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## **Industry executives gather to discuss issues at WDMA conference**

October 17, 2013 - Construction Design & Engineering

Industry CEOs and senior executives gathered for the Window & Door Manufacturers Association (WDMA) Executive Management Conference. This unique event in the window, door, and skylight industry focused on topics and trends which will shape the industry over the coming year. The forum allowed executives to discuss and explore issues that will be driving the industry.

The conference also featured speakers and top experts from around the country, including the following:

Luke Williams, professor of Innovation at the New York University School of Business, gave a keynote address about how manufacturers can spark business transformation with innovation.

Jonathan Smoke, chief economist at Hanley Wood, provided his 2014 New Home, Remodeling, and Retrofit Outlook and shared some details on a new study conducted with WDMA and Virginia Tech for association members.

John Goodman, president & CEO of the National Center for Policy Analysis, discussed his six big problems with Obamacare and discussed how introducing market forces to the healthcare system would dramatically bring down costs.

Jim Reeb, industry champion at the NAM Manufacturing Institute, focused on the factors impacting the manufacturing skilled workforce challenge and encouraged executives to focus on the "supply chain of human resources" in local communities in order to boost the technical and non-technical skills of applicants for the many unfilled manufacturing positions.

In addition, industry CEOs and presidents held their second annual roundtable discussion on the key issues facing the industry and identified the critical issues they expect to impact and shape the industry over the next 12 to 24 months.

Founded in 1927, the Window & Door Manufacturers Association is the premier trade association representing the leading manufacturers of residential and commercial window, door and skylight products for the domestic and export markets. WDMA members are focused on Total Product Performance products that are designed and built to performance-based standards. The association is focused on key member needs in the areas of advocacy, product performance, education and information and facilitating business interactions and relationships in the fenestration eco-system.

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