WEBINAR #5-PROMOTING YOUR WOOD BUSINESS IN THE LOCAL MARKET

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and
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web www.cnr.ncsu.edu/usalocalwood
North Carolina State University
Wood Products Extension

Since 1950 has supported the wood products industry in North Carolina in the areas of wood education, training, troubleshooting problems, research and overall assistance in making a large variety of wood products.

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Website = www.ces.ncsu.edu/nreos/wood
Wood Education and Resource Center

- Is the focus of the US Forest Service effort of support of the hardwood forest industry in the states east of the Great Plains
- Located in Princeton, West Virginia, [www.fs.fed.us/werc](http://www.fs.fed.us/werc)
- Our WERC projects websites = [www.cnr.ncsu.edu/woodworkshops](http://www.cnr.ncsu.edu/woodworkshops) and [www.cnr.ncsu.edu/usalocalwood](http://www.cnr.ncsu.edu/usalocalwood)

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WERC Grant Project for Local Wood

- WERC funds grants to promote the improved utilization and marketing of hardwoods.
- Goal is to promote the growth of locally made wood products made with US woods in the USA.
- Want to recreate markets lost to imports to support growth of jobs and economic activity.
- Want to provide better markets for minor hardwood species.
Other Supporters of WERC Grants to NC State Wood Products Extension

- Independent Sawmill and Woodlot Magazine
- WoodShop News Magazine
- IWF 2012 in Atlanta-booth and lecture session
- Shows-NC Home Builders Association, Kentucky Wood Expo, Paul Bunyan Show, Richmond Logging Show
Local Wood Products—Marketing Geography Lesson

• Local
• Regional
• National
• International

Every area of the US can support local wood products businesses
Local Markets Can Be Important

- Local buyers add sales revenues
- Can test product options and pricing policies in the local market before expanding to distance markets
- Local markets are lower cost to service
Understand Local Markets

- More diversity than regional or national markets
- Customers will ask for customization
- Can serve many more market niches = opportunities

Example-Durham Bookcases- serves the local area for unfinished and finished wood furniture make in their shop in downtown Durham, since 1995
## Promotions - Lots of Options

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<tr>
<th>Roadside signage</th>
<th>Business cards</th>
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<td>Websites and links</td>
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Group Networking-Farmer’s Markets

- Share a booth with a group of woodworkers
- Share manning duties-like week a season
- Create your own handout and a group handout
- Sell small items as a promotion
- Have some giveaways
- Local food folks like local wood
Open House Events-Draw Attention

- Schedule at least twice a year-Spring and Fall
- Network with others for a tour and group promote
- Offer some specials-limited time offers
- Can coordinate with other local business events
- Sales and scratch-n-dent sales
Educational Events

• Have an evening teaching session-relaxed environment

• Inform prospects and customers on how to use your products to improve their lives

• Offer knowledge on historic styles

• Offer knowledge on wood species and local woods

• Can support local arts and crafts efforts
Your Web Site

• Contact information so folks can contact you
• Information about your offerings
• Make the case your products benefits the customer
• Can sell products online
• Pick a good domain name
Group Website for Local Wood Shops

- Can create a website for local wood shops with links for individual shops
- Update weekly with news and things of interest
- Include educational topics and sustainability issues
- Have links to local shops and supporting groups
Be Visible in the Community

• Support local school shop classes

• Middle and high schools, community colleges, 4H, sheltered workshops, senior centers

• Teach a class

• Give tours to students of your shop

• Give a talk about careers in the wood products industry

• Sponsor a contest by yourself or with a group
Networking With Others

- Create an informal or formal wood shop group
- Offer group educational outreach events - Extension Service, library, colleges
- Share advertising
- Put out group press releases to local media outlets
Community Forest Festival

• A special event with a forest and wood theme

• Lots of folks to participate
  o Wood shops
  o Retailers of wood products
  o State forestry departments
  o Foresters
  o Landowners
  o Universities and Extension Service
  o Loggers
  o Home builders
Community Forest Festival

- Have Smokey the Bear make a visit
- Organize a steering committee and have a budget for promoting the Forest Festival
- Add some events for adults and children
- Have costume characters to interact with the public
- Include an arts and crafts show
Cooperating With Business Organizations

- Chamber of Commerce
- State Departments of Commerce and Agriculture
- Community College Business Centers
- Merchant Associations
- Forestry and wood products associations
- Agricultural organizations
Summary-Promoting Your Local Wood Products Business

- Work up a plan to grow local sales
- Think of how to involve others
- Think of how to make wood and forestry interesting
- Focus on events in addition to every day promotions
Grant Project Support-Local Wood Products

- Website at www.cnr.ncsu.edu/usalocalwood
- Newsletters, Articles, Webinars
- Leadership Conference at WERC on Thursday, August 2\textsuperscript{nd}, 2012, cost = $35
- IWF 2012 Atlanta educational lecture session-local wood products marketing
- We can sometimes make visits to companies interested in local wood products marketing
Upcoming Webinar Dates-all on Thursday

June 28th

July 16th

August 16th

Note-these dates are the last Thursday of each month except for August that would fall while at the IWF show in Atlanta (we will be there-come by and visit)

Let us know what topics you want to cover next time!

Recordings (search “Local Wood” at http://elluminate.wolfware.ncsu.edu/recordings.html)
Upcoming Workshops at WERC-2012

Thursday, June 7th-New Technologies for Value Added Wood Products = Cabinets, Furniture, Millwork-$35
• Equipment
• Software
• Tooling
• Finishes

Thursday, June 14th-Small Sawmills-$35
• Ideas to grow profits and sales
• Equipment
• Lumber drying and reducing degrade
• Demos on equipment-sawmill, edger, resaw
Upcoming Workshops at WERC-2012

Thursday, September X? Date- Profitable Firewood Processing
- Equipment-processing, dry kilns, packaging
- Marketing
- Insect quarantines

IWF Atlanta Show, August 22\textsuperscript{nd} to 25\textsuperscript{th}
- Hosting a Local Wood Products Marketing Education Session-fee
- Will have an exhibit booth in the section for non-profits