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# A Marketing Guide for Manufacturers & Entrepreneurs of Secondary-Processed Wood Products in the Northeastern United States

Ed Cesa



***COVER PICTURE: Retail showroom of Fabery & Sons Wood Products,  
Uniontown, PA. The showroom allows customers to see finished products as  
well as the manufacturing process through the window.***

**A MARKETING GUIDE  
FOR MANUFACTURERS & ENTREPRENEURS  
OF SECONDARY-PROCESSED WOOD PRODUCTS  
IN THE NORTHEASTERN UNITED STATES**

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**NORTHEASTERN AREA**  
*State and Private Forestry*



## **Preface**

This guide is designed to serve as a source of marketing methods and strategies which manufacturers and entrepreneurs can refer to when the need arises. Because the array of secondary-processed wood products and markets is so broad, some methods and strategies will apply to your firm directly, others will not. Keep in mind that this guide was developed to provide guidance for both manufacturers of consumer products and industrial products.

The guide is divided into two main parts. The first nine chapters pertain to marketing concepts, quick marketing research methods, ways to locate customers, exporting, and financing. The second part, the appendixes, provides valuable sources of additional information. The appendixes are comprised of lists of various forest products directories, state agencies that provide assistance to manufacturers, forest products organizations and trade shows on a state-by-state basis for the 20 northeastern states. A wealth of marketing information is contained within this guide; it is up to you to use it to your advantage.

## **Acknowledgments**

Much effort has gone into the development of this guide. As with most documents of this nature, many individuals and organizations contributed information and advice. In particular, I would like to thank the Forest Products Utilization & Marketing Supervisors in the 20 northeastern states for their help and assistance in developing this guide, especially the appendixes. Additionally, I would like to thank the reviewers. Their suggestions and comments greatly improved the quality of this document. Lastly, I want to express my sincere appreciation to the Forest Resources Management staff in Morgantown, WV, for their assistance and support.

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## I. INTRODUCTION

Marketing is the backbone of most profitable wood products companies. But marketing, itself, is a concept which many manufacturers and entrepreneurs struggle with daily. Consequently, this guide is designed to assist wood products manufacturers and entrepreneurs with their marketing needs. The guide can be used for exploring, analyzing, and tackling a variety of markets, or it can be used as insight and food-for-thought about the marketing of wood products.

Many of the concepts contained in this publication are used successfully by wood products manufacturers and entrepreneurs. They are offered to serve as a guide, not as the gospel. What may work for one manufacturer, may not work for another. The key to successful marketing is identifying the particular strategies that will make your company more competitive and profitable.

This guide focuses on the marketing of secondary-processed/value-added products, which, in the context of this guide, are products derived from kiln-dried lumber. These products range from a simple surfacing of rough-sawn, dried lumber, to the manufacture of high-quality furniture. Even though there are many steps separating these two examples, the simple surfacing of rough lumber is a value-added process. Because hardwoods predominate the northeastern United States, most examples in this guide pertain to hardwood products.

Wood products are divided into two major end-use market classifications: consumer and industrial. Examples of products manufactured for the consumer market are furniture, flooring, paneling, architectural millwork, doors, and kitchen cabinets. Such products are generally found in homes, businesses, and institutions. Examples of products manufactured for the industrial market are dimension, furniture parts, railroad ties, pallets, and containers. Normally, these products are not used directly by the general public or the average consumer. Marketing examples for both the consumer and industrial market are included in the guide.

## II. MARKETING

An executive vice president of a major forest products company once defined marketing as: "The process of moving goods from the producer to the consumer. It starts with finding out what the consumers want or need, and then assessing whether the product can be made and sold at a profit."

This approach to marketing proved to be extremely effective for the company involved. Identifying customer needs is a key factor for a successful business. In today's society, the most successful companies are the ones with the closest ties to their customers. They listen to what their customers say, and react accordingly.

In general, the final consumers of many secondary-processed wood products are homeowners. They give an accurate indication of consumer needs and preferences. There are ample ways for a firm to gain insight into products sought by these household consumers.



*Photo by Ed Cesa*

***Homeowners' tastes and preferences affect the demand for secondary-processed wood products.***

For example, visiting recently-completed residential homes or subscribing to home-type magazines that cover current trends or consumer preferences are two methods. Magazines such as *Fine Home Building*, *Home*, *Country Decorating Ideas*, *Country Living*, *Remodeling Ideas*, and *Victorian Homes* are widely distributed. Most bookstores carry a variety of these types of magazines. For manufacturers of dimension and component parts, trade journals such as *Wood & Wood Products*, *Furniture Design & Manufacturing*, and *Cabinet Manufacturing & Fabricating* provide insight about demand and markets.

Consumer tastes and preferences vary by locale or region. The more aware you are of these preferences, the easier it will be to fit or alter your product line to meet consumer demand. On a local basis, visiting real estate open houses, home shows, and professional contractors and remodelers provides insight into what products, styles, and colors are in demand.

Consumer tastes and preferences come and go. For example, in the 1950's, hardwood flooring was the prime flooring material used in residential homes. However, with the development of synthetic carpets and vinyl sheet flooring, hardwood flooring usage declined. Recently, trends have changed. Hardwood flooring is once again being used in new residential homes because it increases resale value and desirability. The industry is also successfully promoting a complementary wall and ceiling product.



*Photo by Ed Cesa*

***Complementary hardwood flooring products like wall and ceiling paneling have helped boost sales of the hardwood flooring industry.***

### III. THE 4 P'S OF MARKETING

Successful marketing incorporates four key factors: product, promotion, price, and place (distribution). These factors are referred to as the 4 P's of marketing. Using the 4 P's in the right combination allows a manufacturer to satisfy his customers' needs and wants while maintaining a profitable business.

#### 1. Product(s)

Products are physical objects or services that satisfy consumer needs and wants. Anything derived from wood can be considered a product. Two important wood product classifications are: commodity and specialty. Wood commodities are products such as 2 x 4's, 2 x 6's, hardwood lumber, softwood lumber, structural plywood, and oriented strand board. In other words, wood commodities are indistinguishable products that are manufactured by many companies. The purchase of these products is usually dictated by price. For example, consider that a customer is given the choice of buying a construction grade 2 x 4 manufactured from pine harvested in State A versus a construction grade 2 x 4 manufactured from pine harvested in State B. If the 2 x 4's look similar, but the price for the State A 2 x 4 is less than the price for the State B 2 x 4, the customer will purchase the State A 2 x 4. Why? Because 2 x 4's of the same structural grade have basically the same mechanical and structural properties. Consequently, there is no reason to buy the more expensive 2 x 4.

Specialty products are products that are unique in one way or another and have few substitutes. Consequently, they are not as price-sensitive as commodity products. For example, consumers are able to purchase 2 x 4's from a variety of building supply outlets and home center stores, but they cannot easily obtain clear-four-sides, surfaced-four-sides walnut boards from these sources. Consequently, consumers needing surfaced walnut boards for a weekend woodworking project are usually willing to pay a high price for these "specialty items" if they are able to find them at all. This is

because there are few, if any, desirable alternatives, unlike the situation described for 2 x 4's. Typically, sales of specialty products are less affected by cyclical changes in the economy, than are commodity products. Examples of specialty hardwood products include custom mantels, millwork, cabinets, and solid raised-panel doors.



*Courtesy of Woodworks, Inc., Morgantown, WV*

***Specialty products like the oak mantel above often bring premium prices.***

## **2. Promotion**

Promotion is communication used by companies to inform customers about who they are and what they are selling. Successful promotion can stimulate product demand. Types of promotions include advertising, selling, packaging, and, to a lesser extent, public relations. Basically, promotion lets potential customers know about your products or services.

There are ample sources of promotional media from which to choose. All media types should be thoroughly investigated to see which types best reach the desired customers. For additional information on this subject, see Chapter VI, Locating Customers.

Examples of promotions include:

- Store flyers
- Direct mail
- Word-of-mouth
- Videos
- Displays in retail stores
- Displays at trade shows
- Displays in your own showroom
- Photo catalog of products
- Point-of-purchase literature
- Advertisements in newspapers, magazines, and trade journals

The packaging of a product should be used to promote as well as to protect. Because the package is highly visible, it plays an important marketing function.

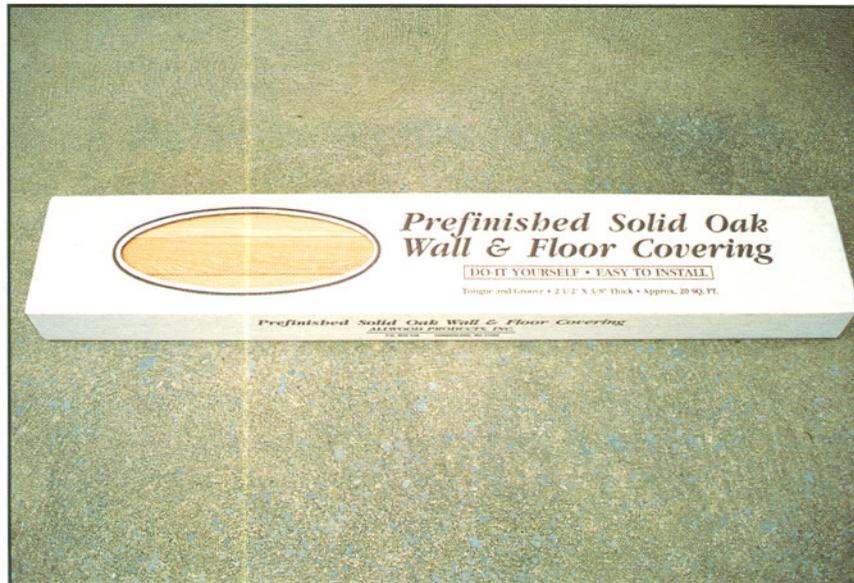
In addition to protecting your product, the package serves as a medium to:

- 1.) promote your product
- 2.) promote your company
- 3.) educate customers about your product

For the consumer market, many examples of product packaging are found in building material outlets, department stores, and home centers. Before deciding how best to package your product, determine how similar products are packaged, merchandised, and promoted. This can be accomplished through industry contacts (i.e., trade shows, journals/magazines, and packaging firms which service the industry) and by browsing through stores.

For the industrial market, an example of packaging promotion is dimension neatly stacked and shrink-wrapped on a pallet with your company logo displayed in a highly visible place. Appearance is an important factor when a buyer initially receives your products. For example, if your shipment of 5,000 oak door stiles and rails is

received by a customer in a form that does not indicate care or quality, but your competitor's product does, your customer may give the competitor preferential treatment.



*Courtesy of Allwood Products, Inc., Cumberland, MD*

***This package not only protects the product, but visually gives the customer product information which is used when making a purchasing decision.***

Product literature also plays an important marketing function. It answers questions such as: What is the product? How is it used? How do you care for it? How do you install and finish it? How do you repair it? Product literature can range from directions printed on the package, to a brochure, to a piece of plain white paper with typewritten instructions. Product literature is designed to educate customers. The more they know, the more likely they will be satisfied.

### 3. Price

Assessing whether a product can be made and sold at a profit is another important factor to consider when planning your company's marketing strategy. Determining price can be a difficult process and, too often, is learned through trial and error. Many factors are incorporated in developing a price. The major ones are:

**Tangible factors:**

- Fixed costs
- Variable costs
- Profit

**Intangible factors:**

- Quality
- Service
  - timely delivery
- Supply/demand factors
  - mftr's production capabilities
  - buyer's demand/need/desire
- Availability of substitutes
- Past relationships with customer
  - regular, infrequent, first time
- Credit worthiness of customer
  - customer payment habits
- Competition

Fixed costs, such as building and equipment expenses, are costs which require payment whether a product is produced or not. Variable costs, such as raw material, labor, and electrical costs, are expenses incurred in manufacturing a product and vary based on production levels. Raw material (lumber) costs are of particular importance to wood products manufacturers. For example, according to the National Dimension Manufacturers Association, raw material (lumber) can be 40 to 60 percent of the production cost to manufacturers of dimension and component parts. Profit is the

amount of monetary return desired as the reward for producing and marketing a product.

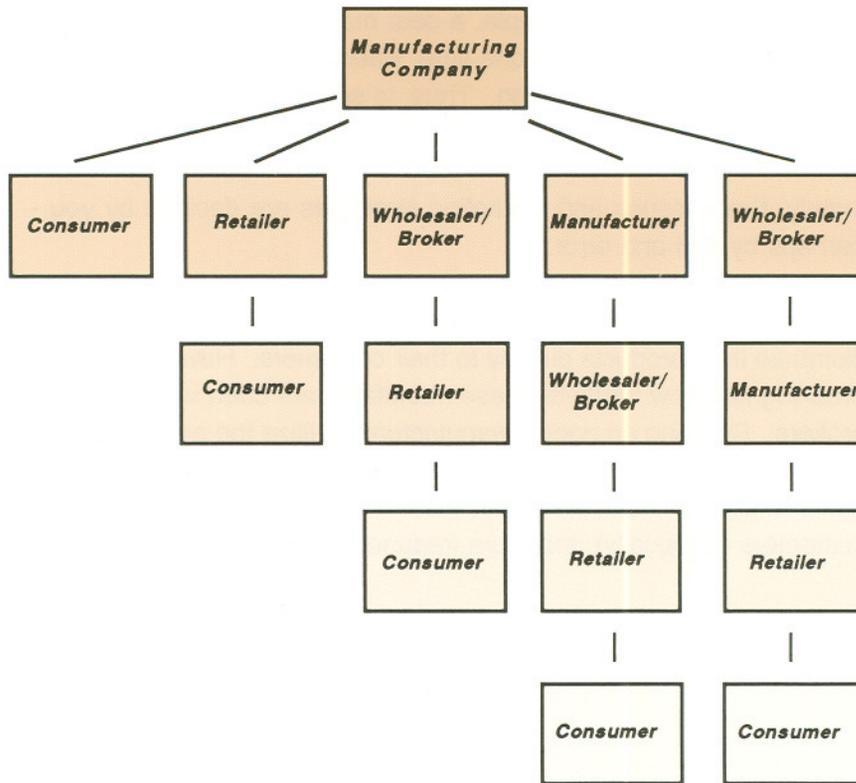
Intangible factors vary in importance depending on: company size, product line, product life cycles, and time. All of these factors are interrelated.

There are a variety of pricing strategies; however, two of the more common methods for determining selling price are competitive pricing and profit-oriented pricing. Competitive pricing is based not only on cost, but also on the selling price of similar products. Profit-oriented pricing is based on your variable and fixed costs, plus a set percentage or dollar amount (profit). For example, if the cost of producing and marketing a birdhouse is \$5, and you decide that you want to earn a \$2 profit per birdhouse, your selling price is \$7 (profit-oriented pricing). However, if your competitor is also manufacturing birdhouses and selling them for \$6.00, you may want to readjust your selling price (competitive pricing). Many companies use both methods from time to time.

An alternative to reducing your price would be to emphasize the intangible price factors. Factors such as quality and reliable service may enable you to charge a premium and simultaneously increase your market share. Often times, entering into a new market via the low-cost manufacturer is not wise because of unacceptable profit margins. Ultimately, you must decide what is an acceptable profit margin or return on investment.

#### **4. Place(Distribution)**

“Place” refers to the distribution channels used to move or transport products from your facility to your customers. The most appropriate distribution method for your company will depend on who your final customer is and which method is most efficient and cost effective in moving your product to your customers. Examples of distribution methods are retailing products directly, distributing to wholesalers or brokers, and distributing to other manufacturers.



***A variety of distribution channels are available to manufacturers. Each has its advantages and disadvantages depending on your product line, size of company, and other business factors.***

Usually, the closer the sales of your products are to the final consumer, the higher the price received. For example, 3/4" x 1-5/16" x 7' clear, surfaced-four-sides, oak dimension is sold to a large door manufacturer for stiles at approximately \$1.95 per piece. If that same piece of dimension is merchandised to a home center, it brings a price of approximately \$2.45 — a 26 percent increase. Why? The dimension sold to the door manufacturer has several production steps and channels of distribution to go through before it reaches the final consumer. When sold to a home center, that piece of dimension is bought by the final consumer and has no more channels of distribution to go through. The key point to remember is that even though that same piece of dimension brings a higher price sold to a home center, there are more marketing costs and effort required in this

particular market. For example, a door manufacturer may purchase a truckload of dimension at one time, whereas a home center may purchase 1/20th of a truckload. Thus, to sell a truckload to home centers, it would have to be merchandised to 20 of them (i.e., more cost, more labor, more time and probably, more headaches). Ultimately, these issues and marketing strategies are decided by you - perhaps by trial and error.

Normally, manufacturers of dimension and furniture components distribute their products directly to their customers. However, when breaking into new markets, these manufacturers often use agents or brokers. By using an agent, manufacturers utilize the agent's expertise and knowledge about the particular market, thus, minimizing the break-in period. Also, the closer the manufacturers are to their customers (physically), the more frequently they ship direct.

## IV. QUALITY AND SERVICE

A company needs two additional items for success in today's business environment: quality and service. A company's knowledge and ability to produce "quality" products in conjunction with reliable service are critical for success in today's competitive marketplace.

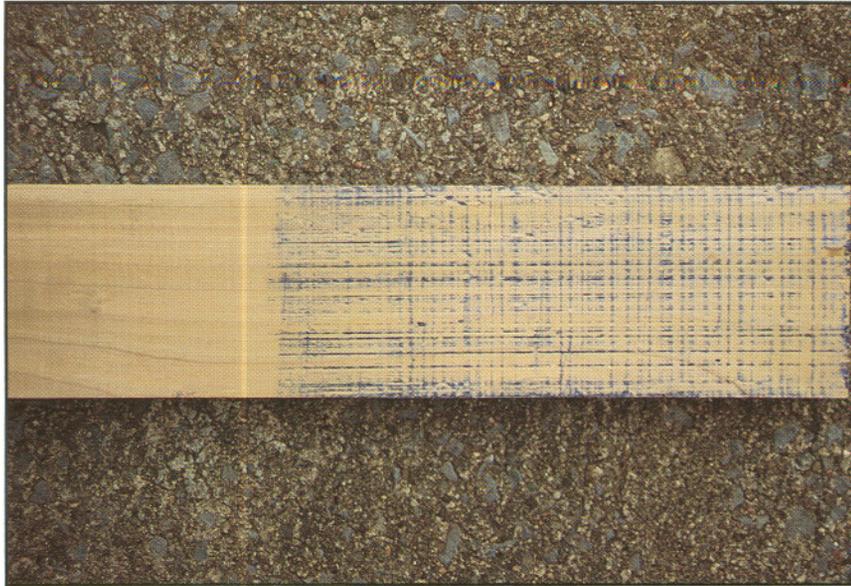
### 1. Quality

Today's consumers are quality conscious. Drying defects such as splits, cracks, and checks and machining defects such as snipes and uneven milling marks are unacceptable to consumers. Many of these defects are preventable by utilizing properly dried lumber and by alleviating processing problems; which may be easier said than done. Even grain pattern and color variation affect perceptions of quality.



*Courtesy of Appalachian Hardwood Center, Morgantown, WV*

***Drying defects are unacceptable to most customers. Utilizing lumber that is dried properly will eliminate many quality problems.***



*Photo by Ed Cesa*

***Depending on the quality-consciousness of your customers, excessive milling marks could create customer purchasing problems.***

## **2. Service**

Providing prompt service is vital to achieve and maintain customer satisfaction. Customers are frustrated when orders are not delivered on time. Manufacturers who provide fast turnaround times and prompt deliveries while maintaining quality are more likely to be profitable than firms who do not. Other important service factors are: 1) return/refund policies, 2) knowledge and competence of your salesforce, 3) knowledge and competence of your buyer's salesforce who may be reselling your products, and 4) education customers receive on your products and their uses. The importance of each factor will vary depending on the product type and your company's business philosophy.



*Courtesy of Mon Do-It Center, Morgantown, WV*

***Educating persons who will ultimately be selling your products to final consumers is an important aspect of servicing capability. This example shows the importance of having a knowledgeable salesperson (in relation to your products) in a home center store.***

## V. SIMPLE MARKET RESEARCH METHODS

The next two chapters are oriented toward locating customers and/or ways to identify markets for products. Chapter VI, Locating Customers, specifically outlines methods for identifying customers. This chapter highlights simple ways to learn more about wood products markets and marketing.

Listed below are ways in which you can research and analyze potential markets for your products and/or identify potential new products for your company to manufacture. These suggestions are oriented toward awareness of consumer needs and wants.

1.) Visit local home centers, department stores, lumberyards and other retailers. Notice the types of wood products being merchandised and how they are being promoted. For example, how is hardwood paneling packaged? In what quantities is it offered? How is it promoted within the store? What customer types are targeted? Then ask yourself, "Can my products be merchandised similarly?" Also, which products are sold out? Which products does the retailer have trouble keeping in stock? Face-to-face discussions with store managers can be informative.

2.) Attend and consider exhibiting at trade shows, such as home shows. Beyond developing new sales leads, much knowledge and advice pertaining to all aspects of business operations can be obtained at these shows. The personal contacts made can be particularly rewarding, and often one will learn what similar manufacturers are actually doing. For additional information on trade shows, see Chapter VI, Section 6, Trade Shows.

3.) As mentioned in Chapter II, Marketing, one method of identifying trends and staying current and familiar with your industry is to subscribe to trade journals and magazines. To learn about the various journals and magazines which are published, check with your local bookstore or library, as well as the organizations listed in the Appendixes.

4.) Discuss ideas with individuals who are knowledgeable about markets and consumer preferences. Carpenters, remodelers, and lumberyard and home center retailers are good sources of information for your local area.



*Photo by Ed Cesa*

***Knowledge about markets for your area is readily available, if you seek it. Professional remodelers and contractors can provide insight on local markets.***

5.) Attend real estate open houses to determine current trends for wood products and whether or not these markets can be tapped by your company.

6.) Visit your local home builder association, chamber of commerce, and small business association. Individuals in these organizations may provide information about overall business operations and consumer needs and wants for wood products.

7.) Communicate with manufacturers of finished wood products, particularly if you are considering supplying them with dimension or component parts. These manufacturers can be located by searching through industrial and commercial directories (see pages 30-31, **33**) and sometimes through **state forest products directory(s)** that are listed in Appendix A.

8.) Most state forestry agencies employ staff personnel who have expertise in forest products utilization and marketing. Often, they have knowledge about current marketing activity. Appendix B lists the state forestry offices located in the 20 northeastern states. When contacting these offices, ask to speak to a forest products utilization and marketing specialist.

9.) The USDA Forest Service, State & Private Forestry, Northeastern Area, employs a forest products specialist in each of its three field offices. These individuals can supply you with general marketing guidance and direct you to other knowledgeable professionals. Addresses of field offices are:

**USDA Forest Service, S&PF**  
Concord & Mast Roads  
P.O. Box 640  
Durham, NH 03824-9799  
Phone: 603-868-5936  
FAX: 603-868-1538

**USDA Forest Service, S&PF**  
1992 Folwell Avenue  
St. Paul, MN 55108  
Phone: 612-649-5244  
FAX: 612-649-5285

**USDA Forest Service, S&PF**  
180 Canfield Street  
Morgantown, WV 26505  
Phone: 304-285-1536  
FAX: 304-285-1505

10.) Many land grant universities employ wood products extension specialists as part of their forestry/wood technology programs. These professionals can provide information pertaining to forest products. Specific expertise depends on the university's research and technology transfer emphasis. If the specialists cannot answer your questions, they usually can direct you to someone within the university system who can. Appendix C lists the land grant universities in the 20 northeastern states that employ wood products extension specialists.

11.) Forest products and marketing consulting firms are available for hire. Services they provide include market analyses, identification of marketing strategies, development of marketing plans, development of promotional strategies, etc. Generally, these firms can be identified by contacting the organizations listed in items 8, 9, and 10.

## VI. LOCATING CUSTOMERS

One of the most common problems for wood products manufacturers and entrepreneurs is locating customers. A great frustration for many companies is manufacturing a quality product and then having difficulty finding customers to purchase it. Below are some suggestions for identifying potential customers.

### 1. Word-of-mouth

Perhaps the best way to acquire new customers is through satisfied customers. Once you have established a clientele of satisfied customers and developed a positive reputation, these people usually come back to purchase additional products as the need arises. These established clients also communicate their satisfaction to friends and neighbors. It is critical to provide first-time customers with quality products and reliable service and to continue this strategy with existing customers. Often, loyal customers buy your product, even if it is more expensive than that of your competitors, because they know they can depend on you.

### 2. References

As stated above, satisfied customers will come back when the need arises. Often, friendships develop with your most loyal customers, and periodically, these customers are willing to talk to prospective customers about your product line. Keeping a record (reference list) of satisfied customers and referring your potential customers to them can be an effective marketing technique.

### 3. Yellow Pages

One of the most useful publications available for locating customers, and for having them locate you, is the yellow pages. For example, if you are trying to contact all lumberyards or home centers in your county, consulting the yellow pages in telephone directories can be an effective method to help find them. Normally, you can request directories from your local telephone company for the areas you

want to cover. It is also possible to obtain directories for your entire state.

On the other side of the coin, a well-developed advertisement placed in the yellow pages may reward you many times over. Most people routinely use the yellow pages, especially when trying to locate products or unusual items. A well-written advertisement that briefly conveys pertinent information about your company's products, service policy, and business hours can bring you a surprising number of new customers.

### Space Ads

**DAISY'S FLOWERS & GIFTS**  
A Full Service Florist  
Credit Cards Accepted  
Flowers For All Occasions  
1242 Flower St-----555-0513

### 2HS - 1 inch

**DAISY'S FLOWERS & GIFTS**  
Flowers For All Occasions  
Flowers By Wire  
Free Delivery  
1242 Flower St-----555-0513

### Display Ads

**Margy's  
FLORISTS**

**CHARGE BY PHONE  
555-3456**

- Quality Floral Designs
- Fruit Baskets
- Gifts • Weddings
- Funerals
- Special Occasions

1246 Flower Street  
Mon.-Fri. 7AM-7PM  
Sat.-Sun. 10AM-5PM



ALL MAJOR  
CREDIT CARDS  
ACCEPTED

*Courtesy of C & P Telephone, Greenbelt, MD*

***Yellow page ads come in a variety of sizes and shapes. The wording of the ad is critical for it to be effective. Contact the advertising department of your local telephone directory for additional information.***

#### 4. Direct Sales

Approaching customers directly with your products is an effective marketing strategy for many companies. For example, assume you are starting a small company that manufactures hardwood flooring, paneling and molding. Your product is high-quality, but sales are low. What will you do? Will you sit by the phone and wait for it to ring, or will you try a direct sales approach similar to the following ex-

ample?

The first step for a direct sales approach is to make samples of your products. Samples of flooring and molding 4", 6", or 12" in length are adequate. For the second step, tape a business card or stamp your name, address and telephone number on the back of each sample. Next, with your samples in hand, drive to new residential construction sites and visit with contractors and builders. Give them samples and try to obtain a feel for their needs. Do the same for existing buildings, homes, and offices that are being remodeled or renovated. You probably are not going to make an immediate sale with your first contact, but at least these potential customers will know about your company for future building needs.



*Courtesy of Fabery & Sons Wood Products, Uniontown, PA*

***Product samples with appropriate company information on them can be an effective method for leaving a long-term impression on potential customers. Samples are normally not discarded as often as brochures or other paper literature.***

## **5. Picture catalog**

Another method would be for a manufacturer to develop a picture catalog. For example, if your firm manufactures and installs kitchen cabinets, take pictures of your finished cabinets and organize them into a descriptive catalog. The catalog can be used as an effective, low-cost sales tool to attract customers.

If your firm produces products for the industrial market, a catalog of your products and facility could be useful. Pictures of your products, machinery, production line, packaging area, and office are useful when communicating with customers, especially if you are on a business trip. Often, buyers appreciate having additional knowledge about your company, especially when your facility is a thousand miles away.

## 6. Trade Shows

One of the most popular means of introducing products to potential customers is trade shows. Obtaining booth space at a trade show, such as a home show, enables you to promote your products to a select audience that, by its very nature, is interested in the type of products you are manufacturing. Trade shows vary depending on the type of products and markets they are oriented toward. For example, some trade shows cater to the general public (ie. home shows, mall displays); others cater to trade/industrial business professionals (ie. International Woodworking Machinery & Furniture Supply Fair, Atlanta, GA).

Local home shows are a potential option for companies manufacturing products such as flooring, paneling, molding, doors, furniture, cabinets, and other household items. To find locations and dates of home shows, contact your state home builders association (see Appendix D).

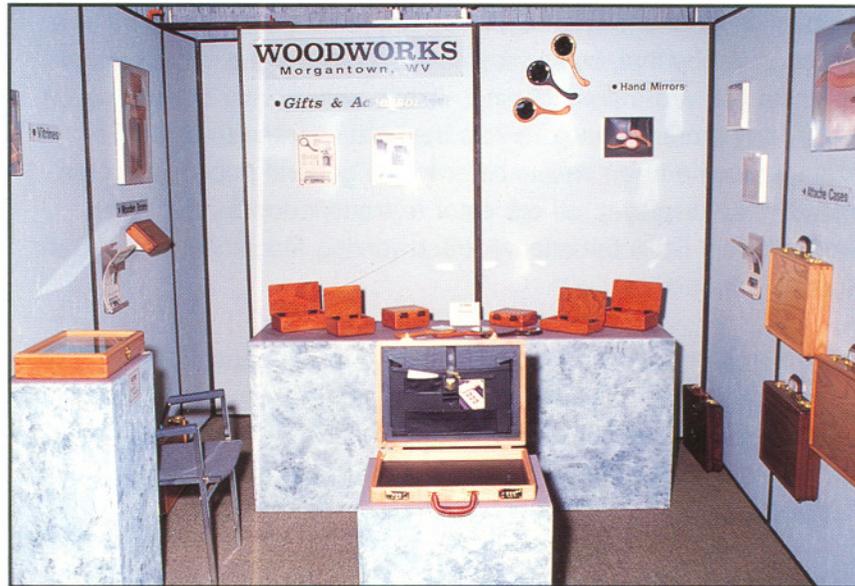
Various forest products organizations, located in the 20 northeastern states, sponsor trade shows. For a list of these shows, see Appendix E. Also, several national and regional trade shows are listed in the Appendix.

Once a decision is made to exhibit at a show, a design for an attractive booth display is needed. The design of a booth is important, because it is the first impression potential customers (attendees) have of your company and products. An example of a design is depicted on page 24.

In order to maximize show success, it is important to follow-up on show leads. This can be the difference between a potential customer and a new customer. Additionally, a follow-up letter to individuals on the attendee registration list may be productive.

For a small manufacturer, the cost of booth space, travel, and lodging may be prohibitive. By sharing booth space with another manufacturer, costs are reduced. Even if you do not exhibit, trade shows still provide many benefits. Interacting with other businesses at trade

shows generates useful contacts regarding potential customers, supplies, manufacturing technology, promotional techniques and product lines similar to your own.



*Courtesy of Woodworks, Inc., Morgantown, WV*

***A well-designed display will attract potential customers to your booth and assist with opening lines of communication.***

## **7. Print Advertisements**

Print advertisements are an effective method for locating customers if you understand the advertising medium, its intended audience, and its advertisement costs. Advertisements may be placed in many types of printed material such as newspapers, flyers, magazines, and trade journals. An advertisement such as a classified ad placed in the daily newspaper or weekly paper, can be financially rewarding.

## **8. Trade Journals & Magazines**

Trade journals and magazines provide some of the best marketing opportunities via print advertisements. Journals and magazines are valuable because they reach a select audience. By selecting appropriate journals and magazines for advertising your products or

services, you can get your message to those most interested.

There are journals and magazines that focus on nearly every market that exists in the United States. Once you identify several potential journals and magazines, call the advertising departments and request a media kit. The address and telephone number are normally listed on the first or second page of the magazine. The media kit contains specific information about the publication's circulation, subscribers, advertisement requirements, advertisement rates, and other marketing services. Normally, there is a three-month period between the date the journal or magazine receives an advertisement and the date it is published.

Other marketing opportunities offered by some journals and magazines include:

- 1.) Subscriber mailing lists. These lists are normally sold on a per 1000 basis. Lists can be purchased for a particular segment of subscribers (ie. by industry segment, by state, by region, etc).
- 2.) Telemarketing programs. For example, if you were planning a business trip to the west coast, certain publishers will contact specified companies you would like to visit and set up appointments for you.
- 3.) Reader services. For example, publishers will include a postcard in their journal that lists numbers which coincide with advertisements. The reader, if interested in a particular product, circles the reference number on the postcard and mails it to the publisher. The publisher in return prints mailing labels of interested readers and sends them to the manufacturer.
- 4.) Postcard packs. Some publishers periodically send their subscribers a deck of postcards. Each postcard is an advertisement for a product or service. One side carries the advertiser's message. The other side serves as a reply card with the manufacturer's name, address, and phone number.

5.) Special sections, press releases, and editorial opportunities. Certain issues of journals and magazines focus on a particular topic, market, or industry segment. Opportunities may exist to promote your product line through an article, press release, or letter to the editor in these issues. Contact the publisher for additional information.

## **9. Mail order**

For manufacturers located in areas away from their customers, a mail order business is an option, provided your product line can be shipped relatively easily and inexpensively. Many crafts are marketed this way. The success of a mail order company often depends on determining the best means of advertising your product line. Examples of mail order business advertisements are found in many trade journals and magazines. When exploring this option, you first need to identify appropriate trade journals and magazines. Next, contact their advertising offices and request a media kit. Then follow the recommendations for advertising in journals and magazines listed previously.

Many mail order businesses develop product catalogs as part of their marketing programs. Once a company is established, a catalog of its products can be developed and distributed to potential customers upon request or through direct mailings. Mailing lists of potential customers can be generated from trade show attendee lists, telephone directories, prior inquiries, marketing companies, journals, magazines, etc.



*Courtesy of Robinson Woodworks, Barryville, NY*

***A catalog is an effective means for mail order firms to reach customers across the country and world.***

## **10. Customer Contact Lists**

An up-to-date customer contact list can be extremely valuable, but developing and securing such a list can be frustrating. However, with ingenuity and creativity it can be developed. For many markets, specific directories of potential customers exist. For example, suppose your company wants to target do-it-yourself customers who patronize the home center market located in the New England states. Where do you find a listing of New England home centers, the types of products they merchandise, and the customer types they cater to? CHAIN STORE GUIDE Information Services, a professional marketing firm, publishes a directory called Home Center Operators and Hardware Chains which lists home centers with annual sales of one million dollars or more within all 50 states. For a wood products company targeting the home center market, this directory is invaluable. For more information, contact the company at the address listed on the following page.

**CHAIN STORE GUIDE Information Services**

3922 Coconut Palm Drive

Tampa, FL 33619

Phone: 813-664-6700

Fax: 813-664-6882

ACTUAL DIRECTORY LISTING

**HOME CENTER OPERATORS & HARDWARE CHAINS**

**Hechinger Co.**

1616 McCormick Dr. Landover, MD 20785

**Telephone:** (301)341-1000 **Fax Number:** (301)925-3905

**Product Lines:** BBQ Eqpt; Cabinets; Carpeting; Ceiling; Electric; Floor Cov; Hdwe;  
Home Decor; Hswe; Kitchen/Bath Fixtures; Lawn & Garden Supl; Lawn Furn;  
Lighting; Lumber; Masonry/Siding/Insulation; Paints; Paneling;  
Plmbg/Cool/Heat  
Eqpt; Pools; Roofing; Seasonal; Sinks/Toilets/Tubs; Storage Devices; Tools;  
Wall Cov; Windows/Doors

**Sales:** \$1,615,440,000 (2/1/92); \$1,392,198,000 (2/2/91); \$1,229,572,000 (2/3/90)

**% Business:** 100% DIY Consumers

**1992 # Stores:** 83 Home Improvement Ctrs. ; 33 Home Center Warehouses

**1991 # Stores:** 119

**1990 # Stores:** 109

**# Projected Openings:** 14

**POS Equipment:** Yes

**Store Names:** Hechinger (77); Home Quarters Warehouse (33); Triangle Building  
Centers (6)

**Offers Delivery:** Yes

**Year Founded:** 1911

**Ownership:** Public

**Operates (85) Hechinger Stores as Follows:** [85 locations in actual listing]

**Note:** Figures represent operations for Hechinger as well as its subsidiaries

JOHN W. HECHINGER, Sr. - Chairman

JOHN W. HECHINGER, Jr. - CEO, President

STEPHAN E. BACHAND - Ex VP, COO

W. CLARK MCCLELLAND - Sr. VP, CFO

ROGER K. WRIGHT - Sr. VP, Real Estate, Development

SALLY A. COURTNEY - Sr. VP, GMM

S. ROSS HECHINGER - Sr. VP, Information Systems, Logistics

GARY E. MERCER - Sr. VP, Store Operations

CATHERINE G. SHARP - Sr. VP, Human Resources

[28 additional listings in actual listings]

*Courtesy of CSG Information Services, Tampa, FL*

**For manufacturers who are targeting the home center market, a directory such as The Directory of Home Centers and Hardware Chains is a valuable marketing tool. Often, these types of directories exist, but the problem is knowing where to find them.**

## **11. Print Advertisements on Pens, Pencils, Letterheads, Notepads, etc.**

Small token items such as pens, pencils, calendars, and notepads have valuable marketing implications for many manufacturers. The range of items that you can place your name, address, telephone number and other pertinent information on is overwhelming. Various mail order companies and local office supply houses offer such products. These items can be effective marketing tools and can be distributed to potential customers during initial and subsequent meetings.

## **12. Industrial Directories**

Industrial directories are a useful source of information when identifying potential customers because these directories list companies that manufacture all types of products. Most are divided by major industry groups, which are classified by Standard Industrial Classification (SIC) codes. SIC codes were developed for use in the classification of businesses by type of activity in which they are engaged. It is a method which the United States government uses to document statistical data on businesses. Fortunately for us, many publishers of industrial directories use SIC codes as industry classifications.

SIC 24, Lumber and Wood Products Except Furniture, and SIC 25, Furniture and Fixtures, are probably the SIC codes that will interest you most. A description of wood products SIC codes is found in Appendix F. Normally, larger wood products manufacturers, who produce products such as furniture and chairs, are included in these directories. Many of these manufacturers purchase dimension and component parts from smaller manufacturers. Conversely, you may want to consider listing your company in an industrial directory because of its potential for developing new customers.

Following is an example of how you can use industrial directories. The example centers on a company that is interested in manufacturing dimension parts, such as squares. The squares will eventually **be turned into chair legs, and the target market will be furniture and chair manufacturers.** A quick and simple marketing research method

to analyze the potential of this market would be to develop a list of chair and furniture manufacturers from selected industrial directories, such as the ones listed below. Send the companies a letter or contact them by telephone and briefly describe your company and the products you manufacture or are willing to manufacture. Assess the likelihood of those companies purchasing your products. While conducting the survey, be sure to obtain specifications from each furniture and chair manufacturer regarding required size, type, and quality of the product needed.

Industrial directories may consist of several volumes. Many college, university, and public libraries and economic development organizations have copies. Following is a list of selected industrial directories.

***Directory(s) of Manufacturers*** (by state)

Commerce Register, Inc.  
190 Godwin Avenue  
Midland Park, NJ 07432  
Phone: 201-445-3000  
FAX: 201-670-7066

***MacRAE's Industrial Directory(s)*** (by state)

***MacRAE'S Blue Book*** (national)

817 Broadway  
New York, NY 10003  
Phone: 212-673-4700

***Thomas Register of American Manufacturers***

***American Export Register***

Thomas Publishing Company  
One Penn Plaza  
New York, NY 10119  
Phone: 212-695-0500  
FAX: 212-290-7965

***Industrial Directory(s)*** (by state)

***Harris Industrial Directory*** (national)

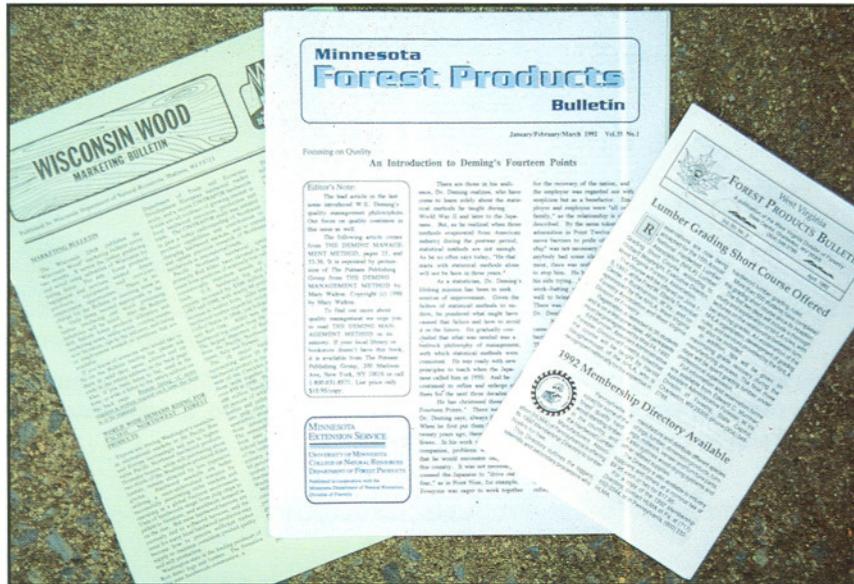
Harris Publishing Company  
2057 Aurora Road  
Twinsburg, OH 44087  
Phone: 216-425-9000  
FAX: 216-425-7150

**Regional Business Directory(s)  
Industry Specific Directory(s)**

Dun & Bradstreet Corp. Information Services  
Three Sylvan Way  
Parsippany, NJ 07054-3896  
Phone: 201-605-6700  
FAX: 201-605-6911

**13. State Marketing Bulletins**

An advertisement placed in a state marketing bulletin is another option. Many companies find this to be a successful marketing technique. State marketing bulletins are published by state forestry offices and are traditionally oriented toward primary-processed products; however, advertisements for secondary-processed products are becoming more common. To obtain further information concerning ad placement, or to be placed on the mailing list of a particular bulletin, see Appendix G.



*Courtesy of the state forestry agencies of WI, MN, & WV*

**Depending on the type of product and type of markets, advertisements in state marketing bulletins can be an effective low-cost marketing technique.**

## 14. State Forest Products Directories

Most state forestry offices maintain forest products directories that list manufacturers of various wood products. These directories are frequently distributed to potential customers. For example, state agencies, representing their forest products industries at trade shows, distribute these directories to show attendees. Consequently, it is wise to list your company in your state directory. Appendix A lists forest products directories published by state, as well as the addresses and phone numbers of the publishing agency.

Wood Product Manufacturers		McLeod-Martin 175						
Company and Address	Products		Wood Materials Used	Species Used				
Hutch Wood Products Bud Reinert, Owner Rt 2 Hutchinson MN 55350 612-587-3118 Employees: 1-5	Custom Cabinets	15-50	MBF	Hwd Lumber	WAsH	Elm	ROak	
	Custom Office Furniture	0-2	MPS	Furniture Parts	WOak			
	Custom Furniture	2-5	MLF	Mouldngs/Millwk				
JMS Custom Mike Sterner, Owner 590 Main Ave West Winsted MN 55395 612-485-4213 Employees: 6-15	Van Conversion Dash & Wood Trim		MBF	Hwd Lumber	DgFr	SYPr	HsFr	
			MPS	Furniture Parts	WOak	Waln		
	Furniture for Vans		MLF	Mouldngs/Millwk				
			5-15	MSF	Lamin Faced Pnls			
				MSF	Sfwd Faced Pnls			
Littfin Lumber Co Jack Littfin, President PO Box 666 Winsted MN 55395 612-485-3861 Fax 612-485-3861 Employees: 151-500	Floor & Roof Trusses	5000 +	MBF	Sfwd Dimension	DgFr	Wlar	SYPr	
	Laminated Beams				DFlr	HsFr		
Plato Woodwork Inc Tim Pinske, Owner 200 3rd St SW Plato MN 55370 612-238-2193 Fax 612-238-2131 Employees: 51-150	Kitchen Cabinets		MBF	Sfwd Lumber	WhPn	Brch	Chry	
			MBF	Hwd Lumber	HMap	ROak		
	Bathroom Cabinets		0-2	MBF	Hwd Dimen Parts			
				MSF	Sfwd Faced Pnls			
				MSF	Hwd Faced Pnls			
Popp Brothers Lumber Randy Popp, Co-Owner Rt. 3 Hutchinson MN 55350 612-587-6673 Employees: 1-5	Pallets	150-500	MBF	Sfwd Lumber	NoPn	WMx	BAsh	
		50-150	MBF	Sfwd Dimension	Aspn	Bass	Brch	
		150-500	MBF	Pallet Parts	Ctwd	Elm	ROak	
Stearnswood Inc Roger Stearns, President PO Box 50	Wood/Plywood Boxes, Crates	500-1500	MBF	Sfwd Lumber	WCdr	LpPn	NoPn	
	Wood Bases, Skids, Pallets	500-1500	MBF	Sfwd Dimension	PnPn	ESPr	DFlr	
	Wood Blocking-Dunnage	150-500	MBF	Hwd Lumber	SPF	HsFr	WMx	
	Heavy Duty Cartons	15-50	MBF	Treated Lumber	BAsh	Aspn	SMap	

*Courtesy of Minnesota Department of Natural Resources*

**Having your company listed in your state's forest products directory is another way to increase your exposure to potential customers. Also, the directory may provide you with a list of potential customers.**

## 15. Commercial Forest Products Directories

A variety of commercial forest products directories exists, with each varying in style, content, and organization. All have valuable information about the forest products industry. They can be used as a source for identifying customers.

Following is a list of selected commercial directories.

***Directory of the Forest Products Industry***

Miller Freeman Publications  
500 Howard Street  
San Francisco, CA 94105  
Phone: 415-905-2200  
FAX: 415-905-2239

***Green Book-Hardwood Lumber Marketing Directory***

Miller Publishing  
1235 Sycamore View  
Memphis, TN 38134  
Phone: 901-372-8280  
Fax: 901-373-6180

***Wood & Wood Products Red Book***

Vance Publishing Corp.  
400 Knightsbridge Parkway  
Lincolnshire, IL 60069  
Phone: 708-634-4347  
FAX: 708-634-4379

***Furniture Design & Manufacturing Woodworking Industry Directory***

Delta Communications, Inc.  
400 N. Michigan Avenue  
Chicago, IL 60611  
Phone: 312-222-2000  
FAX: 312-222-2026

**16. State Forest Products Associations & Related Groups**

Most states have at least one association or wood-interest group that represents or provides assistance to the forest products industry. Contact these groups to understand how they operate, their potential benefit to you, and your potential benefit to them. Appendix H lists forest products associations and related groups that may assist you with your company's marketing program and/or general operation.

## **17. Trade Associations**

Trade associations are generally comprised of a group of manufacturers specializing in a particular segment of the industry. For example, the National Oak Flooring Manufacturers Association is comprised of members who primarily produce oak flooring. Trade associations generally market their members' products and services through various promotional and educational programs including trade shows, newsletters, workshops, advertisements, etc. They represent their members on legal matters and environmental concerns, establish and maintain product standards and specifications, and collect and distribute economic trend and market information to their members. Your company may wish to consider joining a trade association. Appendix I lists associations which represents manufacturer of secondary-processed wood products.

## **18. Seminars & Workshops**

Forest products associations, industry groups, government agencies, and universities periodically conduct seminars and workshops on various segments of the forest products industry. Many of the seminars and workshops are marketing oriented and often provide information on potential customers and effective ways of reaching these customers. These workshops are advertised in state marketing bulletins (see Appendix G), by direct mail, and by word-of-mouth. Often, manufacturers miss many opportunities by not attending these workshops. People are busy and money is usually tight, but the time and money spent at a quality workshop is time and money well spent. Not only do you gain from the knowledge acquired, but also from the contacts. Workshops in the 20 northeastern states range from log and lumber grading, to kiln drying, to processing and manufacturing, to marketing and exporting, with everything in between. Usually your state's forest products utilization and marketing staffs (see Appendix B) and wood products extension specialists (see Appendix C) are familiar with upcoming workshops in your area.

## VII. CASE STUDY: Sunset Hardwood Company

*The following case study is an example of how one might use the information and ideas in this guide in the development of a marketing plan.*

Sunset Hardwood Flooring Company manufactured strip and plank flooring for over 40 years. Back in the 1950's, markets were exceptional, and buyers practically knocked the company's doors down to buy their strip flooring. As wall-to-wall carpeting began to compete strongly against hardwood flooring, sales started to shrink.

Today, the company produces only a tenth of the volume it did during the heydays of the 50's. Only a few employees are needed to maintain the operation. For the last 20 years, the company's marketing strategy was to sit by the telephone and wait for orders.

When the owner of the company decided to retire, he sold the struggling company to a young businessman who was familiar with marketing and homeowners' tastes and preferences for interior wood products. Although the new owner knew very little about manufacturing flooring, the employees knew quite well how to manufacture top-quality flooring. By combining the strength of the existing workforce and the new owner's marketing knowledge, the company made some major changes. What do you think they were? Think what you would have done if you were the new owner.

The first step was to add a new product line. It was basically V-grooved plank flooring, but instead of marketing it as a floor covering, it was marketed as a wall paneling. In particular, the new owner realized that the housing boom in the adjacent metropolitan area had new homeowners who wanted a distinct character or flavor for their homes. He identified this need by visiting with new residential contractors and carpenters and homeowners, discussing their needs and wants as well as any possible opportunities for his company to meet their needs.

From his market assessment, he developed a wainscoting product from the existing flooring product line in lengths of 32 and 36 inches. The company also developed a panel cap molding that sat nicely

on top of the wainscoting. The panel cap served as both a chair rail and a decorative covering for the top end of the wainscoting.

The new owner realized that most of these homeowners were unaware of his company's new product line; consequently, he developed a marketing program geared at increasing consumer awareness. The marketing program is outlined below:

### **1.) The Product**

- a. Two species: red and white oak (species currently being manufactured into strip and plank flooring)
- b. Two grades: clear and character marked
- c. Lengths: 32" and 36"
- d. Widths: random (a combination of the following widths; 2", 3", 4", 5"); same width (all 2" or 3", etc.)
- e. Other characteristics: wainscot was sanded, edges were beveled
- f. Developed a panel cap to fit on top of the wainscot (red and white oak)

### **2.) Pricing Scheme**

Because the wainscot product was a specialty item, not a commodity item, the pricing strategy followed accordingly.

- a. For the clear grade, the price was:
  - Random width: 30% higher than the standard flooring price
  - Specific width: 40% higher than the standard flooring price
- b. For the character-marked grade, the price was:
  - Random width: 20% higher than standard flooring
  - Specific width: 30% higher than standard flooring
- c. For the panel cap, the price was:
  - The same as baseboard molding sold as a complementary product with the flooring-

### 3.) Promotional Strategy

- a. Samples: The company produced 24" x 32" wainscot samples (with the panel cap attached) in red and white oak, clear and character-marked grades, stained and finished. A variety of stains was used to demonstrate the color effect. The backs of the samples were stamped with the company logo, address, phone and FAX numbers, as well as the grade, type of stain, and finish. The displays were used to educate and entice new residential contractors, remodelers, and homeowners to purchase wainscot.
- b. Informational brochure: The company developed a brochure on the characteristics and quality appeal of their wainscoting that included: suggestions for what types of rooms to install it in, installation instructions, finishing instructions, and instructions for care after installation. The informational brochure served to educate homeowners on the quality of the wainscoting and how to install it. It also served as a handout for professional contractors to distribute to potential customers.
- c. Office display: Wainscoting in both red and white oak, clear and character-marked grades, was installed in the company's offices providing customers a firsthand look at the company's wainscot product line.
- d. Photo display: The company organized a series of photos of residential homes with the company's wainscot product installed.
- e. Personnel: The company allocated 20 percent of the existing salesperson's time to promoting and marketing the new product line.

### 4.) Distribution

The company had no trucks. They shipped their products via commercial trucking and continued that method for wainscot shipments. Shipping charges were paid by the company for

orders of \$1000 or more.

The marketing program was two-tiered. It was directed to both professional contractors, as well as do-it-yourself homeowners. An advantage was that once contractors started using the company's wainscot and their customers were satisfied, these contractors recommended it to other homeowners. A second advantage was the company also reached the final customers, who may want to install it themselves later in other areas of their house.

Armed with a well-thought-out product line, pricing scheme, promotional strategy, and a planned distribution system, the company salesforce hit the road. Samples were given to professional contractors operating in the metropolitan area and advertisements were run in the local newspapers and yellow pages. The new product line was also promoted to the company's existing flooring customers. Because the new product line required little additional investment in the manufacturing operation, risk was minimized.

The company's first year sales goal was \$75,000 while the sales goals for the second and third years were \$140,000 and \$270,000, respectively. How do you think they did? Would you have done anything differently?

## VIII. EXPORTING

The export market for secondary-processed wood products is growing and varies depending upon the product, country, trade policies, and various other factors. Export marketing initially sounds frightening and unappealing to many manufacturers and entrepreneurs; however, there are many manufacturers who successfully export their products. As with any new potential market, it needs to be studied, researched, analyzed, and approached with caution. The purpose of this chapter is to direct you to sources of exporting knowledge and assistance.

To test this market initially, consider working with an *export agent* or an *export broker*. These people are familiar with export documentation, payment methods, and specific country markets. Normally, *export agents* charge a commission or fee for their services and will generally handle the marketing, distribution and documentation of your products. For a manufacturer venturing into the export market, working with an export agent is a logical choice. However, the agent controls much of your marketing.

*Export brokers* purchase products directly from you and resell them to foreign customers. They minimize your risk, but your total return is reduced because the broker charges a commission to do the work required to get your product overseas.

Both of these strategies -- working with an agent or a broker -- are options for entering into the export arena. Either way, you can learn what foreign customers want or require, and they get to know your products and company. However, utilizing these export marketing strategies indefinitely may cost you additional exporting opportunities.

In addition to using export agents and export brokers, other ways to enter into the export market exist. For example, the U.S. Department of Commerce, International Trade Administration (ITA) offers numerous export-oriented programs. These include:

- Export Counseling
- Export Video Tapes
- Trade Opportunities Program
- Commercial News USA
- Agent/Distributor Service
- World Traders Data Reports
- Matchmaker Events
- Overseas Trade Missions
- Overseas Catalog and Video/Catalog Shows
- Foreign Buyer Program
- Overseas Trade Fairs
- Custom Statistical Service

For detailed information about specific programs, contact the ITA office nearest you by consulting your telephone directory under U.S. Government or contact the Washington, D.C. office:

***U.S. Department of Commerce***  
***International Trade Administration***  
14th Street & Constitution Avenue, NW  
Washington, D.C. 20230  
1-800-USA-TRADE or 202-377-0375  
(872-8723)  
FAX: 202-377-4473

The 1-800-USA-TRADE number can be used as a "one-stop" information source on export programs offered by most federal agencies.

The Small Business Administration (SBA) also offers exporting programs for small businesses. Some of their programs are:

- Export Counseling
- Export Training
- Export Information System
- Matchmaker Events
- Service Corps of Retired Executives (SCORE)
- Small Business Development Centers

Many of these programs are administered through the Office of International Trade. Information concerning these programs can be obtained by contacting the SBA office nearest you. Consult your telephone directory under U.S. Government or contact the Washington D.C. office:

***Small Business Administration  
Office of International Trade***

6th Floor  
409 Third Street, SW  
Washington, D.C. 20416  
Phone: 202-205-6720  
FAX: 202-205-7272

The U.S. Department of Agriculture, Foreign Agricultural Service (FAS) provides export services such as:

- Export Counseling
- Foreign Buyer Lists
- Trade Leads
- Foreign Market Information
- Technical Assistance
- Wood Products: International Trade in Foreign Markets  
(quarterly)

FAS has Agricultural Trade Offices (ATOs) located in U.S. Embassies. The ATOs conduct activities such as working to develop and expand markets for U.S. agricultural products. The ATO's addresses are listed in the FAS Overseas Directory.

FAS also developed, "A Guide to Exporting Solid Wood Products," (USDA, FAS, FPD, AH No. 662, July 1990). This guide is designed to assist U.S. wood products manufacturers with developing successful export marketing strategies. It includes methods to obtain accurate and up-to-date export marketing information so that the production, scheduling, and shipping of U.S. wood products can be done profitably. To obtain a copy of the handbook or to obtain additional information about FAS programs, contact:

***USDA Foreign Agricultural Service  
Forest Products Division,***

Room 4647-S  
14th Street & Independence Avenue, SW  
Washington, DC 20250  
Phone: 202-720-0638  
FAX: 202-720-8461

The USDA Forest Service's Forestry Sciences Laboratory located in Princeton, WV, has an extensive data base of statistical trade information and analyses targeted toward most major domestic and international hardwood product markets. Laboratory staff can be contacted at:

***Northeastern Forest Experiment Station  
Forestry Sciences Laboratory***

Route 2, Box 562-B, Gardner Area  
Princeton, WV 24740  
Phone: 304-425-8108  
FAX: 304-425-1476

Most states provide exporting assistance in one form or another. Normally, manufacturers can obtain assistance through their **state commerce/international trade department** (Appendix J) and/or their **state forestry office** (Appendix B). Many states have regional or local export assistance programs, too. The location and contact persons for these programs can be obtained by contacting the state export assistance agencies listed in Appendix J.

The Appalachian Export Center for Hardwoods (APEX) has programs designed to increase the quality and value of hardwood exports from the Appalachian region.

The two programs most pertinent to manufacturers are:

1. Outreach: trade assistance, workshops, technical publications
2. Research: international market analyses, requirements and opportunities

Additionally, APEX publishes a newsletter which includes current export information, an international report, listings of trade leads and trade shows. APEX also publishes "Statistical Quarterly," which lists quarterly export figures of hardwood products in terms of value, quantity, species, and country. Other APEX publications include country profiles and research briefs on exporting and export markets. For information on these programs, contact:

***Appalachian Export Center for Hardwoods***  
***West Virginia University***  
P.O. Box 6061  
Morgantown, WV 26506-6061  
Phone: 304-293-7577  
FAX: 304-293-7579

The American Hardwood Export Council (AHEC) is the leading international trade association for the U.S. hardwood industry, representing the committed exporters among U.S. hardwood companies and all the major U.S. hardwood product trade associations. Programs and services which AHEC provides to its members include:

Market Development Programs & Market Intelligence  
Trade Missions, Fairs, and Exhibitions  
AHEC Membership Directory  
Technical Information and Seminars  
Promotional Assistance

For additional information, contact:

***American Hardwood Export Council***  
1250 Connecticut Avenue N.W., Suite 200  
Washington, D.C. 20036  
Phone: 202-463-2720  
FAX: 202-463-2785

## IX. FINANCING

Cash flow problems periodically plague wood products manufacturers and entrepreneurs because a significant portion of a company's cash is often tied-up in inventory or accounts receivable. It is wise to plan ahead for expected and unexpected cash needs and cash flow concerns. Several sources of capital exist from both public and private concerns.

Federal and state governments have programs which provide financial assistance to businesses. Normally, a tremendous amount of lead time is needed for processing these types of loans, and they may require you to release company information that you may not want to release. However, these sources have proved to be useful to some companies seeking funding for certain types of ventures.

Normally, obtaining a government loan will require the same amount of effort and paperwork that is required for a private loan. Consequently, it is wise to plan ahead and have a business plan developed which includes cash flows, market analyses and sales projections for at least three years. Letters of commitment from customers to purchase your products are valuable, also.

The U.S. Small Business Administration (SBA) has programs which provide businesses with loan assistance. By law, a business must first seek financing from a bank or other lending institution before it is eligible for SBA loan assistance. SBA offers two basic types of loans: guaranteed loans and direct loans. A guaranteed loan is usually made by a private lender such as a bank and is guaranteed up to 90% by SBA. Direct loans are available only to businesses unable to secure an SBA guaranteed loan. Direct loans are extremely hard to secure.

To obtain further information on SBA loans, contact the SBA office nearest you or the Washington, D.C., office at:

***Small Business Administration  
Office of Financial Assistance***

409 Third Street, SW  
Washington, D.C. 20416  
Phone: 202-205-6490  
FAX: 202-205-7064

Most state commerce/development departments offer some form of potential financial assistance for certain business ventures. To learn more about the programs offered within your state, contact the appropriate agency list in Appendix K. These contacts may be able to direct you to private lending sources also.

## **X. APPENDIXES**

Additional sources of information for secondary wood products manufacturers and entrepreneurs located in the 20 northeastern states are listed in the following appendixes. Every feasible effort was taken to ensure the correctness of the listed sources. If an agency/organization was omitted, it was unintentional. The Utilization and Marketing Supervisors from the State Forestry Offices in the 20 northeastern states provided the majority of the information listed in this section.

## Appendix A: State Forest Products Directories

Most state forestry agencies publish some type of forest products directory(s). Traditionally, these directories have been oriented toward primary processing. Listed below are directories which include manufacturers of secondary wood products and primary wood products. As mentioned in the text, these agencies promote their forest products industry by distributing directory(s) upon request. The information listed about manufacturers will vary from state to state. To obtain copies of the directories or to have your company listed in your state's directory(s), contact the appropriate agency.

### Connecticut:

*Secondary Wood Products Mfrs. Dir.,  
Yankee Forest Cooperative  
Primary Processing Directory*  
Division of Forestry  
Dept. of Environmental Protection  
State Office Building  
Room 260  
165 Capitol Avenue  
Hartford, CT 06106  
Phone: 203-566-5348  
FAX: 203-566-7921

### Illinois:

*Sawmill Directory*  
Dept. of Conservation  
Div. of Forest Resources  
600 North Grand Ave.  
Springfield, IL 62706  
Phone: 217-782-2361  
FAX: 217-785-8405

### Delaware:

*Secondary Processors  
Primary Processors*  
Delaware Dept. of Agric.  
Forestry Section  
2320 South Dupont Hwy.  
Dover, DE 19901  
Phone: 302-739-4811  
FAX: 302-697-6287

### Indiana:

*Secondary Forest Prod-  
ucts Industries  
Primary Forest Products  
Industries*  
Division of Forestry  
Dept. of Nat. Resources  
P.O. Box 283  
Connersville, IN 47331  
Phone: 317-825-6769  
FAX: 317-825-6769

## Iowa:

### ***Secondary Wood Products***

#### ***Directory***

State Forestry Nursery  
2404 South Duff St.  
Ames, IA 50010  
Phone: 515-233-1161  
FAX: 515-233-1131

## Maine:

### ***Primary Processor Mill List***

Bureau of Forestry  
Dept. of Conservation  
State House Station # 22  
Augusta, ME 04333  
Phone: 207-289-4995  
FAX: 207-289-2400

### ***Directory of Forest Products***

#### ***Industries***

College of Forest Resources  
201A Nutting Hall  
University of Maine  
Orono, ME 04469  
Phone: 207-581-2857  
FAX: 207-581-2858

## Massachusetts:

### ***Secondary Wood Products Mfrs. Dir., Yankee Forest Cooperative***

Dept. of Environ. Mgmt.  
Div. of Forest & Parks  
100 Cambridge St.  
Suite 1900  
Boston, MA 02202  
Phone: 617-727-3180  
FAX: 617-727-9402

## Maryland:

### ***Secondary Directory Primary Directory***

Forest, Park, & Wildlife Service  
Tawes State Office Building  
580 Taylor Avenue  
Annapolis, MD 21401  
Phone: 410-974-3776  
FAX: 410-974-5550

## **Michigan:**

***Forest Products Producers,  
Truckers, Brokers, & Dealers  
Wood Products in Michigan;  
A Directory of Mills & Mfrs.  
Wood Products Export Directory***  
Forest Mgmt. Division  
Dept. of Nat. Resources  
Stevens T. Mason Bldg.  
P.O. Box 30028  
Lansing, MI 48909  
Phone: 517-373-1275  
FAX: 517-373-2443

## **Missouri:**

***Directory of Sec. Wood Processors  
Directory of Primary Wood  
Processors  
Directory of Wood Drying Facilities***  
Forestry Division  
2901 West Truman Blvd.  
P.O. Box 180  
Jefferson City, MO 65102  
Phone: 314-751-4115  
FAX: 314-893-6079

## **New Hampshire:**

***Directory of Sawmills***  
UNH Cooperative Extension  
Petee Hall  
Univ. of New Hampshire  
Durham, NH 03824  
Phone: 603-862-1096  
FAX: 603-862-1585

## **Minnesota:**

***Forest Products Directory***  
Division of Forestry  
Dept. of Nat. Resources  
DNR Bldg., Box 44  
500 Lafayette Road  
St. Paul, MN 55155-4044  
Phone: 612-296-6491  
FAX: 612-296-5954  
or  
MN Extension Service  
Distribution Center  
Room 3, Coffey Hall  
1420 Eckles Avenue  
St. Paul, MN 55108-1030  
Phone: 612-624-2790  
FAX: 612-625-6286

***Made in NH Directory of Mfrs.***  
Dept. of Resources & Econ. Dev.  
Office of Business & Ind. Dev.  
P.O.. Box 856  
Concord, NH 03302-0856  
Phone: 603-271-2591  
FAX: 603-271-2629

## **New Jersey:**

### ***Secondary Processing Directory***

#### ***Primary Processing Directory***

Division of Parks & Forestry  
Forestry Services  
CN 404  
501 East State St.  
Trenton, NJ 08625  
Phone: 609-292-2531  
FAX: 609-984-0378

## **Ohio:**

### ***Secondary Wood Mfrs. Directory***

#### ***Sawmill List***

Division of Forestry  
Dept. of Nat. Resources  
Fountain Square  
Columbus, OH 43224  
Phone: 614-265-6703  
FAX: 614-265-6709

## **Rhode Island:**

### ***Secondary Wood Products Mfrs. Dir. Yankee Forest Cooperative Primary Producers Directory***

Div. of Forest Environment  
Arcadia Headquarters  
260 Arcadia Road  
Hope Valley, RI 02832  
Phone: 401-539-2356

## **New York:**

### ***Directory of Secondary Wood-Using Industries Directory of Primary Wood-Using Industries***

Bureau of Land Resources  
Environmental Cons. Dept.  
50 Wolf Rd., Room 404  
Albany, NY 12233-4252  
Phone: 518-457-7431  
FAX: 581-457-1088

## **Pennsylvania:**

### ***Woodworking Directory Sawmill Directory Kiln Dryers Directory***

Dept. of Environ. Resources  
Bureau of Forestry  
P.O. Box 8552  
2150 Herr Street  
Harrisburg, PA 17105-8552  
Phone: 717-787-2105  
FAX: 717-783-5109

## **Vermont:**

### ***Directory of Mfrs. & Craftsmen Directory of Sawmills & Veneer Mills***

Dept. of Forest, Parks, & Recreation  
Agency of Environ. Cons.  
103 South Main St.  
Waterbury, VT 05676  
Phone: 802-244-8716  
FAX: 802-244-1481

## **West Virginia:**

### ***The Forest Industry***

Dept. of Commerce, Labor,  
& Env. Resources

Division of Forestry

State Capitol

Charleston, WV 25305

Phone: 304-558-2788

FAX: 304-558-0143

## **Wisconsin:**

### ***Secondary Directory***

### ***Primary Directory***

### ***Export Catalog***

Dept. of Nat. Resources

3911 Fish Hatchery Rd.

Route 4

Madison, WI 53711

Phone: 608-275-3276

FAX: 608-275-3338

## Appendix B: State Forestry Offices

Most state forestry agencies have staff personnel with expertise in forest products utilization and marketing. These specialists may be able to assist you with your marketing and exporting needs. When contacting these offices, ask to speak with a person who specializes in forest products utilization and marketing.

### Connecticut:

Dept. of Environmental Protection  
Division of Forestry  
State Office Building  
Room 260  
165 Capitol Avenue  
Hartford, CT 06106  
Phone: 203-566-5348  
FAX: 203-566-7921

### Illinois:

Dept. of Conservation  
Div. of Forest Resources  
600 North Grand Ave.  
Springfield, IL 62706  
Phone: 217-782-2361  
FAX: 217-785-8405

### Iowa:

State Forestry Nursery  
2404 South Duff St.  
Ames, IA 50010  
Phone: 515-233-1161  
FAX: 515-233-1131

### Delaware:

Delaware Dept. of Agric.  
Forestry Section  
2320 South Dupont Hwy.  
Dover, DE 19901  
Phone: 302-739-4811  
FAX: 302-697-6287

### Indiana:

Dept. of Nat. Resources  
Division of Forestry  
P.O. Box 283  
Connersville, IN 47331  
Phone: 317-825-6769  
FAX: 317-825-6769

### Maine:

Dept. of Conservation  
Bureau of Forestry  
State House Station # 22  
Augusta, ME 04333  
Phone: 207-289-4995  
FAX: 207-289-2400

**Massachusetts:**

Dept. of Environ. Mgmt.  
Div. of Forest & Parks  
100 Cambridge St.  
Suite 1900  
Boston, MA 02202  
Phone: 617-727-3180  
FAX: 617-727-9402

**Michigan:**

Dept. of Nat. Resources  
Forest Mgmt. Division  
Stevens T. Mason Bldg.  
P.O. Box 30028  
Lansing, MI 48909  
Phone: 517-373-1275  
FAX: 517-373-2443

**Missouri:**

Forestry Division  
2901 West Truman Blvd.  
P.O. Box 180  
Jefferson City, MO 65102  
Phone: 314-751-4115  
FAX: 314-893-6079

**New Jersey:**

Division of Parks & Forestry  
Forestry Services  
CN 404  
501 East State St.  
Trenton, NJ 08625  
Phone: 609-292-2531  
FAX: 609-984-0378

**Maryland:**

Forest, Park, & Wildlife  
Service  
Tawes State Office Building  
580 Taylor Avenue  
Annapolis, MD 21401  
Phone: 410-974-3776  
FAX: 410-974-5550

**Minnesota:**

Dept. of Nat. Resources  
Division of Forestry  
DNR Bldg., Box 44  
500 Lafayette Road  
St. Paul, MN 55155-4044  
Phone: 612-296-6491  
FAX: 612-296-5954

**New Hampshire:**

UNH Cooperative Extension  
Pettee Hall  
Univ. of New Hampshire  
Durham, NH 03824  
Phone: 603-862-1096  
FAX: 603-862-1585

**New York:**

Bureau of Land Resources  
Environmental Cons. Dept.  
50 Wolf Rd., Room 404  
Albany, NY 12233-4252  
Phone: 518-457-7431  
FAX: 518-457-1088

## **Ohio**

### **Dept. of Nat. Resources**

Division of Forestry  
Fountain Square  
Columbus, OH 43224  
Phone: 614-265-6703  
FAX: 614-265-6709

## **Rhode Island:**

Div. of Forest Environment  
Arcadia Headquarters  
260 Arcadia Road  
Hope Valley, RI 02832  
Phone: 401-539-2356

## **West Virginia:**

Dept. of Commerce, Labor,  
& Environ. Resources  
Division of Forestry  
State Capitol  
Charleston, WV 25305  
Phone: 304-558-2788  
FAX: 304-558-0143

## **Pennsylvania:**

### **Dept. of Environ. Resources**

Bureau of Forestry  
P.O. Box 8552  
2150 Herr Street  
Harrisburg, PA 17105-8552  
Phone: 717-787-2105  
FAX: 717-783-5109

## **Vermont:**

Dept. of Forest, Parks, & Rec.  
Agency of Environ. Cons.  
103 South Main St.  
Waterbury, VT 05676  
Phone: 802-244-8716  
FAX: 802-244-1481

## **Wisconsin:**

Dept. of Nat. Resources  
3911 Fish Hatchery Rd.  
Route 4  
Madison, WI 53711  
Phone: 608-275-3276  
FAX: 608-275-3338

## Appendix C: Wood Products Extension Specialists

Below is a list of land grant universities in the 20 northeastern states which employ wood products extension specialists. These specialists may be able to assist you with your marketing and wood processing needs. When contacting the offices listed below, ask to speak with a wood products extension specialist.

### Illinois:

Department of Forestry  
University of Illinois  
Turner Hall  
1102 S. Goodwin Avenue  
Urbana, IL 61801  
Phone: 217-333-2770  
FAX: 217-244-3219

### Iowa:

Department of Forestry  
251 Bessey Hall  
Iowa State University  
Ames, IA 50011  
Phone: 515-294-4465  
FAX: 515-294-1337

### Massachusetts:

Dept. of Forestry & Wildlife  
Holdsworth Natural Resource Center  
University of Massachusetts  
Amherst, MA 01003  
Phone: 413-545-2665  
FAX: 413-545-4358

### Indiana:

Department of Forestry &  
Natural Resources  
Purdue University  
West Lafayette, IN 47907  
Phone: 317-494-3615  
FAX: 317-496-1344

### Maine:

Nutting Hall  
University of Maine  
Orono, ME 04669  
Phone: 207-581-2885  
FAX: 207-581-2858

### Michigan:

Forestry Department  
Michigan State University  
East Lansing, MI 48824-1222  
Phone: 517-355-0091  
FAX: 517-336-1143

## **Minnesota:**

Department of Forest Products  
Kaufert Laboratory  
University of Minnesota  
2004 Folwell Avenue  
St. Paul, MN 55108  
Phone: 612-624-3619  
FAX: 612-625-6286

## **New Hampshire:**

Pettee Hall  
University of New Hampshire  
Durham, NH 03824  
Phone: 603-862-1029  
FAX: 603-862-1585

## **New York:**

Department of Natural Resources  
Fernow Hall  
Cornell University  
Ithaca, NY 14853  
Phone: 607-255-2826  
FAX: 607-255-0349

## **Ohio:**

School of Natural Resources  
210 Cottman Hall  
Ohio State University  
2021 Coffey Road  
Columbus, OH 43210  
Phone: 614-292-2265  
FAX: 614-292-7432

## **Missouri:**

1-30 Agriculture Building  
University of Missouri  
Columbia, MO 65211  
Phone: 314-882-4227  
FAX: 314-882-1977

Wood Products Engineering  
Coll. of Env. Science & Forestry  
Baker Laboratory  
State University of New York  
1 Forestry Drive  
Syracuse, NY 13210-2786  
Phone: 315-470-6880  
FAX: 315-470-6879

## **Pennsylvania:**

Forest Resources Laboratory  
Pennsylvania State University  
University Park, PA 16802  
Phone: 814-863-2976  
FAX: 814-863-7193

**Vermont:**

Aiken Center for Nat. Resources  
University of Vermont  
Burlington, VT 05405-0088  
Phone: 802-656-3258  
FAX: 802-656-8683

**Wisconsin:**

Department of Forestry  
University of Wisconsin  
1630 Linden Drive  
Madison, WI 53706  
Phone: 608-262-9975  
FAX: 608-262-9922

**West Virginia:**

Appalachian Hardwood Center  
West Virginia University  
P.O. Box 6125  
Morgantown, WV 26506  
Phone: 304-293-7550  
FAX: 304-293-2441

**National:**

Wood Products Extension  
Program  
Forest Products Laboratory  
1 Gifford Pinchot Drive  
Madison, WI 53705-2398  
Phone: 608-231-9330  
FAX: 608-231-9592

## **Appendix D: State Home Builders Associations (HBA)**

Normally, several home builders associations exist within most states. For example, there are 24 in Illinois, 8 in Maryland, and 1 in Rhode Island. To learn about the home builders association nearest you and their activities, contact the state-wide association or the National Association of Home Builders from the list below.

### **Connecticut:**

HBA of Connecticut  
Suite101  
609 Farmington Avenue  
Hartford, CT 06105  
Phone: 203-232-1905  
FAX: 203-232-3102

### **Delaware:**

HBA of Delaware  
5151 W. Woodmill Dr. #19  
Wilmington, DE 19808  
Phone: 302-994-2597  
FAX: 302-994-9071

### **Illinois:**

HBA of Illinois  
112 W. Edwards  
Springfield, IL 62704  
Phone: 217-753-3963  
FAX: 217-753-3811

### **Indiana:**

Indiana BA  
Suite 100  
1011 N. Martin Luther King, Jr. St.  
Indianapolis, IN 46202  
Phone: 317-236-6334  
FAX: 317-236-6342

### **Iowa:**

HBA of Iowa  
9001 Hickman Rd., Suite 2C  
Des Moines, IA 50322  
Phone: 515-278-0255  
FAX: 515-278-9626

### **Maine:**

HBA of Maine  
Rt. 32 South  
P.O. Box 190  
South China, ME 04358  
Phone: 207-445-4590

### **Maryland:**

Maryland BA  
9 State Circle  
Annapolis, MD 21401  
Phone: 301-261-2997  
FAX: 301-263-0078

### **Massachusetts:**

Massachusetts HBA  
6 Beacon St., Suite 205  
Boston, MA 02108  
Phone: 617-720-2340  
FAX: 617-720-1879

## **Michigan:**

Michigan Assoc. of HB  
P.O. Box 16206  
Lansing, MI 48901  
Phone: 517-484-5933  
FAX: 517-484-0306

## **Missouri:**

HBA of Missouri  
600 E. 103rd Street  
Kansas City, MO 64131  
Phone: 816-942-8800  
FAX: 816-942-8367

## **New Jersey:**

New Jersey BA  
Building 200, Suite 2C  
666 Plainsboro Road  
Plainsboro, NJ 08536  
Phone: 609-275-8888  
FAX: 609-275-4411

## **Ohio:**

Ohio HBA  
16 E. Broad St., 12th Floor  
Columbus, OH 43215  
Phone: 614-228-6647  
FAX: 614-228-5149

## **Rhode Island:**

Rhode Island Builders Association  
The Omni Biltmore Hotel  
11 Dorrance Street  
Providence, RI 02903  
Phone: 401-521-0347  
FAX: 401-521-0394

## **Minnesota:**

BA of Minnesota  
2469 University Ave.  
Saint Paul, MN 55114  
Phone: 612-646-7959  
FAX: 612-646-2860

## **New Hampshire:**

HBA of New Hampshire  
P.O. Box 2283  
Concord, NH 03302-2283  
Phone: 603-228-0351  
FAX: 603-228-1877

## **New York:**

New York State Builders Assoc.  
112 State Street, Suite 1318  
Albany, NY 12207  
Phone: 518-465-2492  
FAX: 518-465-0635

## **Pennsylvania:**

Pennsylvania BA  
412 North Second Street  
Harrisburg, PA 17101  
Phone: 717-234-6209  
FAX: 717-234-9553

## **Vermont:**

HBA of Vermont  
P.O. Box 934  
Williston, VT 05495  
Phone: 802-879-7766  
FAX: 802-879-0553

**West Virginia:**

HBA of West Virginia  
700 Virginia St., West  
Charleston, WV 25302  
Phone: 304-342-5176  
FAX: 304-342-5177

**Wisconsin:**

Wisconsin BA  
1438 N. Stoughton Rd.  
Madison, WI 53714  
Phone: 608-249-9912  
FAX: 608-249-6473

**National:**

National Association of Home  
Builders  
15th & M Streets, N.W.  
Washington, D.C. 20005  
Phone: 202-822-0200  
FAX: 202-822-0559

## Appendix E. Forest Products Trade Shows

Many organizations and groups promote the forest products industry within their state by sponsoring trade shows. To learn more about the shows in a particular state, see the list below. Also, selected regional, national, and international shows are listed.

### Indiana:

#### *The Indiana Wood Expo*

Hardwood Lumbermen's Assoc., Inc.  
200 Marott Center  
342 Massachusetts Ave.  
Indianapolis, IN 46204  
Phone: 317-636-6059  
FAX: 317-638-0539

-or-

Trade Shows, Inc.  
P.O. Box 796  
Conover, NC 28613  
Phone: 704-459-9894  
FAX: 704-459-1312

### Iowa:

#### *Holzfest*

c/o Personalized Wood Products, Inc.  
Amana Colony  
P.O. Box 193  
Amana, IA 52203  
Phone: 319-622-3100

#### *Wood Expo*

High Noon Kiwanis Club  
Parkview Plaza, Room 204  
107 East 2nd Street  
Ottumwa, IA 52501  
Phone: 515-682-8549

### Maine:

#### *Fryeburg Fair*

Fryeburg Fair Assoc.  
P.O. Box 78  
Fryeburg, ME 04037  
Phone: 207-935-3268

### Massachusetts:

#### *Northeastern Wood Products*

*Exposition (NEWPEX)*  
(Springfield Civic Center,  
Springfield, MA)  
Drysdale Lee & Associates  
6 Abbott Road  
Wellesley Hills, MA 02181  
Phone: 617-237-0587  
FAX: 617-237-9039

## **Michigan:**

### ***Midwest-Grand Rapids Woodworking & Furniture Supply Fair***

(Grand Rapids, MI)  
Trade Shows, Inc.  
P.O. Box 796  
Conover, NC 28613  
Phone: 704-459-9894  
FAX: 704-459-1312

## **Minnesota:**

### ***Northwestern Building Products Expo***

Northwest Lumber Assoc.  
Suite 130  
1405 Lilac Drive N.  
Minneapolis, MN 55422  
Phone: 612-544-6822  
FAX: 612-544-0820

### ***North Star Exposition***

Timber Producers Association  
1015 Torrey Building  
Duluth, MN 55802  
Phone: 218-722-5013  
FAX: 218-722-2065

## **Missouri:**

### ***Midwest Forest Industry Show***

Forest Products Assoc.  
611 E. Capitol Street, Suite 1  
Jefferson City, MO 65101  
Phone: 314-634-3252  
FAX: 314-634-2591

## **New Jersey:**

### ***Eastern Region Kitchen & Bath Show***

(Garden State Exhibit Center,  
Somerset, New Jersey)  
Expositions East  
19 Commodore Court  
Barnegat, NJ 08050  
Phone: 201-770-2769  
FAX: 201-770-2837

### ***Mid Atlantic Woodworking & Furniture Supply Show***

(Atlantic City, NJ)  
Trade Shows, Inc.  
P.O. Box 796  
Conover, NC 28613  
Phone: 704-459-9894  
FAX: 704-459-1312

## **Pennsylvania:**

### ***Timber Exposition***

Hardwood Lumber Mfrs.  
Assoc.  
One Common Square  
417 Walnut Street, Suite A  
Harrisburg, PA 17109  
Phone: 717-236-9207  
FAX: 717-238-6341

## **West Virginia:**

### ***Appalachian Hardwood Expo***

Mercer County Technical  
Education Center  
105 Old Bluefield Road  
Princeton, WV 24740  
Phone: 304-425-9551  
FAX: 304-425-0833

## **Regional Shows:**

### ***Carolinas Woodworking & Furniture Supply Show***

(formerly High Point W&F show,  
Greensboro, NC)  
Trade Shows, Inc.  
P.O. Box 796  
Conover, NC 28613  
Phone: 704-459-9894  
FAX: 704-459-1312

## **Rhode Island:**

### ***Rhode Island Home Show***

RI Builders Association  
Omni Biltmore Hotel  
11 Dorance Street  
Providence, R.I. 02908  
Phone: 401-521-0347  
FAX: 401-521-0394

### ***Northeastern Wood Products Exposition (NEWPEX)***

(Springfield CIVIC Center,  
Springfield, MA)  
Drysdale Lee & Associates  
6 Abbott Road  
Wellesley Hills, MA 02181  
Phone: 617-237-0587  
FAX: 617-237-9039

## National Shows:

### ***The National Home Center Show***

(Chicago, IL)  
Vance Publishing Corp.  
400 Knightsbridge Parkway  
Lincolnshire, IL 60069  
Phone: 708-634-4347  
FAX: 708-634-4379

### ***The National Kitchen & Bath Show***

National Kitchen & Bath Assoc.  
687 Willow Grove Street  
Hackettstown, NJ 07840  
Phone: 908-852-0033  
FAX: 908-852-1695

### ***The Remodelers Show***

National Assoc. of Home  
Builders  
1201 15th Street, NW  
Washington, DC 20005-2800  
Phone: 202-822-0216  
FAX: 202-822-8873

### ***Woodworking, Machinery & Furniture Supply Fair***

(Anaheim Convention Center,  
Anaheim, CA)  
Marketing Assoc. Group  
1516 S. Pontius Avenue  
Los Angeles, CA 90025  
Phone: 310-477-8521  
FAX: 310-312-6684

## International Shows:

### ***International Woodworking Ma- chinery & Furniture Supply Fair***

(Georgia World Congress Center,  
Atlanta, GA)  
Reed Exhibition Company  
1350 E. Touhy Avenue  
P.O. Box 5060  
Des Plaines, IL 60017-5060  
Phone: 708-390-2420  
FAX: 708-635-1571

### ***Interhome***

(Kobe, Japan)  
Overseas Management: World  
Import Market Co., Ltd.  
3-1-3 Higashi-Ikebukuro  
Toshima-ku  
Tokyo 170, Japan  
Phone: 03-3987-3161  
FAX: 03-3981-8371

### ***Interbuild***

(Birmingham, England)  
Information Services, Inc.  
4733 Bethesda Avenue, Suite 700  
Bethesda, MD 20814  
Phone: 301-656-2942  
FAX: 301-656-3179

### ***Interzum***

(Cologne, Germany)  
Messe- und Ausstellungs-  
Ges.m.b.h.Koln  
Messeplatz 1, D-5000  
Koln 21, Germany  
Phone: 49-221-821-2542  
Telefax: 49-221-821-3416

***Tecno Mueble Internacional***

(Woodworking & furniture supply show,  
Guadalajara, Mexico)

Trade Shows, Inc.

P.O. Box 609

Conover, NC 28613

Phone: 704-459-9894

FAX: 704-459-1312

## **Appendix F. Wood Products Standard Industrial Classification Codes**

Probably the most useful standard industrial classification (SIC) codes for manufacturers and entrepreneurs of secondary-processed wood products are SIC Group 24, Lumber & Wood Products, except Furniture; and SIC Group 25, Furniture & Fixtures. Listed below are the 4 digit SIC codes for the industry segments of the two groups.

### **Major SIC Group 24. LUMBER & WOOD PRODUCTS, EXCEPT FURNITURE**

#### **241 LOGGING CAMPS AND LOGGING CONTRACTORS**

2411 Logging camps and logging contractors

#### **242 SAWMILLS AND PLANING MILLS**

2421 Sawmills and planing mills, general

2426 Hardwood dimension and flooring mills

2429 Special product sawmills, not elsewhere classified

#### **243 MILLWORK, VENEER, PLYWOOD, AND STRUCTURAL WOOD PRODUCTS**

2431 Millwork plants

2432 Veneer and plywood plants

2434 Wood kitchen cabinets

2435 Hardwood veneer and plywood

2436 Softwood veneer and plywood

2439 Structural wood members, not elsewhere classified

#### **244 WOODEN CONTAINERS**

2441 Nailed and lock corner wood boxes and shooks

2448 Wood pallets and skids

2449 Wood containers, not elsewhere classified

#### **245 WOOD BUILDINGS AND MOBILE HOMES**

2451 Mobile homes

2452 Prefabricated wood buildings

249 MISCELLANEOUS WOOD PRODUCTS

- 2491 Wood preserving
- 2492 Particleboard
- 2499 Wood products, not elsewhere classified

**Major SIC Group 25. FURNITURE & FIXTURES**

251 HOUSEHOLD FURNITURE

- 2511 Wood household furniture, except upholstered
- 2512 Wood household furniture, upholstered
- 2514 Metal household furniture
- 2515 Mattresses and bedsprings
- 2517 Wood television, radio, phonograph, & sewing machine cabinets
- 2519 Household furniture, not elsewhere classified

252 OFFICE FURNITURE

- 2521 Wood office furniture
- 2522 Metal office furniture

253 PUBLIC BUILDING AND RELATED FURNITURE

- 2531 Public building and related furniture

254 PARTITIONS, SHELVING, LOCKERS, AND OFFICE AND STORE FIXTURES

- 2541 Wood office & store fixtures, partitions, shelving and lockers
- 2542 Metal office & store fixtures, partitions, shelving and lockers

259 MISCELLANEOUS FURNITURE AND FIXTURES

- 2591 Drapery hardware and window blinds and shades
- 2599 Furniture and fixtures, not elsewhere classified

## Appendix G. State Marketing Bulletins

As a service to the wood products industry, some state forestry offices publish marketing bulletins. These bulletins vary from state to state in content, size, publishing frequency, and circulation. Generally, these bulletins list products and services for sale or wanted, and often contain articles on subjects affecting the industry and lists of upcoming workshops and events.

### Delaware:

#### *Forestry Marketing Newsletter*

Delaware Dept. of Agric.  
Forestry Section  
2320 South Dupont Hwy.  
Dover, DE 19901  
Phone: 302-739-4811  
FAX: 302-697-6287

### Maine:

#### *Primary Processors Newsletter*

Bureau of Forestry  
Dept. of Conservation  
State House Station #22  
Augusta, ME 04333  
Phone: 207-289-4995  
FAX: 207-289-2400

### Minnesota:

#### *Forest Products Bulletin*

Division of Forestry  
Dept. of Nat. Resources  
DNR Bldg., Box 44  
500 Lafayette Road  
St. Paul, MN 55155-4044  
Phone: 612-296-6491  
FAX: 612-296-5954

### Illinois:

#### *Wooden Dollars Marketing News Exporting Forest Products*

Dept. of Conservation  
Div. of Forest Resources  
600 North Grand Ave.  
Springfield, IL 62706  
Phone: 217-782-2361  
FAX: 217-785-8405

-01-

Dept. of Forest Products  
MN Extension Service  
University of MN  
2004 Folwell Ave.  
St. Paul, MN 55108  
Phone: 612-624-5307  
FAX: 612-625-6286

## Missouri:

### ***Wood Industry Bulletin***

Forestry Division  
2901 West Truman Blvd.  
P.O. Box 180  
Jefferson City, MO 65102  
Phone: 314-751-4115  
FAX: 314-893-6079

## New Jersey:

### ***Marketing Bulletin***

Division of Parks & Forestry  
Forestry Services  
CN 404  
501 East State St.  
Trenton, NJ 08625  
Phone: 609-292-2531  
FAX: 609-984-0378

## Pennsylvania:

### ***Marketing Bulletin***

Dept. of Environ. Resources  
Bureau of Forestry  
2150 Herr Street  
P.O. Box 8552  
Harrisburg, PA 17105-8552  
Phone: 717-787-2105  
FAX: 717-783-5109

## West Virginia:

### ***Forest Products Bulletin***

Dept. of Commerce, Labor,  
& Environ. Resources  
Division of Forestry  
State Capitol  
Charleston, WV 25305  
Phone: 304-558-2788  
FAX: 304-558-0143

## New Hampshire:

### ***Forest Industry Marketing Bulletin***

UNH Cooperative Extension  
121 Taylor Hall  
Univ. of New Hampshire  
Durham, NH 03824  
Phone: 603-862-1096  
FAX: 603-862-1585

## New York:

### ***Marketing Bulletin***

SUNY-ESF  
107 Marshall Hall  
Syracuse, NY 13210  
Phone: 315-470-6533  
FAX: 315-470-6535

## Vermont:

### ***Forest Exchange & Information Bulletin***

Dept. of Forest, Parks, & Recreation  
Agency of Environ. Cons.  
103 South Main St.  
Waterbury, VT 05676  
Phone: 802-244-8716  
FAX: 802-244-1481

## Wisconsin:

### ***Woods Marketing Bulletin***

Dept. of Nat. Resources  
3911 Fish Hatchery Rd.  
Route 4  
Madison, WI 53711  
Phone: 608-275-3276  
FAX: 608-275-3338

## Appendix H. Forest Products Organizations & Associations

Numerous forest products-related organizations and associations exist. Your involvement in one of these organizations may serve you and your firm well. At a minimum, being aware of the organizations nearest you could be beneficial.

### Connecticut:

Wood Producers Assoc.  
564 Great Hill Road  
Guilford, CT 06437  
Phone: 203-457-0314  
FAX: 203-457-1628

### Illinois:

Casket Mfrs. Assoc.  
708 Church Street  
Evanston, IL 60201  
Phone: 708-866-8383  
FAX: 708-866-0901

Hardwood Export Association  
World Trade Center  
321 N. Clark Street, Suite 550  
Chicago, IL 60610  
Phone: 312-467-0603  
FAX: 312-467-0615

Maple Flooring Mfrs. Assoc.  
60 Revere Drive, Suite 500  
Northbrook, IL 60062  
Phone: 708-480-9080  
FAX: 708-480-9282

North American Wholesale  
Lumber Assoc.  
3601 Algonquin Road, Suite 400  
Rolling Meadows, IL 60008  
Arlington, IL 60005  
Phone: 708-870-7470  
FAX: 708-870-0201

Wood Products Assoc.  
c/o Dept. of Forestry  
Agr. Building 184  
S. Illinois University  
Carbondale, IL 62901  
Phone: 618-453-3341  
FAX: 618-453-1778

## **Indiana:**

Fine Hardwood Veneer Assoc.  
American Walnut Mfrs. Assoc.  
Suite 0  
5603 W. Raymond St.  
Indianapolis, IN 46241  
Phone: 317-244-3311  
FAX: 317-244-3386

Forest Industry Council  
P.O. Box 293  
Bargersville, IN 46106  
Phone: 317-422-5182  
FAX: 317-422-5630

## **Iowa:**

Wood Industries Assoc.  
R.R. 1, Box 298  
Fort Madison, IA 52627  
Phone: 319-528-6231  
FAX: 319-528-6231

## **Maryland:**

Forest Association  
6907 Avondale Road  
Baltimore, MD 21212  
Phone: 410-823-7215  
FAX: 410-823-7218

Forest Products Research Soc.  
(Ohio Valley Section)  
c/o Dept. Forestry & NR  
Purdue University  
W. Lafayette, IN 47907  
Phone: 317-494-3615  
FAX: 317-496-1344

Hardwood Lumbermen's Assoc.  
200 Marott Center  
342 Massachusetts Ave.  
Indianapolis, IN 46204  
Phone: 317-636-6059  
FAX: 317-638-0539

## **Maine:**

Maine Forest Products  
Council  
146 State Street  
Augusta, ME 04330  
Phone: 207-622-9288  
FAX: 207-626-3002

## **Massachusetts:**

Wood Products Mfrs. Assoc.  
52 Racette Avenue  
Gardner, MA 01440  
Phone: 508-632-3923  
FAX: 508-632-3987

## **Michigan:**

Assoc. of Timbermen  
P.O. Box 486  
Newberry, MI 49868  
Phone: 906-293-3236  
FAX: 906-293-5444

Grand Rapids Area Furniture Mfrs.  
Assoc.  
1500 E. Beltline S.E., Suite 160  
Grand Rapids, MI 49506  
Phone: 616-942-6225

Lake States Lumber Assoc.  
427 S. Stephenson Avenue  
Iron Mountain, MI 49801  
Phone: 906-774-6767  
FAX: 906-774-7255

## **Minnesota:**

Timber Producers Assoc. &  
Forest Industries, Inc.  
1015 Torrey Building  
314 W. Superior Street  
Duluth, MN 55802  
Phone: 218-722-5013  
FAX: 218-722-2065

## **Missouri:**

Forest Products Assoc.  
611 E. Capitol Street  
Jefferson City, MO 65101  
Phone: 314-634-3252  
FAX: 314-634-2591

Operation Action U.P.  
616 Sheldon Ave., # 214  
Houghton, MI 49931  
Phone: 906-482-3210

Timber Producers Assoc.  
of MI & WI  
P.O. Box 39  
Tomahawk, WI 54487  
Phone: 715-453-4355  
FAX: 715-453-4177

Wood Promotion Council  
Suite 300N  
1711 W. County Road B  
Roseville, MN 55113  
Phone: 612-638-0724  
FAX: 612-638-0737

## **New Jersey:**

Lumber & Building Materials  
Dealers Assoc., Inc.  
66 Morris Avenue  
P.O. Box 359  
Springfield, NJ 07081  
Phone: 201-379-1100  
FAX: 201-379-6507

## **New York:**

Empire State Forest Products  
Assoc.  
123 State Street  
Albany, NY 12207  
Phone: 518-463-1297  
FAX: 518-426-9502

Forestry Alliance of the  
Southern Tier  
174 Madison Street  
Wellsville, NY 14895  
Phone: 716-593-5075

Forest Industry Resource  
Study Team  
c/o Cattaraugus County Coop.  
Extension  
Parkside Drive  
Ellicottsville, NY 14731  
Phone: 716-699-2377  
FAX: 716-699-5701

Northeastern Forest Alliance  
(NEFA)  
c/o Dept. of Conservation  
Bureau of Land Resources  
50 Wolf Road  
Albany, NY 12233-4252  
Phone: 518-457-7431  
FAX: 518-457-1088

Northeast Wood Machinery Assoc.  
c/o Dept. of Conservation  
115 Liberty Street  
Bath, NY 14810  
Phone: 607-776-2165  
FAX: 607-776-4392

Timber Producers Assoc.  
P. O. Box 300  
Boonville, NY 13309  
Phone: 315-942-5503

## **Ohio:**

Southern Ohio Wood Industry  
Consortium  
c/o OH Valley Regional Dev. Commission  
740 Second Street  
Portsmouth, OH 45662-4088  
Phone: 614-354-7795  
FAX: 614-353-6353

## **Pennsylvania:**

**Allegheny Hardwood Utilization  
Group (AHUG)**  
P.O. Box 133  
Kane, PA 16735  
Phone: 814-837-8550  
FAX: 814-837-8550

**Hardwood Development Council**  
Dept. of Commerce  
408 Forum Building  
Harrisburg, PA 17120  
Phone: 717-772-3715  
FAX: 717-234-4560

**Hardwood Lumber Mfrs. Assoc.**  
One Common Square  
417 Walnut Street, Suite A  
Harrisburg, PA 17109  
Phone: 717-236-9207  
FAX: 717-238-6341

**Northern Tier Hardwood Assoc.**  
701 S. Fourth Street  
P.O. Box 248  
Towanda, PA 18848  
Phone: 717-265-8441  
FAX: 717-265-7585

**Pocono Northeast Hardwood  
Assoc.**  
1151 Oak Street  
Pittston, PA 18640-3795  
Phone: 717-655-5581  
FAX: 717-654-5137

**SEDA-COG Regional Wood  
Industry Assoc.**  
Timberhaven, R.D. 1  
Lewisburg, PA 17837  
Phone: 717-524-4491  
FAX: 717-524-9190

**Southern Alleghenies Hardwood  
Utilization Group**  
Roselawn Avenue & 58th St.  
Altoona, PA 16602  
Phone: 814-949-6529  
FAX: 814-949-6505

**Southwestern PA Hardwood  
Utilization Council**  
c/o The Southwest Institute  
P.O. Box 519  
Uniontown, PA 15401  
Phone: 412-430-4205  
FAX: 412-430-4182

## **Vermont:**

**Associated Industries of VT**  
P.O. Box 630  
Montpelier, VT 05601-0630  
Phone: 802-223-3441  
FAX: 802-223-3441

**Forest Products Association**  
R.R. 3, Box 118  
Barton, VT 05822  
Phone: 802-525-4404

**Furnishings & Accessories  
Manufacturers Assoc.**  
P.O. Box 250  
East Montpelier, VT 05651  
Phone: 802-229-5005

## **West Virginia:**

Forestry Association  
P.O. Box 488  
Ravenswood, WV 26164  
Phone: 304-273-8164  
FAX: 304-273-3160

## **Wisconsin:**

Forest Products Research Society  
2801 Marshall Court  
Madison, WI 53705  
Phone: 608-231-1361  
FAX: 608-231-2152

Lake States Lumber Assoc.  
427 S. Stephenson Ave.  
Iron Mountain, MI 49801  
Phone: 906-774-6767  
FAX: 906-774-7255

Lake States Women in Timber  
P.O. Box 2  
Land O'Lakes, WI 54540  
Phone: 715-274-2409  
FAX: 715-453-4177

Timber Producers Assoc.  
of MI & WI  
P.O. Box 39  
Tomahawk, WI 54487  
Phone: 715-453-4355  
FAX: 715-453-4177

## Appendix I: Trade Associations

Below is a list of a variety of trade associations which may be beneficial to secondary wood processors.

American Furniture Mfrs. Assoc.  
223 S. Wren Street  
P.O. Box HP-7  
High Point, NC 27261  
Phone: 919-884-5000  
FAX: 919-884-5303

Appalachian Hardwood Mfrs., Inc.  
P.O. Box 427  
High Point, NC 47261  
Phone: 919-885-8315  
FAX: 919-886-8865

Architectural Woodwork Institute  
13924 Braddock Road, Suite 100  
P.O. Box 1550  
Centreville, VA 22020  
Phone: 703-222-1100  
FAX: 703-222-2499

Fine Hardwood Veneer Assoc.  
American Walnut Mfrs. Assoc.  
Suite 0  
5603 West Raymond Street  
Indianapolis, IN 46241  
Phone: 317-244-3311  
FAX: 317-244-3386

Grand Rapids Area Furniture  
Mfrs. Assoc.  
Suite 160  
1500 E. Beltline, S.E.  
Grand Rapids, MI 49506  
Phone: 616-942-6225

Hardwood Mfrs. Assoc.  
Suite 205, Building B  
2831 Airways Boulevard  
Memphis, TN 38132  
Phone: 901-346-2222  
FAX: 901-346-2233

Hardwood Plywood Mfrs.  
Assoc.  
1825 Michael Faraday Drive  
P.O. Box 2789  
Reston, VA 22090-2789  
Phone: 703-435-2900  
FAX: 703-435-2537

Kitchen Cabinet Mfrs. Assoc.  
1899 Preston White Drive  
Reston, VA 22091  
Phone: 703-264-1690  
FAX: 703-264-6530

Maple Flooring Mfrs. Assoc.  
60 Revere Drive, Suite 500  
Northbrook, IL 60062  
Phone: 708-480-9080  
FAX: 708-480-9282

National Dimension Mfrs. Assoc.  
Suite A-130  
1000 Johnson Ferry Road  
Marietta, GA 30068  
Phone: 404-565-6660  
FAX: 404-565-6663

National Forest Products Assoc.  
1250 Connecticut Avenue, N.W.  
Washington, D.C. 20036  
Phone: 202-463-2700  
FAX: 202-463-2785

National Kitchen and Bath Assoc.  
687 Willow Grove Street  
Heckettstown, NJ 07840  
Phone: 908-852-0033  
FAX: 908-852-1695

National Lumber & Building  
Materials Dealers Assoc.  
40 Ivy Street, S.E.  
Washington, D.C. 20003  
Phone: 202-547-2230  
FAX: 202-547-7640

National Oak Flooring Mfrs. Assoc.  
22 North Front Street  
P.O. Box 3009  
Memphis, TN 38173-3009  
Phone: 901-526-5016  
FAX: 901-526-7022

National Wood Window and  
Door Assoc.  
1400 East Touhy Avenue  
Suite G-54  
Des Plaines, IL 60018  
Phone: 708-299-5200  
FAX: 708-299-1286

Wood Moulding and Millwork  
Producers Assoc.  
1730 S.W. Skyline Boulevard  
P.O. Box 25278  
Portland, OR 97225  
Phone: 503-292-9288  
FAX: 503-292-3490

Wood Products Mfrs. Assoc.  
52 Racette Avenue  
Gardner, MA 01440  
Phone: 508-632-3923  
FAX: 508-632-3987

## Appendix J: Exporting Assistance - State Agencies

Many state forestry agencies listed in Appendix B and many extension programs listed in Appendix C provide export assistance. Various other agencies and organizations within each state offer exporting assistance to manufacturers. Most states have a division within their commerce/economic development departments that provide exporting assistance. Some state agencies have trade offices located in key markets throughout the world. The services and programs provided by these state agencies vary. To learn more about your state's export services and activities, contact the appropriate agency listed below.

### Connecticut:

Dept. of Econ. Development  
International Division  
865 Brooks Street  
Rocky Hill, CT 06067  
Phone: 203-285-4200  
FAX: 203-529-0535

### Delaware:

Development Office  
World Trade Section  
820 French Street  
Wilmington, DE 19801  
Phone: 302-577-6262  
FAX: 302-577-3862

### Illinois:

Dept. of Commerce &  
Community Affairs  
International Division  
State of IL Center  
100 W. Randolph St., Suite 3-400  
Chicago, IL 60601  
Phone: 312-814-7164  
FAX: 312-814-6581

### Indiana:

Dept. of Commerce  
International Trade Division  
One N. Capitol Ave.  
Indianapolis, IN 46204  
Phone: 317-232-3527  
FAX: 317-232-4146

IN Port Commission  
150 W. Market St., Suite 603  
Indianapolis, IN 46204  
Phone: 317-232-9200  
FAX: 317-232-0137

**Iowa:**

Dept. of Econ. Dev.  
International Division  
200 East Grand Avenue  
Des Moines, IA 50309  
Phone: 402-471-4668  
FAX: 402-471-3778

**Maryland:**

International Division  
World Trade Center, 7th Floor  
401 E. Pratt Street  
Baltimore, MD 21202  
Phone: 410-333-8180  
FAX: 410-333-4302

**Massachusetts:**

Office of Int. Trade & Investment  
100 Cambridge Street, Suite 902  
Boston, MA 02202  
Phone: 617-367-1830  
FAX: 617-227-3488

**Michigan:**

Department of Commerce  
International Office  
P.O. Box 30225  
Lansing, MI 48909  
Phone: 517-373-1054  
FAX: 517-335-2521

**Maine:**

World Trade Assoc.  
77 Sewall Street  
Augusta, ME 04330  
Phone: 207-622-0234  
FAX: 207-622-3760

Port Administration  
World Trade Center, 19th Floor  
401 E. Pratt Street  
Baltimore, MD 21202  
Phone: 410-333-4453  
FAX: 410-333-1126

Port Authority  
Suite 321  
World Trade Center  
Boston, MA 02210  
Phone: 617-439-5560  
FAX: 617-439-5559

**Minnesota:**

Trade Office  
1000 World Trade Center  
30 E. 7th Street  
St. Paul, MN 55101  
Phone: 612-297-3272  
FAX: 612-296-3555

## **Missouri:**

Dept. of Agr.  
Int. Marketing Program  
1616 Missouri Blvd.  
P.O. Box 630  
Jefferson City, MO 65102  
Phone: 314-751-4338  
FAX: 314-751-2868

Dept. of Econ. Dev.  
Int. Business Dev. Program  
Truman Building, 7th Floor  
Jefferson City, MO 65101  
Phone: 314-751-9045  
FAX: 314-751-7384

## **New Hampshire:**

Dept. of Resources & Econ. Development  
International Trade  
P.O. Box 856  
Concord, NH 03302-0856  
Phone: 603-271-2591  
FAX: 603-271-2629

## **New Jersey:**

Dept. of Commerce, & Econ. Dev.  
Div. of International Trade  
153 Halsey Street, 5th Floor  
P.O. Box 47024  
Newark, NJ 07101  
Phone: 201-648-3518  
FAX: 201-623-1287

Port Authority of NY & NJ  
Suite 63 East  
One World Trade Center  
New York, NY 10048  
Phone: 212-435-7000  
FAX: 212-432-0297

Delaware River Port Authority  
World Trade Division  
Bridge Plaza  
Camden, NJ 08101  
Phone: 609-963-6420  
FAX: 609-964-8106

## **New York:**

Dept. of Economic Development  
International Trade Bureau  
1515 Broadway Ave.  
New York, NY 10036  
Phone: 212-827-6200  
FAX: 212-827-6279

Port Authority of NY & NJ  
Suite 63 East  
One World Trade Center  
New York, NY 10048  
Phone: 212-435-7000  
FAX: 212-432-0297

## **Ohio:**

Dept. of Agr.  
Div. of Marketing  
65 S. Front St., Room 607  
Columbus, OH 43215-4193  
Phone: 614-752-9811  
FAX: 614-644-5017

Dept. of Development  
International Trade Division  
P.O. Box 1001  
Columbus, OH 43266-0101  
Phone: 614-466-5017  
FAX: 614-463-1540

## **Pennsylvania:**

Dept. of Agriculture  
Bureau of Market Dev.  
310 Agr. Building  
2301 N. Cameron St.  
Harrisburg, PA 17110  
Phone: 717-783-3181  
FAX: 717-787-2387

Dept. of Commerce  
Bureau of Export Trade  
464 Forum Building  
Harrisburg, PA 17120  
Phone: 717-787-7190  
FAX: 717-234-4560

## **Rhode Island:**

Dept. of Economic Development  
Export Assistance Center  
7 Jackson Walkway  
Providence, RI 02903  
Phone: 401-277-2601  
FAX: 401-277-2102

## **Vermont:**

Dept. of Economic Development  
International Business  
109 State Street  
Montpelier, VT 05609  
Phone: 802-828-3221  
FAX: 802-828-3258

## **West Virginia:**

Development Office  
International Development  
Division  
State Capitol  
Charleston, WV 25305  
Phone: 304-558-2234  
FAX: 304-558-0362

## Wisconsin:

Dept. of Agr.  
Agr. Trade & Consumer Protection  
801 West Badger Road  
P.O. Box 8911  
Madison, WI 53708  
Phone: 608-266-7182  
FAX: 608-266-1300

Dept. of Development  
Bureau of International Trade  
123 W. Washington Avenue  
P.O. Box 7970  
Madison, WI 53707  
Phone: 608-266-9487  
FAX: 608-266-5551

## Appendix K: Financial Assistance - State Agencies

Most states offer financial programs or packages. For information about an individual state program, contact the appropriate agency(s) listed below.

### Connecticut:

Dept. of Economic Dev.  
865 Brooks Street  
Rocky Hill, CT 06067  
Phone: 203-258-4200  
FAX: 203-529-0535

### Illinois:

Dept. of Commerce & Community Affairs  
620 E. Adams  
Springfield, IL 62701  
Phone: 217-782-3233  
FAX: 217-785-6328

### Iowa:

Dept. of Econ. Dev.  
Bureau of Business Finance  
200 East Grand Avenue  
Des Moines, IA 50309  
Phone: 515-242-4700  
FAX: 515-242-4749

### Maryland:

Dept. of Ec. & Employment Dev.  
Finance Programs  
217 E. Redwood Street, 22nd Floor  
Baltimore, MD 21202  
Phone: 410-333-6932  
FAX: 410-333-6931

### Delaware:

Development Office  
99 Kings Highway  
Dover, DE 19901  
Phone: 302-739-4271  
FAX: 302-739-5749

### Indiana:

Dept. of Commerce  
Business Dev. Div.  
Suite 700  
One North Capitol Ave.  
Indianapolis, IN 46204  
Phone: 317-232-0159  
FAX: 317-233-5123

### Maine:

Dept. of Econ. & Community  
Development  
State House Station #59  
Augusta, ME 04333  
Phone: 207-287-3153  
FAX: 207-287-2861

### Massachusetts:

Dept. of Community Development  
100 Cambridge Street, Room 1804  
Boston, MA 02202  
Phone: 617-727-7765  
FAX: 617-727-4259

## **Michigan:**

Dept. of Commerce  
Development Services  
P.O. Box 30225  
Lansing, MI 48909  
Phone: 517-373-0347  
FAX: 517-373-7873

## **Missouri:**

Dept. of Economic Dev.  
Economic Development Programs  
Truman Building, 7th Floor  
301 West High Street  
Jefferson City, MO 65101  
Phone: 314-751-0717  
FAX: 314-751-7384

## **New Jersey:**

Dept. of Commerce & Economic Dev.  
Division of Econ. Dev.  
Office of Financial Mgmt. Assistance  
20 W. State Street  
CN 823  
Trenton, NJ 08625-0823  
Phone: 609-984-3409  
FAX: 609-292-9145

## **Ohio:**

Dept. of Development  
Division of Econ. Dev.  
P.O. Box 1001  
Columbus, OH 43266-0101  
Phone: 614-466-4551  
FAX: 614-466-1789

## **Minnesota:**

Dept. of Trade & Economic  
Dev.  
900 American Center Building  
150 East Kellogg Blvd.  
St. Paul, MN 55101  
Phone: 612-297-1174  
FAX: 612-296-1290

## **New Hampshire:**

Dept. of Resources & Econ. Dev.  
Office of Business & Industrial Dev.  
P.O. Box 856  
Concord, NH 03302-0856  
Phone: 603-271-2591  
FAX: 603-271-2629

## **New York:**

Dept. of Economic Dev.  
1 Commerce Plaza  
Albany, N.Y. 12245  
Phone: 518-474-1131  
FAX: 518-474-1512

## **Pennsylvania:**

Governor's Response Team  
439 Forum Building  
Harrisburg, PA 17120  
Phone: 717-787-8199  
FAX: 717-234-4560

**Rhode Island:**

Dept. of Econ. Dev.  
Financial Services Division  
7 Jackson Walkway  
Providence, RI 02903  
Phone: 401-277-2601  
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