



## Center Annual Meeting

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The Center for Forest Products Marketing and Management held its 13<sup>th</sup> annual meeting March 15, 2004 on the Virginia Tech campus. The annual meeting provided over sixty Center members with an update of current Center activities. The attendees also had the opportunity to interview students, network with other industry representatives and be part of the Center's strategic planning process to steer the Center into the future.

Through an open forum session the members discussed the strengths and weaknesses of the Center and possible ideas on how we can work to better serve the members. A presentation was given by Dr. Paul Winistorfer, the head of the Wood Science and Forest Products department, as to the changes and progression in the undergraduate curriculum development process.

Some of the highlights of the last year were:

- 18 Scholarships totaling \$21,750 were awarded to undergraduate and graduate students, provided by the Center members
- Two new short courses were offered:
  - Strategic Market Planning
  - Customer Service Training
- Major revisions to the undergraduate curriculum
- Securing approximately three years of soft money funding for the Market Analyst position
- The hiring and loss of the Operations and Communications Manager
- 3 Research Reports, 4 Research Updates, 3 Market Reports and 5 Proposals were funded
- The addition of a new college student recruiter, Judy Araman

The annual awards banquet and dinner was begun with opening remarks by its Director, Dr. Bob Smith, and following dinner the guest speaker was Rick Lovorn, Plant Manager from Merillat Industries in Atkins, Virginia. Over 75 members and guests heard Mr. Lovorn speak on how "Lean Manufacturing" has greatly enhanced the productivity and profitability of their cabinet manufacturing facility.

Any questions regarding the annual meeting please contact Tyler Riggs at 540-231-4406 or [triggs@vt.edu](mailto:triggs@vt.edu).



## Lean Manufacturing Short Course Receives High Marks from Participants

The Center for Forest Products Marketing and Management held its second annual short course: "Lean Manufacturing in the Wood Products Value Stream", on May 10-12, 2004. Instructors included: Earl Kline, Dan Cumbo and Bob Smith of the Center for Forest Products Marketing and Management, and Nelson Teed and Claire Pickrell of Virginia's Manufacturing Technology Center. Twenty short course participants learned tools and techniques to begin a successful lean transformation in the wood products industry. This year's course began with an overview of basic lean concepts and terminology presented by the Manufacturing Technology Center in their hands-on, live "Lean 101" simulation. Day two focused on wood industry specific challenges to lean implementation including: cell design, inventory control mechanisms, performance measurement, controlling production residues and organizational culture change and development. On day three participants created a current state value stream map for a product family in their operation and the day concluded with a tour of the Shingo Prize winning Merillat Cabinets, Virginia door and panel plant located in Atkins, Virginia. The plant tour, as well as a question and answer session were led by Rick Lovorn, Plant Manager. Participants gave the short course high ratings and provided valuable input for improvement of future courses. The Center is currently considering the addition of a more advanced short course on lean manufacturing as demand increases for more in-depth knowledge related to sustaining lean in wood products manufacturing through the kaizen process. Please contact the Center with any input you may have regarding such a course.

### Wood Bits

One cord (4' x 4' x 8') of wood can produce:

- 7,500,000 toothpicks
- 942 one pound books
- 61,370 standard #10 business envelopes
- 460,000 personal checks
- 1,200 copies of National Geographic magazine
- 2,700 copies of an average daily news paper (36 pages)
- 12 dining room tables (each table seats 8)

Source: [www.appalachianwood.org/utilization.htm](http://www.appalachianwood.org/utilization.htm)

## CenterFocus

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Department of Wood  
Science and Forest Products  
Virginia Tech  
1650 Ramble Road  
Mail Code 0503  
Blacksburg, VA 24061

### **EDITOR**

Tyler Riggs

### **CONTRIBUTING EDITORS**

Joanne Buckner  
Robert Bush  
Dan Cumbo  
Tom Hammett  
Earl Kline  
Bob Smith

### **SPECIAL THANKS**

Patrick Althan  
Chairperson

Brian Shepley  
Membership Committee  
Chairperson



## 2004 Scholarship Award Winners and Donors

The highlight of the annual meeting this year was the awarding of 18 member sponsored scholarships totaling nearly \$22,000 to undergraduate and graduate students in the Department of Wood Science and Forest Products who will be future leaders in the wood products industry. Member organizations sponsoring scholarships included: Frank Miller Lumber Co, Hardwood Publishing Inc., Morgan Lumber Co., Snavelly Forest Products, Coastal Lumber Co., the Virginia Forest Products Association, Anderson-Tully Lumber Co., the Appalachian Hardwood Manufacturers Association, Boehm-Madison Lumber Co., the Danzer Group, Fitzpatrick and Weller Inc., the Jeld-Wen Corporation, the Southeastern Dry Kiln Club, J.T. Shannon Lumber, and the Wood Components Manufacturers Association. The Center thanks these organizations for their support of our students.



**Scholarship recipients from front left** seated are: Whitney Donithan, Patrick Rappold, Isaac Rickman, Joshua Hartzog, and Chris Gabrielli.

**Back row left are:** Sam Street, Joseph Ciucci, Andrew Fitch, Hunter Pusey, William Edwards, Jeremy Wooton, Braden White, Garrett Norman and Jonathan Frey.



## New Operations and Communications Manager

One of the goals of the Center is to establish and maintain active communication with members and the wood products industry. In order to address these interests, the Center hired a new Operations and Communications Manager, Tyler Riggs in June, 2004. Tyler came to us from working as a production supervisor in a laminated beam plant in Maine for two years. Tyler has an Associate degree in Forestry from Paul Smith's College in New York and a Bachelors degree in Wood Science from the University of Maine. Tyler has also worked at the Advanced Engineered Wood Composites Laboratory at the University of Maine working on product development and commercialization.

Tyler will be responsible for communications with current and future Center members, the management of our newsletters, reports, web page, and events. He will also represent the Center in his efforts to recruit new students to the department, and anticipate revenue opportunities. Tyler will also work closely with the Forest Products Marketing and Management faculty members in developing plans designed to meet the needs of our members.



Please welcome Tyler to the Center and if you have any questions regarding the Center for Forest Products Marketing and Management, please feel free to contact Tyler at 540-231- 4406 or [triggs@vt.edu](mailto:triggs@vt.edu).

# *Calendar of Events*

## Department of Wood Science and Forest Products Virginia Tech

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

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|-----------------------|---|
| September 23-24, 2004 | <b>Advanced Sales Training in the Forest Products Industry, Short Course</b><br>Forest products sales people and managers who want to improve their ability to relate to customers will benefit from this course. The course is designed for those who are currently selling forest products and want to understand the importance of improving their communication, time management, and negotiation skills.   |
| October 7-8, 2004     | <b>3<sup>rd</sup> Drying Lumber with a Solar Dry Kiln</b><br>This two-day program will be held in Blacksburg, VA. This intensive workshop introduces all the principles of drying hardwood and softwood lumber in a solar kiln. The course also contains information on the design and operation of solar kilns. Emphasis will be placed on the new solar kiln design at Virginia Tech. Whether you are considering building a solar kiln or are currently operating one, this short course will provide you information that will improve your lumber drying skills. |

*For more information on any of these events, please contact Tyler by phone at (540) 231-4406 or via email at [triggs@vt.edu](mailto:triggs@vt.edu)*

