

March 2008						
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INSIDE VT WOOD



News From Paul Winistorfer

- Our Graduate Student Spotlight and Seminar presenter this week is Hezong Wang, doctoral candidate working with Dr. Roman. The title of his presentation is “Polyelectrolyte complex formation between cellulose nanocrystals and chitosan”. Please join us at 9:00 am on Friday morning in the Brooks Classroom.
- The Southern Virginia Forest Products Initiative Conference held in Danville last week was a huge success. Very special thanks go to Will Pfeil, Angela Riegel and Debbie Garnand for their great help in making the program a reality. I say it all the time “We have the best department staff on the Virginia Tech campus”!
- Next week, March 24-28 is Graduate Education Week. We will bring special recognition to our graduate students next week.
- Congratulations to our student chapters of International Organization of Packaging Professionals and the Forest Products Society for their effort this past weekend to clean up a portion of the New River. This was a great volunteer effort by many.
- Hood Industries will be on campus March 18 recruiting for management trainees. See the position announcement below and encourage our students to sign up.
- Baillie Lumber Company’s George Thomson will be coming to campus March 25th to interview our students. Please pass the word.
- We have received an additional ICTAS doctoral fellowship for fall 2008, bringing our total ICTAS support to four doctoral fellowships. The fellowships are jointly funded by ICTAS, the College of Natural Resources and the department. This support totals about \$120,000 per year. We extend our thanks to the College and Dean Kelly for working with us, and the ICTAS Director Dr. Roop Mahajan for his interest and support of our doctoral research program.

Southern Virginia Forest Products Initiative Conference a Success

Over 140 people gathered at the Institute for Advanced Learning and Research (IALR) in Danville, Virginia last Thursday for the one-day Southern Virginia Forest Products Initiative Conference. [Attendees](#) came from a wide cross section of business, industry, education, civic leaders, elected officials, economic development personnel, and consultants. Notable was the presence of K-12 administration from the region.



Conference hosts celebrated after a successful day in Danville. Partners include David Kenealy (Higher Education Center), Jeff Arnold (Danville Community College), Steve Ehle (Speaker and Editor, Wood Digest), Gregg Mason (Danville Public Schools), Amy Lammerts (Higher Education Center), Paul Winistorfer (Virginia Tech), Brad Bryant (Pittsylvania County Schools) and Gerald Sexton (Danville Community College).



Over 140 people attended the Southern Virginia Forest Products Initiative held at the Institute for Advanced Learning and Research in Danville, Virginia.

(continued from page 1) Speakers covered a range of topics including the current industry in Virginia, why IKEA selected Virginia for its first North American manufacturing operation, the Wisconsin WoodLINKS model, advances in secondary manufacturing, the West Ottawa High School WoodLINKS program in Holland, Michigan, the Advanced Wood Products Lab at Georgia Tech, and the overall vision for the Virginia Initiative. The day concluded with a tour of the IKEA plant – over 930,000 thousand sq. ft. of advanced manufacturing under one roof.



Mr. Ted Bennett, Director of the Southern Virginia Higher Education Center welcomes conference attendees.



Dr. Carlyle Ramsey, President Danville Community College welcomes conference attendees.

Bonsi, Gnyawali and Hammett Publish Article in Journal of Forest Products Business Research

Richard Bonsi, Devi R. Gnyawali, and A. L. Hammett. 2008. Achieving Sustained Competitive Advantage in the Forest Products Firm: The Importance of the Resource-Based View. JFPBR 5(3): 1-14.

Mini Abstract

Prior research on forest products firms has examined external factors and largely neglected the role of internal firm resources and capabilities in creating and sustaining competitive advantage. Although a small and emerging body of research has examined competitiveness, competitive advantage (CA), and sustained competitive advantage (SCA), the literature is fragmented and provides few insights for managers. In this article, the resource-based view (RBV) of the firm is used to examine firm resources and capabilities and explain how they can be used in accordance with the attributes of the theory toward attaining SCA in the forest products firm. The systematic conceptual framework helps managers to better understand and use core ideas of the RBV to develop and leverage resources and capabilities in order to create and sustain CA and helps to stimulate future research in this important area.

The full article can be found at <http://www.forestprod.org/jfpbr-online.html>



Hezhong Wang
Ph.D. Candidate

My name is Hezhong Wang. I am a Ph.D. student working with Dr. Maren Roman. My current project involves Nanotechnology Application in Food Matrices.

I was born in Henan Province, central China. Along the Yellow River, Henan province was the core area of ancient China for at least the first half of Chinese history, where Taoism and Kongfu originated from. As the first boy born in our big family, my childhood life was joyous and carefree. In 1977, right after the Cultural Revolution in China, I was part of the first group of High School students in China who took the National Exam to qualify for higher education. After that, I was eager to become a middle school teacher, and continue my pursuit of knowledge. In 1982, riding on my merit as the top placement math student in my county of about one million residents I became the first person in my family to attend university at the Henan Agricultural University in Zhengzhou, the capital of Henan Province. After graduating from university, I taught college courses as a lecturer. From 1988 to 1995, I taught Forest Entomology, Fruit Tree Entomology as well as microbiology courses for different departments at the University. In 1995, I was appointed as the Chief of University Business Management Office and General Manager of the University Agricultural and Agri-Food Inc. In late 1999, our family moved to

Switzerland which is where I first learned English. We then moved to Canada in January of 2000. I began working at the Beneficial Insectary in Guelph, Canada in April, 2000. With my previous experience in entomology, I helped to increase the production of Trichogramma threefold in one year for the company. Working as a microbiologist from 2002 to 2003 at the Shaver Poultry Breeding Farms Lt. in Canada, I helped the company to set up a new quality control program (HACCP) for layer hatcheries and breeders farms. During 2003 to 2005, I worked as a Research Assistant at Agricultural and Agri-Food Canada and received my master's degree in Food Science from University of Guelph, Canada. For family reunion, I got another job in 2005 at the AmeriSci. Biochem., Richmond, USA, working as a Senior Food Microbiologist. While working in the lab at AmeriSci., my job was focused on environmental microbial detection and identification, which involved doing Real-time PCR, DNA Sequencing and immunological methods of environmental and food microbial identification.

I met my wife at the Henan Agricultural Univeristy. At that time, I was the president of Student's Union and she was the head of the Students Interstudies department. Our only child was born in 1990. He will graduated from Blacksburg High School in the summer of 2008 and plans to attend Johns Hopkins Univeristy.

I enjoy learning and adapting into different environments and careers. As an avid traveller, I have visited France, Italy, Germany and Switzerland. I tend to really like the places I visit, as my home address has changed from Zhengzhou, China, to Zurich, Switzerland, to Guelph, Canada, and finally to Blacksburg, Virginia. In my spare time, I enjoy running. As a college track runner, I won numerous awards at track meets at every level, including advancement into the National Chinese College Track Meet in 1984. I also like to play badminton and cook.

Wood Chemistry Class Tours MeadWestvaco Paper Mill

By Maren Roman

Last Wednesday (March 12), under the supervision of Dr. Maren Roman and Mr. Fernando Navarro, 8 wood science undergraduate students went up to the MeadWestvaco paper mill in Covington, Virginia to learn about the process of converting wood chips into paper board. MeadWestvaco's paper mill in Covington produces around 3000 tons of bleached paperboard per day. After watching a brief video about the mill, the students were given a tour of the wood yard, the Kraft pulping facility, papermachines 1 and 2, and the quality assurance lab. Everyone enjoyed the trip and learned a lot. Roman, Navarro, and the students would like to express their gratitude to the Westvaco employees who accommodated them in their busy day. Special thanks go to Ms. Kelly Rucker for organizing the visit.

Students not shown in the pictures: Becky Dawson, Jen Dvorsky, and Brian Thompson



In the pulping control room, from left to right: Gary Barger, Adam Scouse, Kevin Eberling, Sarah Hutchinson, Matt Black, and Ben Amoss



Inspecting hardwood Kraft pulp after several washing steps, from left to right: Gary Barger, Adam Scouse, Matt Black, and Kevin Eberling



Fernando Navarro in front of the wood yard

Seminar Announcement



FPS Great Lakes Section Spring Seminar

Green 2008 and Beyond
Holiday Inn South, Lansing, MI
Tuesday, May 13, 2008

Attend the 2008 FPS Great Lakes Section Spring Seminar to gain insight into the current aspects of “green” and to learn more about evolving strategies for architects, designers, builders, wood manufacturers, and consumers in addressing sustainability.

By understanding what being “green” means, industry can learn how to find and use certified and renewable materials to meet the needs of the customer and the environment.

Leaders in their fields will share their knowledge and insights in this challenging opportunity. Please join us!

For more information, please visit <http://www.forestprod.org/glsection08meeting.pdf>.

Graduate Education Week, March 24-28!

The Graduate School invites and encourages you to participate in Graduate Education Week (GEW) events during the last week of March. Graduate Education Week is celebrated to recognize the importance of graduate education; increase the university community’s awareness of the contributions of graduate students to teaching, research and service; and to enhance the graduate student experience. Please help spread the word about these events, consider participating in some of them yourself, and find ways to recognize graduate students in your own departments/ programs.

For a full event schedule and details visit <http://www.grads.vt.edu/events/gew>

GEW HIGHLIGHTS AT A GLANCE:

Monday, March 24

- Graduate Student Appreciation Luncheon -- By reservation only, take your students to lunch in the GLC! The reservation form is at http://www.grads.vt.edu/events/gew/documents/2008_app_lunch_reg_form.pdf
- Ethics Bowl, register at: <https://survey.vt.edu/survey/entry.jsp?id=1174313911033>
- AEL Graduate Honor Society Induction Ceremony

Tuesday, March 25

- Grad Study Lounge Grand Opening in the Library

Wednesday, March 26

- GSA Research Symposium
- Graduate Research Forum Showcase

Thursday, March 27

- GEW Awards Banquet

Friday, March 28

- Where Crazy Art Meets Fake Science - Design Contest,
- Big Cook Out on the Grad School Lawn

Internships and Job Postings

Note: Hood industry representatives will be in our department March 18 to interview our students.

Job Description

Hood Distribution Management Trainee

Hood Distribution possesses a strong belief in developing our future leaders to their fullest potential. Our management trainee program is structured to do just that. The program provides dynamic interaction with all facets and levels of the organization.

Our most successful managers have a strong interest in distribution; its process, asset management, equipment, and customer satisfaction. These traits will be continually emphasized throughout the training process.



The distribution environment is an ever-changing one. Although the basic business principles are consistent throughout the company, each of our distribution branches are often inherently different based upon specific local or regional market requirements. This program and position within the company is designed to expose our future leaders to the wide array of products, markets, customers, and management styles that exist throughout our distribution facilities.

- Inventory/Warehouse Management
- Lead by Example
- Purchasing
- Labor Relations
- Deliver products and services that create customer loyalty
- Logistics
- Follow and Execute Safety Procedures
- Asset Management
- Problem Solving

Individuals selected to this training program will begin the education process focusing on the core operational aspects of the business and then proceed on to the sales and marketing aspects as the development process continues. Distribution management requires many hats to be worn at one time and often gives a new meaning to the term “multi-tasking”. Effectively managing the company’s assets through well thought out purchases, efficient accounts receivable handling, and proper facility and equipment maintenance are key initiatives on the operational side of the business. Service is a very important aspect in distribution in that it is truly what sets you apart from the competition. Creating this level of service begins from hiring the right people, properly training and managing them, all the way to effective sales calls and on-time delivery.

- Sales & Marketing
- Employee Motivation
- Developing Effective Working Relationships
- Financial Management
- Customer Relations
- Effective Selling Skills
- Forecasting & Planning
- Field & Inside Sales
- Information Management
- Time Management
- Interpersonal Skills
- Sales Prospecting

The success of a distribution operation is heavily tied to the sales abilities of the staff and the supplier/customer relationships that are fostered during these transactions. Distribution is truly a people and relationship based business. Motivation and dedication are critical traits in a sales and marketing environment where the number of customer objections can sometimes outweigh the number of customer successes. A relentless approach must be taken in properly analyzing a market and prospecting for the potential customer base in it. Markets evolve and change on a continual basis due to competitive environments, housing starts, interest rates, local economy, market prices, season of the year, and many others. Due to this, planning and forecasting is an ongoing task in an environment where Hood Distribution strives to be proactive rather than reactive to the ever-changing market conditions. Inventory levels, pricing structure, staffing levels, delivery routes and schedules, credit terms, etc. are analyzed and continually adjusted where needed to promote sales and build and maintain long lasting customer relationships. Distribution provides a fast-paced work environment where everyday presents a new and exciting challenge.

This position is geared to teach the distribution business from the ground up. This program offers mentoring from various levels of management throughout the organization. The position of management trainee affords the employee opportunities to travel to the corporate headquarters on occasion to gain exposure to the various departments and obtain insight from the management staff that leads them. A very interactive and “hands-on” environment is offered in an effort to provide the necessary exposure to become an effective leader in the organization. Trips to key vendor mills and production facilities as well as classes and seminars with related industry associations are utilized in this position to aid in the development process. The values behind this position are structured to prepare and develop your overall management skills.



Baillie/American Lumber Company

Hardwood Lumber Trader Internship

Opportunities for the right individuals who are interested in selling, to work within a highly productive hardwood lumber trading organization in either export or domestic sales and marketing. Interns would be involved in various marketing and sales projects that would expose them to crucial aspects of our business. Ideally students would be juniors who are interested in sales, international trade or business

Positions located at Baillie/American Corporate Headquarters in Hamburg New York, a southern suburb of Buffalo New York. This is a paid internship and housing would be arranged.

Baillie/American Lumber Corporation is the largest wholesale/manufacturer of hardwood lumber in the USA. We serve over 60 countries across the world.

Please contact

Dr George D. Thomson, Director of Recruitment, Learning and Performance

4002 Legion Drive

Hamburg, New York 14075

e-mail gthomson@baillie.com

Baillie/American Trader Trainee

Trader/ Sales Person full-time and Internship

Exciting opportunity for the entrepreneurial minded individual to join one of the best and biggest Hardwood Lumber Companies in the USA. Primary responsibilities of a “lumber trader” are buying and selling hardwood lumber. Most commonly, a trader will source lumber from a sawmill and ship directly to one of his/her customers without Baillie/American ever taking possession of the lumber. However, some percentage of the lumber a trader buys will ship into one of Baillie/American’s production facilities and some percentage of the lumber a trader sells will ship from one of Baillie/American’s production facilities. This is a great opportunity for a business minded individual to “run their own business within a company” without the risk of a start up!

The position demands creativity, honesty integrity, excellent relationship abilities, strong leadership skills, high energy level, above average initiative, and the ability to manage multiple tasks in a fast paced, challenging work environment.

Significant travel is expected. Opportunities to trade both domestically and overseas. Approximately 50% of our sales are domestic 50% to 65 other countries.

Compensation includes: competitive salary plus bonus based on performance, full health package which includes dental and visual, company car, 401k and profit sharing plan.

Company Description:

Baillie Lumber Company has been in the lumber trading/ manufacturing business for over 75 years. We are now one of the largest trader and manufacturers of hardwood lumber in the world! We buy, sell, and manufacturer hardwood lumber for end users such as furniture manufacturers, flooring makers, cabinet makers, molding manufacturers and others. Baillie is a privately held company and has sale revenues of over \$200,000,000 per year. Baillie has nine manufacturing facilities located mainly in the east and southeast.

General Announcements

Canadians on Bioenergy

SOURCE: <http://www.energyplan.gov.bc.ca/bioenergy/>

The BC Bioenergy Strategy – Highlights

The BC Bioenergy Strategy will help British Columbia reduce greenhouse gas emissions, strengthen our long-term competitiveness and electricity self-sufficiency.

Bioenergy is absolutely critical to achieving B.C.'s climate goals and economic objectives. It turns the challenges of the mountain pine beetle infestation into new opportunities and looks to future bioenergy technologies.

This strategy directly supports the commitments made in the BC Energy Plan and is a key contributor to helping our partners in the Western Climate Initiative achieve their emission reduction goals.

Building Opportunities for Rural British Columbia

British Columbia's bioenergy assets include top researchers, innovative companies, committed partners, forward-thinking communities, and half of the entire country's biomass electricity-generating capacity.

Establish \$25 million in funding for a provincial Bioenergy Network for greater investment and innovation in B.C. bioenergy projects and technologies.

Establish funding to advance provincial biodiesel production with up to \$10 million over three years.

Issue a two-part Bioenergy Call for Power, focusing on existing biomass inventory in the forest industry.

Benefits for British Columbians

We will aim for B.C. biofuel production to meet 50 per cent or more of the province's renewable fuel requirements by 2020, which supports the reduction of greenhouse gas emissions from transportation.

We will develop at least 10 community energy projects that convert local biomass into energy by 2020.

We will establish one of Canada's most comprehensive provincial biomass inventories that creates waste to energy opportunities.

Developing Our Bioenergy Resources

British Columbia is world-renowned for its plentiful natural resources and strong environmental values. Through the BC Bioenergy Strategy, British Columbia will take its proven track record one step further. We will develop the province's bioenergy resources to enhance both the environmental and economic benefits for the people who live here.

Next steps include:

- Collaborate with the Western Climate Initiative and the Pacific NorthWest Economic Region.
- Create First Nations bioenergy opportunities.
- Require methane capture from our largest landfills.
- Utilize waste wood from phased-out beehive burners to produce clean energy.
- Provide energy providers with information to develop new opportunities.
- Support wood gasification research, development and commercialization.

To download and print a copy of a document, select the printer-friendly PDF version.

- News Release [PDF](#)
- Backgrounder [PDF](#)
- THE BC BIOENERGY STRATEGY: Growing Our Natural Energy Advantage [PDF](#)
- Bioenergy Information Guide [PDF](#)



Spring 2008 Seminar

Seminar meets in the Brooks Forest Products Classroom

Date-Friday 9:00 AM	Presenter	Topic
January 18	Brian Perkins Ph.D. Candidate	Modeling Factors that Influence Firm Performance of Eastern Hardwood Lumber Manufacturers
January 25	John Bouldin Ph.D. Candidate	Defects in engineered wood products in residential construction
February 1	Thammarat Mettanurak M.S. Candidate	Effect of Suppression and Release on Compression Parallel to Grain Property for Small-sized Yellow-poplar (<i>Liriodendron tulipifera</i> L.) Specimens
February 8	Omid Parhizkar Ph.D. Candidate	Improving the international competitiveness of U.S. sawmills to Middle Eastern markets: An assessment of market segments
February 15	Tim Stiess Ph.D. Candidate	Information Flow in the Hardwood Supply Chain
February 22	Jim Bisha M.S. Candidate	The effect of load stabilizer selection on load slip within unit loads
February 29	Alex Hagedorn Ph.D. Candidate	Identifying pallet size incompatibilities within the global supply chain
March 14	Omar Espinoza Ph.D. Candidate	Quality Measurement in a Wood Products Supply Chain
March 21	Hezong Wang Ph.D. Candidate	Polyelectrolyte complex formation between cellulose nanocrystals and chitosan
March 28	Gi Young Jeong Ph.D. Candidate	Tensile Properties of Loblolly Pine Strands Using Digital Image Correlation and Stochastic Finite Element Method
April 4	Braden White M.S. Candidate	Verification of Finite Element Model Estimates of Wooden Pallet Performance
April 11	Angela Zhou M.S. Candidate	Nano-coating on wood veneers for adhesion and durability
April 18	Ji Youn Yoo M.S. Candidate	Quantitative Analysis of the Static Stress Distributions across Pallet Decks for the Unit Loads of Selected Packaged Product Forms and Stacking Patterns
April 25	Garrett Norman M.S. Candidate	Just-In-Time Manufacturing System Design for Rough Mill Systems: A Case Study

April 30 classes end

For more information please contact the department at 540/231-8853

Wood Week 2008

September 15-19, 2008

26bfgwper 12-18 2008

MOOQ MGGK 2008

Calendar of Events

Monday
September 15th

Department Welcome Back to School Picnic
5:00 - 7:00 p.m. Hahn Horticulture Garden Pavilion

Keynote Speaker—Patrick Calello, founder of Automoblox—Kicks Off Wood Week 7:00 p.m. www.automoblox.com



Tuesday
September 16th

Wood Magic Show
Brooks Forest Products Center
www.woodmagic.vt.edu



Wednesday
September 17th

Center for Forest Products Marketing and Management Meets
The Inn at Virginia Tech

Department Scholarship Recognition and Reception Program
The Inn at Virginia Tech 6:00 - 8:00 p.m.

Thursday
September 18th

Wood Week 2008 Career Fair
Join us under the 'big top' tent in the middle of our campus for the largest University sponsored wood industry career fair in North America. We have room for 75 wood industry companies this year.

Come to Virginia Tech and recruit students from all majors for your wood industry business needs.

Registration opens April 1, 2008 at www.woodscience.vt.edu

Friday
September 19th

No activities



VirginiaTech
Invent the Future

The Department of
Wood Science & Forest Products
www.woodscience.vt.edu at Virginia Tech

