bias, learn the five responses to racial bias and use them to analyze a current event, and take this information back to your team to explore and address racial bias in the workplace.

TU37

11:30am-12:30pm Strengthening our Future Workforce through the YouWood Campaign

Laura Griffin, Industrial Strength Marketing

Fred Stringfellow, Wood Machinery Manufacturers of America Kevin Gammonley, No. American Building Material Distribution Assn. The YouWood campaign was launched in January 2021 to increase awareness about the wood industry and promote careers in wood. Learn how to utilize the campaign to strengthen your workforce!

WE40 9:30am-10:30am Ready, Set, ENGAGE: **Rock Stars in the House!**

Kelli Vrla, ENGAGE YOUniversity This fast-moving program will give you quick "boots-on-theground" tips on getting (and KEEPING) you and your staff ENGAGED to handle today's challenges and nurture an amazing work culture and inspired staff.

WE46 3:30pm-4:30pm **Welcome Back Kotter** - Maximizing Business Culture in 2021

Marc Sanderson, INNERGY Join us as we dig into John Kotter's Change Model and how it impacts company culture. We will look at how to creative a strategic vision, influence change, empower your employees to succeed and lead your organization to success.

9:30am-12:00pm **Building a Training Program for Your** Workers

Scott Nelson, Brucce Spritz, Woodwork Career Alliance (WCA) This 'nuts & bolts' session will show you how to create your own in-house training program, and will help you create a template for your own business using the WCA Skill Standards as

one of your reference manuals.

TH55 1:30pm-3:00pm Registered **Apprenticeships: New**

Industry Kelly Victor-Burke, Logan Leinbach, Burke Architectural Millwork Mark Smith, Reed-Custer High School Learn new solutions for workforce development in the wood industry including the new

Solutions for the Wood

DOL registered apprenticeship, Woodwork Manufacturing Specialist and hear from the country's first WMS apprentice.

Cabinetry, Millwork & **Furniture**

TU31 11:30am-1:00pm

RTF Lamination: How to achieve consistency, quality and quantity!

John Elder, Jowat Corporation Josh Savage, Omnova Solutions This session will explore all aspects of the RTF industry and thermofoil laminates, including keys to achieving consistently high quality and quantity and valuable information obtained by the speakers from technical training and real world experiences

Early Bird: \$25 each

Seminar Pricing Special 2021 Pricing!

Regular* and On-site: \$35 each

*Regular pricing applies if purchased after June 29.

1:30pm-3:00pm Taking the Leap: **Investing in Machinery**

Matt Wehner, Cabinet Concepts by Design

A cabinet company owner will talk about how he has taken the leap with \$50-\$250k machines including what he's learned, what he wishes he had known, and what he'd do differently the next time.

WE42 11:30am-12:30pm Maximize your profits using AWI's Cost of **Doing Business Survey** (CoDBS)

Sebastien DesMarais, Hollywood Woodwork

The AWI CoDBS is an industryspecific benchmark report that allows you to drill into our industry's financial and human resources information. Join us in this session as we drill down into ways to use this information and maximize your profitability.

WE44 1:30pm-3:00pm **CNC Essentials**



Brian Clancy, Clancy Woodworking, LLC If you have a nested CNC, attend this session and learn how to push your machine to be more effective, and ultimately more profitable including ways to simplify routine processes, and tactics to make additional revenue

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TH54 1:30pm-3:00pm **Project Management in a New Era**

Randy Lange, Lange Bros. Woodwork

Robert Krejci, Riverside Construction Services, Inc.

The Project Manager role has changed so much this year with increased responsibilities, additional job tracking & new jobsite requirements. See how one manufacturer uses existing platforms to creatively im-prove remote work flow and team communication. Whether you are a veteran PM or just starting out, join us to discuss opportunities to embrace the constant change on post COVID jobsites.

TH56 3:00pm-5:00pm CMA's "What's your Problem?"

Amanda Conger, Cabinet Makers Association Join the Cabinet Makers Association (CMA) for their popular "What's Your Problem?" roundtable discussions, an opportunity for show attendees to share their problems and solutions with other like-minded

Technology & Innovation

woodworking professionals

TU32

11:30am-12:30pm **How To**



James Cooper, FANUC America Corporation

Learn from real-world implementations how to identify a good application, and steps to move forward, including how to determine if a collaborative robot is a good fit will be shared.

TU34 1:30pm-3:00pm **Robots in the Booth -Evolution of the Finish**

Mike Rendel, Robotic Solutions, LLC From a Return-on-Investment perspective, this workshop will present today's major finish room automation innovations: Product

delivery systems, Automated spraying robots, Fluid delivery systems, Curing technologies, equipment integration issues. and programming and controls.

4:30pm-5:30pm **Robotic Applications in** Woodworking

John Park, SCM Group North America Robotic applications have surged into the woodworking industry, but not without integration challenges including following material tolerances, finishing, and applications. Gain insight into how these challenges have been met and mastered at this seminar.

WE41 9:30am-10:30pm



Mark Alster, Leitz Tooling Systems LP This session will discuss the impact of tooling on your machine and process efficiency; evaluating tooling from an ROI standpoint; reducing labor costs through process optimization; tooling as part of Smart Manufacturing, and much more.

WE47 4:30pm-5:30pm Getting the most out of your Edgebander...including perfect joints!

Kevin Gremillion, WEINIG HOLZ-HER USA Learn edgebanding best practice techniques and preventative maintenance measures so you can continue putting perfect edges on your parts.

TH53 11:30am-12:30pm **Improve Vacuum** Clamping on CNC Routers through **Gasketing Products and**

Michael C. Murphy, All*Star CNC Products

Techniques

This session will look at the proper products and techniques to get a proper vacuum seal under spoilboards and fixtures and the different products and concepts for gasketing the actual parts that facilities are looking to produce.

4:30pm-5:30pm **Introducing Robotics into** your Operation

Paolo Pezzoli, Biesse

Hear from a closet and cabinet manufacturer who took the leap into Industry 4.0 by purchasing a robotic saw. Learn about the process from selection to installation to implementation and tips from a machinery supplier on how you can get started on this journey.

Business Management

TU35 3:30pm-5:00pm FREE

Wood Composites: A Sustainability Story

Andy O'Hare, Composite Panel Association

A panel of experts in the wood composite, sustainability, architecture and design communities discuss the environmental and sustainability attributes of products made with wood panels, such as furniture, cabinets, and flooring.

WE43 11:30pm-1:00pm **Real World Machine Safety - A Practical Guide** to Injury Prevention

Scott Swaaley, MAKESafe Tools, Inc. This workshop takes a practical hands-on approach to machine safeguarding for small manufacturing businesses and distills decades of experience and research into a handful of concepts and small projects that are practical for even the smallest shop.

TH50 9:30-11:00am

How to stand out, attract the best clients, and win every sale that comes your way

Mark Harari, Remodelers Advantage, Inc This is an interactive crash course on strategic positioning with real-world examples and actionable lessons that you can employ in your own business. You will come away with exercises and self-assessment techniques to take back to the

office so you may build your company's unbeatable position and start winning every project that comes your way.

TH52 11:30am-12:30pm ERP's, MES's, EOS - The **ABC's of Data Tracking**

Marc Sanderson, INNERGY Join us as we discover the power of data - data collected by just doing our natural activities as we run our businesses. If we manage our projects using an ERP, our production using an MES, and process using an EOS, we suddenly get a complete picture of our current and future book of business and expose the bottlenecks that plague us.

TH58 1:30pm-3:00pm Succession **Planning: Preparing to Transition the Business**

Rvan Martinez, Bernstein

Andrea Kushner, Wealth Strategies Group John K. Murphy, J.K. Murphy Advisors There are several financial considerations for business owners related to succession planning that will be discussed, including: best practice for the transition process, changes to tax legislations, how to reduce tax liability in a transition or sale and more.

Satisfaction Guarantee

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.



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Hotel & Registration Information

Onsite Registration Hours

8:00am-4:30pm:

Tuesday, July 20 - Thursday, July 22

8:00am-1:30pm Friday, July 23

CWWK™ Sessions Pricing

By June 29: \$25 each After June 29: \$35 each

Exhibit Hall Pricing

By June 29: \$30 After June 29: \$35

Book your Hotel Reservations Today!

Hotel Reservation Deadline: July 7, 2021

Save money by booking your room at one of the official 2021 hotels while discounted rooms are still available! Through the travel experts at onPeak, rooms at the group rate are limited and available on a first come, first-served basis. Visit awfsfair.org to book your hotel today!

Shuttles to/from Official Hotels & Venue

In efforts to ensure the safety of our attendees, shuttle service will not be offered for 2021.

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, 2019 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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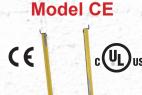


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- Schedule & manage your education & show events
- View floor plans & navigate your route
- Collect exhibitor brochures & add notes
- Receive important messages from AWFS®Fair.

After

- Review missed opportunities
- Follow-up with exhibitors
- Use as an industry directory

Plan your expo now. Visit awfsfair.org and SAVE!



