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ANNUAL MEETING A GREAT SUCCESS

The annual meeting of the Center for Forest Products Marketing and Management took place on March 27, 2001. Over thirty company representatives had the opportunity to speak with other members, faculty, and graduate and undergraduate students that are a part of the program.

The 9-hole golf tournament that had been planned was cancelled due to inclement weather. The Research Steering Committee met to discuss the current marketing activities of the Center. Important research topics identified by the Research Steering Committee included markets for low grade lumber, changes in the timber resource base, and forest products imports and exports. The Center is planning the first of a series of comprehensive studies to assess market potential for low-grade lumber and identify new markets for this material.

The meetings were followed by a reception and dinner for members, students, faculty and company representatives at the Donaldson Brown Hotel and Conference Center. The keynote speaker was Dr. Fred Lamb, a member of the Virginia Tech faculty. His concentration is wood processing, lumber drying, rough mill and lumber cut up operations, furniture manufacture technology, and value-added wood processing. Dr. Lamb discussed lumber use in products and manufacturing flashing forward to the year 2025. New members of the Center were then presented with their membership plaques. Scholarships were then awarded to students by company representatives. A list of scholarships and recipients is located on Page 3. Dr. Bob Smith, Director, thanked everyone for attending.



CAREERSCOPE 2001

While the students of the Department of Wood Science and Forest Products of Virginia Tech are working at summer internships or at home enjoying the summer with their families, we here at the University are making plans for the Fall activities that will involve students as well as Center members. One of those activities which will be very important for Center members is CareerScope 2001, which is planned for Thursday, October 4, 2001.

CareerScope is a one day career fair that is held on the Virginia Tech campus annually. Companies who attend are able to have a display about themselves as well as have the opportunity to talk to students and increase the visibility of the company to these potential employees. It is also a good opportunity to collect resumes of the students in the Wood Sciences department to review at your convenience.

After the CareerScope is complete, the Center for Forest Products Marketing and Management can help to arrange interviews with those students in whom the company is interested. The company can talk to these students here at the Center or we can arrange an alternative location for you. The Center will provide information about registration as it becomes available. If you have any questions regarding CareerScope 2001, please contact Tracee Radford at (540) 231-4406 or by email at trradfor@vt.edu.

If you are unable to attend CareerScope, you are still able to access student resumes on-line at the website of the Center, www.cfpmm.vt.edu.

WEB SITE RE-DESIGN PLANNED

Over the summer, our website will be re-designed to make it easier to use for members, students, and other guests of the page. The Center plans to have this complete by the end of the summer. The web site will include many features including publications, research and student resumes. Some new features are currently in development. If you have any ideas about what you would like to see included on the web page, please contact Tracee Radford at trradfor@vt.edu. She would be very interested in your ideas.

As always, the Center staff looks forward to working with you in the future.



Center Focus

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SCHOLARSHIP SPONSORS AND RECIPIENTS

Appalachian Hardwood Manufactureres, Inc. Scholarship
 Atlanta Hardwood Internship Scholarship
 B.A. Mullican, Sr. Scholarship in Forest Products
 Boehm-Madison Lumber Company, Inc. Scholarship
 Frank Miller Lumber Company Freshman Scholarship
 Hardwood Publishing Company, Inc. Scholarship
 JT Shannon Lumber Company Scholarship
 Joseph W. Fitzpatrick Scholarship
 Keystone Veneers Scholarship
 Kitchens Brothers Manufacturing Company Scholarship
 Linden Lumber Company Scholarship in Forest Products
 Morgan Lumber Company Scholarship
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 Victor Clay Barringer Scholarships
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 Robert Litton, III
 Darren Riedlinger
 Melissa Dale
 Scott Larrowe
 Dan Spurlock
 Jeffrey Smith
 Jonathan Williams
 Sarah Harrison
 Melissa Dale
 Amy Shipley
 Cassandra Holt and Ashlee Rudolph
 Travis Robinson
 Addie Cranston



Calendar of Events

July 12, 2001

Advanced Techniques for Drying Hardwood Lumber

This program will concentrate on the latest techniques and practical solutions to the problems encountered in drying today's hardwood lumber. The emphasis will be on advanced techniques that will assist the experienced kiln operator or manager to improve drying quality and reduce drying times. This program assumes some experience in lumber drying.

July 13, 2001

The 3rd Troubleshooting Wood Processing Problems

This program will concentrate on the latest techniques and practical solutions to the wood processing problems that occur in a production operation. The causes and cures for typical wood processing will be discussed, as well as the relationship between the properties and the quality of wood and these processing problems. Finally, how to systematically troubleshoot wood processing problems will also be explored.

September 11, 2001

Tenth Rough Mill Workshop

This program will concentrate on practical techniques and procedures regarding yield, quality, efficiency, and processing considerations in rough mills and lumber cut-up operations.

September 19-20, 2001 Selling Forest Products

This two day short course will present the basics of personal selling, methods of identifying new customers, and will analyze their personal sales profile. The topics covered will include successful personal selling strategies, customer behavioral styles, locating customers, telemarketing, making the sales presentation, and trade shows. The course is designed to improve the efficiency and effectiveness of sales personnel. It is intended for new sales and marketing personnel or those wishing to improve their selling skills in the forest products industry.

October 4, 2001

CareerScope 2001

Twelfth Annual Career Fair

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



Center for Forest Products Marketing and Management