

# What Success Looked Like in 2023

## The CKCA Link



LEADS. OPPORTUNITIES. CONNECTIONS.

**What are the key ingredients for business success?**

**CKCA is your link to what industry says.**

### **Chaulk Woodworking**

“By creating a new brand it allows us to become a household name through simplicity in a very complex industry. The name is intended to create curiosity and make people look. A longer-term goal is to widen the reach to a national level of sales/manufacturing.”

[Full story here.](#)

### **Handhills Cabinets & Millwork**

“We have increased from one to two CNCs as our business grew. With a desire to produce, be consistent and versatile, the addition of the second CNC made sense and eliminated the extra time it was previously taking to switch from one product to another.”

[Full story here.](#)

### **Selenium Interiors**

“We are always looking to evolve! Through our custom projects we have been able to experiment with so many new ideas—in materials, technology, style and design and we are planning to create products around some of these ideas.”

[Full story here.](#)

### **Lighthouse Cabinetry**

“Navigating markets that go up and down weighs on me regularly. Fortunately we are very busy now, but the next recession could be around the corner. We have a lot of overhead and interest rates are high. I try to combat this by effective branding on the revenue side and effective lean implementation on the cost side.”

[Full story here.](#)

### **Gravelle**

### **Woodworking**

“Building anything custom takes an immense amount of thought for all aspects and anyone who has built a custom kitchen will tell you there is an extraordinary amount of time spent before one single cut is made to make sure your project is built to spec and will last a lifetime. I did not start this business, I did grow up in it which has left me with a profound sense of commitment to what my father has built and the core values he instilled into the company.”

[Full story here.](#)