

## **APPENDIX B**

### **Transfer Intermediary's Study Questionnaire, Cover Letters, and Accompanying Post Card**

## Technology Transfer to the Logging Industry A Study of Forestry Professionals



Center for Forest Products Marketing & Management  
Department of Wood Science and Forest Products  
Virginia Polytechnic Institute and State University  
Blacksburg, VA 24061-0503

If you have any questions, please contact  
**Marshall Shiau**  
Phone: (540) 231-5876; Fax: (540) 231-8868

Logging today is a high-technology operation. Most disturbances to a forest can be minimized by careful logging practices. The forest-based industry has continuously improved the technology of forestry practices throughout the 20<sup>th</sup> Century. But developers of technology have a difficult time reaching loggers and other forest practitioners. Only by identifying the most effective communication channel(s) can we ensure that important innovations reach the right users at the right time. Professionals, like yourself, play a vital role in providing loggers with information about new technologies and innovations. This questionnaire is designed to gather data on how you receive and disseminate new information on technology to loggers.

1. Which of the following best describes your profession? (Please check one box only)

- State or local forester
- Industry forester
- Officer in forestry or forest industry trade association
- Extension specialist
- Marketing or management position within a private company
- Other (Please specify): \_\_\_\_\_

2. How important are the following factors in learning new technologies/innovations for logging and forest management?

	Below Average Importance		Average Importance			Above Average Importance	
	1	2	3	4	5	6	7
Advertisements in magazines	1	2	3	4	5	6	7
Trade shows/conventions	1	2	3	4	5	6	7
Personal calls from technology developers	1	2	3	4	5	6	7
Seminars or meetings	1	2	3	4	5	6	7
Trade journal articles	1	2	3	4	5	6	7
Unsolicited sales literature	1	2	3	4	5	6	7
Technical, peer-reviewed journal articles	1	2	3	4	5	6	7
USDA, Wood In Transportation Program *	1	2	3	4	5	6	7
Other (Please specify): _____	1	2	3	4	5	6	7

3. In your opinion, how effective are the following methods in disseminating new technology information to **loggers**?

	Below Average Effectiveness			Average Effectiveness		Above Average Effectiveness	
	1	2	3	4	5	6	7
Manuals	1	2	3	4	5	6	7
Trade journals	1	2	3	4	5	6	7
Reviewed journals	1	2	3	4	5	6	7
Videos	1	2	3	4	5	6	7
Internet	1	2	3	4	5	6	7
Short courses	1	2	3	4	5	6	7
Conferences	1	2	3	4	5	6	7
Regional workshops	1	2	3	4	5	6	7
Trade shows or conventions	1	2	3	4	5	6	7
Newsletters	1	2	3	4	5	6	7
Personal visits	1	2	3	4	5	6	7
Video conferencing	1	2	3	4	5	6	7
Other (Please specify):_____	1	2	3	4	5	6	7

4. Of the methods listed in Question 3, what **one** method would you use to disseminate new technology information to **loggers**?

\_\_\_\_\_

5. What percentage of your time is spent disseminating new technology information to **loggers**?

\_\_\_\_\_ %

6. How do the following factors influence your decision in the dissemination of new technology information to **loggers**?

	Low Priority		Average Priority			High Priority	
To meet market demands	1	2	3	4	5	6	7
Increase efficiency of logging practices	1	2	3	4	5	6	7
Reduce environmental damages to forest	1	2	3	4	5	6	7
To increase adoption of BMP regulations	1	2	3	4	5	6	7
Use of low-grade timber	1	2	3	4	5	6	7
To increase safety of forest operation	1	2	3	4	5	6	7
Other (Please specify): _____	1	2	3	4	5	6	7

7. How important are the following activities to your organization when disseminating new information to **loggers**?

	Below Average Importance		Average Importance			Above Average Importance	
Advertisements in magazines	1	2	3	4	5	6	7
Displays at trade show and convention	1	2	3	4	5	6	7
Personal calls to loggers	1	2	3	4	5	6	7
Promotional literature	1	2	3	4	5	6	7
Educational seminars	1	2	3	4	5	6	7
Providing consulting services	1	2	3	4	5	6	7
Video conferencing	1	2	3	4	5	6	7
Work through logger or trade associations	1	2	3	4	5	6	7
Other (Please specify): _____	1	2	3	4	5	6	7

8. What are the most important topics that your organization plans to disseminate to **loggers** now or in the near future?

Subject

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

9. In your opinion, how important are the following materials in the choice of a portable bridge in logging operation?

	Below Average Importance		Average Importance			Above Average Importance	
Steel	1	2	3	4	5	6	7
Timber	1	2	3	4	5	6	7
Concrete	1	2	3	4	5	6	7
Aluminum	1	2	3	4	5	6	7

10. Does your organization disseminate information regarding portable timber bridge technology?

- No**     $\Rightarrow$  Please **GO TO Question 18**
- Yes**     $\Rightarrow$  please **CONTINUE** with next question

11. What types of portable timber bridge(s) do you currently share information about? (Please check all that apply)

- Engineered portable timber bridge
- Skidder bridge
- Road or deck mats
- Other (Please specify): \_\_\_\_\_

12. How important are the following factors in the promotion of portable timber bridges?

	Below Average Importance		Average Importance			Above Average Importance	
	1	2	3	4	5	6	7
Environmental considerations	1	2	3	4	5	6	7
Ease of handling	1	2	3	4	5	6	7
Ease of installation	1	2	3	4	5	6	7
Use of low-grade timber	1	2	3	4	5	6	7
Availability of design information	1	2	3	4	5	6	7
BMPs regulations	1	2	3	4	5	6	7
Low cost	1	2	3	4	5	6	7
Increase harvest efficiently	1	2	3	4	5	6	7
Other (Please specify): _____	1	2	3	4	5	6	7

13. When quoting a price range for portable timber bridges, what price range do you typically quote to interested parties?

- Under \$2,000
- \$2,000 to \$3,500
- \$3,501 to \$5,000
- \$5,001 to \$7,500
- Over \$7,500

14. Where did you learn about portable timber bridges?
  
  
  
  
  
  
  
  
15. What areas of research do you feel need to be addressed for improving portable timber bridge utilization (logging and forest management) in the U.S.?
  
  
  
  
  
  
  
  
  
  
16. In your opinion, what is necessary to increase the use of portable timber bridges for logging and forest management?
  
  
  
  
  
  
  
  
  
  
  
17. Is there anything else we should know concerning the use and promotion of portable timber bridges?



**The following questions refer to you as a professional. The results will be used only to group similar respondents. All responses are strictly confidential.**

18. On average, how many professional meetings, trainings, or trade shows do you attend during a year?

\_\_\_\_\_ meetings / year

19. Please mark the box that most closely reflects your level of education

- High school
- Two-year college
- Four-year college
- Graduate school
- Other (Please specify): \_\_\_\_\_

20. Please list the professional forestry related organizations to which you belong.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

21. Please mark the box that most closely reflects your age.

- Under 29 years
- 30 to 39 years
- 40 to 49 years
- 50 to 59 years
- 60 years and older

22. Is there anything else that you would like to share with us about technology adoption to **loggers**?

**Thank you for your assistance.** Please fold, tape (with the address on the back page showing), and return by mail. The postage is prepaid.

**Cover Letter for the First Mailing**



VIRGINIA POLYTECHNIC INSTITUTE  
AND STATE UNIVERSITY

**CENTER FOR FOREST PRODUCTS  
MARKETING AND MANAGEMENT**

Department of Wood Science and Forest Products  
1650 Ramble Rd., mail code 0503  
Blacksburg, Virginia 24061  
Phone: (540) 231-5876 Fax: (540) 231-8868  
rshiau@vt.edu <http://vtwood.forprod.vt.edu/>

September 18, 1998

Dear

Most disturbances to a forest can be minimized by careful logging practices. The forest-based industry has continuously improved the technology of forestry practices throughout the 20<sup>th</sup> Century. But developers of technology have a difficult time reaching loggers and other forest practitioners. Only by identifying the most effective communication channel(s) can we ensure that important innovations reach the right users at the right time. Professionals, like yourself, play a vital role in providing loggers with information about new technologies and innovations.

Virginia Tech, in cooperation with the USDA Forest Service, is conducting research on how you receive and disseminate new information on technology to loggers. The enclosed questionnaire will help us obtain the needed information. Your response is critical for the success of this study. Please take a few minutes to complete the questionnaire and return it to us.

The information you provide will be kept strictly confidential and will be reported only in the form of statistical summaries. The questionnaire has an identification number which will allow us to remove your name from the mailing list when your response is received. For your convenience, the postage is prepaid.

If you have any questions, please contact us at phone: 540-231-5876, fax: 540-231-8868, or e-mail: rshiau@vt.edu. **Thank you for your help.**

Sincerely,

Marshall Shiau  
Graduate Research Assistant

Cover Letter for the Second Mailing



VIRGINIA POLYTECHNIC INSTITUTE  
AND STATE UNIVERSITY

**CENTER FOR FOREST PRODUCTS  
MARKETING AND MANAGEMENT**

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September 30, 1998

Dear

**Please help.** A few weeks ago I mailed a questionnaire to you seeking assistance with the study of "*Technology Transfer to the Logging Industry - A Study of Forestry Professionals.*" As of today, I have not received the completed questionnaire from you. The forest-based industry has continuously improved the technology of forestry practices throughout the 20<sup>th</sup> Century. But developers of technology have a difficult time reaching loggers and other forest practitioners. Only by identifying the most effective communication channel(s) can we ensure that important innovations reach the right users at the right time. Professionals, like yourself, play a vital role in providing loggers with information about new technologies and innovations.

Virginia Tech, in cooperation with the USDA Forest Service, is conducting research on how you receive and disseminate new information on technology to loggers. In order for the results of this study to accurately represent the industry, it is very important that I received your response. Another questionnaire is enclosed in case the original has been misplaced. Please take a few minutes to complete the questionnaire and return it to us. The information you provide will be kept strictly confidential and will be reported only in the form of statistical summaries. The questionnaire has an identification number which will allow us to remove your name from the mailing list when your response is received. For your convenience, the postage is prepaid.

If you have any questions, please contact us at phone: 540-231-5876, fax: 540-231-8868, or e-mail: rshiau@vt.edu. **Your help is greatly appreciated.**

Sincerely,

Marshall Shiau  
Graduate Research Assistant

## Accompanying Post Card

Dear Forestry Professional:

**Please help!** Two weeks ago I mailed you a copy of a questionnaire titled *Technology Transfer to Logging Industry: A Study of Forestry Professionals*. I am contacting you to ask you to complete the questionnaire. If you have completed and returned the questionnaire, please accept my sincerely appreciation. If you haven't, please take a few minutes now to complete and return the questionnaire.

Since your name was chosen at random, your participation is critical for the success of the study. The information you provide will be kept strictly confidential. If you have any questions, please contact me at phone: 540-231-5876, fax: 540-231-8868, or e-mail: rshiau@vt.edu.

**Thank you in advance for your help.**

Sincerely,

Marshall Shiau  
Graduate Research Assistant  
Dept. of Wood Science & Forest Products  
Virginia Tech