



NEWS RELEASE



USDA Forest Service, Northeastern Area State and Private Forestry
180 Canfield St, Morgantown WV 26505

Phone: 304-285-1503; Fax: 304-285-1505; Web Site: <http://www.na.fs.fed.us/>

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Contact:	Steve Milauskas phone (304) 487-1510	E-mail: smilauskas@fs.fed.us
	Randall Cantrell phone (301) 430-6310	E-mail: rcantrell@nahbrc.org
	Devin Wanner phone (304) 285-1596	E-mail: dwanner@fs.fed.us

Seminars for Smaller and Startup Eastern Hardwood Manufacturers Scheduled for 2008

PRINCETON, W.Va.—The National Association of Home Builders' NAHB Research Center and the U.S. Forest Service will host a 1-day seminar—*Gaining a Competitive Advantage: Insights for Smaller-sized and Startup Eastern Hardwood Manufacturers*—at three different locations. The first seminar will take place in Princeton, W.Va., on January 16, the second in Asheville, N.C., on March 24, and the third in Williamsport, Pa., on April 4, 2008

These seminars will target smaller-sized and startup manufacturers of eastern hardwood products, from primary producers to secondary manufacturers. Participants will gain a competitive advantage by learning about emerging product-demand trends in the building products industry and how to respond effectively to these trends. The NAHB Research Center collects market-trend data about builders and consumers annually. The Research Center will use these seminars to demonstrate the usefulness of this highly relevant, market-trend information to audiences that may not have access to it.

Seminar participants will also learn how to use new product development and commercialization tools that the Research Center recently developed with support from the U.S. Department of Housing and Urban Development's Partnership for Advancing Technology program. These tools help manufacturers and service providers develop new products and successfully get them into the marketplace.

Diversified manufacturers can serve suppliers more effectively because of their ability to respond to market pressures that cause shifts in demand both toward and away from their main product offering. This includes understanding how overseas competition is supplying the domestic marketplace.

Contact Ronda Oglesby at (301) 430-6262 or roglesby@nahbrc.org for more information about seminar locations or to make a reservation to attend one of the sessions.

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The goal of the NAHB is to provide and expand opportunities for families to have safe, decent, and affordable housing. The NAHB promotes policies that keep housing a national priority. The NAHB Research Center provides evaluation and testing of products and materials to keep builders on the leading edge of technology, and enhance the quality and affordability of housing materials. Visit www.nahbrc.org for more information about these organizations.

The Wood Education and Resource Center is located in Princeton, W.Va., 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. Visit www.na.fs.fed.us/werc for more information about the Center.

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