

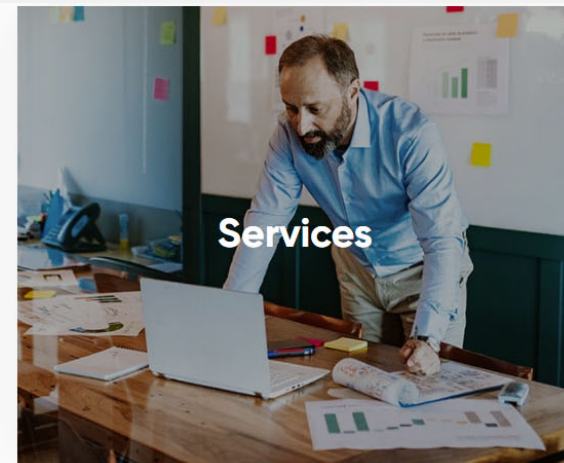
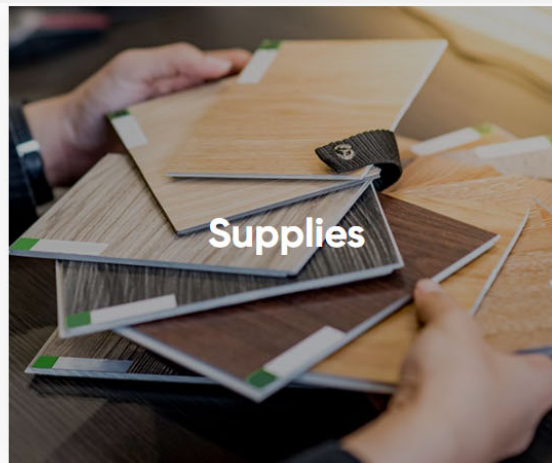
WMIA NEWS

Woodworking Machinery Industry Association

August 2021 Newsletter

The mission of the Woodworking Machinery Industry Association (WMIA) is to establish a platform for its members to network and present the best global technology, services, and information to the North American marketplace.

[Visit Our Website](#)



Post from IWF.

How to find thousands of new customers looking to find your products

IWF Product FinderSM puts the newest lines and designs from hundreds of manufacturers in the inboxes of tens of thousands of IWF buyers—in one quick click.

Once you're an IWF 2022 contracted exhibitor, all those buyers will have direct access to your product too.

[View Product Finder](#)



Post from Woodworking Network.

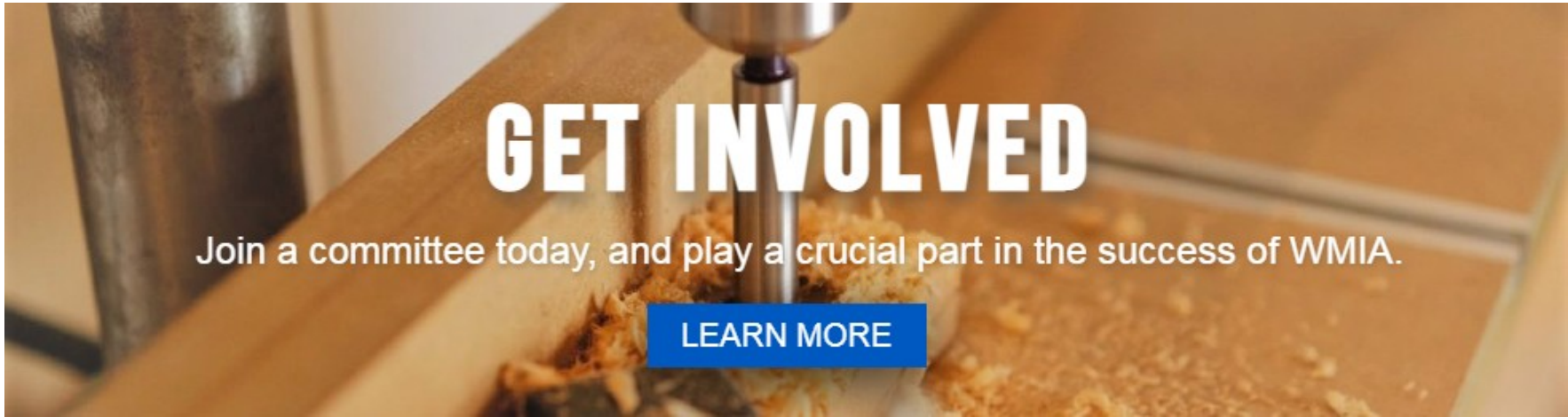
40 Under 40 honored at Leadership Reception

LAS VEGAS – Honorees of the 2021 Wood Industry 40 Under 40 were recognized July 19 at a special Leadership Reception in Las Vegas. This year marks Woodworking Network’s sixth annual awarding of the 40 Under 40, which celebrates industry professionals who are making an impact at their jobs, in the community, and on the North American woodworking industry.

The 40 Under 40 Class of 2021 is sponsored by CNC Factory and Hexagon Production Software: Cabinet Vision and Alphacam. This year’s class includes manufacturers, suppliers, designers, and educators, representing all segments of the woodworking industry including: cabinetry, furniture, casework, architectural woodwork and millwork, closets/home organization, and wood components.

A special congratulations to the WMIA members who are among this list: Steven McNeilly of Cefla North America, Abi Shaffer of Leuco Tool Corp., and Alex Staalner of Brookhuis America Inc.

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Call for Volunteers!

Member involvement is crucial to the success of WMIA. Joining a committee is a great way to get involved! See below for a synopsis of each committee. Contact Olivia Mueting at omueting@wmia.org to join a committee.

Education Committee

The education committee reviews WMIA Educational Foundation scholarship applications, makes specific scholarship recommendations for consideration by WMIA Educational Foundation Trustees, and serves as mentors to scholarship recipients. The committee also serves as a resource for WoodLINKS USA to disseminate information to WMIA members.

Chair: Jessica Freeseaman

Marketing Committee

The marketing committee aims to convince our customers of the need to retool and to invest in technology. The committee forms strategic alliances with other industry associations and works with advertising agencies and industry publications to promote WMIA. The committee

selects the WMIA's Innovator, Commitment to Excellence Through Technology, Educator of the Year, and Partner of the Year award winners.

Chair: Mike Johnson

Membership Committee

The membership committee is responsible for the overall coordination of the association membership program. The committee works to maintain membership and actively recruit new qualified members to sustain and grow WMIA.

Chair: Rick Braun

Joint Technology Committee

The technology review committee updates members on technological advances, participates in joint technological review with other associations, and is responsible for technical contents of the WMIA Shop Guide.

Chair: Jason Dingess

Technical Advisory Group (TAG)

The American National Standards Institute (ANSI) is a private, non-profit federation of standards developing organizations and standard users. The TAG helps ANSI coordinate the U.S. voluntary standards system and helps approve American National Standards.

Chair: Bruce Rosenthal

National Affairs Task Force

The national affairs task force's goal is to increase awareness and grassroots and tort reform. The task force monitors national legislation and informs members about government activity and advocates for the WMIA through public policy forums.

Chair: Volker Schmitz



Post from Woodworking Network.

DIY closet and home organization projects saw increase during pandemic

CLEVELAND - According to The Freedonia Group, home organization products and modular units saw a boost during the pandemic as DIY projects increased.

Freedonia's analysis finds:

- Sales of modular home organization products spiked 10% in 2020, boosted by a surge in DIY home renovations during the COVID-19 pandemic, including home organization.
- Modular kitchen and pantry storage units benefited from the surge in at-home grocery sales and, in some cases, stockpiling, increasing storage requirements.

- Closets and garages – the two rooms that account for the largest share of modular home organization product sales – also saw strong gains as homeowners used their increased time spent at home to expand or improve their storage capabilities in these spaces.

However, professional sales are expected to continue to outpace those DIY sales due to:

- A rebound in professional projects, which experienced greater disruption in 2020
- The convenience and generally higher value of comprehensive installations offered by a number of franchises, including California Closets and Closet Factory, which specialize in installing modular systems for consumers

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Virginia Tech Housing Report – May 2021

Virginia Tech – U.S. Forest Service has published its housing market commentaries for May 2021. These commentaries contain in-depth data and comments on the U.S. housing market.

The housing report is a free service of Virginia Tech, Virginia Cooperative Extension, and the U.S. Forest Service. The reports are intended to help you gauge future business activity. All past housing reports are archived [here](#).

[Read the Main Report](#)

[Read the Economic Conditions Report](#)

Let Us Spread Your News!

Does your company have news you would like to share? Let us know! We love to help spread news related to our industry partner members. Please send your news to [Olivia Mueting](#). Please note that there is no additional cost to this promotion - It is included as a benefit of your WMIA membership.



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