



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.

Mark your calendars

Feb 12 Quarterly Meeting
7-9pm
Grace Pomerleau
Furniture Studio

Notice

This issue of the newsletter was only sent to members of Vermont WoodNet. If you know of others who would like to receive the newsletter please encourage them to join.

Administrator Needed

Vermont WoodNet is looking for a part-time, paid administrator. See insert for the details.

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Williston Welcome Center Display Cases

Featured Member Sue McLam

Sue McLam, of Knox Mountain Woodworking, has been hard at work for the last three months designing and building two 3' x 5' x 9' tall display cases, made to mimic a traditional Vermont sugar house. These display cases will be presented this month to the Vermont Welcome Centers on I-89 near exit 12, as a gift from Vermont WoodNet. They will showcase and promote Vermont-made products to the 50,000+ visitors that stop at the Welcome Centers each month.

This project began in the Spring of 2003, when Vermont WoodNet, Inc. acquired grant money from the Merck Fund for sustainable wood use projects. Some of the money was allocated for an educational project. Kelly Ault, Nils Shenholm, and Jim McCarthy, members of the Certified Wood sub-committee of Vermont WoodNet, came up with the idea of the Welcome Center display cases, built out of certified wood, and presented the idea to Welcome Center manager John Cammarano, of the Lake Champlain Regional Chamber of Commerce (LCRCC).

John is excited about these display cases being part of the new facilities. He thinks they will "add to the charm and character of the building." According to John, the display cases, built by WoodNet, will enhance what the center already has to offer and will enable businesses to take advantage of the facilities, by displaying their products there. Some of the larger Vermont made products already displayed there, and the businesses that have crafted them, are receiving many inquiries, on a daily basis. Mr. Cammarano said he is excited to be working with Vermont WoodNet and helping to educate the public about the sustainability of our Vermont Forests and about certified wood.

What is Certified Wood? Certified wood is from forests that are accredited by the Forest Stewardship Council as better forest managed lands that balances environmental, economic and social interests.

Certified Wood Certificate: The WoodNet Sustainable Woods sub-Committee is in the final phase of obtaining a Small Forestry Enterprise Certificate from Smartwood in Richmond, Vermont. The certificate will bring former FSC- certified WoodNet members together with a handful of new members to form a new WoodNet Sustainable Forestry Group. This effort is again being supported by a generous cost-share grant from The National Wildlife Federation, and the help of the Vermont WoodNet, and Businesses for the Northern Forest. Our hope is that the new certificate

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will streamline some of the administrative processes involved, and at the same time reduce the cost of certification for the individual businesses in our group. It will also allow us to work together on projects beyond the capacity of a single shop, and increase our effectiveness in material sourcing and product marketing.

Donations, for this project, were solicited by and from WoodNet members and their contacts. Marshall Webb, of Shelburne Farms, donated certified air-dried hard maple, Norway maple, hickory, ash, and white birch for the project, Koenig Cedar donated cedar shingles, and Countryside glass donated the glass for one of the cases.

Sue McLam says, "This project is a big step for Vermont WoodNet in promoting the sustainability of forest resources, which is one of our major reasons of existence. With more Vermont WoodNet members becoming certified in the use of sustainable products, the general public needs to be educated on the importance of sustainability and availability of certified wood products here in the state of Vermont. Through this effort Vermont WoodNet and its members will get a tremendous amount of exposure to Vermont residents and visitors to Vermont."

Completion of the display cases has also been made possible by Randall Ouellette of R&K Woodworking and Brian Jones of Brian Jones Woodworking. Randall was instrumental in taking this project from the idea stage to the implementation stage. Brian has donated his efforts to spray-finishing the cases. This month, the sugar house display cases will be installed with the help of Vermont WoodNet Steering Committee Member and teacher Bill Baynham and his students from the Center for Technology Education, Building Trades, in Essex Junction. Stop by and take a look at unique Vermont Products and quality Vermont craftsmanship.

John Cammarano will manage the rotation of Vermont-made products in the display cases. He can be contacted through the Lake Champlain Regional Chamber of Commerce, at 802-863-3489, ext 212.

Vermont WoodNet Quarterly Meeting

When: Thursday, February 12, 2004 from 7:00 pm to 9:00 pm

Where: Grace Pomerleau Furniture Studio

Agenda: Pricing Your Work and a discussion of what you want WoodNet to do for you.

Activities: Tour of Grace's awesome shop, incredible furniture, 5 axis CNC Router, and Lathe Duplicator. And as always, networking and refreshments.

Bring a friend!

Directions: The Studio is located at the intersection of Shelburne Road and Bartlett Bay Road, behind Jiffy Lube. From Burlington go south on Route 7 past Goss Dodge and turn right at the traffic light onto Bartlett Bay Road. From Shelburne go north on Route 7 past Shearer Chevrolet and turn left at the traffic light onto Bartlett Bay Road. Turn right at the "Enter" sign into the parking area. The Studio is the large building behind Jiffy Lube.

Fine Woodworking Apprenticeship Program

Interested in a career as a Furniture maker? Cabinet Maker? Artist with Wood?

Shoptalk, one of our WoodNet business members, provides an intensive shop based apprenticeship program designed for emerging or experienced woodworkers. The program can be tailored to the participant's individual long-term career goals, skill level, schedule and shop availability. An apprenticeship program can be completed in as little as two years if you commit approximately 40 hours a week.

Internships in either a small cabinet shop, or a production shop, will be available as part of the program. If you would like more information about the apprenticeship or internship programs contact Nick Ruggiero at Shoptalk, 802-878-0057, or email info@shoptalkvermont.com.

Congratulations Kelly and Phil

Kelly Ault, one of the founders of Vermont WoodNet, and her husband Phil Beard, are the proud parents of twin boys, Austin and Carson. The twins were born on Saturday, December 13, 2003. Congratulations!

Vermont Wood Product Logo Now Available

Vermont Wood Products Marketing Council has created a logo designed to promote the quality and craftsmanship of Vermont wood products, so that residents and nonresidents may increase their awareness of the outstanding design of the products, the environmental sensitivity of the manufacturers, and their commitment to customer satisfaction. Any Vermont wood product manufacturer whose products meet the guidelines set by the Council can use this logo. An application form is included in this newsletter or you can download the guidelines and an application form online at www.vermontwood.org or request them by calling 802-287-4284.



Vermont Quality Wood Products Design Competition Announced

The Vermont Wood Products Marketing Council will host the First Annual Vermont Wood Products Design Competition. The Competition will be held in conjunction with the Vermont Wood Products Showcase on Friday, April 30 and Saturday, May 1 at Shelburne Farms Coach Barn, in Shelburne, Vermont.

Vermont WoodNet will have a display booth at the event where WoodNet members can display their products.

The goal of the Design Competition is to raise the awareness of architects and designers, industry members, and consumers of the diversity, high quality craftsmanship, and innovative design exhibited in wood products designed or made in Vermont by Vermont designers and woodworkers. The Competition is open only to those pieces that are designed and made in Vermont by Vermont woodworkers. However, the pieces need not be made specifically for the competition and may already be in use or installed in Vermont or elsewhere.

There are nine categories in the competition: 1) production furniture; 2) custom or studio furniture; 3) production turnings including bowls, architectural, furniture, furnishings, objects of art, and sporting goods; 4) custom turnings; 5) architectural installations including flooring, millwork, framing, and cabinetry; 6) production wooden ware/accessories; 7) custom wooden ware; 8) other items including totem poles,

guitars and other musical instruments, and walking sticks; 9) students and apprentices.

All entries must be postmarked is Friday, April 2, 2004. An entry form is included with this news letter and is also available from the Vermont Wood Products Marketing Council office on 802-287-4284 or can be downloaded from the Council website at www.vermontwood.org.

The purpose of the Showcase is to celebrate the rich tradition of innovative design developed and executed by Vermont woodworkers and to draw attention to the enduring quality of Vermont wood products. The audience for the Showcase includes architects and designers, hospitality industry members, and consumers.

The event is being advertised in a special two-page, full color advertising supplement to the spring edition of Vermont Life magazine. Additional advertising will be placed on Vermont Public Radio and in daily newspapers.

Some of the planned Showcase events include: special admission on Friday morning for architects and designers and Friday afternoon for lodging and dining industry; an opening reception on Friday evening for dignitaries and media; general admission for the public on Saturday including demonstrations, tours, and hands-on woodworking projects for kids.

WoodNet Members Only Store

Are you a woodworker that would like to sell what you make? Would you like to display your products free of charge to the world market and only pay a small fee when you actually sell the product? The Vermont WoodNet Online Store allows you to do just that! Members of the

Steering Committee will even come to your shop and take pictures of your work and assist in getting it onto the store site. It is painless, quick, and very profitable! And our store has room for thousands of products. You make it and WoodNet will help you sell it!

Steering Committee

Bob Bouvier, Chairman
Wood U Believe
802-863-5644
wdubelieve@aol.com

Bill Baynham
Baynham Wood Products
802-985-9311
bbaynham@cte.k12.vt.us

Sue McLam
Knox Mountain Woodworking
802-439-6156
sue@knoxmountain.com

Mary Beth Bouvier, Coordinator
802-863-3984
info@vtwoodnet.org

Dale Bergdahl
UVM Dept of Forestry
802-656-2517
dale.bergdahl@uvm.edu

Randall S. Ouellette
R&K Woodworking
802-877-3930
sawdust@sover.net

Barry Genzlinger, Vice-Chairman
Chiroptera Cabin Company
802-951-2501
batcabins@aol.com

Derek Cohen
SBDC
802-658-9228 x13
dcohen@vtsbdc.org

Brian Jones, Treasurer
Brian Jones Woodworking
802-878-4895
info@brianjoneswoodworking.com



Vermont WoodNet
PO Box 4562
Burlington, VT 05406-4562

Email: info@vtwoodnet.org
Web Site: www.vtwoodnet.org



VERMONT WOOD PRODUCTS MARKETING COUNCIL
PO Box 196, Poultney, Vermont 05764 www.vermontwood.org

ENTRY FORM – Please use one form per entry

**First Annual Vermont Wood Products Design Competition
to be held in conjunction with the Vermont Wood Products Showcase**

Friday, April 30 – Saturday, May 1, Coach Barn, Shelburne Farms, Shelburne, Vermont

Goal of the Design Competition

To raise the awareness of architects and designers, industry members, and consumers of the diversity, high quality craftsmanship, and innovative design exhibited in wood products designed or made in Vermont by Vermont designers and woodworkers.

Submit only those pieces that are designed and made in Vermont by Vermont woodworkers. **The pieces need not be made specifically for the competition;** and may already be in use or installed in Vermont or elsewhere.

Title of piece: _____

Name (of person submitting entry) _____

Company (of person submitting entry) _____

Others participating in entry (for example: a millwork company may be submitting a custom stairway installed in a private home; and would submit the names of the architect, builder, and home owner)

Contact address _____

Contact city _____ **State** _____ **Zip** _____

Contact phone _____ **FAX** _____ **email** _____

Category of your submission (Check one)

- Production furniture – Including contemporary, reproduction, and institutional furniture
- Custom or studio furniture (one-off pieces) - Including contemporary, reproduction, and institutional furniture
- Production turnings – Including bowls, architectural, furniture, furnishings, objects of art, and sporting goods
- Custom turnings – Including bowls, architectural, furniture, furnishings, and objects of art
- Architectural installations – Including flooring, millwork, framing, and cabinetry
- Production wooden ware/accessories – Including utensils, cutting boards, toys, and gifts
- Custom wooden ware – Including utensils, cutting boards, toys, and gifts
- Other – Including totem poles, guitars and other musical instruments, and walking sticks
- Students and apprentices – making any of the above

**ALL PIECES WILL BE JUDGED BASED UPON THE QUALITY OF THE CRAFTSMANSHIP
AND THE INNOVATIVENESS OF THE DESIGN**

Judging will be completed prior to the Showcase. Winners will be notified in advance and will be announced publicly at the Showcase, and in follow up media efforts.

Selected pieces and images may be displayed at the Showcase and other venues throughout the year.

Application package checklist:

- £ · Completed entry form
- £ · Digital image (preferred) - 300 dpi resolution, jpg-format, file size no more than 1 meg and no smaller than 500 kb; or 5"x7" color photo or transparency. *Photos will not be returned.*
- £ · 100 word description of piece.
- £ · Check for \$10 for **each piece** submitted to cover the cost of judging; and an additional \$20/piece for photos that aren't submitted digitally to cover the cost of scanning. *Checks payable to Vermont Wood Products Marketing Council*

Entries must be postmarked on or before Friday, April 2, 2004.

100-word description (or attach separate sheet):

Return completed entry form, photo, and payment to: Vermont Wood Products Marketing Council,
PO Box 196, Poultney, VT 05764. Email submissions to: mjpacker@vermontwood.com

First Annual Vermont Wood Products Design Competition
to be held in conjunction with the Vermont Wood Products Showcase
Friday, April 30 – Saturday, May 1
Coach Barn, Shelburne Farms, Shelburne, Vermont

Goal of the Design Competition

To raise the awareness of architects and designers, industry members, and consumers of the diversity, high quality craftsmanship, and innovative design exhibited in wood products designed or made in Vermont by Vermont designers and woodworkers.

Categories for the Design Competition submission:

1. Production furniture – Including contemporary, reproduction, and institutional furniture
2. Custom or studio furniture (one-off pieces) - Including contemporary, reproduction, and institutional furniture
3. Production turnings – Including bowls, architectural, furniture, furnishings, objects of art, and sporting goods
4. Custom turnings – Including bowls, architectural, furniture, furnishings, and objects of art
5. Architectural installations – Including flooring, millwork, framing, and cabinetry
6. Production wooden ware/accessories – Including utensils, cutting boards, toys, and gifts
7. Custom wooden ware – Including utensils, cutting boards, toys, and gifts
8. Other – Including totem poles, guitars and other musical instruments, and walking sticks
9. Students and apprentices – making any of the above

Design Competition judging

Who are the judges?

- Interior designer
- Architect
- Specifier
- Home editor for regional magazine
- Professor of art and architecture
- Woodshop teacher
- Furnishings producer

What are the criteria for judging?

All pieces will be judged based upon the quality of the craftsmanship and the innovativeness of the design.

Timeline for judging

Judging to be completed prior to the show. Winners will be notified in advance of the show.

Recognition and display opportunities at and following the show

Winners will be announced publicly at the Showcase and in follow up media efforts

Selected pieces and images may be displayed at the Showcase and other venues throughout the year.

Submission format:

Submit only those pieces that are designed and made in Vermont by Vermont woodworkers. The pieces need not be made specifically for the competition; and may already be in use or installed in Vermont or elsewhere.

- Completed application form
- Digital image (preferred) - 300 dpi resolution, jpg-format, file size no more than 1 meg and no smaller than 500 kb; or 5"x7" color photo or transparency.
- 100 word description of piece.
- Check for \$10 for **each piece** submitted to cover the cost of judging; and an additional \$20/piece for photos that aren't submitted digitally to cover the cost of scanning.

Checks payable to Vermont Wood Products Marketing Council

All entries must be postmarked on or before Friday, April 2, 2004.



VERMONT WOOD PRODUCTS MARKETING COUNCIL
PO Box 196, Poultney, Vermont 05764
www.vermontwood.org

2004 ANNUAL LOGO USEAGE APPLICATION

MISSION OF THE COUNCIL

To promote the quality and craftsmanship of Vermont wood products, so that residents and nonresidents may increase their awareness of the outstanding design of the products, the environmental sensitivity of the manufacturers, and their commitment to customer satisfaction.

Learn more about the Council and download the PDF of the Brand Use Manual on-line at www.vermontwood.org ; or request a hardcopy from the VWPMC office 802-287-4284.

Yes! My business wants to use the Vermont wood products logo in our promotions and advertising.
Enclosed are our:

- ✓ Completed application
- ✓ Payment (*check payable to Vermont Wood Products Marketing Council or VISA/MasterCard*) in the amount of \$25.

Company/Organization: _____

Type of organization (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Non-profit | <input type="checkbox"/> Primary manufacturer |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Secondary manufacturer |
| <input type="checkbox"/> Other (<i>please indicate</i>)
_____ | |

Mailing Address: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Credit card no: _____

Exp. Date: _____ Signature: _____

By submitting this application, I hereby agree to abide by all of the terms and responsibilities for the use of the marketing materials including the logo as contained in the VWPMC Brand Use Manual.

Authorized Signature of Applicant

Date

Name (print)

Title

Once your application is approved, you will receive an access code via email to use to download the logo and marketing materials from the VMPMC website (www.vermontwood.org). If you would prefer to receive the materials on a CD or in hardcopy, please check below:

- Hardcopy of logo and other marketing materials
- CD of logo and other marketing materials

Job Announcement Part-Time Administrator Needed

Organization Background

Vermont WoodNet is a not-for-profit corporation, established in 2000, with a mission to strengthen business opportunities for Vermont wood product businesses based upon a commitment to the sustainability of the forest resource. WoodNet's 60 members and network of over 300 wood-related businesses work to address the needs of small-scale wood businesses through joint manufacturing, joint marketing and increasing access to materials, information and services. WoodNet is run by a Steering Committee and hosts quarterly meetings, publishes newsletters, and manages a web site and online store.

WoodNet has a Sustainable Woods Committee (SWC) that coordinates the utilization and marketing of Forest Stewardship Council (FSC)-certified wood, character and salvaged wood products. In 2004, WoodNet will have a SmartWood group certificate, which allows members to use and market FSC-certified wood.

Position Responsibilities

The Coordinator will have two sets of responsibilities:

Conduct organizational development activities, including:

- Recruit and engage new business members
- Plan events and meetings
- Conduct outreach to wood, forestry, economic development and business organizations and agencies
- Produce educational/promotional materials on the organization and programs
- Revise annual directory
- Facilitate communication among members through email, newsletter, web site and in person
- Promote organization through press releases and other media outlets
- Develop and coordinate business leadership through Steering Committee
- Maintain database
- Research and pursue future grant opportunities

Serve as certification manager for the Sustainable Woods Committee, including:

- Collect and maintain records from certified members
- Visit each certified business once throughout the year, to monitor the certified wood tracking process
- Recruit new members to join the certificate, provide orientation and facilitate the addition process
- Support Sustainable Woods Committee in conducting supportive activities
- Assist certified businesses in connecting with sources and other certified businesses
- Facilitate commercial and retail connections for certified product lines (including online web store, builders)
- Create educational/promotional materials on certified products (including web site)
- Organize annual woods workshop in Fall 2004
- Serve as liaison to SmartWood and participate in end of year audit process

Skills and Qualifications

- Educational background and experience in the business field
- Solid understanding of small business and rural economic development dynamics
- Familiarity with forest products market in the Northern Forest
- Good written and oral communication skills
- Good organizational skills
- Ability to creatively design and implement programming and materials
- Comfortable working collaboratively with a variety of audiences
- High level of computer literacy
- Ability to fulfill above responsibilities independently

This position is part-time (20 hours/week) from January to December 2004. Prospective applicants should send a cover letter, resume, and the names and contact information, for two references, to:

Bob Bouvier
Wood-U-Believe
26 Airport Parkway
South Burlington, VT 05403
or email them to wdubelieve@aol.com