



# NEWS RELEASE

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## U.S. Forest Service to host 5-day wood industry workshop

PRINCETON, WVa—The U.S. Forest Service Wood Education and Resource Center in Princeton, WVa, will host a 5-day workshop, *Wood Industry Week*, from March 5 through March 9, 2012. Eight courses will be presented over the 5-day period that will benefit individuals in the wood industry. Presenters from the Forest Service, Virginia Tech, FPInnovations, North Carolina State University, and West Virginia University will lead sessions that can help wood industry businesses stay competitive in a global economy.

Workshop participants will learn about new trends and opportunities in the wood industry, including mass customization and lean manufacturing. They will also get an update on the economic situation and status of the wood industry; learn about customer expectations, global implications, and the future; and network with colleagues and industry experts.

Scheduled courses include:

- ROMI 4.0 (Rough Mill Simulator)
- Enhancing Economic Competitiveness through Going Green
- Developing New Marketing Strategies
- Mass Customization for the Wood Products Industry
- Lean Manufacturing for Small and Medium Sized Wood Product Companies
- Making Effective Use of Technological Advances
- Product Costing in the Wood Industry
- Small and Medium Sized Businesses in the U.S. Wood Products Industry

There is no preregistration. The workshop daily fee of \$25 includes the morning and afternoon sessions, lunch, and refreshments.

MORE

The course is cosponsored by the Wood Education and Resource Center, Virginia Tech, Virginia Cooperative Extension, and Sustainable Forest Futures. For more information, contact Urs Buehlmann ([buehlmann@gmail.com](mailto:buehlmann@gmail.com), 540-231-9759). Additional information can be found at [www.wiwatwerc.com](http://www.wiwatwerc.com).

The Wood Education and Resource Center (WERC) is located in Princeton, WV. 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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