



NEWS RELEASE

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Workshop for Wood Products Businesses Will Present Potential Opportunities to Expand into the Residential Construction Industry

PRINCETON, W.Va.— The National Association of Home Builders' NAHB Research Center and the U.S. Forest Service will host a 1-day workshop—*Gaining a Competitive Advantage: Insights for Smaller-sized and Startup Eastern Hardwood Manufacturers*. The seminar will be held at the North Carolina Arboretum at 100 Frederick Law Olmsted Way in Asheville, NC, on Monday, March 24, from noon to 6:00 p.m.

The workshop will help wood products manufacturers uncover and evaluate new opportunities within the residential construction industry. The presenters will bring 20 years of experience supporting new product development for the Nation's largest and most successful building products manufacturers to the workshop. They will share their insights on topics that include:

- Techniques and information sources for uncovering new building product opportunities,
- 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 plan to launch a new product, and
- Monitoring a newly launched product and managing product life cycles.

The workshop will also include recommendations on how manufacturers can capitalize on industry changes due to the current soft housing market.

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”The workshop provides insights into the specifics of the residential construction market that most businesses do not have access to. The insights from this workshop will provide businesses with a different and new way of viewing this market,” said Wood Education and Resource Center Director Steve Milauskas.

For more information about the workshop or to register, contact Ronda Oglesby at (301) 430-6262 or roglesby@nahbrc.org. Additional information can also be viewed at <http://www.na.fs.fed.us/werc/events.shtm>.

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 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 for more information about the Center.

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