

WISCONSIN WOOD

MARKETING BULLETIN



A Quarterly Newsletter Published by the Wisconsin Department of Natural Resources

Fall 2014

We are back in press!

After much anticipation, it is our privilege to reintroduce to you the Wisconsin Wood Marketing Bulletin. You will notice we have made several changes to the newsletter beginning with a new format that is now entirely electronic. This will allow us to more efficiently deliver news to you, our readers, without delays in printing and mailing.

The WWMB will be published every three months beginning this September. Each article will begin with a headline story, followed by regional news and updates across Wisconsin. From here, it is our intention to include articles written by Wisconsin DNR Forest Products Services (FPS) staff and experts in the industry that not only address issues but opportunities related to utilization and marketing.

One of the primary goals of WWMB is to get a broad and diverse readership engaged in forest products and the industry that supports their production, utilization, and marketing. Therefore, we will include a question and answer section along with other various topics that will hopefully be of interest to our readers. Much like past versions, job announcements and equipment and products wanted or for sale will continue to be posted in the WWMB free-of-charge.

Thank you for your interest in the Wisconsin Wood Marketing Bulletin. If you have any questions, comments, or concerns about the WWMB or about forest products in Wisconsin, please do not hesitate to contact the Forest Products Services Specialist located in your district. Brief bios and contact information for these personnel can be found on page 2 of this newsletter.

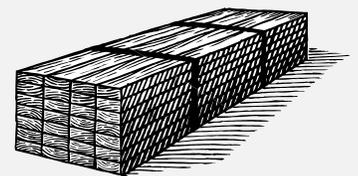
Welcome to new forest products specialists

-Steve Hubbard, *WDNR Forest Products Services Team Leader*

I am pleased to announce that the WDNR Division of Forestry has hired four specialists to join the Forest Products Services Program. The skill sets and experience that these new staff bring will position the program well to assist a variety of stakeholders with regards to Wisconsin's forest products industry. (Cont. on page 2)

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(Cont. from page 1) Complete bios for each team member appear on page 2 below. The forest products services program is tasked with a wide spectrum of activities and services. By providing assistance to the wood products industry in our state, the program seeks to grow jobs and nurture new and novel wood using technologies. The program maintains an online wood using database, provides education and outreach support, supplies forest inventory data, and promotes sustainable forestry through sustainable business.

The new staff will have staggered starting dates, but all will be charged with getting to know industry members in their districts and assisting in the collection of Timber Product Output (TPO) data to help inform our understanding of the industry and to keep our wood using database current.

News by District

Statewide

-Sabina Dhungana

Prior to coming to the Wisconsin DNR, Sabina was working as a Program Associate with American Carbon Registry (ACR) of Winrock International. She was responsible for coordinating audits and registration of Forest Carbon Offset Projects in voluntary and compliance markets, and providing customer service to ACR forest carbon project operations. Sabina has worked as a Forest Products Specialist and Community Threat Assessment Protocol project manager with the Kansas Forest Service. Here she was responsible for planning, designing, and implementing a forest inventory system; design, develop and implement energy switch's (fossil fuels to renewable) projects; analysis of biomass life-cycle and quantification of GHG emissions reduction from fuel switching in energy generation; biomass and bio-based forest projects feasibility analysis, forest products supply chain analysis, management of urban forestry and improved forest management inventory projects, and grant writing.



She has analyzed forest biomass for energy and other bio-based products primarily through modeling and optimization of transportation costs. She received a B.S. in Forest Resource Science from Tribhuvan University in Nepal, and an M.Sc. Forest Resource Science from the Wood Science and Technology Department at West Virginia University. Sabina is located in Madison.

Southeast District

-Scott Lyon

Scott Lyon earned his B.S. degree from Penn State in Wood Products specializing in business and marketing in 2006. Scott has both sales and production experience. He has previously worked for Danzer Group in Germany and in the US, Boise Cascade Building Distribution in Maryland, and Gutchess Lumber in Pennsylvania. In 2011, Scott completed his M.S. degree at Virginia Tech studying market opportunities for Appalachian forest products in Central America. He visited forest products importers and forestry agencies in four Central American countries to help identify opportunities and barriers for Appalachian forest products. Recently, Scott was a research associate at Virginia Tech researching opportunities and barriers for utilizing urban wood. Other past projects he was involved in at Virginia Tech included perceptions of Virginia forest products manufacturers regarding (Con't on page 3)



(Con't from page 2) forest certification and reducing electrical consumption in the forest products industry using lean thinking. In his spare time he enjoys hiking with his wife, hunting, and Civil War reenacting. He is looking forward to working with forest product companies and preparing for his first Wisconsin winter. Scott is stationed in Green Bay.

Southwest District

-Anna Healy

Anna Healy most recently was employed as the Director of Operations at Adaptive Restoration, LLC, an ecological restoration company she founded with her husband. Prior to working with Adaptive Restoration LLC, Anna served as the Emerald Ash Borer Regulatory Specialist for the Wisconsin Department of Agriculture, Trade, and Consumer Protection. In this job she worked with the timber and firewood industries to move ash material and hardwood firewood out of quarantined areas while mitigating the spread of the emerald ash borer and other forest pests. Other career highlights include a two and a half year Peace Corps assignment in Paraguay, South America and three years as a National Park Service Ranger at Rock Creek Park in Washington D.C. She currently resides with her husband, son, and four horses in rural Mt. Horeb, Wisconsin. Anna started her new role with WDNR on May 5th and is stationed in Dodgeville.



Northern District

-Collin Buntrock

Collin Buntrock will be joining the Forest Products Services program as the northern district specialist. Collin grew up in Elgin, Minnesota, a rural community located an hour northwest of La Crosse. He attended UW-Madison and holds a B.S. and an MS in forestry with an emphasis in wood products. Previously, he was a research assistant at the University of Wisconsin investigating the occurrence of facultative heartwood in sugar maple across the Lakes States region. Prior to attending graduate school, Collin was employed by a sawmill in northern Wisconsin and was responsible for establishing and administering timber sales and scaling saw logs. He has a strong background in GIS and computer technologies and has international experience marketing US hardwoods. In his spare time, Collin enjoys exploring new places, woodworking, watching Badger athletics, and going bird hunting with his family's Brittany spaniel, Josie. Collin started his new role with WDNR on April 21st and is stationed in Rhinelander.



The reality of social media

-Collin Buntrock, WDNR District Specialist

Social media: *“forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos).”*

Whether you are caught up in the social media craze or a little reluctant to give in, it is important to understand that social media is an ever-growing mode of communication, especially for younger

generations across the globe. The use of social media among Millennials (Individuals born between the mid 1980's and early 2000's), as they are called, has skyrocketed since the inception (Con't on page 4)

(Con't from page 3) of the word, "social media" in 2004. For example, in 2011, it was estimated that 98% of individuals between the ages of 18-24 used some form of social media monthly¹. Furthermore, across all users, sixteen minutes per hour is spent on social media networks². Although traditional modes of communication such as email and contact by phone will undoubtedly remain essential for business, social media presents an opportunity for companies to reach previously unengaged and uninformed consumers, young and old alike.



In a recent poll conducted across the US, 45% of the small businesses surveyed reported using some form of social media as a tool for marketing, education, and outreach³. So how prevalent is the use of

social media among forest products companies? The US Forest Service addressed this question by surveying members of Appalachian Hardwood Manufacturer Inc. (AHMI). It was found that only 7% of the respondents used some form of social media for business purposes. Facebook was most commonly used, followed by twitter⁴.

Of course, there may be differences in social media use between Wisconsin and the Appalachian states. There might also be cultural differences between customers of the forest industry and other business sectors. Even among these differences, it is safe to say that the number of forest products firms in Wisconsin that use social media is nowhere near 45%. Some of the main reasons cited for not using social media are the lack of expertise and the potential loss in productivity at the workplace. These certainly are valid concerns for any business. It is important to understand that there are many different forms of social media. Some, such as Facebook, are used most commonly for entertainment value. Others, such as Socialcast and Huddle, retain many of the same features as Facebook but focus more on business activity

without the gaming, entertainment, and other productivity busters. We will provide some links below to helpful videos, publications, and blogs that can help you decide if social media is the right choice for your firm.

There is some skepticism that social media will be an extinct form of communication sometime in the future. This may be true; however, it is not going away anytime soon.

Getting Started:

www.sba.gov Keyword "Social Media"
<http://www.sba.gov/community>
Search "Social Media"

Additional Social Media Statistics for Business:

<http://www.score.org/resources/2013-small-business-social-media-trends-infographic>

Sources: ¹Search Engine Journal 2013, ²Experian Marketing Services 2011, ³Zoomerang 2013, ⁴Social Network Media in the Forest Products Industry, 2011, Iris Montague, USFS.

Happy Retirement!



Dr. Bob Govett, UW-Stevens Point Wood Products Extension Specialist retired earlier this month. Bob spent more than 20 years educating young minds and providing training and technical assistance to the forest products industry. We thank him for his service and wish him the best of luck as he enjoys his retirement!



Ask Forest Products Services

Question: *How can I find Wisconsin mills that produce FSC-certified products?*

Answer: The Forest Stewardship Council (FSC) maintains a database of companies that hold FSC Chain of Custody (COC) certificates.

To find the database, please visit <http://info.fsc.org/certificate.php> and then select “United States” as “Country.” Next, type “Wisconsin” into the box that is titled “State/County.” Scroll down to the “Product Classification” row heading and select the desired product type (e.g.-lumber, veneer, containerboard) to narrow your search.

If you cannot access the database, one of the DNR Forest Products Services Specialists listed on Page 8 can provide a list of companies in your area.

Photos from the Field



Left: Dr. Bob Govett, Retired UWSP Professor and Wood Products Specialist describes lumber grades to his students at his last short course before retirement *(Photo by Collin Buntrock)*



Center: WDNR forest health staff identifying log and lumber defects during an industry field day in northeast Wisconsin *(Photo by Collin Buntrock)*



Right: District Specialist Scott Lyon posing next to a display on urban wood utilization at DNR Park, Wisconsin State Fairgrounds in Milwaukee, WI *(Photo by Collin Buntrock)*

Training Opportunities:

Wisconsin Local-use Dimension Lumber Grading Course

October 20th, 2014
Fitchburg, WI

This one day short-course required for someone to gain certification to grade under the Wisconsin Local Use Dimension Lumber Grading system will again be offered for Wisconsin sawmill operators on Monday, October 20th, 2014. The course will be held at the DNR Service Center in Fitchburg, WI. This course is designed to provide the required background knowledge that is necessary for a sawmill operator to be able to sell local-use dimension lumber for use in residential construction.

Location:

DNR SERVICE CENTER
3911 FISH HATCHERY RD
FITCHBURG WI 53711

To register, please send an email with your name, full address, and phone number to Collin.Buntrock@Wisconsin.Gov or call Collin Buntrock at 715-365-4704. Leave a message with your contact information.



Forest Products Services



Fostering sustainable growth of Wisconsin's forest industries

Fostering sustainable growth of Wisconsin's forest industries

Classifieds:

EQUIPMENT

FOR SALE—Several 3 phase motors with scar reduction, 2-3 hp. New. Cheap. Call Jim Gilbertson at 608-839-3864 or email at jimt.wi@yahoo.com

TIMBER AND FOREST PRODUCTS

Upcoming timber sale in Governor Dodge State Park

Due to the tornadoes on June, 2014 there will be a salvage timber sale in Governor Dodge State Park. The salvage area is approximately 120 – 150 acres. Species to be salvaged include black walnut and red oak with a smaller percentage of hickory, ash, and maple. Most of the trees in this sale are mature and will yield a high percentage of saw logs. Pulp and bolts are a minor component of this sale. For more information please contact Jason Sable, Iowa County Forester 608-935-1964 or Jason.sable@wisconsin.gov.

Services

Employment

If you want to list items, fill in the form below and mail to the following address:

Wisconsin Wood Marketing Bulletin
Attn: Phyllis Ziehr
3911 Fish Hatchery Road
Fitchburg, WI 53711

FOR SALE

- Forest Products
- Equipment

WANTED TO BUY

- Forest Products
- Equipment

SERVICES

- For Sale
- Wanted

EMPLOYMENT

- Available
- Wanted

Name _____ Date _____

Address _____ County _____

City _____ Zip Code _____ Phone: (_____) _____



For More Information Contact:

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Collin Buntrock

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 Rhinelander, WI 54501
 Phone: (715) 365-4704
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Sabina Dhungana

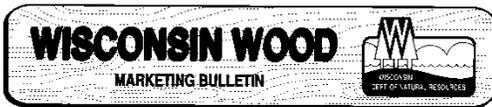
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The Wisconsin Department of Natural Resources reserves the right to edit all items included and accepts no responsibility for the accuracy of description or for the commercial integrity of the persons or firms making offers in this Bulletin.

If you wish to use the facilities of the Bulletin, forward a letter, post card or form on page 7 with detailed description of your "wanted" or "for sale" items. All forest products (stumpage, logs, pulpwood, posts, poles, trees and lumber, etc.) and services (custom sawing, custom kiln drying and tree planting, etc.) may be listed. Please be sure your full name, address (including zip code), telephone number accompany your listing, there is no cost for listing any items. If you want items repeated in the next issue, send in a written request. If you have comments about the Bulletin or have suggestions on its content, write to: Collin Buntrock, 107 Sutliff Ave. Rhineland, WI 54501 phone (715) 365-4704

DEADLINE FOR ITEMS TO BE LISTED IS THE 20TH OF: MARCH, JUNE, SEPTEMBER, and DECEMBER.



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