



## WIC 2012 One Conference. . .One Industry. . .Endless Opportunities!

*"Connecting the Industry"*  
**New Features at WIC 2012**

**WHO:** [AWFS®](#) | [WMIA®](#) | [WMMA®](#) | [NBMDA](#) | [WCMA](#)

**WHAT:** WOODWORKING INDUSTRY CONFERENCE (WIC) 2012

**WHEN:** MAY 2 - 4, 2012

**WHERE:** [DELRAY BEACH MARRIOTT](#), DELRAY BEACH, FL

**WHY:** "CONNECTING THE INDUSTRY"

The economy is getting better and WIC 2012 is geared up for addressing issues related to the return to a healthier economy for you and your business. It is time once again for the industry to reunite at one conference, under one roof - WIC 2012! Last year's conference was one of the best Woodworking Industry Conferences ever! WIC 2012 will be even better. Reserve your space today or you may miss out on the conference that everyone will once again be talking about!

*The WIC 2012 Conference Brochure has not whizzed past you in a pile of mail - look for the Conference Brochure and registration information very soon!*

**CAN'T WAIT UNTIL YOU RECEIVE YOUR BROCHURE IN THE MAIL?**  
**[CLICK HERE](#) FOR 2012 WIC SCHEDULE OF EVENTS & MEETINGS.**

**Moving forward from last year's conference,  
WIC 2012 has new features not seen in 2011**

### **CEO FORUM - What Are the Market Leaders Saying?**

We have gathered a group of forward-thinking wood products company executives to explain what they have done to face and overcome the economic challenges we have all been experiencing over the past three years. They will explain what they have done to grow their businesses and what plans they have in place to continue performance excellence. Each speaker will focus on the machinery and cutting tool manufacturers, suppliers and distributors who are key to their plans for improved manufacturing through partnership building, product/distribution, differentiation and much, much more. If you want to hear it first-hand and get a jump on your competition, don't miss this highly informative group discussion: **Only at WIC 2012.**



### **Plant Tours Planned at WIC 2012**

New this year!! Right from the Marriott Delray Beach Hotel we will visit woodworking facilities and conduct 'mini' plant tours projected on large screens via 'Skype'! WIC attendees will have the ability to ask plant tour personnel questions, discuss problems, make suggestions, and discover opportunities to service customers. This interactive session will be led by an industry moderator

asking probing questions and encouraging questions from the audience. Take this opportunity to realize how suppliers can partner with woodworking manufacturers to solve problems.



### **First Annual 5K Walk/ Run to Debut at WIC 2012**

What better place than the Florida eastern coastline to hold a 5K event? That's right! WIC 2012 is holding a 5K walk/run event on Friday morning, May 4. Open to every WIC 2012 attendee who wants to get some fresh air, be healthy and exercise next to the Delray Beach and Atlantic Ocean!! The gun will go-off at 6:30 am (so show up between 5:30 - 6:00) all participants will begin their event just when the sun is rising over the Atlantic Ocean - what a great way to start the day!!!



### **Golf Outing**

We are thrilled to welcome back a golf outing to the WIC 2012 schedule. Polo Trace Golf Club will serve as the host course. Resembling the rolling hills of Scotland, Polo Trace provides a unique golf experience for all levels of golfers. This links-style course features new Champion Turf greens and lush rolling fairways. The golf fee covers your transportation to/from course, cart, lunch and prizes.



### **Fishing Outing**

Looking for a few hours during WIC when you can sit back and relax? WIC's Fish Derby is for you.

We will be trolling and bottom fishing, within 25-30 minutes run from boat dock. The price per person is \$ 115.00 for a 4 hour trip and it includes tackle, bait and even licenses. The only additional cost will be the traditional tip for the mate and we will need to provide our own box lunch and drinks.



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**"Connecting the Industry"**

**WIC 2012**  
***See you there!***

**May 2 - 4, 2012**  
**Delray Beach Marriott, Delray Beach, FL**