

**WOODWORKING TECHNOLOGY SHOPGUIDE**  
FEATURES: WOODWORKING MACHINERY SOURCEBOOK

**WOODWORKING TECHNOLOGY SOURCEBOOK**  
COMMITMENT TO EXCELLENCE THROUGH TECHNOLOGY

**REEDUCATE, REENGINEER, RETOOL**  
YOUR WOODWORKING OPERATION AND WORKFORCE  
COMMITMENT TO EXCELLENCE THROUGH TECHNOLOGY  
[www.wmia.org](http://www.wmia.org)

**Let WMIA members show you how!**  
We're proving it in every sector of woodworking, everyday. World-class competitiveness. Extraordinary productivity. Excellent return on investment. Ask a Woodworking Machinery Industry Association member how to upgrade your manufacturing with state-of-the-art technology.  
Send for a FREE COPY of the 2007 WMIA SourceBook, the ultimate resource for woodworking technology solutions.

**YOU SUBMIT TWO NOMINATIONS FOR 2007 INNOVATOR, EDUCATOR, OR COMMITMENT TO EXCELLENCE THROUGH TECHNOLOGY**  
WE ENTER YOUR NAME IN A DRAWING FOR A \$900 HP 2225 NR LAPTOP PC!

Win a 2007 HP 2225 NR Laptop PC (\$900 value) submit two nominations for the 2007 WMIA Innovator, Educator & Commitment to Excellence Awards. Nominations are eligible if they have not previously won. In order to qualify, nominees must be placed to fill out a one-page questionnaire. Please read the qualification guidelines for award consideration.

The Drawing will be at WCI, April 27, 2007 at the annual session. You do not have to be in attendance to win.

The WMIA Wooden Giddy Awards are arguably the most prestigious awards presented in the woodworking industry today.

Send your products to WMIA Headquarters by April 15, 2007.

AWARD Features: 64 KB mobile technology  
1GB PC2-4200 DDR2 memory for multitasking  
4.1" WLED high-definition widescreen  
320GB Serial ATA hard drive

Questions and submissions to: Carol Herman, 3133 Frazier Mill Road | Suite 202 | Phoenix, AZ | 480.626.1393 | E: [cherman@wmia.org](mailto:cherman@wmia.org)

**ROI-CASE STUDY: RETURN ON INNOVATION**

As CEO of Becker-Wilmar, Melissa Woodcock, Director of Sales, explains how their investment in a new machine has paid off.

**Q: How long have you been in business?**  
A: Since 1998, we started as a subcontractor with a design center job.

**Q: When did you decide to invest in innovation?**  
A: After a solid 4-year career, it was allowed us to have a major investment in machinery.

**Q: How did you decide to invest?**  
A: WMIA research provided us the financial data necessary to make informed decisions. The cost of that investment was reduced by 15% when we found a machine that met our needs and was also easy to use.

**Q: What is the size of your plant?**  
A: We now employ 11 people.

**Q: How did your investment pay off?**  
A: Our investment in machinery resulted in less than 10% of the cost of a 20% cost savings. With the initial investment of just under \$100,000, we now have a net profit of \$40,000 in our first year of operation. An investment of \$100,000 in our R&D efforts. And the payoff from the new investment job will have been able to pay for that same investment outside of our company. And we have only had to cut our own custom machine price.

1997 TO 2007: COMPARISON TO LEARN HOW YOU CAN INVEST IN INNOVATION.

**WMIA**  
Woodworking Machinery Industry Association

## PROBLEM

The professional trade association representing global manufacturers of capital equipment for woodworking manufacturing requires effective messaging and ongoing communication campaigns that reinforce productivity and manufacturing excellence, along with content that educates end users about the advantages of factory automation. WMIA is comprised of over 170 member companies.

## SOLUTION

WMIA's agency for over a decade, Construction Marketing Association assists and implements both strategic and tactical marketing plans. An educational approach is deployed using multiple, integrated tactics including trade print advertising, educational case studies, publicity articles, awards and recognition, email campaigns and webcasts. CMA also creates a variety of collaterals including a comprehensive Source Book catalog, and technical Shop Guide. Finally, CMA also supports ongoing trade shows and events.