

## PRESS RELEASE

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FOR IMMEDIATE RELEASE

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### **The Future of the Hardwood Industry**

conference to be held November 2 - 3, 2016 at the Wood Education and Resource Center (WERC) in Princeton, WV.

Remaining competitive is no small feat for domestic producers of hardwood lumber. We are still in the midst of a slow recovery from the recession 7 years ago with residential housing markets are making a slow comeback and offshore producers fighting to maintain and increase their share of the US markets. While many aspects of the current business climate cannot be controlled, leading companies always wonder what the future might bring. They try to understand the underlying principles, how they may work out, and where the opportunities to be taken advantage are.

With a focus on the U.S. Hardwood Industry, participants at "***the Future of the Hardwood Industry***" conference will hear leading industry experts explain their view of things to come, learn of business opportunities, compare their efforts with others in the industry, and discuss with industry experts. Sponsored by the U.S. Forest Service's Wood Education and Resource Center (WERC), the National Hardwood Lumber Association (NHLA), Virginia Tech, and Virginia Cooperative Extension and organized by Virginia Tech's Department of Sustainable Biomaterials, the two-day conference on "***the Future of the Hardwood Industry***" will be of interest to anyone interested in manufacturing and marketing hardwood lumber, supplying logs or buying lumber. Participants will also have an opportunity to visit Allegheny Lumber's Princeton, WV lumber manufacturing facility and to network at the sponsored dinner.

The conference, to be held at the Forest Service's Wood Education and Resource Center (WERC) in Princeton, WV on November 2 - 3, 2016, will shed

light on the now and the future of our industry and will show potential opportunities for keeping your business successful.

For more information on "***the Future of the Hardwood Industry***" conference, please visit <http://woodproducts.sbio.vt.edu/futurehardwoods/> or contact Urs Buehlmann, Virginia Tech at (540) 231-9759, or [buehlmann@gmail.com](mailto:buehlmann@gmail.com).

The Department of Sustainable Biomaterials in the College of Natural Resources and Environment is the leading program in North America engaged in wood and renewable materials utilization. The faculty focuses on the science and business of wood and renewable materials utilization through learning, discovery, and engagement. The department is home to the Center for Forest Products Business, the Center for Packaging and Unit Load Design, and the Wood-Based Composites Center. The department is an active participant in the renewable materials research initiative in the Institute for Critical Technology and Applied Science (ICTAS). Students learn from the leading wood and renewable materials scientists in the world, who bring the latest science and application of principles to the classroom.