Leadership Conference for Promoting Locally Made US Wood Products

Thursday, August 2nd, 2012, 9 am to 4 pm
Wood Education and Resource Center, Princeton, West Virginia

Locally Made Wood Products Can Be An Important Element to Support a Stronger Local Economy Throughout the US

Don’t Delay — Register Today!

Registration Form - Local Wood

<table>
<thead>
<tr>
<th>Name:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Company:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>State/Zip:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
<tr>
<td>Phone:</td>
<td></td>
</tr>
</tbody>
</table>

Registration Fee $35 Per Person

Check payable to SEDKC & mail to:
NCSU Wood Products Extension
Attn: Phil Mitchell
Campus Box 8003
Raleigh, NC 27695
Phone: 919-515-5581
email phil_mitchell@ncsu.edu

Workshop Web Page = www.cnr.ncsu.edu/usalocalwood

5-1/2 Hours of Educational Credits for Foresters!

Sponsored by:

Wood Education and Resource Center

A Great Educational Opportunity!

The work upon which this workshop is based was funded in whole or in part through a grant awarded by the Wood Education and Resource Center, Northeastern Area State and Private Forestry, U.S. Forest Service.
Leadership Conference for Promoting Locally Made US Wood Products

Who Can Benefit From Attending This Conference?

⇒ Private Industry
⇒ Public Forestry Organizations
⇒ Industry Support Associations
⇒ Economic Development

Workshop Description

The conference is an educational and networking event to add to the foundation of the movement that is supporting locally made US wood products. It’s an opportunity to learn the latest thinking on how to grow the use of US hardwoods for value-added wood products like cabinets, furniture and millwork as well as marketing wood for local use of energy.

Lunch is included in the $35 Registration Fee!

Workshop Location: Wood Education and Resource Center, Right off I-77 North of Princeton, West Virginia

How Can We Develop a Real Local Wood Products Movement?

The Wood Education Center Has Excellent Facilities for Providing Quality Education on Topics of Interest to the Wood Products Industry

Workshop Info Contact

Harry Watt
NCSU Wood Products Extension
Phone 704-880-5034
Fax 919-515-8739
Email: harry_watt@ncsu.edu
Web: www.cnr.ncsu.edu/usalocalwood

Topics Include:

• Branding programs
• Local plus regional marketing
• The role of supporting economic development groups
• How supporting public forestry organizations can help
• What products and processes might work to grow sales
• What markets are available
• Effective marketing strategies
• Speakers include business owners who are successful at marketing locally & regionally
• Lessons to learn from the Local Food Movement