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FOR IMMEDIATE RELEASE
February 20, 2008

WMMA Introduces New Account Executive

Philadelphia, PA—At a recent Executive Committee meeting, the Officers for the Wood Machinery Manufacturers of America (WMMA) were introduced to Stella Sytnik, who will begin her association career with WMMA as its Account Executive. As such, Stella will work closely with Ken Hutton, who has returned to his former position of Executive Vice President following Bill Norton's recent resignation. Ms. Sytnik brings the management and leadership initiatives which come from a hands-on business history enabling her to meet and address the challenges facing a dynamic, yet rapidly-changing association such as WMMA. Stella will spend some time initially learning about the Association and the industry, including some member visits, which will then allow her to demonstrate the values that helped her to achieve excellence over her entire career development path.

In this country, that career path began in 1989 when Stella and her family immigrated to the United States. Stella began her corporate experience with the Campbell Soup Company in Camden, NJ. Then she answered that unique entrepreneurial call by forming her own bottled water manufacturing operation in Bristol, PA. Her company, Waterise Inc., specialized in providing to children purified drinking water infused with oxygen and featuring naturally-flavored waters. She subsequently merged her company resources into a large industry franchisor, Water To Go LLC.

Stella is originally from Azerbaijan, a southern republic of the former Soviet Union. She holds a Bachelor's Degree in Liberal Arts and speaks four languages: Russian, German, English and Azeri. She lives in Voorhees, NJ with her husband and their two sons, Walter (22) and Alan (17).

Founded in 1899, the Wood Machinery Manufacturers of America® (WMMA®) is a professional trade association composed of more than 200+ U.S. manufacturers of woodworking equipment, cutting tools, and supplies and whose purpose is to promote the interests of its members serving the woodworking industry. Distributors, suppliers and consultants to the industry also belong to the association as Associate Members. Manufacturer members design, build and sell equipment, tooling, supplies, and components used in the manufacture of all types of wood products. Members' products are used in furniture, door and window, flooring, and kitchen cabinet manufacturing plants; plywood and particleboard mills; lumber mills; shipyards; mobile home and pallet manufacturing plants; home workshops; plus a wide variety of associated wood processing operations. Many members also serve the plastics, ceramics, stone, solid surfaces, and non-ferrous metals market machining aluminum, brass, copper, and other non-ferrous metals. WMMA® members' equipment is sold worldwide. To learn more about WMMA® visit www.WMMA.org.

Wood Machinery Manufacturers of America® (WMMA®) is professionally managed by Fernley & Fernley, Inc., a fourth generation family firm in the association management business representing over 30 trade associations and professional societies. Fernley & Fernley holds the distinction of being among the first to receive national accreditation from the AMCA Institute, and the American Society of Association Executives (ASAE) and is the longest

established Association Management Company in the country. Throughout the years, Fernley & Fernley has maintained a solid reputation as a leader within the association management field and in the wide spectrum of industries it serves. To learn more about Fernley & Fernley visit www.fernley.com.

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