



Press Release

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AWFS®Fair 2021 College of Woodworking Knowledge Opens: Focus on Workforce and Technology

Anaheim, CA -- The Association of Woodworking & Furnishings Suppliers® (AWFS®) announces the opening of its educational program, the College of Woodworking Knowledge® (CWWK®), which will take place at the upcoming AWFS®Fair, July 20-23, at the Las Vegas Convention Center.

Designed to meet the current needs of show attendees, the two dozen sessions will span topics to strengthen corporate culture and grow your workforce, enhance business management expertise, and increase knowledge of the latest technologies.

CWWK Educational Track Highlights

- **Technology & Innovation:** Learn how to maximize efficiency and productivity in edgebanding operations and vacuum clamping for CNC. Subject matter experts and wood manufacturers will help you walk through the process of identifying, selecting, and implementing robotic applications into your processes, including finishing.
- **Business Management:** Mark Harari, acclaimed speaker and author of *Lobster on a Cheese Plate*, will help attendees identify and strengthen their market positioning. Hear from a panel of financial experts on how to prepare your business for succession planning, including new tax policy changes and implications. ERP's, MES, and more...what do all of these programs do and why do you need them? Marc Sanderson from Innergy will help attendees decode and navigate the current landscape of business software.
- **Workforce and Culture:** The need to attract, retain, and train workers is more critical than ever. Author Kelli Vrla will provide guidance on how to engage employees and strengthen business culture. It is important for all businesses to assess their racial bias and how to address any potential issues; Lisa Landry will guide an in-depth workshop on how to respond to racial bias that can be applied in the workplace. Marc Sanderson

will use the Kotter Change Method to show how businesses can influence change and impact their corporate culture. Learn how to use the Woodwork Career Alliance (WCA) Skills Standards as a reference manual for creating an in-house training program.

- **Cabinet, Millwork, and Furniture:** Leaders from the Architectural Woodwork Institute (AWI) will present sessions on maximizing profit using the Cost of Doing Business Survey and Project Management in a New Era. The Cabinet Makers Association (CMA) will host their popular “What’s Your Problem?” roundtable event (FREE) and sessions on CNC essentials and taking the leap to the next level of machinery. Learn from experts about RTF (rigid thermofoil) laminates and how to ensure quality and have success using this new process.

FREE sessions

In addition to CMA’s “What’s Your Problem?” don’t miss these other complimentary sessions: Learn more about the new Wood Manufacturing Specialist Registered Apprenticeship Framework, and hear directly from the first WMS apprentice. CPA will host a panel of experts to discuss the environmental and sustainable attributes of composite wood products. Get updates on the new YouWood industry-wide career awareness campaign and how you can get involved to strengthen the talent pipeline. Advance registration is required for all free sessions.

Woodworking Network Symposia

Woodworking Network presents full-day symposium on Monday, July 19 on Closets and Organized Storage. All symposium attendees receive complimentary show registration and access to the 40 under 40 Reception on Monday evening.

The full program is accessible at AWFSFair.org/education, including complete session descriptions and speaker bios.

About the AWFS®Fair

The full-scale international AWFS®Fair, scheduled for Tuesday through Friday, July 20-23, 2021 in Las Vegas, has become a critical hub for international commerce in the woodworking industry. The AWFS®Fair brings together the entire home and commercial furnishings industry, including manufacturers and distributors of machinery, hardware, lumber, construction materials and other suppliers to the furniture, cabinet manufacturers and custom woodworkers. For more information on the AWFS®Fair, please visit:

AWFSFair.org