

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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Members of the Research Steering Committee

- Atlanta Hardwoods, Inc.
- Baillie Lumber Company
- Coastal Lumber Company
- Cole Hardwood, Inc.
- Columbia Forest Products
- Conger Foundation
- Georgia-Pacific Corporation
- Hardwood Manufacturers Association
- Industrial Timber and Land Company
- JT Shannon Lumber Company

The Marketing Analyst of the Marketing Center

One of the goals of the Marketing Center is to provide research that is vital to the industry. In December 2000, Dan Cumbo joined the Marketing Center as the full-time marketing analyst. Since that time, Dan has published a number of research articles on a variety of topics that have been distributed to all of our Center members.

In the past year, Dan has completed five research reports. These reports include Scanning and Optimization Technology in the Hardwood Industry; Forest Products Certification in 2001: Issues and Answers; The Upholstered Furniture Industry: Material Use Trends in Frame Stock Applications; Low-grade Hardwood Lumber Production, Markets, and Issues; and An Introduction to Supply Chain Management. In addition to these reports, Dan also published four research updates: The Status of Pallet Recovery at US Landfills; Wood Use Trends in the Pallet and Container Industry: 1992-1999; A Profile of CCA-Treated Lumber Removed from Service in the Southeastern US Decking Market; and Research Focus at the Center for Forest Products Marketing and Management.

In addition to these research projects, Dan has also developed a publication entitled the Market Update based on suggestions from the Research Steering Committee. This will be a publication that will be available to Center members on a quarterly basis. The purpose of the Market Update is to share thoughts about the trends, predictions, forecasts, and important concerns of key industry people. There is a panel of 21 representatives from the industry that will be emailed a questionnaire with qualitative questions. The Market Update will be developed from their responses to these key questions.

This research has been made possible by the organizations that serve on the Research Steering Committee. These members have made a generous commitment of time and money to help fund the market analyst position and to steer the research in a direction that will be helpful to the industry as a whole. The Center for Forest Products Marketing and Management would like to take this opportunity to thank each of these companies for their interest in the Center and the research that is conducted by the Center. Without their support, it would not be possible to bring such diversity of research to our Center members, which is a valuable part of membership.

If you are interested in learning more about how you can become a member of the Research Steering Committee, please contact Tracee Radford at (540) 231-4406, by fax at (540) 231-8868, or by email at trradfor@vt.edu.

Corrections to the Member Handbook

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

◆ **Erath Veneer Corporation of VA**-the new contact is Mark Juergen, General Sales Manager

◆ **Virginia Forest Products Association**-the correct web address is www.vfpa.net

◆ **U*C Coatings Corporation**-the correct web address is www.uccoatings.com and the correct email address is sales@uccoatings.com

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



Alumni Resumes On-Line

Are you an alumnus of the Department of Wood Science and Forest Products at Virginia Tech and are interested in finding a new job? Are you an employer looking for an employee who has more experience in the industry? There is a new link on the Marketing Center web site that can help.

A link for alumni resumes is the newest addition to the web site. All alumni are welcome to email a resume to Joanne Buckner at ctrfpmj@vt.edu or Tracee Radford at trradfor@vt.edu, and those resumes will be posted. These resumes will remain posted for up to one year. Employers are encouraged to review these resumes for qualified, experienced candidates for job openings at www.cfpmm.vt.edu.



Members Recruiting New Members

During the Annual Meeting, Jennie Brown, the new membership chair for the Marketing Center, asked for the help of current members. If you know of a company that you think would make a good member of the CFPMM, please give their contact information to Tracee Radford at (540) 231-4406, by fax at (540) 231-8868 or by email at trradfor@vt.edu.

Your help is greatly appreciated in our recruiting efforts. If you have any ideas for ways in which to recruit new members, please contact Tracee Radford. She would love to talk with you about any ideas that you might have.



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Annual Meeting a Great Success

The Annual Meeting for the Center for Forest Products Marketing and Management was held on March 19, 2002. Over twenty company representatives had the opportunity to speak with other members, faculty, and graduate and undergraduate students that are a part of the program.

For another year, the 9-hole golf tournament that had been planned was cancelled due to inclement weather. All of the golf prizes were given away at the reception and dinner in a raffle. The Research Steering Committee met to discuss the current marketing activities and the future projects of the Center. Some of the topics that are to be included in future research are: Value Analysis of Small Diameter Timber as well as some further research into management topics. Each member of the Research Steering Committee had an opportunity to provide input regarding the work being done by the Marketing Analyst, Dan Cumbo. The Committee also discussed about the planned conference on low-grade hardwood lumber production, utilization, and markets. The general meeting followed the Research Steering Committee meeting. Members and guests were able to hear about the activities of all facets of the Center over the last year as well as to discuss current topics of interest to the membership of the Center.

The meeting was followed by a reception and dinner for members, faculty, students, and company representatives at the Donaldson Brown Hotel and Conference Center. The Keynote Speaker was George Barrett, the editor of the *Weekly Hardwood Review* and its monthly sister publication, the *Hardwood Review Export*. Mr. Barrett discussed internet marketing for the hardwood marketplace in the 21st century. New members of the Center were announced by Susan Fitzsimmons, the Membership Chair of the CFPMM. Scholarships were then awarded to students by company representatives. A special award was given to Joanne Buckner in recognition and appreciation for 10 years of service to the CFPMM. Dr. Bob Smith, Director, thanked everyone for attending.



Scholarship Recipients 2002

Atlanta Hardwood Scholarship
Victor Clay Barringer Scholarships
Frank Miller Lumber Company Freshman Scholarship
Hardwood Publishing Company Scholarship
J.T. Shannon Lumber Company Scholarship
Morgan Lumber Company Scholarship
Snaveley Forest Products Scholarship
Virginia Forest Products Association Scholarship
B.A. Mullican, Sr. Scholarship in Forest Products
Boehm-Madisen Lumber Company, Inc. Scholarship
Danzner Group Scholarship
Joseph W. Fitzpatrick Scholarship
Linden Lumber Company Scholarship in Forest Products
Robert R. Bushman/The Mann and Parker Lumber Company Scholarship
Wood Components Manufacturers Association Scholarship
Steven A. Sinclair Scholarship in Forest Products Marketing and Management

Matthew Mider
Sarah K. Harrison and Isaac Rickman
Stephanie E. Hart
David Bailey
Stephanie E. Hart
Travis Robinson
Ashlee Rudolph
Dan Spurlock
Melissa Dale
Stephen "Carter" Fox
Kristen Proffitt
Scott Larrowe
Darren Riedlinger
Brian Shepley

Travis Robinson
Brigitte Parsons



Scholarship Recipients 2002



Peter Tucker, Industrial Timber and Lumber, Kristen Proffitt, Dan Spurlock and Melissa Dale



Calendar of Events

Department of Wood Science and Forest Products

Virginia Tech

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

- May 6-8, 2002** **16th Annual Wood Technology Workshop**
The course is recommended for managers and engineers in the furniture, cabinet and treated wood processing industries. The program will provide a basic understanding of the properties and behavior of wood and relate these basics to the practical aspects of wood processing in furniture and related manufacturing.
- May 16, 2002** **Sales Training for the Wood Products Industry**
9:00am-Noon
Covers the fundamentals of personal selling, the selling process, and finding new customers as they apply to the wood products industry.
- May 16, 2002** **Relationship Selling for the 21st Century**
1:00pm-4:00pm
Focuses on communication and relationship building to improve customer loyalty in the wood products industry.

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.

On-Line Forest Products Sales Training

Personal selling is the primary tool used in marketing most forest products. Yet, very few individuals in the industry have professional sales training when starting their career. This short course will introduce the basics of personal selling, methods of identifying new customers, and help manage their sales territory.

The course consists of 10 self-directed modules varying in length from 10-30 minutes. Upon completion of a module, there is a short examination and an applied project that the

salesperson should work through for their company. Students will have up to one year to complete all modules. All students who successfully complete all modules will receive a certificate of completion.

The short course fee is \$125 dollars for members of the CFPMM and \$200 for non-members. To register, please go to www.vto.vt.edu and fill out the registration information. Center members should contact Joanne Buckner at (540) 231-5876 for the discount code.



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