

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.

## NEK Small Businesses Win Prizes for Internet Plans

For several months, small business owners across the NEK have been busy formulating plans for new business uses of the Internet. They were inspired by **Internet Biz 2010: a Contest for the Future**, which offered cash and services prizes to local existing or start-up businesses based on their plans.

To assist the business owners, the contest offered seminars on small business-related Internet topics, as well as mentoring to help with the specifics of each business’s plan. Over 100 businesses participate in the process by attending the education and/or entering the contest. Forty-three local businesses submitted Final Plans, which made them eligible for the prizes.

On Thursday evening at the Charles Carter Business Resource Center in Lyndonville, the finalists and others involved in the contest gathered for the announcement of the awards. Tom Murray, the Executive Director of the Vermont Telecommunications Authority, began the meeting with a brief talk on broadband in the NEK and the importance of small business Internet use.

Murray assisted Lenae Quillen-Blume, State Director of the Vermont Small Business Development Center,



Sue MacLam (front row, second from right) accepts Vermont WoodNet grant award.

in presenting \$15,000 of services awards to 13 businesses. These awards will be paid to web developers or other service providers specified by the businesses for work needed to fulfill the submitted plans. The businesses receiving services awards were: ideRide in East Burke, Lakeview Cabins in Barton, New Leaf Designs Eclectic Nursery and Down to Earth Worm Farm in Greensboro Bend, Pet Talk with Faith in Derby, **Vermont WoodNet for several small woodworkers across the NEK**, Maverick Moose Lodging in Canaan, Për Guitars in Greensboro Bend, EverGreen Environmental Health & Safety in Barton, Green Mountain Fence in Glover, Walden Heights Nursery & Orchard in Walden, Boxcar and Caboose Bookstore & Café in St. Johnsbury, Lyndon

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### Calendar Dates

May 21-22	Woodworking Symposium
Jul 16-18	Home Decor Show
Sept 25-26	Vt Fine Furniture Festival

Freighthouse in Lyndonville, and Shear Sensations Salon & Spa in Lyndonville.

In addition to the services awards, 4 businesses were presented special cash awards by Paul Costello, Executive Director of the Vermont Council on Rural Development, assisted by Tom Murray. Wedding Gifts Vermont in St. Johnsbury received \$1,000 for submitting the plan with the greatest impact on the business. Vermont Country News in Newport received \$1,000 for submitting the plan which will do the most to encourage other Internet use in the NEK. Green Mountain Fence in Glover received \$1,000 for the most innovative plan for a new use of the Internet. And, lastly, Perennial Pleasures Nursery in East Hardwick was awarded \$4,000 for the best overall plan.

The cash awards were funded by major contributions from Charter Business, Chittenden Bank, Comcast Business Class, Community National Bank, FairPoint Communications and Passumpsic Savings Bank. Additional funding for these awards came from Burke Mountain, the Vermont Business Education Corp., Northern Community Investment Corp. (NCIC), and A. M. Peisch & Company, LLC.

Internet Biz 2010 is a program of the Vermont Council on Rural Development's e-NEK project, and has been organized in partnership with the Vermont Small Business Development Center. The e-NEK project and the Internet Biz 2010 services awards are partially funded by a grant from USDA Rural Development.

### **Skills USA Results**

On March 15 and 16, 2010, Vermont held its annual SKILLS USA competition. As in previous years, over 500 high school students from across the state competed in over 40 different skills. The winners in each competition get to go to Kansas City in June and compete in the national competition.

As in previous years, Vermont WoodNet has sponsored the cabinet building competition, with the help and support of the Association of General Contractors (AGC).

Because of a large inspection at the VTANG—we were not able to hold the competition at the air guard base this year. Both good and bad. What we were not able

to experience was the camaraderie of all the students and competitions. But we were also not subjected to the necessary security involved with having such an event at a government military base. What was nice was that it was combined with carpentry, wiring and plumbing and was held at a warehouse in Essex Junction—all arranged by AGC. It was a smaller group, for sure and did lack the heavy security but was over collegial with the other competitions. A very nice venue.

This year's cabinet building competition had seven contestants from four schools. It's always impressive to see these students address the project and work, very hard and diligently, through the day to bring the cabinet to completion. Some have never even build cabinets or furniture before. All should be congratulated and take great pride in their accomplishment. GOOD JOB !

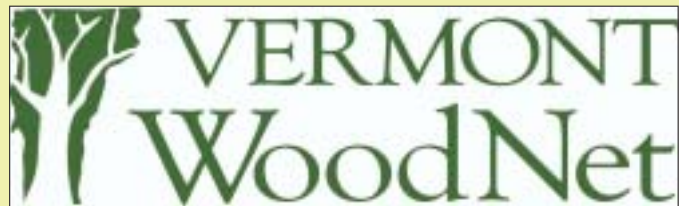
Like with any competition, it's necessary to judge and to assign winners for first, second and third place.

The judges this year were Paul Lascelles and Joe Leferriere, both accomplished woodworkers and Vermont WoodNet board members.

The first place winner was Colby Shields from St. Johnsbury Academy. Interesting that Colby also won first place last year—a first for this competition in Vermont. Second place went to Matthew Ely from Stafford Tech Center. Third place went to Jackson Boutin from Cold Hollow Career Center.

Prizes for the competition were secured from BOSCH tools by Dave Spooner (Spooner Specialties). He was also able to secure prizes for the wiring and the carpentry competition. THANKS DAVE !!





## Woodworkers Symposium & Trade Show

May 21-22, 2010

St. Johnsbury Academy

St. Johnsbury, Vermont

Education,  
Networking,  
Demonstrations,  
Resources,  
and a Tradeshow

Trade Show and Demonstrations are free and open to the general public. *Plus Door prizes!*

For workshop registration information;

Visit Website: [www.vtwoodnet.org](http://www.vtwoodnet.org)  
Email: [symposium@vtwoodnet.org](mailto:symposium@vtwoodnet.org)  
Phone: 802-751-8261

**Co-Sponsored by**

**Caledonia Essex Technical Education Region  
on the St. Johnsbury Academy Campus**

Attend the trade show free of charge and view the products and services that support wood workers across the state while receiving some fantastic show specials.  
Go to the website [www.vtwoodnet.org](http://www.vtwoodnet.org) for the latest schedules and information.

**Tradeshow Exhibitors and Partners** *[Partial List]*

- |                               |                       |                                     |
|-------------------------------|-----------------------|-------------------------------------|
| Cabot Creamery                | Spooner Specialties   | Shop Bot                            |
| Boxcar and Caboose Book Store | Sharpening Shed       | Northern Vermont Development Assoc. |
| Vermont Woodnet               | Classic Design        | US Department of Agriculture        |
| Green Mountain Wood Carvers   | Wood-Mizer            | Small Business Development Corp.    |
| Vt Wood Mfgs Association      | Vermont Hand Crafters | Woodchuck Turners of N. Vermont     |
| Guild of Vt Furniture Makers  | Vermont Craft Council |                                     |
| NEK Travel & Tourism          | Fletcher Farms School |                                     |

**On-site Demonstrations**

- Basket Making - Irene Ames
- Power Woodturning - Dick Montague
- Wood Carving - Matt Strong
- Wood Jewelry - Cindy Weed
- Puzzle Making - Randy Crossman
- Computer aided routing - Shop Bot
- Portable Sawmill - Wood-Mizer
- Chainsaw Sculptures - Scott Crocker



Supported by the farm families who own



**Trade Show Services**

Peer Product Gallery and Sales

Onsite space and sales support for Vermont Woodnet members to display or sell pieces during symposium hours

Photography

Bring pieces and have web and publication quality digital photos taken

*\* please make arrangements at registration to ensure facilities can accommodate your needs*

**Friday Night Key Note Speaker - Governor James Douglas**

**Friday Night Panel Discussion - Taking Your Business Outside the Region**

*Free Admission is included with workshop Registration. Pre-registration is required.*

A panel of Vermont artisans and business people bring the story of their business growth to you with time for questions and answers. Some businesses on the panel: Classic Designs, Vermont Natural Coatings,

**Saturday Key Note Speaker - Jon Freeman, President, Northern Community Investment Corporation**

**Saturday Symposium Workshops**

The workshops presented at the 2010 Woodworkers Symposium and Trade Show have something for everyone: aspiring, new, and seasoned woodworkers as well as business owners and employees. Workshops that will help you take your woodworking business to the next level.

Workshops are \$10.00 per person per workshop. Some scholarships are available from Vermont Woodnet. Please apply at the time of registration. Workshop registration includes admission to receptions, key note speakers, panel discussion, and a complimentary box lunch at the Trade Show on Saturday.



Funded in part by a grant from the US Dept of Agriculture - RBEG

## Saturday Symposium Workshops

1. **Guerilla Marketing for a small business** presented by Amy Mattinat  
Guerrilla Marketing that Really Works, and Costs Little or Nothing! The Business that markets best... wins. No matter how good you are at what you do - if people don't know about your product or service, they won't buy from you. This workshop will give you concrete tools, ideas and plans that you can immediately put into action for little or no money that create sales and cash flow.
2. **Pricing your work for woodworkers / artisans**  
This course will cover the basics of how to set a price based on simple accounting. Pricing a product requires an understanding of what it takes to make the product you want to sell, plus overhead plus some profit in order to come up with a price. How the marketplace and your competition affect this price also needs to be taken into consideration.
3. **Branding Vermont Wood Products** presented by Glen Ravdinn  
This session looks at the basics of branding and its role as one of the three pillars of the market strategy and planning process. Branding drives much of your marketing effort, from the message you send (like advertising and PR), to the audience you want to attract (customers and potential customers), and the media you'll use to link the two (such as the internet, a magazine ad or a studio tour). The webinar will cover researching and understanding your brand, how your brand positions and differentiates you, using your brand to inform your market, and measuring your progress. The other planning pillars are the resources you have - time, money and people - and the works you produce and distribute. Since these are unique to each producer, we will spend the bulk of our time focusing on branding your product.
4. **Cash flow Management**  
Cash flow management is the process of monitoring, analyzing, and adjusting your business' cash flows. For small businesses, the most important aspect of cash flow management is avoiding extended cash shortages, caused by having too great a gap between cash inflows and outflows. You won't be able to stay in business if you can't pay your bills for any extended length of time!
5. **Computer Internet Basics**  
This class is a basic introduction for individuals who know little or nothing about using a computer. This class will help you acquire the skills to access the internet and show you how to use a computer for email or searching the web. You should gain the basic skills to help you find information using a computer.
6. **Marketing using the Internet**  
Questions that will be answered during this session include: How do you market using the internet? What are the ways available? What is the marketplace, what does this cost, what can you expect to sell this way?
7. **Using Facebook as a Marketing Tool** presented by Charlene Anderson  
In this session you will learn what Facebook is and how to make it work for your business. You will learn why and how to create a profile, update it, use various tools, and how to leverage this powerful, free, social networking tool to grow your business. The session covers: Why use Facebook as a marketing tool; The differences between a personal profile and a business profile; Privacy considerations; Setting up your account; and, engaging with others. You will gain the basic knowledge to begin using this powerful marketing tool for your business.
8. **Basic Wood Anatomy and the Pros and Cons of Solar Kiln Drying** presented by Dr. Dale R. Bergdahl  
This course will provide a technical review of basic wood anatomy including moisture relationships relative to the kiln drying process. The pros and cons of solar kiln drying will also be discussed and compared to other wood drying techniques.
9. **"Sketchup"** presented by Ralph Tursini  
A demonstration (and trial) of the free and powerful three dimensional modeling software "Google SkechUp". This tool provides a relatively intuitive way of developing design concepts and methods to work out problems in three dimensions before bringing your design to life.

### Event Schedule

Location	Friday, May 21, 2010							Saturday, May 22, 2010											
	3:30 PM	4:30 PM	5:30 PM	6:30 PM	7:30 PM	8:00 PM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	3:00 PM	3:30 PM
Alumni Gym 1 Lobby	Circle Vendor & Partner Registration	Trade Show & Demonstration Setup					Participant & Volunteer check-in & setup	Attendee Circle Registration and General Information											
Morse Center Lobby	Circle Attendee Registration & Opening Reception																		
Black Box Theater			Hydrate speaker	Panel Discussion															
Alumni Gym 1			Trade Show and Demonstrations				Hydrate Speaker	Trade Show, Demonstrations, Gallery and Sales											
Streeter Hall Room 1							4 Cashflow Mgt										2 Pricing		
Streeter Hall Room 2								8 Wood Anatomy										6 Wood Anatomy	
Streeter Hall Room 3																		1 Granite Mtg	
Streeter Hall Room 4							5 Computer Basics												0 Sketchup
Streeter Hall Room 5									8 Internet Marketing										
Streeter Hall Room 6																			
Streeter Hall Woodshop							3 Branding	7 Facebook											
Streeter Hall Dining Room							Woodshop Tour & CAD Router Demo												
Woodview Baseball Field							Morning Coffee and Pastry Service			Wood-Mizer Sawmill Demonstration			Lunch Service			Afternoon Beverage Service			

Family Friendly Activities in town all day

**ST. JOHNSBURY ACADEMY**

Sawmill & Wood Sculpting demonstrations

Alumni Gym 1

Morse Center

Streeter Hall

Overflow Parking

Printed on 50% recycled paper; chlorine free

- 1. Russell Hall
- 2. South Congregational Church
- 3. Range Hall
- 4. Colley Hall
- 5. Woodmaster's Office
- 6. Alumni Office
- 7. Fuller Hall
- 8. Greenhouse Hall
- 9. Woodmaster's Residence
- 10. Faculty Residence
- 11. Waterman
- 12. 1113 Main Street
- 13. Maintenance
- 14. Fairbanks Cottage
- 15. Administration Office
- 16. Business Office
- 17. Timber
- 18. Boardroom
- 19. The Barn
- 20. Streeter Hall
- 21. Mayo Center
- 22. Green-Croft Library, Global Center for Global Understanding and Studies
- 23. Alumni Memorial Gymnasium
- 24. Chapel House
- 25. Charles Rowland Morse Center for the Arts
- 26. Sheepcote
- 27. Crockett House
- 28. New Barn at Business Place
- 29. Tennis Court
- 30. Bramble Field
- 31. Cary Field
- 32. Cary Field (Hockey)
- 33. Cary Field (Soccer)
- 34. Fairbanks Field (Soccer / Tennis)

## Classified Section

### For Sale, Services, Wanted

#### For Sale

Panel Saw

Built from WOODSMITH plans/kit. Used less than 20 hours. Has Porter Cable circular saw.

Price \$450

Contact Bob Bouvier

802-863-5644

[wdubeliave@aol.com](mailto:wdubeliave@aol.com)



#### Got 15 minutes?

#### Donate a turned top to fight cancer

Make a top to put in a basket with lots of other stuff and raffeled at the American Cancer Society Relay for Life on June 12, 2010. What is the Relay? It is hundreds of teams and thousands of people walking throughout the night of Friday, June 11 thru Saturday morning, June 12 at the Essex Fairgrounds to raise money for the ACS fight against cancer. Stop by and visit. You wont believe what you see!

Mail your donated top (and a business card) to Vermont WoodNet, PO Box 4562, Burlington, VT 05406.



#### Vermont WoodNet Board Members

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David Spooner, 229-4800, [dspooner@pshift.com](mailto:dspooner@pshift.com)

## Save the dates

### 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.

### 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).

### 7th Annual Vermont Fine Furniture &

Woodworking Festival

September 25-26, 2010

Union Arena, WoodStrock, VT

## WANTED

Stories and pictures about YOU for the next issue.

### Wanted: items for Classified Section

Have you got items to sell or services others bight 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.