



# Building Connections

Vermont WoodNet is a coalition of small-scale woodworkers and wood-related businesses with the mission to strengthen business opportunities for Vermont wood product businesses based upon a commitment to the sustainability of the forest resource.

July 2003

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### Mark your calendars

- July 15 Fall Woods Workshop Planning Meeting, Park Row Cafe, Waterbury, 8-9am
- July 19 BBQ, Demo Day and Annual Election Meeting, Shelburne Farms Coach Barn, 10am-2pm, rain or shine
- July 19 WoodNet Online Store goes Online
- Sept 27 VT WoodNet Sustainable Woods Workshop at Steven Taylor's, Lincoln, rain or shine. Focusing on resources, marketing opportunities, and progress to date.

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### Featured Member: Kelly Ault

Kelly Ault lives in Middlesex with her husband, Phil Beard. They built a post and beam house last winter, using Forest-Stewardship Council-certified wood and contracting with a number of WoodNet businesses. "The wood and work was beautiful, of course," she notes. Phil works at Main Street Middle School in Montpelier. Kelly has two younger sisters who live in Burlington, VT and Meredith, NH. Kelly is the founder of **Businesses for the Northern Forest** (BNF) and is a free lance writer for magazines. In her few minutes of free time, she enjoys reading fiction, running with their two dogs, sailing on Lake Champlain, and mountain and road biking. Kelly says, "I am a big gardener and Phil and I plan to run a farm with fruit orchards and animals someday."

Kelly created BNF in 1995 as a program of the Appalachian Mountain Club and the Northern Forest Alliance to strengthen partnerships between the business and conservation community around issues in land conservation, sustainable forestry and economic development. BNF has worked with over 1000 businesses in Maine, New Hampshire, Vermont and New York on research, education, advocacy, joint projects and events.

BNF began working with the wood products businesses in 1997 by organizing meetings in Rangeley, ME to address the needs of small-scale manufacturers. The Western Mountains Wood Alliance was formed and in 1999, Christine Krauss was hired to be the coordinator. Later re-named Maine WoodNet, the group's mission seeks to provide a vehicle which facilitates the use of cooperative manufacturing, innovative marketing, collaborative partnerships, and efficient wood use by forest based businesses, while promoting networking and educational opportunities focused on improved forest stewardship.

Kelly brought the Maine WoodNet model to Vermont in 2000 when she, Bob Bouvier and Wayne Fawbush of the Vermont Sustainable Jobs Fund formed an Advisory group, coordinated a survey and organized a series of open meetings. In 2001, a Steering Committee was formed, a work plan was constructed and Vermont WoodNet was live!

Kelly offered organizing and technical assistance in both the Maine and Vermont WoodNets including organizing meetings, events and mailings, writing grants and newsletters, engaging funders and partner organizations, managing organizational development with the Steering Committee and facilitating information on Forest Stewardship Council-certified wood.

BNF's projects in Vermont involve more than just wood-related businesses. Other projects include; a web site of guides, outfitters and lodging in the Northeast Kingdom that promotes the area as an eco-tourism destination (see [www.nulhegan.com](http://www.nulhegan.com)); HandMade in the Northern Forest project lists artisans and crafters that make products by hand and have a studio or shop open to the public in a guidebook to be published in 2004 (see [www.handmadenorthernforest.com](http://www.handmadenorthernforest.com)); and the Northeast Kingdom Heritage Guide being published this summer links 100 museums and galleries, featuring locally-produced goods and culture.

## **Barbecue, Demo Day and Annual Election Meeting**

*July 19, 2003      Shelburne Farms Coach Barn      Public is Welcome*

The Vermont WoodNet Annual Election Meeting, Demo Day and Barbecue will be held on July 19, 2003 at the Shelburne Farms Coach Barn. The festivities will run from 10:00 AM to 2:00 PM, rain or shine. The events are open to the public.

WoodNet members who are interested in demonstrating, displaying or selling their products during the day must contact Bob Bouvier (802-863-5644).

### **Schedule of events**

10:00 to 10:30    Networking - meet some of the best woodworkers of VT  
 10:30 to 11:00    Election Meeting (members elect new Steering Committee)  
 11:00 to 2:00     Demonstrations and presentations  
 12:00 to 1:00    BBQ Lunch - provided by Vermont WoodNet

### **Demonstrations**

Pole lathe - Dick Montague, Bear BrookStudio, Groton  
 Pen making - Jim Cunningham, Moose Maple Furniture, Bristol  
 Networking advantages - Randy Ouellette, R & K Woodworking, Vergennes  
 Bat house construction - Barry Genzlinger, Chiroptera Cabin Company  
 Kite flying with 2 and 4 line kites - Barry Genzlinger, kite flyer  
 Chair making - Randall Henson, Randall Henson Handcrafted Furniture, Cochester  
 Woodcarving - Don Heurman, Woodcarvers Depot, Barre  
 Harps - Rick Gravelin, South Burlington

**Steering Committee Members** to be elected at the meeting. Nominations will be taken from the floor. Current board members are: Bill Baynham, Baynham Wood Products; Dale Bergdahl, UVM Dept of Forestry; Bob Bouvier, Would U Believe; Derek Cohen, SBDC; Barry Genzlinger, Chiroptera Cabin Company; Brian Jones, Brian Jones Woodworking; Sue McLam, Knox Mountain Woodworking; Randy Ouellette, R & K Woodworking

**Directions:** Rt 7 into Shelburne. At traffic light turn onto Harbor Road. At stop sign turn left into Shelburne Farms. Follow signs to Coach Barn.

## **The WoodNet Online Store is about to go .... ONLINE!**

The Vermont WoodNet Business Members' Online Store will go online on July 19, 2003. The Official Opening will be announced at the Annual Meeting at the Shelburne Farms Coach Barn.

The WoodNet Online Store is a place where any WoodNet Business Member can display and sell their products. If you are a Business Member (\$50 or \$100 dues) and have a product to sell this is a great way to get a HUGE online presence and world-wide exposure.

How can you get your wooden ware displayed in the store? It's simple. Call or email any Steering Committee member and ask for the Online Store Enrollment package. Read the details and sign and return the form. That's it! After that, you send our webmaster your photos and product information. WoodNet handles the sale of your products and you ship them directly to the customer. The commission on each sale is 25%.

Need more information? Call a Steering Committee member or send a note to Vermont WoodNet, PO Box 4562, Burlington, VT 05406.

## **Nils Shenholm and Jim McCarthy Retire**

On behalf of the entire WoodNet community we send our thanks to our two retiring Steering Committee members, Nils Shenholm and Jim McCarthy. Your hard work over the past 3 years has helped us achieve our goals. Thank you for your time and talent which helped shape this organization and helped make Vermont WoodNet a reality. We will miss your energy and input at our Steering Committee meetings.

## **Governor's Heritage Table Project**

The Governor's Heritage Table Project is nearing completion. The podium was finished by Sue McLam (Knox Mountain Woodworking) and stained by Brian Jones (Brian Jones Woodworking). It then went to Ed Roy (Champlain Woodcraft) for finishing. The state seal for the front of the podium will be laser engraved by Mike Rainville (Maple Landmark).

The two table bottoms are complete and finished and are at Ed Roy's shop. One table top has had the state (with counties) outline engraved in it by Randy Ouellette (R&K Woodworking). The outline was filled by Brian Jones and he tinted the table top. It will be transported to Ed Roy next week for finishing. The second table top will be completed by the end of June and finished by Ed Roy.

We are still targeting a July delivery.

Our fundraising efforts are going slowly. We have budgeted \$20,000 to produce these tables as a gift to the state and we are far short of our goal. Most of the work to date has been gratis by Vermont WoodNet members who are hoping for donations to help offset their costs. For info on how to support the Table project contact Kelly Ault at 802-223-5256 x13 or kault@bnfinfo.org

## **New Steering Committee Members**

Welcome to the three people that have joined the Steering Committee:

Bill Baynham, Baynham Wood Products, Shelburne; Dale Bergdahl, University of Vermont Dept of Forestry; Derek Cohen, SBDC, Burlington

They will be on the slate of Steering Committee Members to be voted on at the Election Meeting on July 19, 2003 at 10:30 AM. Note: any WoodNet member that is interested in being on the SC can be nominated from the floor of the meeting.

### **Membership is Growing**

The 2003-2004 Vermont WoodNet membership drive is well under way. There are six different membership levels. If you work with wood, one of them should be just right for you! The membership levels and dues for each are as follows.

- Student membership: \$10
- Individual membership: \$25
- Small business membership: \$50
- Business membership: \$100
- Sponsoring membership: \$500
- Advertising membership: \$1000

Each membership has its own benefits. To learn about the different membership levels, visit our web site at [www.vtwoodnet.org](http://www.vtwoodnet.org), or call or email any Steering Committee Member and ask for a membership brochure.

### **The Vermont Wood Products Brand/Logo**

After almost 2 years of study, debate, revisions, market testing, more debate, more redesign and a final market test of 8 Vermont logos, a final choice has been made.

The respondents chose the logo pictured here over 7 others as their favorite in all categories: wood products, toys, furniture, bowls, wood parts, lumber, etc. They also listed the four top reasons for choosing a wood product from Vermont.

- # 1 Craftsmanship is everything in wood products. I buy Vermont wood products because I know each one is carefully crafted rather than stamped out by some cookie cutter machine.
- # 2 Vermont wood products are made with an eye towards tradition and the values of days gone by. Old time values of hard work and getting it right are important in how Vermont wood products are made.
- # 3 Vermonters work hard to preserve their environment and that makes me feel better about buying their wood products. I like knowing that the wood products I buy from Vermont are made by people who are sensitive to the environment.
- # 4 To me, Vermont is authentic ... the real thing. Even the wood products I buy feature old-fashioned craftsmanship and attention to detail.

As you can see, being a wood producer in Vermont already has a lot going for it in marketing. The use of the brand/logo will be kicked off this July and will be rolled out for general use in September. The cost will be \$500 for charter businesses and \$250 for charter organizations. Individual business cost will be \$25/year. Check the WoodNet web site ([www.vtwoodnet.org](http://www.vtwoodnet.org)) and the coming issues of *Building Connections* newsletters for details about how to sign up and begin using this brand/logo for your Vermont made wood products.



### **Steering Committee Members**

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