

The Fall 2008 EUREKA Expo was a woodworking extravaganza for our EUREKA Producers!

EUREKA Producers come from all over the nation for the Fall 2008 EUREKA EXPO

28 Producers plus spouses and woodworking pals added up to 40 attendees for the 3-day event

Dallas, Texas—September 22, 2008

EUREKA Woodworks, Inc. is pleased to announce its **Fall 2008 EUREKA Producer Expo** was a huge success. The Expo was hosted by the **EUREKA Team** September 12 through 14. And in spite of the menace of Hurricane Ike, EUREKA Producers came from the North (Wisconsin), the East (Pennsylvania), the West (Washington State), the South (southern Texas) and numerous points in between. Starting with the opening Meet & Greet on Friday evening, complete with happy hour and a Mexican feast, and concluding with the final session on Sunday morning, the weekend was filled with non-stop woodworking action, demonstrations, and “priceless” networking opportunities among Producers.



The **EUREKA Team** was joined by industry representatives for the Saturday sessions which included presentations from Sand Dollar Digital Design, WMH Tool Group, Chase Credit Card, and 3-M Adhesive Systems. Rob Johnstone, editor in chief of *Woodworker's Journal*, entertained the crowd with

humorous woodworking anecdotes during his keynote address. Later in the day, Rob's woodworking expertise was literally put to the test as he assembled the classic EUREKA Adirondack chair in less than 18 minutes!!! Actually, Rob was able to complete the chair in record time because EUREKA President Harry Wilk guided Rob's construction efforts and, more importantly, provided some pre-built components!



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Mark Aiken impressed Producers with his demonstration of the new CNC equipment. Scott McLellan fired up Producers with his spirited Sales and Marketing presentation. Chick Martin explained the increased sales potential for Producers who participate in the new Affinity Marketing Producer (AMP™) Program.

Additionally, Producers got to see newly engineered jigs for the Director's Chair, Garden Chair and Chaise Lounge. A

Texas-style steak dinner ended the day for the attendees.

Sunday morning featured more demonstrations at the shop and a raffle that found Producers going home with woodworking prizes: tools, jigs, hardware, merchandise and services! A group shot was hastily taken before Producers departed late Sunday morning with box lunches in hand. They left inspired and energized by the Expo input.



Producer Jeff Dudley from Tulsa enjoyed the sessions because “regardless of how long I have been a Producer, I still learn from other Producers. The Expo was a great time to meet Producers, get ideas and learn that we can make this a great business. Harry and the EUREKA gang has really made some strides over the past eighteen months. Now all we have to do as Producers is PRODUCE!”

The EUREKA Team enjoyed meeting and visiting with each attendee. Harry's parting words were, “It was a genuine pleasure to have met you good folks. We look forward to

assisting all of you as you grow your business!”



EUREKA Pete joined Harry saying “so long” and “happy trails” to some of the finest woodworking entrepreneurs in the country.