NEW TECHNOLOGIES WORKSHOP FOR CABINETS, FURNITURE, MILLWORK

Thursday, June 7th, 2012
New Technologies Workshop

Harry Watt
North Carolina State University
and
US Forest Service’s Wood Education and Resource Center

www.cnr.ncsu.edu/usalocalwood and www.cnr.ncsu.edu/woodworkshops
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.

It is the policy of the State of North Carolina to provide equality of opportunity in education and employment for all students and employees. Educational and employment decisions should be based on factors that are germane to academic abilities or job performance. Accordingly, the North Carolina State University (“NC State”) does not practice or condone unlawful discrimination in any form, as defined by this policy.

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)

The work upon which this webinar 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.

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WERC Grant Project for Educational Workshops for the Wood Industry

• US Forest Service supports the wood products industry

• WERC supports the regrowth of lost markets

• Lets make more US wood products in the US using US woods
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
Upcoming Workshops at WERC-2012

Thursday, June 14th-Small Sawmills-$35
• Ideas to grow sales and profitability
• Equipment
• Lumber drying and reducing degrade
• Demos on equipment-sawmill, edger, resaw

Thursday, September ?-Firewood Processing-$25
• Ideas to grow sales and profitability
• Equipment
• Kiln drying and insect quarantine issues
Upcoming Local Marketing 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)
Grant Project Support-Local Wood Products

- Website at www.cnr.ncsu.edu/usalocalwood
- Newsletters, Articles, Webinars
- Leadership Conference at WERC on Thursday, August 2nd, 2012, cost = $35
- We can sometimes make visits to companies interested in local wood products marketing
<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>1</td>
<td>9 am to 9:50 am</td>
<td>Harry Watt</td>
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<tr>
<td>2</td>
<td>10 am to 10:50 am</td>
<td>John Park, SCM</td>
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<tr>
<td>3</td>
<td>11 am to noon</td>
<td>Owen McGee, Stiles Machinery</td>
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<tr>
<td>4</td>
<td>1 pm to 1:50 pm</td>
<td>Jim Kloman, Thermwood</td>
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<tr>
<td>5</td>
<td>2 pm to 2:50 pm</td>
<td>Jack DeSarno, Stanza Machinery, Owen McGee</td>
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<tr>
<td>6</td>
<td>3 pm to 4 pm</td>
<td>JR Powell, Weinig</td>
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Lunch: Noon to 1 pm
End: 4 pm
Today’s Workshop—Who is Here—Let’s Get Introduced!

- Manufacturers
- Equipment vendors
- University Extension
- US Forest Service

What Would You Like to Get Out of Today’s Workshop?

Harry Watt’s High Powered Work Partner!
Industry Insights-Harry’s View

• Realize that the industry is just a large collection of small niche markets

• Success depends upon the ability to manage the business-got to be flexible and move with the opportunities over time

• Must understand basic economic principles
  • Supply and demand determines the price
  • Break even concept
Break Even Concept

Product costs depend upon sales volume

Should focus on limiting fixed costs to lower the break even point

It's usually easier to make the product than it is to sell the product—there are real limits to sales volume
Going Around the Room-What Insights Do We Need to Find Success?

- Markets
- Products
- Selling channels
- Processing
- Equipment
- Technology