



OCTOBER 8-10, 2018
HILTON GARDEN INN
WAUSAU, WI



2018

WCMA

Fall Conference & Plant Tour Event

REGISTRATION INFORMATION

Join us for the 2018 WCMA

Fall Conference & Plant Tours!

Don't miss out on this year's WCMA Fall Conference and Plant Tour Event

WCMA Members, potential members, and Technology Partners, will participate in tours of six different plants and one technical school in the Wausau, Wisconsin area, as well as hearing from two dynamic speakers. Join your colleagues for this one of a kind opportunity to see how industry professionals stay updated in areas such as woodworking machinery, equipment, tooling, supplies, software and overall business solutions. Network with your peers and collaborate on innovative ways to manage your business and exchange ideas on manufacturing related issues. The benefits of networking with industry leaders, observing other manufacturing operations first hand, and getting the latest on important industry topics will more than justify the cost and time away from your company.

Plant Tours



WINDOWS & DOORS

Kolbe & Kolbe Windows *Wausau*

Kolbe's success story begins with two brothers and a vision. In 1946, Herb and Ervin Kolbe began a business repairing and building window and door frames. Since those days over 70 years ago, Kolbe & Kolbe has grown into a nationally recognized leader in the luxury window and door industry, selling its broad range of product offerings through hundreds of distributors and dealers across the United States, Canada and beyond.

Although Herb and Ervin are no longer leading the organization, their spirits are still alive today in Herb's daughter, Judy Gorski, who serves as Chief Executive Officer. She has not departed from the philosophies that made Kolbe & Kolbe successful, the commitment to the employees, Wausau, and the surrounding communities. Herb Kolbe always said, "our success is due to the people, the many employees who have served loyally over the years. They are, in essence, an extension of the Kolbe family." Herb and Ervin's dedication to employees and the manufacturing of premium quality windows and doors served as the foundation for what they now proudly call the Kolbe brand.



Menzner Lumber & Supply Co. *Marathon City*

Menzner Hardwoods is a fourth-generation family owned business founded in 1894. Now, 124 years later, they are a leader in the hardwoods moulding industry; offering a completed line of hardwood mouldings in 13 different species, along with a veneer products selection. With operations in Wisconsin, Kentucky, Mississippi and South Carolina, they believe that the small-town ideals and sense of community that shaped the company in 1894, still exist today.



Counter-Form *Marshfield*

Counter-Form began operations in 1976 and has become one of the leading laminate countertop companies in the Midwest. Counter-Form has built its reputation on "Quality". From the people employed, materials used, services provided, and the products delivered, customers can count on Counter-Form's superior craftsmanship and exceptional service. Only the highest quality of laminate and industrial board is used in the construction of a Counter-Form countertop. The company fabricates all seven of its post-form edges, offers five applied edges, a butcher block and wood edge option, and offers three types of under mount sinks: stainless, acrylic and quartz. Stocking more than 300 colors and patterns, Counter-Form has what the customer needs with the quality, longevity and experts on hand to keep customers coming back.

WEATHER SHIELD. WINDOWS & DOORS

Weather Shield *Medford*

Weather Shield is committed to making windows and doors the best way they know how - by putting the wants of their customers first. Today, this philosophy remains the heart and soul of everything they do. Weather Shield's focus on innovative and flexible solutions clearly distinguishes them from other window and door companies. It's the reason they offer more styles, shapes, sizes and options in more product lines than anyone else in the industry.

Back in 1955, Edward "Lee" Schield began with a vision and used his own personal savings to purchase aluminum extrusion parts. Today, Weather Shield remains family-owned, with three generations actively involved in the day-to-day operations of the company. Weather Shield continues to grow and thrive by striving to offer only the highest quality products. Over the years, dedication to innovation has grown the company into one of the nation's leading window and door manufacturers.



Wausau Homes *Wausau*

Wausau Homes has been a quality custom home builder in the Midwest for more than 50 years. The business continues to "Redefine the Building Experience" today

by partnering with more than 65 local builders serving Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, and Wisconsin.

As the #1 most recognized home builder in the Midwest, Wausau Homes makes the process stress-free for homebuyers by providing a firm price, an exact move-in date and a home customized just the way the customer wants it. Our innovative construction facility located in Rothschild, Wisconsin, has the capacity to produce one home every hour, and we're continuing to hire new staff as our markets expand.



Northcentral Technical School *Wausau*

Located in Antigo, NTC's Wood Technology Center of Excellence is a one-of-a-kind, 27,000 square foot facility dedicated to preparing students for careers in the forest products and woodworking industry. Through a combination of cutting-edge technology and industry-driven curriculum, their graduates are ready for a field that boasts over one-million jobs nationwide.

Students have access to the latest design software and manufacturing equipment, allowing them to learn about product design and engineering, quality assurance, material science, manufacturing and sales. The Center contains \$1.5 million in state-of-the-art design and fabrication equipment.



Kretz Lumber Co. *Antigo*

Kretz Lumber's roots date back to 1929. Joseph Kretz bought a sawmill to repair the barn when the family farm needed some repairs. Ironically, that barn houses Kretz Lumber's sawmill today.

Kretz produces 10,000,000 board feet per year in the sawmill. It's 16 kilns dry more than 13,000,000 board feet per year. The planing mill surfaces the northern hardwood species consisting of, hard maple, soft maple, red oak, basswood, white ash, and birch. A rip-line compliments the planer line with straight-line ripping along with custom rip programs.

A staff of seven field foresters manages 6,500 acres of corporate woodlands and many more privately-owned acres. The Ray Kretz Industrial forest is the pride of the company's land base which functions as an educational resource center to Kretz visitors, year around. The Ray Kretz Industrial Forest highlights Kretz Lumber's role as stewards of the natural resources.

In 2000, the company was organized as a 100% employee owned company through the mechanism of an Employee Stock Ownership Plan. This unique ownership structure keeps all 83 employees focused on producing high-quality products to ship to the best customers in the world.

Speakers



Keynote Speaker – Guy Bucey

How to Motivate Today's Workforce by Aligning and Resetting Your Company and its Culture

Guy Bucey is a 33-year old decorated Marine who served two deployments in Iraq. After retiring from the military, he took up woodworking as a therapeutic hobby and even entertained the idea of starting his own custom cabinetry business. In the summer of 2011, he joined Inova, whose

factory is located outside of Albany, NY. The company designs and manufactures multifunctional, space-saving furniture, specializing in modern day Murphy-Beds. He saw the opportunity as a chance to learn the business side of carpentry and expand on his woodworking prowess. However, he quickly filled a void the company had in management. He was hired as an assembler, was promoted to team leader in subassembly, then supervisor and now leads operations for the entire facility as the Director of Operations.

Guy will address the continued issue to hire and support today's workforce. He will focus on eliminating the external excuses, and, through his own experience and success, focus on how you, as the manager/owner, can change and adapt to today's hiring and employment needs. You will learn what motivates the workforce today and how traditional views and expectations may not have the same driving force and impact as before.



Tuesday Speaker – Brad Cairns

Kick Ass Lean

Brad Cairns, the owner of Best Damn Doors in St. Thomas, Ontario, is the new senior partner at The Center for Lean Learning. Having been in the wood manufacturing business for over 25 years, Brad brings a unique insight into implementing Lean correctly in your business. Brad is passionate about

the industry and his goal is to inspire people to take their businesses to new heights, challenge their people, and create a fun, energetic culture that drives results. Brad's discussion will focus on the essence of Lean, what it's all about, how to get started and culture.

Registration

Registration Deadline: September 7, 2018

To register for the Fall Conference & Plant Tour event, please visit our website, www.wcma.com, or complete the enclosed registration form and return it with full payment to the WCMA **on or before September 7, 2018**. Register early and get a discount, Early Bird registration is open through August 17, 2018. Registration materials will be mailed to you prior to the conference. **BE SURE TO BRING ALL OF THESE MATERIALS WITH YOU.**

Registration for the Fall Conference & Plant Tour event is open to all employees of WCMA member companies, as well as individuals employed by companies that qualify for membership. Registration for the conference includes access to receptions, transportation, and access to all plant tours, as well as lunch on Tuesday and Wednesday. Registration for Monday's dinner with keynote speaker, Guy Bucey, is at an additional cost and does require separate registration.

REGISTRATION CANCELLATION POLICY: Registrations cancelled on or before September 7, will be processed a full refund minus a \$40 processing fee. Cancellations made after September 7, will not be refunded.

Accommodations

Reservation Deadline: September 10, 2018

Hilton Garden Inn
2101 North Mountain Road
Wausau, WI 54401
715-212-3732

<http://group.hiltongardeninn.com/WoodComponentManufacturer>

Reserve your hotel room early! Discounted hotel rooms are available to WCMA participants at the Hilton Garden Inn for \$139 USD per night. Please make your room reservations by going to the link above, or by calling the hotel directly at **715-212-3732** and asking for the WCMA room block. Please be sure to reserve your room before **Monday, September 10, 2018** to receive the special rate.

Enjoy the striking architecture inside and out at the Hilton Garden Inn Wausau, which offers a custom design to complement the Wausau landscape. The floor to ceiling glass windows maximize natural daylight throughout the hotel. Soak in the stunning views of Granite Peak Ski Area and Rib Mountain State Park, which can be seen to the West. With the perfect location, the hotel provides easy access to restaurants, retailing, and recreational activities.

Please contact the WCMA with any questions you may have about the Annual Conference. We look forward to seeing you in October in Wausau!

Transportation

Air

The Hilton Garden Inn is located approximately 12 minutes from the Central Wisconsin Airport (CWA). Taxicabs are available at the airport, as well as car rental services.

Ground

For those of you driving to the conference, parking is available at the Hilton Garden Inn.

The WCMA will charter bus transportation for all plant tours. Attendees may ride the bus or drive your car, whichever is preferred. **Please indicate your intentions on the registration form.**

Wood Component Manufacturers Association (WCMA)

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Information Enclosed**

Schedule at a Glance

Monday, October 8

- 5:00 - 7:00 PM** Reception with Tech Partners
- 7:00 - 9:30 PM** Attendee Dinner with Keynote Speaker - Guy Bucey
- Registration Required

Tuesday, October 9

- 6:30 - 7:15 AM** Breakfast at Hilton Garden Inn
- 7:15 - 7:30 AM** Buses load and depart Hilton Garden Inn
- 7:35 - 9:00 AM** Tour Kolbe & Kolbe Windows
- 9:20 - 11:00 AM** Tour Menzner Lumber & Supply Co.
- 12:00 - 1:30 PM** Lunch & Tour Counter-Form
- 2:30 - 4:00 PM** Tour Weather Shield Windows
- 5:00 PM** Arrive Hilton Garden Inn
- 6:00 - 7:00 PM** Speaker Presentation - Brad Cairns
- 7:00 - 8:00 PM** Reception with Tech Partners

Wednesday, October 10

- 6:30 - 7:10 AM** Breakfast at Hilton Garden Inn
- 7:10 - 7:20 AM** Buses load & depart Hilton Garden Inn
- 7:30 - 10:15 AM** Tour Wausau Homes
- 10:30 - 11:45 AM** Tour Northcentral Technical School
- 12:00 - 2:30 PM** Lunch and Tour Kretz Lumber Co.
- 3:30 PM** BUS 1 - Arrive at CWA Airport
- 3:15 PM** BUS 2 - Arrive at Hilton Garden Inn

Sponsor

The WCMA would like to thank the following company for their support as a sponsor of the 2018 Fall Conference and Plant Tour Event:

Diamond Sponsor

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Stiles Machinery

Mobile App

Be sure to download our mobile app to get the latest schedule, see the list of attendees and Tech Partners, and view maps of the plant tour routes. From the iOS or Android store, download the "Guidebook" app and search for the 2018 WCMA Fall Conference and Plant Tour Event guide.