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# INSIDE VT WOOD

## Educating and Hunting for Wood Students

By Phil Araman

Dan Hindman and Phil Araman have been spending time with students in the College of Natural Resources introductory class – NR 1114 to further expose the students to the wonderful world of wood and our Wood Science and Forest Products study options. Dan taught a class on Sustainability with a forest products flavor and Phil taught a class on Trees // Wood // Green Home Building // Sustainability // the Environment and You. They then took the over 100 students in 5 groups to Mount Tabor Meadows – A Green Housing Development in Blacksburg using the EarthCraft building system. Dan and Phil have been conducting research at Mount Tabor Meadows since January, 2008. Below is a picture on one of the groups with Phil in front of a home under construction.



## Department of Wood Science and Forest Products delivered two workshops in International Marketing

During October 2009, Henry Quesada, assistant professor at the Department of Wood Science and Forest Products at Virginia Tech in conjunction with Eva Haviarova, assistant professor at the Department of Forestry and Natural Resources at Purdue University organized two workshops in International Marketing for the Forest Products Industry. The workshops were designed after field research made by Quesada during Fall 2008 and Spring 09. This research detected that wood products industry, especially from the primary sector, were strongly considering increasing their sales by exporting but they lacked the knowledge to benefit from marketing opportunities in foreign markets. Based on this need, the workshops offered a valuable agenda that covered the following subjects to capitalize on these opportunities: an update of the current situation of the wood products industry, an introduction to international marketing principles, tips on international marketing intelligence, certified forest products global opportunities, and logistics and transportation issues. At the end of each workshop, a panel was assembled to discuss the topics and gather information for future educational and research opportunities.



Professor and Associate Dean of Engagement Bob Smith during his presentation at the International Marketing Workshop held at the Vincennes University campus in Jasper, IN.

The first workshop took place on October 8 at the Vincennes University campus in Jasper, IN with an attendance of 33 people. Quesada, and Professor and Associate Dean of Engagement at Virginia Tech, Bob Smith, participated as speakers. Matt Bumgardner from the USDA Forest Service, Mike Seidl from the Indiana Department of Natural Resources, and Mark

Cooper from the Department of Commerce participated as speakers as well. The second workshop was held in Princeton, WV in October 20 at the WERC's facilities with an attendance of 16 people. Participating in this opportunity besides Smith and Quesada, Al Schuler from USDA Forest Service, Joel Stopha from the Virginia Department of Agriculture and Consumer Services, and Josef FellHofer from CVI collaborated as speakers.

Both workshops were highly evaluated by the attendees and interesting discussion about future direction for the wood products industry regarding how to better profit from international marketing opportunities were drawn. The workshops were sponsored by the Wood Education Research Center, The Dubois County Development Center in Southern Indiana, The Indiana Hardwood Lumber Association, The Department of Forestry and natural Resources at Purdue University, Virginia Cooperative Extension at Virginia Tech, The Sloan Industry Center at Virginia Tech, Center for Marketing and Business Management at Virginia Tech, and the Virginia Department of Agricultural and Consumer Services.

Please contact Henry Quesada at [quesada@vt.edu](mailto:quesada@vt.edu) for more details.



Joel Stopha, International Marketing Specialist, from the Virginia Department of Agriculture and Consumer Services during his presentation at the WERC facilities in Princeton, WV.

## ReNew the New River Cleanup November 7<sup>th</sup>

Please join the Packaging Club and the Forest Products Club on Saturday, November 7, 2009 for the semiannual ReNew the New river clean up. The southern section between the inter-tube pickup and the railroad tracks get a lot of use over the summer and by November it is very trashy. Please take this opportunity to help clean it up.

This date is a non-football, non-family weekend, non-Halloween Saturday, so you have no excuse not to come help clean-up the New River.

A signup sheet is located in the lobby of the Brooks Center on Angie's desk.

Jim Bisha

President – Institute of Packaging Professionals at Virginia Tech

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## Upcoming Workshops

### Workshop: Introduction to Decision Making Techniques: Applications for Forest Products Industries – November 5

#### Workshop description:

Decision making techniques can be defined as a collection of qualitative and quantitative analytical tools that allows business and process managers to outline and analyze potential scenarios when searching for solutions given a specific problem or situation. The focus of decision making start with the data at the manufacturing level and how this data is collected manipulated or transform into valuable information for those who make decisions. Besides quantitative data, qualitative input should also be considered. Aspects such as legal issues, technology and human resource criteria are difficult to quantify so qualitative analysis should be brought into action to complement quantitative analysis.

This workshop will address the most important decision making techniques in the areas of financial management and operations research from a manager point of view. Participants in this workshop will learn that decision making is a multistep process that involves problem definition, model developing, data acquisition, solution development, solution testing, output analysis and solution implementation.

Participants will discover in this workshop that the successful use of decision making techniques will yield proper solutions that are precise, flexible, economic, reliable and easy to understand and implement. The majority of concepts and techniques are supported by examples and applications that use spreadsheets which can be adapted to their own business situation.

#### Course outline:

- Basics of decision making
- MS Excel basics
- Inventory control models
- Capital budgeting techniques
- Linear programming
- Activity based costing management
- Examples and Applications of Decision Making techniques

#### Location and Registration

Workshop is scheduled for November 5, 2009 from 8:30 am to 3:25 pm at the Virginia Tech National Capital Regional Campus at Falls Church, VA (<http://www.ncr.vt.edu/>). Workshop is FREE OF CHARGE but you need to RSVP before November 2, 2010. Coffee breaks and materials are provided but lunch is on your own. To register or further details please contact Henry Quesada at [quesada@vt.edu](mailto:quesada@vt.edu)

### Workshop: Introduction to Business Process Management – November 19

Presented by Henry Quesada, Assistant Professor of Business Management, Department of Wood Science and Forest Products, Virginia Tech

#### Workshop description:

Business Process Management (BPM) is defined as an improvement framework that relies on the concept of value chain management by Michael Porter. By implementing basic principles from methodologies such as balanced scorecard, lean thinking, six sigma, total quality management, and process automation, BPM can help your

organization to increase customer satisfaction levels, align your business processes with your strategy, and increase the productivity of your internal operations.

Participants in this workshop will learn what value chains are and how to recognize them within their own company. Concepts, definitions, methodologies, and information technologies that support the BPM process will be taught in this workshop. Participants will learn how to represent their value chains in the context of business process management. Also, an overview of most important requirements of BPM information technologies will be presented so participants will know what technology is most applicable to their own needs.

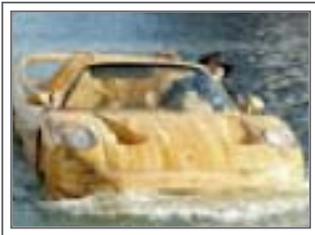
**Course outline:**

- BPM principals: The Value Chain Concept
- Process Basics
- Business Performance
- Business Improvement Frameworks
- Tools for Process Modeling
- Information Technologies for BPM
- Examples and Applications of BPM

**Location and Registration**

Workshop is scheduled for November 19 from 8:30 am to 4:30 pm at the Roanoke Higher Education Center <http://www.education.edu/> . Registration is \$35 and includes coffee breaks, and materials. Lunch is on your own. Please contact Henry Quesada at [quesada@vt.edu](mailto:quesada@vt.edu) for registration or further details.

**Wood Carving or Wood Sculpting? You Decide!**



Woodworking and carving have gone together since the dawn of time, but not until Livio De Marchi has this craft been so elevated. As one of the world's finest wood sculptors, Livio De Marchi had created breath

taking works of art such as those seen in the attached pictures. All of his creations are hand crafted and appear entirely life-like as though time has frozen them in wood.

Born in Venezia, Italy, where he still lives Livio began his sculpting even as a child and studied art and drawing at "Accademia di Belle Arti" in Venice, where his outstanding talents first surfaced. He has also worked in different mediums like marble and bronze but wood remains his favorite because it gives him a "vitality" which manifests it'self in his works.

His artworks have been shown around the world including London, Paris, Zurich, New York, Los Angeles, San Fancisco and Tokyo. He has also been featured in various magazine and on television for his unique art works. In the U.S.A. he has done work with Ripley's American Museum in St. Augustine Florida as well as the museum of art in Muskegon - Michigan.

If you would like to see more of his work, you can visit the Livio De Marchi Virtual Museum at [www.liviodemarchi.com](http://www.liviodemarchi.com)



Pictures courtesy of [www.sambarcroft.com](http://www.sambarcroft.com)