



# NEWS RELEASE

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## **Seminars for Smaller and Startup Eastern Hardwood Manufacturers Scheduled for 2008**

PRINCETON, W.Va.—The National Association of Home Builders’ 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 March 6, the second in Asheville, N.C., on March 24, and the third in Williamsport, Pa., on April 4, 2008.

These seminars will help manufacturers of eastern hardwood products uncover and evaluate new opportunities for the residential construction industry. The presenters have about 20 years experience supporting new product development for the Nation’s largest and most successful building products manufacturers, and they will share their insights into this industry with entrepreneurial producers of hardwood products. Seminar topics include:

- Techniques and information sources for uncovering new building product opportunities,
- Discussion of emerging home building industry trends,
- Methods for evaluating the market and technical viability,
- Regulatory strategies for new building products,
- Evaluating key purchase drivers for industry segments,
- Developing and implementing a new product launch plan, and
- Post-launch monitoring and product life cycle management.

The seminars will also include recommendations on how manufacturers can capitalize on industry changes due to the current soft housing market, based on a 2008 nationwide survey of homebuilders.

MORE

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

The goal of the National Association of Home Builders (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](http://www.nahbrc.org) for more information about this organization.

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](http://www.na.fs.fed.us/werc) for more information about the Center.

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