

ATTENDEE BROCHURE

AWFS[®]
Fair

JULY 22-25, 2025

THRIVE IN 2025



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Welcome to the 2025 AWFS®Fair!

We are excited to bring together woodworking professionals from around the world to explore innovations, connect with industry leaders, and gain valuable insights.

We are proud to host the AWFS®Fair again in the West Hall of the Las Vegas Convention Center, offering a spacious, modern venue to enhance your experience.

Beyond a trade show, AWFS®Fair immerses attendees in the future of woodworking. Discover cutting-edge machinery, tools, and materials while engaging in WED Talks, panel discussions, and hands-on demonstrations designed to sharpen your skills and industry knowledge. AWFS is committed to education and workforce development.

Join us for special events like the Visionary Awards, celebrating innovation, and the Fresh Wood competition, showcasing student talent. Don't miss the 2025 Tool Tour, where you can connect with top tool manufacturers and win exclusive prizes.

Experience the AWFS®Fair Field Trip Program. This initiative provides attendees, students and educators firsthand exposure to the industry via guided tour on the trade show floor with exhibitor interactions, and specialized sessions on kitchens, closets, furniture, and more.

AWFS remains dedicated to supporting woodworking professionals through education, advocacy, and industry growth. As we gather for the 2025 AWFS®Fair, we celebrate our community's resilience and the innovations shaping our future.

Thank you for your dedication to the woodworking industry and support of AWFS. Enjoy the show, build valuable connections, and make the most of this experience!

Sincerely,

Karl Frey

AWFS®Fair Trade Show Committee Chair
Sales / Branch Manager – Colonial Saw Company

AWFS[®]
Fair



SHOW FEATURES

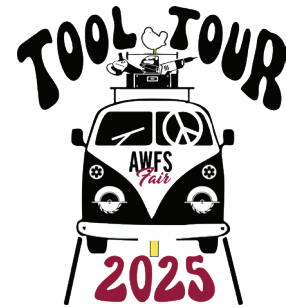


Visionary New Product Showcase and First time Exhibitor Showcase

The AWFS®Fair Visionary New Product Awards are prestigious awards recognizing exhibitors for innovation for new-to-market products, which includes any product that has been introduced to the industry since the 2023 AWFS®Fair. These innovative products will proudly be on display at AWFS®Fair 2025, in the main lobby of the West Hall of the Las Vegas Convention Center, along with a display of products that are being offered by exhibitors new to AWFS®Fair.

The Tool Tour

Groove on down and tune in because the Tool Tour is back with a groovy Woodstock vibe, and we're ready to rock your socks off! This sensational showcase puts handheld power tools in the limelight, inviting attendees to vibe out and experience the latest innovations firsthand at each exhibitor's booth. And guess what, man? For those hip souls who complete the tour, there's a free collector's tie-dye t-shirt to proudly sport back at the shop!



Biomass Block

The circular economy is revolutionizing the wood industry, and AWFS®Fair is leading the charge with the launch of the Biomass Block in 2025! This exclusive opportunity is designed to connect biomass equipment exhibitors with attendees who are eager to turn waste into biochar and energy.

The Safety Zone

Be on the lookout for companies that carry products focused on workplace gear, job-site and personal protective equipment (PPE), safety resources, emergency and disaster preparedness just to name a few areas to keep you and your workers safe.



Fresh Wood Student Competition

Discover emerging woodworkers from across the nation, featuring multiple categories and entries!



SHOW FEATURES

Woodworking Network

Join Woodworking Network for a full day of networking and industry education programming the day before the opening of the AWFS®Fair exhibit halls.

► **\$375 each for the early bird rate** (by June 29)

► **\$450 each** (after June 29)



CNC Bootcamp

This is an intensive workshop for those who are relatively new to CNC manufacturing or looking to buy their first CNC. Moderated by Will Sampson, Editorial Director at Woodworking Network, the day will cover selecting the right CNC machine, integrating it into your operation, choosing and using the tooling, dealing with dust collection and vacuum issues, and getting onboard with the software you need.



Closets Symposium

This all day workshop, moderated by Michaelle Bradford, Editor of Closets & Organized Storage magazine, will educate designers, fabricators, retailers and installers on the most current design, marketing, and business topics of relevance to these industry professionals seeking to profit from this growing and exciting market niche.



All events on the AWFS Fair Live stage are complimentary and open to all AWFS®Fair attendees, they do not require additional registration.

WED talks

Tuesday, July 22, 11am - 12pm

Brian Hamilton

"Cloud-Powered Millwork: Bridging Craftsmanship and Innovation"

WED Talks

Join us for presentations by experts and wood industry community members about their career journeys, new trends and developments, and more at the AWFS®Fair Live stage!

Wednesday July 23, 11am - 12pm

Geoffrey Finkel

"Understanding the Custom Woodworking Business, from a Contractor's Perspective"

Thursday, July 24, 11am - 12pm

Matt Buell

"How can we get younger generations in the wood working industry?"

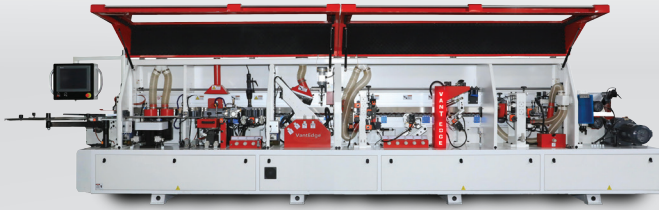


Rapid Fire Presentations

Join us on the show floor for a variety of short, single-focus topics, as industry experts showcase the latest must-see technologies, hardware and software products critical to today's consumer.



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SEMINARS AT-A-GLANCE

	Tuesday, July 22	Wednesday, July 23	Thursday, July 24
Business	TuB1 9:30 - 11:00 FREE Beyond the ADA TuB5 11:00 - 12:00 Value of Designers for Millworkers TuB8 12:30 - 14:00 Invest in Success TuB13 14:30 - 15:30 The Art of Dealmaking TuB16 16:00 - 17:00 Pricing for Profitability	WeB17 9:30 - 10:30 Upscaling-Workshop to Enterprise WeB22 11:00 - 12:00 BIOMASS There's Cash in that Trash WeB26 13:00 - 14:00 More Than A Millworker WeB27 13:00 - 14:00 Make It or Buy It? Yes! WeB31 14:30 - 15:30 The Pricing Workshop WeB36 16:00 - 17:00 Beyond the Algorithm	ThB37 9:30 - 10:30 Blue Ocean Business Strategy ThB41 10:30 - 12:00 Planning for Profit ThB44 12:30 - 13:30 Company Metrics for Performance ThB49 14:00 - 15:00 Young Buyers are Climate Positive ThB54 15:30 - 17:00 Turning Your Shop Green
Educator	TuE4 10:00 - 11:30 Curriculum in the 21st Century TuE15 15:30 - 17:00 Gain & Sustaining Industry Support	WeE18 9:30 - 11:00 CAD for the Wood Shop WeE28 13:00 - 14:30 AI Assistants for Grant Writing WeE34 15:30 - 16:30 Passing the Baton	ThE46 13:00 - 14:30 AI-Driven Innovation ThE52 15:00 - 16:00 20 Years of Tips & Tricks
 Field Trip	TuFTG 9:30 - 12:30 Getting Started Field Trip TuFTK 13:00 - 16:00 Kitchens Field Trip	WeFTC 9:30 - 12:30 Closets Field Trip	ThFTE 9:30 - 12:30 Educator/Student Field Trip ThFTF 13:00 - 16:00 Furniture Field Trip
Production	TuP2 9:30 - 10:30 Face Frame vs FrameZero TuP6 11:00 - 12:00 From Cabinets to Closets TuP9 12:30 - 14:00 Plastics in the Woodshop TuP12 14:15 - 15:45 WORKSHOP CNC Workflow for Small Business	WeP19 10:00 - 12:00 What Just Happened to My Finish? WeP21 10:30 - 12:00 WORKSHOP Wholesale Products with CNC WeP24 12:30 - 13:30 Lean Manufacturing 2 for 1 WeP29 13:30 - 15:30 WORKSHOP Epoxy Resin & Restore WeP35 15:30 - 17:00 Applicator or Finisher?	ThP38 9:30 - 11:00 Mastering Epoxy Resin Mishaps ThP42 11:00 - 12:00 So You Want To Start a Business ThP47 13:30 - 14:30 Closet Gold 2.0 ThP53 15:00 - 16:00 Intro to CNC for Woodworking
Technology	TuT7 11:30 - 12:30 From Leads to Revenue TuT14 14:30 - 15:30 Integrating AI: Impact on Industry	WeT20 10:00 - 12:00 Harnessing AI for the Industry WeT25 12:30 - 14:00 Custom Tooling Magic WeT55 14:00 - 15:00 Powering the Woodworking Office WeT33 15:00 - 16:00 Level Up w/ Automation & Robotics	ThT40 10:00 - 11:30 AI Essentials: Business and Life ThT45 12:30 - 13:30 Material Handling Automation ThT50 14:00 - 15:00 Cutting Tools
Workforce	TuW3 9:30 - 12:00 In-house Training Program TuW10 13:30 - 14:30 Moving the Next Generation Forward TuW11 13:30 - 14:30 FREE Woodworking Roundtable	WeW23 11:00 - 12:00 AWI Industry Solutions WeW30 10:30 - 11:30 FREE Woodworking Roundtable WeW32 14:30 - 15:30 FREE Industry-Education Partnerships	ThW39 9:30 - 10:30 WCA Online Employee Training ThW43 11:00 - 12:00 Culture of Continuous Improvement ThW48 13:30 - 14:30 FREE Woodworking Roundtable ThW51 14:30 - 15:30 Schools as a Talent Pipeline

All education programming is subject to change.

SEMINARS 2025



The College of Woodworking Knowledge is the AWFS®Fair's signature education conference, bringing experts from across the nation to talk about the latest in business, manufacturing, technology, workforce, and more.

REGISTER NOW! <https://tinyurl.com/3x85a7b9>

BUSINESS

TuB1 Tuesday, July 22 | 9:30 - 11:00 FREE
Beyond the ADA, Creating Spaces that Work for Everyone

As our customers age, simple compliance with the Americans with Disabilities Act begins to limit your design scope and do a disservice to your customer. Creating and building spaces that embrace Universal Design not only work for those with physical challenges but makes living and work spaces more useful and enjoyable for everyone. Discuss with us how shifting your mindset gives you an advantage over competitors that just work to meet the minimum ADA standards.

TuB5 Tuesday, July 22 | 11:00 - 12:00
Value of Designers for Millworkers

This presentation will explore how partnerships between interior designers and millworkers can elevate craftsmanship, expand business opportunities, and set your millwork business apart. Led by a Design Director with over 20 years of experience and a Custom Architectural Millwork company owner, this session covers key strategies for integrating design and fabrication, managing project expectations, and enhancing client satisfaction. Discover how embracing design can transform your business into a full-service leader in the woodworking industry.

TuB8 Tuesday, July 22 | 12:30 - 14:00
Invest in Success: ROI Tips on Big Purchases

Discover how strategic investments can transform your small shop into a thriving business. In this dynamic session, a panel of experienced small shop owners will share their journeys with major purchases—from \$50k to \$250k+ machinery to larger-scale investments like buildings and infrastructure upgrades.

TuB13 Tuesday, July 22 | 14:30 - 15:30
The Art of Dealmaking: What You Need to Know for Buying and Selling Wood Businesses

For Buyers — this session offers prospective buyers a clear guide to acquiring woodworking businesses. Learn how to evaluate production, assess financial health, and choose the best financing options. Real-world examples and straightforward strategies will help you make smart, confident acquisition decisions.

For Sellers — this session outlines a practical plan to ready your woodworking business for sale. Discover how to streamline operations, boost profitability, and plan leadership transitions over 3–5 years. Real-world examples provide simple, actionable steps to enhance value and attract serious buyers.

TuB16 Tuesday, July 22 | 16:00 - 17:00
Pricing for Profitability

Will Sampson has studied pricing in custom woodworking for more than 25 years. He shares his knowledge, offers some not-so-basic economics and lots of tips to help you ensure profitability and marketability of your work.

SEMINARS 2025

BUSINESS

WeB17 Wednesday, July 23 | 9:30 - 10:30

The Ultimate Woodworking Playbook: Upscaling Your Biz from Workshop to Enterprise

Learn how to grow your business with clear, simple steps. In this session, we break down everyday challenges and offer practical tips for aligning your team, attracting more customers, launching new products, and streamlining operations. Walk away with a solid game plan to sharpen your edge and upscale your biz.

WeB22 Wednesday, July 23 | 11:00 - 12:00 BIOMASS

There's Cash in that Trash: Profit Driven Circularity

Where's the cash in wood waste? Biomass-Electricity-Hydrogen-Biochar! (Oh my!) Ever heard a Plant Manager shout, "There's cash in that trash!" When they spot something in the dumpster worth money? That "Cash", comes from a robust circular supply chain. The, "There's Cash in that Trash" program is putting wood waste to work! Come and find out more about Finding the Cash in your Trash!

WeB26 Wednesday, July 23 | 13:00 - 14:00

How To Be More Than A Millworker

This session offers actionable strategies and real-life examples to help millworkers elevate their business. From building a standout brand to forging strategic partnerships to leveraging the collaborative process, this session provides practical tips for success. Hear how our company became considered a "category captain", implemented new practices, and showcased expertise through networking, continued education, and exceptional communication. Whether you're looking to set yourself apart within your industry or position yourself as a thought leader, this session equips you with tools to set yourself apart as a millwork business.

WeB27 Wednesday, July 23 | 13:00 - 14:00

Should I Make It, or Should I Buy It? Yes!

Step right up for the most entertaining—and surprisingly educational—debate of this conference! Two seasoned industry veterans, each with decades of experience and strong (very strong) opinions, go head-to-head in a lively, no-holds-barred debate on one of the biggest questions in wood: should I buy products OR should you make the products yourself?

WeB31 Wednesday, July 23 | 14:30 - 15:30

The Pricing Workshop

This presentation gets into the nuts and bolts of pricing custom woodwork, including how to establish a loaded hourly shop rate, how to accurately calculate your costs, and how to better determine the value of your work as seen by your customers. Will Sampson shares what he has gleaned from 25 years of studying pricing in woodworking and visiting hundreds of shops.

WeB36 Wednesday, July 23 | 16:00 - 17:00

Beyond the Algorithm: Smarter Social Media Strategies for Real Results

Social media can be your best salesperson—if you know how to use it. In this session, David Biggs, Digital Strategy Director for Woodworking Network, will show you exactly how to craft content that converts, engage customers in meaningful ways, and turn social platforms into revenue-driving tools. Learn platform-specific strategies, storytelling techniques, and time-saving tactics designed for woodworking businesses—whether you're a small custom shop, a large manufacturer, or somewhere in between. Walk away with an action plan, real-world examples, and proven techniques you can start using immediately to boost visibility, build relationships, and drive real business results.

ThB37 Thursday, July 24 | 9:30 - 10:30

How to Build a Business Using Blue Ocean-Rethinking How We Build Homes

This session will educate on how to start build or grow a successful business using a the Blue Ocean model. Real examples will be show with LUSH Homes business model and process. You will learn how to educate, train, and position your product or service using Blue Ocean.

ThB41 Thursday, July 24 | 10:30 - 12:00

Planning for Profit: Accounting Strategies for Small Shop Success

Unlock the secrets to running a profitable shop by mastering your financial numbers. In this session, small shop owners will share the accounting strategies and pricing techniques that keep their businesses thriving. Learn how to effectively price your projects to ensure you're not just covering costs but also building profit into every job.

ThB44 Thursday, July 24 | 12:30 - 13:30

How to Properly Measure Your Woodworking Company for Performance

Most woodworking companies measure the WRONG things. Fix this, and you'll unlock hidden profits in your business overnight!

SEMINARS 2025

BUSINESS

ThB49 Thursday, July 24 | 14:00 - 15:00

Young Buyers are Climate Positive: Your Sustainability Story is Easier to Tell Than You Think

In a world where sustainability myths are often debunked, one truth stands out: wood from managed forests is a climate-positive, infinitely renewable building material. By framing wood-based furniture as a forest product, you draw consumers into a story that begins with the success story of land management in North America. This session will hammer on proven ways to share our sustainability leadership with those that need it most: Millennial and Gen Z buyers.

ThB54 Thursday, July 24 | 15:30 - 17:00

Turning Your Shop Green: Practical Steps for Sustainability

Discover how to make your woodworking shop more environmentally friendly and contribute to a sustainable future. In this session, two small shop owners will share their innovative approaches to reducing their environmental impact and creating greener operations. Whether you're taking your first steps toward sustainability or looking to refine your current practices, this session will inspire you with actionable ideas to create a greener, more responsible shop while maintaining profitability.

EDUCATOR

TuE4 Tuesday, July 22 | 10:00 - 11:30

Bringing Your Curriculum into the 21st Century

In this session, you'll hear from three educators who have developed wood manufacturing curriculum for the 21st Century on how to use tools such as smartphones, QR codes, YouTube videos, Google Drive, Google Forms, the Cloud, ePortfolios, social media platforms, engineering software, CNC routers, CNC lasers, 3D printers, digital fences, safety features, and WCA skill standards.

TuE15 Tuesday, July 22 | 15:30 - 17:00

Gaining & Sustaining Industry Support

Educators! During this presentation, you will learn: Why you should market your program? How do you market your program? What free tools are available to market your program? How to create a press release for your program? How to create a LinkedIn post that could be viewed by potential supporters?

WeE18 Wednesday, July 23 | 9:30 - 11:00

CAD for the Wood Shop

This session is presented by Mark Smith, an instructor with 30 years of experience, teaching CAD/CAM at the secondary and post-secondary levels with a view towards the wood manufacturing industry. What is student-driven learning? Using a technology enabled environment, student-driven learning can mean lectures are complemented or replaced with active learning strategies and learning guidance. Educators need more than memorization to engage the student and improve learning, enable knowledge retention, and elevate achievement.

WeE28 Wednesday, July 23 | 13:00 - 14:30

AI Assistants for Grant Writing: From Concept to Proposal

This practical workshop shows how to use AI assistants, like ChatGPT and Claude, to start and strengthen grant writing processes. Participants learn to leverage AI tools for project development, proposal writing, and application refinement. The focus is on using AI to create compelling proposals while maintaining authenticity and addressing funding requirements. The session will conclude with a 30 minute "office hours" segment for personalized queries and deeper discussion on AI applications.

WeE34 Wednesday, July 23 | 15:30 - 16:30

Passing the Baton

Wood shop programs have been closing for the last 30 years. It is important to keep the remaining programs open. My school district hired my replacement to work with me my last year of teaching. What steps were taken to move the school administration to this unprecedented action?

ThE46 Thursday, July 24 | 13:00 - 14:30

AI-Driven Innovation for Educators and Creators

In this one-hour workshop, educators and content creators will discover how AI can revolutionize teaching, learning, and multimedia production. Participants will get hands-on experience with advanced AI tools like ChatGPT, Claude, Gemini, HeyGen, Suno, Eleven Labs, MidJourney, and Adobe Firefly. Learn how to use these tools to create engaging educational content, including videos, audio, custom images, and more. We'll cover the fundamentals of AI, its applications in education, and practical strategies for integrating these tools into your workflow. By the end, you'll be equipped to enhance your teaching, streamline content creation, and implement AI ethically and effectively.

The session will conclude with a 30 minute "office hours" segment for personalized queries and deeper discussion on AI applications.

SEMINARS 2025

EDUCATOR

ThE52 Thursday, July 24 | 15:00 - 16:00

Lessons Learned and Tips & Tricks from 20 Years in Woodworking and Construction!

Throughout Joe Mauck's teaching career he has spent countless extra hours trying different approaches, projects, and methods to encourage and motivate students. He's also gathered tips and tricks to make woodshop more fun and engaging for both teachers and students. This session will consist of sharing those thoughts with others and looking to glean any more ideas from those in attendance.

FIELD TRIP



TuFTG Tuesday, July 22 | 9:30 - 12:30

Getting Started in the Industry Field Trip

Are you new to the woodworking industry? Are you looking to get into manufacturing wood products? Let experts Matt Buell walk you through the show and meet some key exhibitors that can show you the best way to thrive as a business! Come for the networking and stay for the goodies at the end!

TuFTK Tuesday, July 22 | 13:00 - 16:00

Kitchens Field Trip

Thinking about expanding into kitchens and cabinets? Looking to network with some key suppliers? Expert Bobbo Buckley will give you the latest information on kitchens and cabinets and give you a guided tour of the show floor to curated exhibitors. Come for the connections and stay for the goodies at the end!

WeFTC Wednesday, July 23 | 9:30 - 12:30

Closets Field Trip

Expanding into closets or just trying to upscale your business? Join expert Eric Marshall on the Closets Field Trip to network with curated exhibitors that will show you the latest products and services in closets! Come for the connections and stay for the goodies at the end!

ThFTE Thursday, July 24 | 9:30 - 12:30

Educator/Student Field Trip

Are you a teacher, administrator, or student coming to the fair? Let expert educator and woodworker Logan Newman walk you through the show and see what modern wood manufacturing looks like! The Educator/Student Field Trip is the perfect way to get introduced to wood industry exhibitors with information to share or maybe your next tool in the classroom. Come for the connections and stay for the goodies at the end!

ThFTF Thursday, July 24 | 13:00 - 16:00

Furniture Field Trip

Expanding into furniture or just trying to upscale your business? Join expert Jess Crow on the Furniture Field Trip to network with curated exhibitors that will show you the latest products and services in furniture making! Come for the connections and stay for the goodies at the end!

Looking for an in-depth, product specific, guided tour with industry experts? Get introduced to people and brands you can work with as you walk the show floor and plan your new product line! Registration comes with a full list of key contracts for each exhibitor on the Field Trip, information on their products and services, merchandise, and a set of project plans you can take to your shop and get started on!

PRODUCTION

TuP2 Tuesday, July 22 | 9:30 - 10:30

Face Frame vs FrameZero

This seminar is specifically tailored for custom cabinet manufacturers looking to enhance their understanding of the key distinctions between Face Frame and FrameZERO (aka: frameless or full access) cabinetry, particularly from a production, efficiency, and market demand standpoint. By the end of the seminar, attendees will gain a comprehensive understanding of the benefits and challenges inherent in each cabinet type, empowering them to make informed decisions that align with their production goals.

TuP6 Tuesday, July 22 | 11:00 - 12:00

From Cabinets to Closets

Michaëlle Bradford, editor of Closets and Organized Storage magazine, talks with panelists about how cabinet shops can successfully add closets to their product mix for increased profits and more sales.

SEMINARS 2025

PRODUCTION

TuP9 Tuesday, July 22 | 12:30 - 14:00 **Plastics in the Woodshop**

Plastics can enhance your woodworking business in a surprising number of ways, from glazing and displays to safety guards and templating. This introductory seminar will explore common plastics, which blades and bits you already have for working them, and how to avoid typical problems without breaking the bank. Fabrication and bending will be explored as well as how CNC milling and 3D printing changes how woodshops can use plastics.

TuP12 Tuesday, July 22 | 14:15 - 15:45 WORKSHOP **Introducing a CNC into Your Workflow as a Small Business**

This class provides a comprehensive introduction to integrating a CNC machine (Next Wave CNC) into your small business workflow. By the end of this class, participants will have an introduction into the knowledge and skills to utilize CNC technology with their small business. Participants will each walk away with a wooden magnetic bottle opener, an example of a wholesale product cut on the CNC.

WeP19 Wednesday, July 23 | 10:00 - 12:00 **OMG! What Just Happened to my Finish?**

We all have been there; the finishing process is progressing beautifully and then...What the Heck? The finish has some kind of crazy reaction. What happened? How do I fix it? We will explore the reasons why things happen. Identify problems that show up and offer solutions. If you have trouble solving issues in your spray room, this is the class for you.

WeP21 Wednesday, July 23 | 10:30 - 12:00 WORKSHOP **Creating Wholesale Products Fast with a CNC as a Maker/Small Business**

This class focuses on leveraging CNC machines (Next Wave CNC) to efficiently produce wholesale products for makers and small businesses. By the end of this class, participants will have an introduction into the knowledge and skills to utilize CNC technology with their small business. Participants will each walk away with a wooden magnetic bottle opener, an example of a wholesale product cut on the CNC.

WeP24 Wednesday, July 23 | 12:30 - 13:30 **Lean Manufacturing 2 for 1: Creating Perfect Inventory Control Using Kanban & Creating SOPs People Will Actually Use**

Part 1: Struggling with inventory chaos? Toyota cracked the code with Kanban—here's how you can too (without overstocking OR running out of materials!)

Part 2: 98% of employees ignore SOPs. The problem isn't them—it's HOW you write them. Here's the secret to creating SOPs people actually follow!

WeP29 Wednesday, July 23 | 13:30 - 15:30 WORKSHOP **Epoxy Resin & Restore: Furniture Edition**

Learn the nuances of epoxy resin and transform ordinary furniture, counters and more into stunning, one-of-a-kind pieces. In this hands-on class you will create a 12x12 board using various epoxy techniques that can be used for an infinite amount of projects. It will cover everything from surface prep and resin mixing to pouring techniques and finishing touches.

WeP35 Wednesday, July 23 | 15:30 - 17:00 **What is the difference Between Hiring an Applicator or Finisher?**

Do you constantly have bottle necks in your finishing department? Does it feel like there is never enough time to get the work out but always time to rework the finish? Is consistency in color, sheen and appearance a problem with your finishes? Finishing is NOT just the ability to spray a nice coating on the surface. We will discuss what a "finisher" should know and understand about the art and science of finishing. How well do they understand abrasives, the different substrates, coating products, technologies and equipment they are working with?

ThP38 Thursday, July 24 | 9:30 - 11:00 **Mastering Epoxy Resin Mishaps**

This class isn't about perfectly poured resin projects from the start. It's about what happens when things don't go as planned – the bubbles, the uneven cures, the accidental inclusions, the dreaded "fish eyes," and all the other resin mishaps that can leave you feeling frustrated. This is your safe space to learn how to turn those resin "fails" into fantastic finishes.

ThP42 Thursday, July 24 | 11:00 - 12:00 **So You Want To Start a Woodworking Business: 7 Things You Need to Know**

Will Sampson, editorial director of Woodworking Network and FDMC magazine, offers some "tough love" to woodworkers starting out in the business. There are tips for pricing, manufacturing efficiency, and how to avoid common pitfalls to be successful.

SEMINARS 2025

PRODUCTION

ThP47 Thursday, July 24 | 13:30 – 14:30 **Closet Gold 2.0**

A deep dive into the past, present and future of the Closet industry. Eric Marshall's time in the closet and his current work with the NKBA give him a unique look into what's happening in woodworking both closets and cabinets.

ThP53 Thursday, July 24 | 15:00 - 16:00 **Intro to CNC for Woodworking Businesses**

This quick overview discusses what a CNC can do for you, selecting the right machine, software choices, training, and what you need beyond just the machine to get maximum return for your investment.

TECHNOLOGY

TuT7 Tuesday, July 22 | 11:30 - 12:30 **From Leads to Revenue: Grow Your Business Using Data, Software, and AI**

This hands-on session will help your company identify opportunities and apply best practices to streamline your workflow and deliver a better customer experience, using data, software, and AI. Join this session to learn how YOUR business scores against industry best practices and take home actionable next steps and a roadmap to implement as soon as you get back to work.

TuT14 Tuesday, July 22 | 14:30 - 15:30 **Integrating AI: Exploring Its Impact on Business, Design, and Engineering in Woodworking and Supporting Industries**

Artificial Intelligence (AI) is rapidly transforming industries connected to wood product manufacturing, offering new opportunities to enhance design, streamline production, and optimize business operations. This panel will provide an overview of what AI is, how it functions, and the ways it's being applied across business, design, and engineering sectors that influence woodworking.

Panelists will discuss AI-driven innovations in supply chain logistics, resource management, and operational efficiency, as well as its integration into design software, CNC machining, and advanced 3D printing technologies. The conversation will highlight how these technologies can improve workflows, reduce costs, and unlock new creative possibilities both in the shop and in broader business practices.

WeT20 Wednesday, July 23 | 10:00 - 12:00 **Harnessing AI for the Woodworking Industry: A Two-Part Series**

Discover how AI is transforming the woodworking industry in this two-part series presented by experts from a leading architectural design firm. Gain insights into how AI can revolutionize your shop's processes, from design to production, and learn practical steps to integrate these cutting-edge technologies into your business.

Part 1: Introduction to AI in Woodworking

Explore the fundamentals of AI and its potential to optimize workflows, enhance productivity, and drive innovation.

Part 2: Advanced Applications and Deeper Insights

Take a closer look at AI's capabilities with advanced strategies and real-world examples. Learn how to leverage AI for predictive maintenance, advanced design simulation, and integrating AI tools with CNC machinery.

WeT25 Wednesday, July 23 | 12:30 - 14:00 **Custom Tooling Magic**

Introducing small and medium woodworking shops to the advantages of custom router and shaper tooling. Learn how custom tools can be created easily and for less than you may think. The right tooling design can reduce time, produce better cuts or both.

We'll study tasks that can be made more efficient and challenges to be solved through having a custom tool made. Whether used in a CNC, shaper, molder, table saw or hand-held router, all that is required to take advantage of this "magic" is to look at cutting in a new way.

Attendees will take home information on where and how to be considering having custom tools made, and how to design and order them. Sources where custom tooling can be ordered will be shared.

SEMINARS 2025

TECHNOLOGY

WeT55 Wednesday, July 23 | 15:00 - 16:00

Powering the Woodworking Office: Software & Systems That Drive Success

Behind every thriving business is a well-oiled machine of software and processes that keep operations running smoothly. In this session, we'll pull back the curtain on the essential tools that optimize workflows, streamline efficiency, and fuel growth. From automation and analytics to integrations and insights, discover what leading companies are using on the back end to stay ahead. Whether you're refining your current tech stack or exploring new solutions, this discussion will equip you with actionable ideas to level up your business operations.

WeT33 Wednesday, July 23 | 15:00 - 16:00

Top Shop Case Study - Leveling Up with Automation and Robotics

How did a small shop "level up" their operations two years ago with investments in automation and robotics. What was the process, improvements, and pitfalls? This session is beneficial for any businesses in the industry - but particularly insightful for smaller shops and/or shops with relatively small physical footprints for operations.

ThT40 Thursday, July 24 | 10:00 - 11:30

AI Essentials: Transforming Business and Daily Life

This one-hour session is designed to introduce the fundamentals of AI and its transformative impact on both professional environments and personal routines. Participants will learn about key AI concepts, explore real-world applications, and understand how AI can optimize business processes, enhance decision-making, and simplify daily activities. The workshop will also feature a dedicated office hours segment, offering personalized guidance and answers to your specific AI-related queries. Whether you're a business professional, educator, or curious individual, join us to discover how AI can be integrated effectively into your work and life.

The session will conclude with a 30 minute "office hours" segment for personalized queries and deeper discussion on AI.

ThT45 Thursday, July 24 | 12:30 - 13:30

Material Handling Automation and Robotics

A discussion about the use of automation and robotics for material handling. We will start by providing some general overview and background information about material handling automation and robotics in the industry. Then, we will draw largely on our own experience with this type of technology in our shop. The Top Shop is a custom-crafted and commercial cabinetry and countertops shop in the Ohio Valley, West Virginia.

ThT50 Thursday, July 24 | 14:00 - 15:00

Cutting Tools ARE Your Most Critical Process Efficiency Variable

This session explores current cutting tool technology and proper use of tooling as a means of maximizing process efficiency and profitability. Critical application factors such as RPM, knife velocity, feed speed, chip-load, and heat management will greatly improve tooling performance and reduce processing expenses. Cutting edge solutions will help improve cut quality, reduce expensive scrap loss, and optimize finishing costs. You will walk away from this session with the knowledge that proper use of the correct tooling is perhaps one of your most important production considerations.

WORKFORCE

TuW3 Tuesday, July 22 | 9:30 - 12:00

Building an In-house Training Program for Your Workers

Are you looking to create your own in-house training program? This 'nuts & bolts' session will show you how to get started and will help you create a template for your own business using the WCA Skill Standards, Modern Cabinetmaking textbook and WCA Online Training Videos as your reference materials. The cost of the seminar will include a Manufacturing Membership in WCA for one year at a reduced cost!

TuW10 Tuesday, July 22 | 13:30 - 14:30

Moving the Next Generation Forward: From CTE Wood Programs to Internships to Apprenticeships in the Wood Industry

The wood industry is witnessing a transformative shift, requiring a skilled labor force equipped for advanced manufacturing and sustainable practices. This presentation explores the pathway from Career and Technical Education (CTE) wood programs to hands-on internships and apprenticeships, paving the way for a new generation of woodworkers and industry leaders.

SEMINARS 2025

WORKFORCE

TuW11 Tuesday, July 22 | 13:30 - 14:30 FREE **Woodworking Roundtable**

A daily Roundtable sit-down open to all woodworker to bring issues a solution is needed for. The group will collectively offer suggestions from their own experience in effort to help each other. Matt Buell will serve as the moderator.

WeW23 Wednesday, July 23 | 11:00 – 12:00 **AWI Industry Solutions: Your Resource for In-House Training**

Industry Solutions (IS) is the new online training platform from the Architectural Woodwork Institute (AWI). Did you know that your new (and current) employees can complete the Principles of Woodworking Course for FREE? This opportunity is available to all companies and individuals in the industry! The Principles of Woodworking Course takes approximately 8-10 hours to complete and consists of interactive videos and quizzes in an on-demand learning environment. Users complete a rigorous final exam to earn their credential. The course is available in both English and Spanish.

WeW30 Wednesday, July 23 | 10:30 - 11:30 FREE **Woodworking Roundtable**

A daily Roundtable sit-down open to all woodworker to bring issues a solution is needed for. The group will collectively offer suggestions from their own experience in effort to help each other. Matt Buell will serve as the moderator.

WeW32 Wednesday, July 23 | 14:30 - 15:30 FREE **Industry-Education Partnerships: Building the Workforce from Both Ends**

This panel will explore strategies to engage with vocational and technical schools to integrate contemporary woodworking skills, including computer operations, machine operations, maintenance, and marketing, into their programs. We'll discuss how industry needs have evolved over the past 20 years, whether schools are keeping pace, and what alternative training pathways exist. Are wages a barrier to attracting new talent? And how can we position this industry as modern, innovative, and exciting?

ThW39 Thursday, July 24 | 9:30 - 10:30 **An Overview of the New WCA Online Employee Training Resources**

Are you finding it difficult to properly train new employees? Join us to learn more about exciting new resources for employee training, what they cover and how to integrate them into your in-house training.

ThW43 Thursday, July 24 | 11:00 - 12:00 **Creating a Culture of Continuous Improvement**

If your team isn't improving every day, your business is slowly dying. Here's how to build a culture where continuous improvement is second nature!

ThW48 Thursday, July 24 | 13:30 - 14:30 FREE **Woodworking Roundtable**

A daily Roundtable sit-down open to all woodworker to bring issues a solution is needed for. The group will collectively offer suggestions from their own experience in effort to help each other. Matt Buell will serve as the moderator.

ThW51 Thursday, July 24 | 14:30 - 15:30 **From Classroom to Career: Unlocking Schools as a Talent Pipeline**

Struggling to find skilled, motivated employees? The next great hire could be sitting in a classroom right now. In this session, we'll explore how to effectively partner with schools to build a sustainable talent pipeline. Learn how to engage with educators, connect with students, and create meaningful pathways from education to employment.

REGISTER NOW! <https://tinyurl.com/3x85a7b9>

REGISTRATION & HOTEL INFORMATION



JULY 22-25, 2025

LAS VEGAS CONVENTION CENTER
LAS VEGAS, NEVADA
www.awfsfair.org

EXCLUSIVE Discounts for Early-Bird Registrations

\$20/pass: January 1 – April 30, 2025

\$35/pass: May 1 – June 29, 2025

(Early Bird Discount ends June 29th @ 11:59pm PST)

\$50/pass: June 29, 2025 – On-site

REGISTER NOW!



Hotel Information

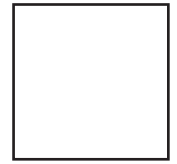
In partnership with onPeak, we have secured discounted rates at a selection of Las Vegas hotels.

We know plans change, so to help ease your travel planning, onPeak, the only official hotel provider for AWFS®Fair 2025, offers convenient hotel options with flexible change and cancellation policies. We encourage you to book through them early for the best selection and price.

Book your discounted room now at www.awfsfair.org

Association of Woodworking & Furnishings Suppliers

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