



# NEWS RELEASE

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## U.S. Forest Service to host leadership conference for promoting locally made US wood products

PRINCETON, WVa—The U.S. Forest Service Wood Education and Resource Center in Princeton, WVa, will host a conference on Thursday, August 2. The conference offers an opportunity to learn the latest thinking on how to increase the use of US hardwoods for value added wood products like cabinets, furniture and millwork as well as marketing wood for local use of energy. The leadership conference for promoting locally made US wood products is designed for private industry, public forestry organizations, and industry support associations.

Topics that will be covered at the conference include: Branding programs, clustering of manufacturers, local and regional marketing, joint marketing efforts by multiple manufacturers, and the role of supporting economic development groups. Foresters attending the course will receive 5-½ hours of educational credits.

The course is cosponsored by the Wood Education and Resource Center, and North Carolina State University – Wood Products Extension. For more information, contact Harry Watt ([harry\\_watt@ncsu.edu](mailto:harry_watt@ncsu.edu), 704-880-5034) or Phil Mitchell ([phil\\_mitchell@ncsu.edu](mailto:phil_mitchell@ncsu.edu), 919-515-5581). Registration is \$35. Additional information can be found at [www.cnr.ncsu.edu/woodworkshops](http://www.cnr.ncsu.edu/woodworkshops).

The Wood Education and Resource Center is located in Princeton, WVa. It is administered by the U.S. Forest Service, Northeastern Area State and Private Forestry. The Center works with the forest products industry on sustainable forest products production in the 35 States of the eastern hardwood forest region. WERC provides state-of-the-art training, technology transfer, networking opportunities, applied research, and information. Visit [www.na.fs.fed.us/werc](http://www.na.fs.fed.us/werc) for more information.

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