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# INSIDE VT WOOD

## Reminder...

Remember to submit department news items by Friday 3 p.m. of each week to Will Pfeil at [wpfeil@vt.edu](mailto:wpfeil@vt.edu) for inclusion in Inside VT WOOD each Monday morning. All past issues of Inside VT Wood reside on our department website under the [publications link](#).

## News From Paul Winistorfer

- Welcome back Will Pfeil, who is responsible for Inside VT Wood graphics and layout. With this issue we resume weekly publication of our department electronic newsletter.
- We will be catching up on news from the past 3 weeks, including following up on Wood Week 2008 activities.
- Mark your calendar for Wednesday October 29th for a special seminar titled 'The Chair – A Vehicle for Learning at Halifax High School'. David Kenealy of the Southern Virginia Higher Education Center will be presenting the evolution and progress of the WoodLINKS program at Halifax High School and the innovative student project this semester. Watch for the announcement this week.
- Students from two department classes will be participating in a software demonstration and evaluation at Stiles Machinery in High Point, NC this week. About 10 of our students enrolled in Forest Products Business Management and Computer Control Applications in Forest Products classes will be participating. Drs. Kline and Quesada, course instructors, will be traveling with the students. Students will learn about CAD/CAM and CNC technologies and manufacture. Students from Halifax High School will also be participating in this event, organized by David Kenealy of the Higher Education Center in South Boston.

## Wood Science and Forest Products Field Trip to Green Valley Builders

Phil Araman's class (WOOD 1234 Introduction to Wood Science and Forest Products) visited Blacksburg's only green housing development recently. Dr. Hindman and several of his graduate students also joined the class trip. Jason Boyle (hand in the air), the developer and head of Green Valley Builders, told the students what they are doing in his EarthCraft development. Many advanced wood products are being used. Araman and Hindman are teaming up with Green Valley Builders on evaluating wood waste being generated at the development and evaluating recycling and reuse alternatives as part of the EarthCraft certification efforts. The site has become a teaching and research asset for green building.



## Timber Engineering Class Visits ‘The Rock’

On Wednesday, October 15, the Wood 5324 Timber Engineering class visited the Georgia Pacific Engineered Wood Plant in Roxboro, North Carolina. “The Rock” as it is known produces LVL and I-joists. Ashley Wright provided the plant tour. Students observed the veneer cutting operation, veneer sorting and drying, LVL manufacture and I-joist manufacture portions of the facility. The LVL produced at Roxboro is made primarily from yellow poplar with some southern pine. The class was



VT Wood Science visitors including (back row) Gi Young Jeong, Thomas Blount, Henry Quesada-Pineda, John Bouldin, Kevin Knight, (front row) Daniel Hindman, Ryan Bamberg, Paul Timko, Monil Patel, Jose Maria Villasenor Aguilar.

also able to observe some of the standard quality assurance tests including shear strength of the I-joists and bending strength of an LVL header. These tests were assisted by John King, a 2003 graduate of Virginia Tech Wood Science.

## Glasser Witnesses The Establishment of New Wallenberg Wood Science Center in Stockholm, Sweden

The Wallenberg Foundation of Sweden has awarded SEK 120 million (US-Dollar 16 million for a 3-year period) for a joint research centre that will provide Chalmers Institute of Technology of Gothenburg and the Royal Institute of Technology (KTH) of Stockholm together with the opportunity to develop new technology and new products aimed at strengthening the Swedish forestry industry.

Wolfgang G. Glasser, Prof. emeritus of Wood Science at Virginia Tech, is currently spending a one-month guest professorship at KTH. He has lectured to students of a course on Biobased Materials, and he has presented seminars on “WOOD – Are molecular interactions involving lignin the basis for smartness and self-repair” and “Polymers from Biomass – Property control via modification” to the faculty and students of KTH and the Swedish Pulp and Paper Research Centre (STFI).

The Wallenberg Wood Science Centre will gather together leading edge research currently underway in Sweden within this field and facilitate the transfer of research results to industrial applications. New technology and new products with enhanced degrees of added value are essential for the forestry industry in the current situation when parts of the paper production industry are leaving Sweden.

The size of the grant, which includes a management function located at KTH, provides the Wallenberg Wood Science Centre with the preconditions for becoming a research environment which can compete well internationally.

## Product Application Engineer-Entry Level

Huber Engineered Woods LLC, a leader in specialty engineered woods materials used in the construction of residential structures, has an immediate opening for an Entry level Product Application Engineer located in our Charlotte, NC headquarters office.

Primary responsibilities will include providing structural engineering design and support service to external and internal customers, enhancing company’s structural testing and reporting capabilities, and to provide design and repair support to the Company’s customers. External customers include specifiers (engineers, architects, designers), building code officials, contractors, product distributors and builders.

### Ideal candidates will have:

- Some background in wood products or building design.

- BS Degree in Civil-Structural Engineering or Wood Science
- Engineer in Training (EIT).
- Product testing and strong statistical background.
- Strong computer skills including FE analysis, spreadsheet development and CAD.
- Ability to travel 25% of time with occasional off-site assignments up to 3 months.
- Superior interpersonal, writing and presentation skills.

Qualified candidates are encouraged to forward their resume to: Huber Engineered Woods LLC, Attn: HR-Department, One Resource Square, 10925 David Taylor Drive, Suite 300, Charlotte, NC 28262.



## A Marketing Guide for Small and Medium Sized Primary Forest Products Processors

The Center for Forest Products Marketing & Management at Virginia Tech and the U.S. Forest Service Wood Education and Resource Center has a new publication available online at <http://www.na.fs.fed.us/pubs/detail.cfm?id=5485>

### About the Publication:

The publication provides guidance to entrepreneurs and owners, managers and employees of small and medium sized primary forest products processors such as start-up sawmills or existing sawmills regarding marketing and marketing techniques aimed at maintaining a competitive edge. Specific subjects covered include:

- Fundamentals of Marketing
- Entering Niche Markets
- Markets research Methods
- Finding Customers
- Exporting
- Internet Marketing

A resource section is included in the Appendix. The resources include listings of trade associations, trade and marketing publications, Federal and State directories, and assistance with exporting.

### Audiences:

- Owners, managers, and employees of sawmills and related primary processing businesses
- Entrepreneurs
- Service Providers including state wood products utilization and marketing specialists, wood products extension specialists, and wood products consultants

### Benefits for Primary Processing Businesses:

The guide will help develop small ideas and expansion visions. It explains marketing concepts, strategies and marketing methods used by companies, market research methods, locating customers, international markets and exporting, and the role of the Internet. The guide contains case studies of companies putting marketing strategies into practice. Each chapter has questions intended to assist in developing your thoughts and ideas. Questions are designed to help in the process



of forming a marketing plan with the ultimate benefit of a thriving and sustainable business.

### Wood Education and Resource Center:

The Wood Education and Resource Center is located in Princeton, WV, and administered by the Northeastern Area State and Private Forestry unit of the U.S. Department of Agriculture Forest Service. The Center's mission is to work with the forest products industry toward sustainable forest products production for the eastern hardwood forest region. It provides state-of-the-art training, technology transfer, networking opportunities, applied research, and information.

### Additional Resources:

Wood Education and Resource Center  
<http://www.na.fs.fed.us/werc/>

Center of Forest Products Marketing & Management at Virginia Tech  
<http://www.woodscience.vt.edu/cfpmm/index.htm>