



# Building Connections

Vermont WoodNet is a coalition of woodworkers and wood product businesses whose primary mission is to strengthen business opportunities for small-scale Vermont wood product businesses that produce “Vermont Made” products and to foster a commitment to the sustainability of the forest resources.

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## Woodworking Symposium

Vermont WoodNet will host a Woodworking Symposium on **Friday and Saturday, May 21 & 22, 2010 at St. Johnsbury Academy** in St. Johnsbury, VT. There will be educational offerings in **Marketing, Pricing Your Work, Web Based Marketing, What Are Computers/Internet, Cash Flow And How To Weather It** and several others.

There will be woodworking demonstrations like turning, carving, scroll sawing and others. Suppliers of tools, raw materials and services will be invited. There will be many complimentary and support organizations for Vermont WoodNet members there as well.

It will be a Friday evening and all day Saturday event. There will be refreshments and events for spouses and children. Save the dates, bring a friend, come meet your neighbors and friends from across the state. Network and keep in touch.

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We have several requests to help make the event as worthwhile and meaningful as possible to you. First, we would like to have a resource booth for books, magazines, web sites, etc. Would you please let a board member (email, phone) know what you think should be there that is of value to you and would be to others. Do you have samples that you could loan???

Do you have particular suppliers of goods or services that you think should be represented? Either ones you presently use or ones that you would like to know more about? Again, please contact a board member with that suggestion.

Do you have specific education needs other than those listed? If so, what are they? Maybe they can be added to this event or followed up with later in the year.

We hope that you will set aside the dates and participate in as much of the event as possible. Now when economic times are so difficult for most of us we all need to work with each other as much as possible to help all of us survive and grow for tomorrow.

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## Calendar

Feb 13-14	Naked Couples Weekend
Mar 13-14	New England Products Show
May 21-22	Woodworking Symposium
Jul 16-18	Home Decor Show
Sept 25-26	Vt Fine Furniture Festival

### An invitation to WoodNet Members from Judy Balch

Below is an invitation to join a national web marketing initiative. This is a continuation of the web marketing project that we started with the workshops that were offered in April 2009 in Brattleboro. I have been working with the NNFP for several years on many projects, and have always found them to be open and eager to offer help when they could. This website has been in the works for about a year, and they are eager to include any Vermont WoodNet members who would like to give it a try.

You DO NOT have to have your own website to participate. They are not going to make sales from the website. Instead, they will forward any contacts either to your own website, via phone, or even postal mail; however you want it set up for your individual needs. You just need to be able to email photos and the info about your business and photos for them to add them to the website. So, you will need to either have, or have access to email. You will probably need to have your own email, or have someone really nice to let you use theirs! All sales and shipping will be your own responsibility, but that is an everyday part of doing business anyway.

I truly hope that many of you take advantage of this FREE offer. As many of you know, the web is THE marketplace today. This will give you an opportunity to "get your feet wet" so to speak, without having to spend a lot of money to do so. GOOD LUCK!

#### National Online Marketing Opportunity For Vermont WoodNet Members

The National Network of Forest Practitioners (NNFP) will be rolling out the new <http://sustainablewoods.com> website early this spring. SustainableWoods.com is a website devoted to gaining national attention for artisan and green building wood products which use sustainably harvested wood. We invite you to participate in our rollout with a free membership for 2010. Your account will include information about your business and as many of your sustainably harvested wood products as you would like to add to the site. Your account also allows you full access to update your information and products at will. All it takes to get started is an email to NNFP Web Services Director Nora

McDougall-Collins: [nora@nnfp.org](mailto:nora@nnfp.org). At your request, an account will be created for you, and Christy and Sandy will be available by email to give you a hand with adding information to your account. We have had a great response from other wood artisan businesses while the site is in development. You can see their submissions at <http://sustainablewoods.com/>. Of course, we also welcome your comments and suggestions as we finish the programming on this site!



*Fifth Annual*

*beCAUSE Craft Show*

**like NO other craft show**

The *beCAUSE Craft Show* is not like any other craft show for 2 reasons. First, the booth fee is only \$10 to help pay for some advertising. Second, each vendor donates at least 50% of their profits to a charity or charities of their own choice. It could be a local or a national non-profit. Last year over \$10,000 was donated by 73 vendors!

This year the 5th annual *beCAUSE Craft Show* will be held on March 20th in the Ross Sports Center at St. Michaels College. St. Mikes has donated the use of gym for the event again this year.

The show is looking for vendors.

If you are interested in being a vendor and have a non-profit that you want to donate to please contact PJ Neverett at [neveretts3@yahoo.com](mailto:neveretts3@yahoo.com).

**From Vermont Wood Products Marketing Council; Connecting members of the Vermont wood products industry and promoting the Vermont quality wood products brand**

The Vermont Quality Wood Products logo and brand position statements are available to participating companies for use on their products, in their print materials, websites, and other applications. During 2004, the Council developed several new logos that include Vermont Made, Vermont Crafted, and Vermont Milled brand logos in addition to the original Vermont Quality Wood Products logo. These are available in two sizes, and color or black and white.

The Council received grant funding through EDA to promote the Vermont Quality Wood Products brand and as such, has waived user fees for 2009. Therefore, if you are currently a brand user, you may continue to use this brand for the next twelve months, at no charge. The Council is, however, accepting voluntary \$25 donations to be a brand user. Note: Brand agreements must be renewed on an annual basis in order to continue use of logo.

If you are not currently a brand user and would like to be, we need an application form filled out and submitted via fax (802-747-7989) or mail to the attention of Kathleen Wanner. You will be sent access information when the application is received.

Access to the brand logos is available only to registered brand users who will receive permission from the Council administrator after the application is received.

1. Download usage application form in [DOC](#) or [PDF](#) format, or call the VWPMC office (see below).
2. Download [brand usage guidelines](#) (362kb PDF file).
3. Download the [VQWP Branded Items Form](#) to request logos and other branding material, such as window decals, Brand shirts, hangtags, stickers, stamps or branding irons. Please send via fax (802-747-7989), mail to PO Box 6004, Rutland, VT 05702 or e-mail to [erin@gwriters.com](mailto:erin@gwriters.com).

If you have any questions about brand usage, please call 802-747-7900 or email [Kathleen Wanner](mailto:Kathleen Wanner).

**Vermont Fine Furniture and Wood Products Design Competition**

The Vermont Wood Manufacturers Association is happy to announce the Call for Entries in the **Bi-Annual Vermont Fine Furniture & Wood Products Design Competition**.

New categories have been added this year and more information will be sent out regarding those categories. The judging will be on site at the Union Arena on the weekend of September 25-26, 2010 at the 7th Annual Vermont Fine Furniture & Woodworking Festival. Those that exhibit can display their entries in their Festival booths or decide to place their piece in the specified Design Competition exhibit space on the Arena floor. The VWMA office is currently working on prizes for the first place winners of each category.

Download more details on the [competition here>>>](#).

Access the [entry form here>>>](#). Deadline for entry is September 7, 2010. Late fees apply to late entries.

We look forward to seeing your best work at this year's Design Competition Exhibit!

Thank you!

The Vermont Wood Manufacturers Association

**FOR IMMEDIATE RELEASE**

New product announcement: Vermont Natural Coatings Introduces Low VOC PolyWhey™ Exterior Wood Finish

Hardwick, Vermont— December 4, 2009

Vermont Natural Coatings announced today the introduction of its anticipated PolyWhey Exterior Wood Finish as the newest addition to its family of natural clear wood finishes. PolyWhey Exterior is unique in its category, combining an extremely low VOC level of just 95g/L with a tough, transparent coating that is durable, waterproof and non-toxic. Starting in January 2010, PolyWhey Exterior will be available in retail markets across the United States and Canada.

“We’re extremely proud to meet the market need for a safe, high quality exterior finish,” announced Andrew Meyer, president of Vermont Natural Coatings. “Our R&D team developed a superior product that uses our whey-based technology in a naturally durable exterior coating. We’ve tested this product in very challenging environments, and every time, PolyWhey has outperformed the competition.”

PolyWhey Exterior is an element-repelling finish that creates a waterproof barrier and provides protection against mildew, mold and harmful UV rays. Additionally, its neutral odor, low VOC level, great coverage and easy clean-up make PolyWhey a durable, environmentally smart finish for all exterior wood surfaces. As with all of Vermont Natural Coatings products, PolyWhey Exterior is safe for people and pets.

Vermont Natural Coatings’ PolyWhey™ line of wood finishes are designed to enhance the innate beauty of wood and preserve it with a durable shield that is environmentally safe for those who work with it and for those who live with it. The products are the result of scientific innovations using whey proteins, a natural by-product of the dairy industry. These hard-wearing wood coatings meet the highest professional and environmental standards.

For more information, please contact:  
Susan Chandler, Vermont Natural Coatings  
schandler@vermontnaturalcoatings.com  
Phone: 802-472-8700, Fax: 802-472-8755  
www.vermontnaturalcoatings.com



Vermont Natural Coatings manufacturing facility in Hardwick, VT

## Naked Table Couples Weekend

Shackleton Thomas furniture of Vermont has got the perfect gift for you and yours this Valentine's Day. That is, if you're willing to get your hands dirty a bit. The fine furniture maker's Naked Table Couples Weekend is slated for Feb. 13 and 14, and with limited space, you'll need to buck up and sign up, for this incredible opportunity to test your love and patience!

The Naked Table Project was thought up last year as a medium to involve people in the process of making their own farm house tables out of locally harvested, sustainably grown, Vermont Sugar Maple. Fifteen couples will meet up on Valentine's Day weekend, and learn a labor of love. Beyond the table and woodworking, there are coffee talks, shopping jaunts, and dinner feasts of locally grown foods, shared together at the famous Simon Pearce Restaurant at the top of Quechee Mill. Not sold yet? Then how 'bout a snowshoe walk in the very woods where the trees were cut for your table's planks? What about a picnic lunch at the Woodstock Farmer's Market? I thought so. Sold. Now here's hoping there's space for you!

The price of the weekend includes the heirloom table itself, two nights at your choice of four Woodstock-area Inns, dinner for two at Simon Pearce, picnic lunch both days, and delivery of your table within a 300 miles radius of Bridgewater, Vt. Naked Couples Weekend that includes a Rectangle table of 25x60 is \$3,500, and for an oval table 48x64, the cost is \$3,900.

Shackleton Thomas provides the instruction, the hammers and a fully qualified marriage counselor! Your table will be signed, dated and come with a certificate stating the origins of the wood and the chain of people involved in making it. This first time event is limited to 15 couples on a first-come, first serve basis, so call 802-672-5175 right now. Who said you can't buy memories.



Shackleton Thomas furniture

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## Classified Section

### For Sale, Services, Wanted

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**Wanted:** Hardwood scraps that are at least 1 5/8" x 1 5/8" x 4" long to make spinning tops to be sold as a fundraiser for the American Cancer Society. If you have any I will pick them up. Email Barry Genzlinger at [batcabins@aol.com](mailto:batcabins@aol.com) or call 802-863-9609.

**Wanted:** Vermont Natural Coatings in Hardwick needs small pieces of wood to use during the demonstration of the application of their Low VOC PolyWhey™ Wood Finish. If you have any scraps they can have please contact Lenore at 802-472-8700 or email [lrenaud@vermontnaturalcoatings.com](mailto:lrenaud@vermontnaturalcoatings.com).

## WANTED

Stories and pictures about YOU for the next issue.

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### Wanted: items for Classified Section

Have you got items to sell or services others might not know about? Do you need something? Send your stuff to Barry at [batcabins@aol.com](mailto:batcabins@aol.com) and he will get them into the newsletter.

## Save the dates

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### WoodWorking Symposium

May 21 and 22, 2010

St. Johnsbury Academy

St. Johnsbury, Vermont

Vermont WoodNet will host a **WoodWorking Symposium** on Friday and Saturday, May 21 & 22, 2010 at St. Johnsbury Academy in St. Johnsbury, Vermont. There will be many educational Offerings and demonstrations.

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### 26th Annual New England Products Trade Show

March 13, 14, 15, 2010

Portland, Maine

[www.nepts.com](http://www.nepts.com) for more info.

This business-to-business wholesale trade show is an annual event featuring a juried selection of giftware, home furnishings and specialty food from Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut.

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### Home Decor Show

July 16-18, 2010

In the Berkshires

We are sponsoring a Home Decor Show featuring Furniture and Fine Wood Working in the Berkshires July 16-18. It's a fabulous market and great opportunity for your members. How do we get the word to them? The application will be available January 29 on our website [www.craftproducers.com](http://www.craftproducers.com).

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### 7th Annual Vermont Fine Furniture & Woodworking Festival

September 25-26, 2010

Union Arena, WoodStrock, VT

### Vermont WoodNet Board Members

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