

# 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://www.woodscience.vt.edu>

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## Page 2

- Year in Retrospect

## Page 3

- Welcome New Member
- Why Aren't You a Member?
- Members and Faculty Work Together

## Page 4

- Calendar of Events

## Center Annual Meeting

The Center for Forest Products Marketing and Management will hold its annual meeting on Monday, March 17, 2003 on the Virginia Tech campus. The meeting will include a business meeting followed by a reception and dinner. The business meeting will focus on an update of Center activities through 2002 as well as a discussion of where the Center is headed in the future. On Tuesday, October 22, 2002, the faculty and staff of the Center for Forest Products Marketing and Management held a strategic planning meeting. Part of the business of the Annual Meeting for 2003 is to present what we discussed at that meeting and to ask for your input into the strategic planning process. Your opinion is very important to us, so please plan to attend.

Following the business meeting, a reception will be held for all attendees, faculty and staff of the Department of Wood Science and Forest Products, as well as undergraduate and graduate students of the department. This will be followed by a dinner at which Center member scholarships will be awarded.

For companies who are members of the Center, it provides an excellent opportunity to learn what the Center has accomplished in the last year as well as to discuss what the Center aspires to accomplish in the future. For companies who are not already members of the Center for Forest Products Marketing and Management, it is an excellent opportunity to learn about the advantages of the Center and what it has to offer to you.



This is also a good opportunity to talk with students who are your potential employees who are a part of the Department of Wood Science and Forest Products. Several Center members will be interviewing before the Center meeting and others will be interviewing afterwards. These companies will be interviewing to fill part-time vacancies, full-time vacancies, and summer internships. If you are interested in interviewing, please contact Joanne Buckner at (540) 231-5876 or by email at [ctrfpmjo@vt.edu](mailto:ctrfpmjo@vt.edu) for assistance.

This meeting is free to all Center members. Non-members are welcome to attend as well.

For more information regarding the annual meeting, please contact Joanne Buckner at (540) 231-5876 or by email at [ctrfpmjo@vt.edu](mailto:ctrfpmjo@vt.edu) or visit our website at <http://www.cfpm.vt.edu>.

## 2002 in Retrospect

The year 2002 has brought many challenges and opportunities to the nation, to the state of Virginia, and to Virginia Tech. As we began this year, everyone looked to the new year with optimism mingled with a small dose of trepidation. The previous year had brought such difficulties with it, everyone simply hoped that this year would be better.

As I sit here almost at the end of 2002, I look back on the year with some sadness as well as satisfaction. The corporate accounting scandals that have rocked the financial world this year have been difficult for everyone, from the persons employed in those companies to those persons holding stocks and bonds. We, as a nation, are sitting on the brink of war with Iraq, which is another very difficult event to endure. We have seen problems with too many imports, not enough exports, and many businesses closing their doors forever due to this economic downturn and all of the unpleasantness that has accompanied it. At the state level, budget cuts are forcing many organizations to make some difficult decisions about how to continue to run their business, and this does include Virginia Tech. At a departmental level, student enrollment is down in both graduate and undergraduate numbers and state budget cuts are a concern at this level.

However, many positive events have occurred which should give us hope for the future. Those persons or companies conducting accounting audits or day-to-day accounting for large and small corporations are being placed under higher scrutiny so that they are unable to "cook the books." If the United States does invade Iraq, perhaps we will be able to rid ourselves of a problem that has plagued the world for almost two decades. As an industry, we have seen some of our friends close the doors on their businesses forever, yet we have managed to survive. Not only that, we are becoming stronger and more competitive as each day passes. Everyone understands that they do not have a choice; in order to survive, changes must be made. And these changes must be fundamental changes and not simply a quick fix. Competition from exports as well as other substitute products will continue to beat at our door, and we as an industry must work together in order to keep that door closed to the competition. At the university level, everyone is working to find ways that we can all work together in order to overcome the budget shortfall as well as how to attract additional students to our program.

We at the Center for Forest Products Marketing and Management have been working over the course of this past year to find ways in which to help this industry not only survive but grow and become more dominant in the market. We added a new faculty member last year, Dr. Earl Kline, who is spearheading the effort to bring more management issues to Center members. Dan Cumbo, the marketing analyst, has been working to bring valuable marketing information as well as some management information to you. Tracee Radford has been working to maintain our current membership and to find ways to better serve the current membership. And I organized a strategic planning meeting to discuss where the Center might head in order to serve the needs of our membership better. That meeting will be discussed at the annual meeting in order to get our the input of our membership.

Thank you for being supporters of the Center for Forest Products Marketing and Management. We hope that each of you has a lovely and memorable holiday season.



Center for Forest Products Marketing and Management

## Center Focus

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The  
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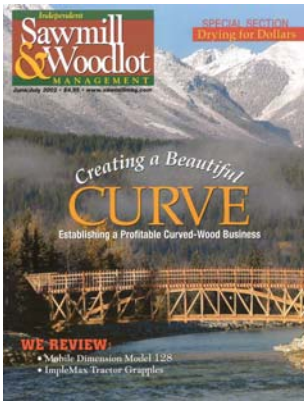


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Center for Forest Products Marketing and Management

## Welcome New Members Sawmill Publishing



Sawmill Publishing is a publishing company located in Bangor, Maine which is an independent company. This company publishes Sawmill and Woodlot Magazine, which has a circulation of more than 13,000 copies. It is published eight times a year, and it has a readership throughout the United States and Canada. Each publication contains valuable articles as well as useful advertisements. This magazine reaches a wide audience ranging in interest from homeowners who want to take care of few acres of wooded land to a large wood producer who manufactures value-added products.

For more information about this magazine, please contact one of the following individuals or visit their website at <http://www.sawmillmag.com>:

D. Russell at [drussell@gwi.net](mailto:drussell@gwi.net) or by phone at (888) 810-1866.

Laurel Williams at [laurel@sawmillmag.com](mailto:laurel@sawmillmag.com) or by phone at (888) 420-7297.



## Why Aren't You a Member?

The Center for Forest Products Marketing and Management has added new services that may provide valuable information to your organization. With the addition of a market analyst, we have been able to produce more valuable research reports, research updates, and add a new newsletter to our publication listing, the Market Update. Research reports include one time reports as well as tracking studies about many different aspects of the wood industry. The Research Report gives early results to some of the research that is being conducted by the market analyst or by graduate students in our department. In addition, the Market Update is a qualitative discussion of what is currently happening in the industry and what some key industry people think may happen in the future.

In addition to this research, the Center also offers discounts to all of its members for our continuing education courses. This includes courses on the Virginia Tech campus such as *Marketing in the Forest Products Industry*, *Selling Forest Products*, *Advanced Selling in the Forest Products Industry*, and, coming in May, *Lean Manufacturing in the Wood Products Industry*. Members can also receive a discount to our on-line course, *Selling Forest Products*.

Members also have access to our student resume database and our alumni network. Members can submit job opportunities to be sent to our students and alumni as well as having them posted on the Center website.

With all of these benefits, why aren't you a member? For more information on how you can become a member, please contact Tracee Radford at (540) 231-4406 or by email at [cfpmm@vt.edu](mailto:cfpmm@vt.edu).



## Members and Faculty Work Together



Ben Forrester, president of Rex Lumber Company, hosted a tour of his facility in Massachusetts. Dr. Bob Smith of Virginia Tech attended this tour. In this photograph, Ben Forrester is discussing with the group what is occurring on his yard.

Rex Lumber Company has been an active supporter of the Center for Forest Products Marketing and Management since 1998.





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# *Calendar of Events*

## Department of Wood Science and Forest Products Virginia Tech

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

- March 17, 2003**      **Center for Forest Products Marketing and Management Annual Member Meeting**  
Center members as well as other companies interested in the Center are invited to attend the annual meeting on the campus of Virginia Tech.
- March 27-28, 2003**      **A Workshop in Forest Products Marketing**  
The Center for Forest Products Marketing and Management at Virginia Tech invites you to its annual workshop in Forest Products Marketing. The workshop introduces the basics of marketing to new marketing and sales personnel and can serve as a “tune-up” for current personnel.
- April 2003**      **A Conference on Low-Grade Lumber**  
A conference designed to discuss the results of the low-grade hardwood lumber research that has been conducted at Virginia Tech as well as to present additional information through a variety of guest speakers.
- May 2003**      **A Workshop in Lean Manufacturing**  
This workshop will help managers in wood products businesses identify target opportunity areas in their company for lean manufacturing, give a step-by-step guide for the implementation of lean systems, and show how these steps will lead to significantly reduced manufacturing costs and increased competitiveness.

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