

Center Focus

A Publication from the
Center for Forest Products Marketing and Management
Department of Wood Science and Forest Products
Virginia Polytechnic Institute and State University
<http://vtwood.forprod.vt.edu>

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CAREERSCOPE 2002

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CareerScope 2002 will be held on Thursday, October 10, 2002 in the Squires Student Center on the Virginia Tech campus. CareerScope provides an excellent opportunity for employers and students to meet one another. CareerScope benefits employers by allowing them to speak with hundreds of students who have the technical, communication, problem-solving, or interpersonal skills that organizations are seeking in a one-on-one situation in order to evaluate employment potential. It is possible for employers to meet candidates for permanent, intern, seasonal or co-op positions. Employers will have the opportunity to promote their companies to students from the College of Agriculture and Life Sciences as well as the College of Natural Resources. There will also be an opportunity to talk with faculty of both colleges to discuss company needs as well as to learn more about the curricula of the particular majors offered.

In addition to the day of meeting students and accepting resumes on Thursday, there are several other events planned. A light fare reception is planned for Wednesday, October 9, 2002 at Custom Catering from 5:00pm to 7:00pm for all participants of CareerScope. Student representatives from the Agricultural Club Council, Natural Resources Curriculum Club, and faculty will be in attendance to discuss their programs with attendees.

Following CareerScope on October 10, there will be a reception sponsored by the Center for Forest Products Marketing and Management for all Center members, faculty and students. This will provide our members with an additional opportunity to speak with students and faculty in a more informal environment.

On Friday, October 11, 2002, Center members will have the opportunity to interview students at the Forest Products Center. The staff will make arrangements for Center members to have a private room in which to interview students. Please contact Joanne Buckner at (540) 231-5876 or by email at ctrpmjo@vt.edu to reserve an interview room if you would like to interview students on Friday, October 11 in order to ensure that space is available.

There are several methods of registration available this year. You can register on-line at www.cnr.vt.edu/cnrcareer or by mail or fax (540-231-

8868) to Tracee Radford. If a company requires an invoice, Career Services will generate one for the company's records.

**MAKE YOUR HOTEL
RESERVATIONS NOW!!!**

Space is LIMITED....

**Call the Donaldson Brown Hotel
and Conference Center
(877) 200-3360**

**To receive the reduced rate of \$74
(for a single or double room)
mention CareerScope**

Reserve by September 9, 2002

Corrections to the Member Handbook

Some members have called in with corrections to the member handbook. Please make the following corrections or download the corresponding pages from www.cfpmm.vt.edu.

◆ **Genwove, Inc.** has changed its email address. The new email address is genwove@gwv.com.

If you have corrections to your listing, please call Tracee Radford at (540) 231-4406 or email at trradfor@vt.edu.



Members Recruiting New Members

Members recruiting members is one of the best ways that the Center for Forest Products Marketing and Management has to increase the membership base. In order to encourage current members to recruit new members, the Center has created a new incentive program. If a company joins that you referred, your company will receive one free registration to a short course for every three people that register. This includes the on-line short course as well.

In order to receive your free registration, make sure that the new company mentions your company when they send in their registration information. For more information about this program, please contact Tracee Radford at (540) 231-4406 or via email at trradfor@vt.edu.



Market Update

Last month, the Center for Forest Products Marketing and Management released the newest version of its Market Update newsletter. This publication is based on responses to a questionnaire regarding market issues facing the wood products industry. The questionnaire is distributed 24 industry leaders, 12 in the hardwood segment and 12 in the softwood segment. The Market Update will be published quarterly, two devoted to the hardwood industry and two devoted to the softwood industry per year. This past edition was devoted to the hardwood industry, and the next edition will be devoted to the softwood and building products industry.

For more information on how you can receive a copy of this publication or any other research publications produced by the Center for Forest Products Marketing and Management, please contact Tracee Radford at (540) 231-4406 or by email at trradfor@vt.edu.



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The
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The Center Welcomes a New Member



The Center is pleased to welcome its newest member, Forest Products Equipment Magazine. This magazine, a publication of the Moose River Publishing Company, has a large national circulation. It covers the entire forest products industry, from harvesting and milling to manufacturing and wood waste recycling. Forest Products Equipment Magazine now reaches approximately 46,700 forest products equipment professionals and continues to grow. The circulation is audited by BPA International, the most trusted business magazine audit firm in the publishing industry.

In addition to printing company advertisements, they provide some value-added services. These services are designed to enhance a company's advertising schedule. These bonuses have been offered in other MRP Publishing magazines (Turf, Farming and Superintendent) and have proven to generate more sales leads for customers.

Subscriber demographics to this magazine are as follows: business owners 61.1%, managers and buyers, 35.2%, and consultants and allied to the field 2.2%. The industry segment demographics are logging and forestry 49.3%, sawmills, pallets and recycling 47.2%, and dealers and distributors 2.2%. The geographic demographics for 2002 are New England 7,524, Mid Atlantic 2,921, East North Central 5,545, West North Central 2,217, South Atlantic 9,687, East South Central 4,550, West South Central 3,877, Mountain States 1,600, and Pacific States 7,771 for a total circulation of 45,702.

For additional information about advertising in FPE Magazine, please contact Lea Rapp, advertising account executive by phone at (800) 422-7147, by fax at (802) 748-1866 or by email at lrapp@mrpllc.com. If you would like to reach Ms. Rapp by mail, the mailing address is 374 Emerson Falls Road, PO Box 449, St. Johnsbury, VT 05819.



Center Welcomes Returning Member

The Center for Forest Products Marketing and Management is pleased to welcome APA, the Engineered Wood Association. This association, a non-profit trade association, is based in Tacoma, Washington and was originally founded in 1933 as the Douglas Fir Plywood Association. It was later recognized as the American Plywood Association. In 1994, the association changed its name to the APA-The Engineered Wood Association in order to better reflect its membership as well as the international scope of the organization. APA is a leading source of information about engineered wood products for a wide range of applications. They produce the magazine, *Engineered Wood Journal*, as well as a variety of market research studies and technical reports each year. (from the APA-The Engineered Wood Association website)

For more information about the APA, please contact Craig Adair, Manager of Market Research, by phone at (253) 620-7418 or by email at craig.adair@apawood.org. You can also find more information about the association online at www.apawood.org. The mailing address for the APA-The Engineered Wood Association is PO Box 11700, Tacoma, WA 98411.



Calendar of Events

Department of Wood Science and Forest Products

Virginia Tech

<http://vtwood.forprod.vt.edu>

- August 26** **Fall Semester Begins**
- September 18-19** **Selling Forest Products**
Those attending this short course will learn the basics of personal selling, methods to identify new customers, and personal sales profile analysis. Topics covered will include successful personal sales strategies, customer behavioral styles, locating customers, telemarketing, making the sales presentation, and trade shows. It is intended for new sales and marketing personnel or those wishing to improve their selling skills in the forest products industry.
- October 10** **CareerScope 2002**
Thirteenth Annual Career Fair
Contact Tracee Radford, (540) 231-4406 or via email at trradfor@vt.edu.
- October 24-25** **Customer Service Training for the Forest Products Industry**
Those attending this short course will learn about the hardwood lumber industry and markets, the softwood and building products industry and their markets, and factors affecting these markets. Participants will learn how to work with customers, other sales personnel, and their own communication style.
- December 12-13** **Advanced Sales Training for the Forest Products Industry**
This course is designed for sales personnel who wish to improve their communication skills, sales skills, time management, and ability to handle with current and potential customers.
- December 21** **Winter Commencement**

For more information on any of these events, please contact Joanne Buckner by phone at (540) 231-5876 or via email at ctrfpmj@vt.edu.



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