

PROFILES

A PUBLICATION OF THE CABINET MAKERS ASSOCIATION



FEATURED SHOP: Fedewa Custom Works

FEATURED ASSOCIATE: Kessick Wine Storage Systems

FUTURE-PROOFING: Grow Your Own

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ON THE COVER: Fedewa Custom Works

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What's Your Problem?

Wednesday, August 24 • 4:30-6:00 PM

The CMA's popular "What's Your Problem?" roundtable discussion is an opportunity for show attendees to share their problems and solutions with other woodworking professionals. This session offers a unique outlet to share business challenges and learn from others who have been there, done that, and succeeded.

Survival of the Fittest

Chris Valenti

Thursday, August 25 • 9:00-10:00 AM

Chris Valenti, owner of CK Valenti Designs in Chandler, AZ, will share his perspective on what it truly takes to successfully run a small shop. Chris will cover the unique personality traits of an entrepreneur and how to use your leadership skills to manage your team and your business effectively.

For more information and for details on pre-show shop tours and the Wood Diamond Award reception, go to [cabinetmakers.org/events](https://www.cabinetmakers.org/events).

American Institute of Architects Merit Award

The American Institute of Architects Tampa Bay recently gave a Merit Award for Architecture in the Commercial Category to PLACE Architects for their work on the Grand Central Brewhouse in Tampa. The architecture firm invited CMA member Lois Snyder



from Periwinklers, who collaborated on the project, to accept the award with them. Periwinklers won a CMA Wood Diamond Award for its work on the Brewhouse in 2021.



Fedewa Custom Works — 2021 Best Of/Best Overall Winner

"The Wood Diamond Awards have given us a chance to see and showcase the amazing work of our members," says CMA Executive Director Amanda Conger. "Our members don't always get a chance to see each other's finished work, and the added bonus is that the award-winning work can inspire other shops."

Wood Diamond Awards CMA welcoming entries until May 1

The CMA is pleased to announce that submissions are open for the 12th annual Wood Diamond Awards program.

The awards were launched in 2010 to allow members to honor the work of their peers. The program gave the organization an opportunity to promote excellence in the industry, and the winners could share these honors as part of their marketing efforts.

Last year's winner of the "Best Of, Best Overall" award, Fedewa Custom Works, is the Featured Shop for this issue of *PROfiles*.

The Wood Diamond Awards submission period runs from March 1 through May 1, and the fee for each project is \$75. Visit www.cabinetmakers.org/wda2022 to review submission requirements and access the entry form.

All judging is done anonymously by non-participating members. The winners will be announced at the Member Appreciation Reception during the International Woodworking Fair (IWF) in August.

CMA Connections



CMA members Matt and Shelley Wehner enjoying the show

Design & Construction Week 2022

The CMA has been a “Supporting Organization” for Design & Construction Week (DCW) for several years, and this year’s event, held February 8-10 in Orlando, Florida, was no exception.

DCW is the umbrella name for the International Builders Show (IBS) and Kitchen & Bath Industry Show (KBIS) that now take place in the same location each year. IBS is put on by the National Association of Home Builders (NAHB), and KBIS is hosted by National Kitchen & Bath Association (NKBA). Although the event is geared more toward designers and distributors, it’s a great opportunity for cabinet makers to see the latest trends and innovations.

Attendees noticed the impact of some exhibitors’ decision to pull out of the event at the last minute.

Christian Smedberg, the marketing manager at Weinig HolzHer USA, commented in the CMA Facebook group that those who decided not to participate missed out “on the larger than expected attendance.

“The [exhibitors who] are here are showing well ... [There is] cool, new, exciting stuff on the floor.”

Monika Soos of Sofo Kitchens in Maple Ridge, British Columbia, also made the trip to Florida. She echoed Smedberg’s comments about the impact of exhibitors who did not come. “I liked the show, but it’s not as good as previous ones,” she said.

Next year, the event moves to Las Vegas and will be held January 31 - February 2.



Regional event showcases CMA shops' variety

The CMA finished off its week in Florida with a regional event in the Tampa area featuring tours of Vision Kitchen & Bath and Periwinklers. Both hosts showed incredible hospitality, and we appreciate the time they took to prepare their facilities and make us feel welcome. These two shops truly highlight the range of companies that represent the CMA.

VISION KITCHEN & BATH

We began Friday morning at Vision Kitchen & Bath in Tampa. CEO Kha Vu and his team began with a brief presentation about the Allmoxly online ordering system in their showroom; the company primarily markets to dealers, and this system is designed to make it easy for dealers to place orders. They

created a test order in the system to show how Allmoxly then seamlessly transfers the order to Vision's machines in the shop via KCD Software.

We then went into the 125,000-square-foot shop to watch as the test cabinet order was completed.

Vision also sells to companies who need help with production, and it has a wide range of equipment to tackle almost any project.

The company's most recent purchase was a ProEdge Technology machine for automated insertion of Lockdowel hardware.

We enjoyed a catered lunch of authentic Cuban food, compliments of Weinig HolzHer USA, and then hit the road for Periwinklers in Tarpon Springs.



CMA CONNECTIONS

PERIWINKLERS

Periwinklers' owner Lois Snyder focuses her efforts on commercial projects that allow her to express her creativity, including the 2021 Wood Diamond Award-winning Grand Central Brewhouse in St. Petersburg.

Her 6,000-square-foot shop includes a Felder CNC and edge bander. Her latest purchase is a bus complete with a "cabinet lift" that she intends to repurpose for installations.

On Saturday morning, we reconvened at Periwinklers for a finishing training session with industry veteran Diane Shattuck. She did an amazing job of simplifying (and animating) what can be a rather complex subject. Her presentation included a variety of props that showed different finishes based on the factors that can impact and influence the quality of the end product.



Diane Shattuck (left) asked for audience assistance from Kelly Victor-Burke (right)

Some of the group was fortunate enough to board the "Periwinkler"



Snyder's husband and business partner, Matthew Searle, operates the Schmalz vacuum lift



The recently purchased vehicle that will be retrofitted as an install van, complete with a "cabinet lift"