REPORT OF THE
DEPARTMENT OF ECONOMIC DEVELOPMENT ON

ENCOURAGING WOOD PROCESSORS TO CONSIDER VIRGINIA AS AN EXPANSION SITE

TO THE GOVERNOR AND
THE GENERAL ASSEMBLY OF VIRGINIA

HOUSE DOCUMENT NO. 71

COMMONWEALTH OF VIRGINIA
RICHMOND
1995

COMMONWEALTH *of* VIRGINIA

Office of the Governor

George Allen
Governor

Robert T. Skunda
Secretary of Commerce and Trade

TO: The Honorable George Allen
Members of the General Assembly of Virginia

House Joint Resolution No. 211, agreed to by the General Assembly in 1994, requests that the Department of Economic Development, with the assistance of the Department of Forestry and the Department of Agriculture and Consumer Services, shall initiate a program to identify pulpwood processors and other wood industries throughout the United States that may be expanding, and shall solicit such companies to consider Virginia as an expansion site; and that existing wood processors in Virginia be encouraged to expand pulp mill capacity in order to strengthen Virginia's wood market.

As directed by this joint resolution, I hereby submit the attached report which includes the findings of the evaluation. this document represents both the interim and final report of these agencies.

I wish to express my sincere appreciation to the many individuals who assisted the Department of Economic Development, the Department of Forestry, and the Department of Agriculture and Consumer Services in carrying out the request of the General Assembly for this important study.

Respectfully submitted,

Robert T. Skunda

P.O. Box 1475 • Richmond, Virginia 23212 • (804) 786-7831 • TDD (804) 786-7765

PREFACE

House Joint Resolution No. 211 (HJR No. 211), passed by the 1994 General Assembly, requested the Department of Economic Development (DED), in conjunction with the Department of Forestry (DOF) and the Virginia Department of Agriculture and Consumer Services (VDACS), to initiate a program to identify pulpwood processors and other wood industries and to develop a plan to market Virginia as a location for forest resource-based industries. Submission of findings and recommendations were required to the Governor and the 1996 Session of the General Assembly, with an interim report due in 1995.

In order to meet the requirements of HJR No. 211, a general inter-agency study committee was formed. Staff from the Division of National Business Development of DED served as coordinator of this committee which was composed of a forest products specialist from VDACS, and a forest products utilization and marketing supervisor from DOF. Once strategies to identify wood processors and marketing plan components were developed, various subcommittees were formed to research elements and identify associated costs for each strategy. The general study committee and subcommittees were able to complete their work in time to submit a final rather than interim report to the 1995 General Assembly.

Special assistance was provided by officials from the Virginia Tech Center for Forest Products Marketing and the Tennessee Valley Authority's Valley Resource Center; account managers from Siddall, Matus and Coughter, Inc., Advertising and Public Relations; and a representative from Abingdon Travel Service.

Study findings include the development of a targeted marketing plan focused on a direct mail campaign; trade show participation; and print advertising in key forest resource trade journals.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

INTRODUCTION

Virginia is blessed with ample timber resources. In fact, approximately 61 percent of the state's 25.4 million acres is classified as commercial timberland. Over the years, Virginia has been highly successful in attracting wood product-related industries. In 1993 and 1994 alone, seven new timber-related companies located in Virginia and 15 others expanded (see Appendix B). Notable examples of this industry include Georgia Pacific Corporation, J. M. Huber Corporation, Union Camp Corporation, and Woodtech Inc., a foreign affiliated company. With the implementation of the Commonwealth's first comprehensive strategic economic development plan, *Opportunity Virginia*, wood product-related industries, as part of the forestry sector, will likely receive heightened marketing attention.

Surveys of Virginia's forest resources are usually completed every five years by the U.S. Department of Agriculture's Forest Experiment Station in Asheville, North Carolina. The most recent comprehensive inventory of the state's timber (1992) shows that the volume of timber in Virginia has been expanding. Between 1977 and 1992 the volume of sawtimber increased almost 28 percent.[1] Annual sawtimber growth now exceeds removals by 62 percent. This documented surplus of growth over harvest can provide a basis for expanding production of lumber, pulp and other primary wood products, as well as for expanded production of furniture, cabinets and other secondary wood products.

METHODOLOGY

In fulfillment of House Joint Resolution 211, passed by the 1994 Session of the General Assembly, a committee was formed by the Departments of Economic Development, Forestry, Agriculture and Consumer Services, and Virginia Tech's Brooks Forest Products Center to develop a plan to market Virginia as a location for forest resource-based industries. After meeting with the Director of National Business Development for the Department of Economic Development, subcommittee research areas were assigned by various marketing topics. Subcommittees were formed to review work by previous committees and develop relevant information on demonstrated successful marketing strategies along with associated cost estimates. Three marketing approaches were selected as having the highest probability for success:

* Direct Mail Campaign
* Trade Shows Display and Attendance
* Print Advertising

---

[1] Thompson, Michael T., *et al*, Forest Statistics for Virginia, 1977-1992, [Resource Bulletins, SE-43, -87 and -131], (Asheville, NC: U.S. Department of Agriculture, Forest Service, Southeastern Experiment Station, 1993).

FINDINGS

Our researchers found that sufficient renewable forest based-resources are available to sustain additional primary and secondary wood processing manufacturers in the Commonwealth.

Our researchers further found that there were 1,965 forest resource-based companies located in the thirty-three (33) states in twenty-three (23) forest-based industrial classification codes and that at least sixty percent (60%), or 1,179, have sales that are growing. Therefore, those growing companies would be likely candidates for any targeted marketing campaign.

CONCLUSIONS

The Department of Economic Development (DED), the Virginia Department of Agriculture and Consumer Services (VDACS), and the Department of Forestry (DOF) will continue to meet the objectives outlined in *Opportunity Virginia* regarding pulpwood processors and wood industries. To complement current marketing efforts of VDACS, the Division of National Business Development, within DED, plans to assign a marketing manager as an industry specialist.

Implementation of the targeted marketing plan outlined in the Chapter on Findings is dependent upon the availability of resources.

RECOMMENDATIONS

In order to expand the marketing efforts of Virginia's pulpwood processors and wood industries beyond what is outlined in *Opportunity Virginia*, additional resources may be required by the Departments of Economic Development, Agriculture and Consumer Services, and Forestry to support the marketing strategy of a direct mail campaign, trade show participation and advertising campaign for each year these activities are deemed appropriate.

CHAPTER I

INTRODUCTION

Virginia has historically produced forest based manufactured goods and is blessed with expanding forest resources. Approximately 61 percent (61%) of the state's 25.4 million acres is classified as commercial timberland. As a result, Virginia has been highly successful in attracting wood product-related industries. In 1993 and 1994 alone, seven new timber-related companies located in Virginia and 15 others expanded (see Appendix B). Notable examples of this attraction activity include Georgia Pacific Corporation, J. M. Huber Corporation, Union Camp Corporation, and Woodtech Inc., a foreign affiliated company. With the implementation of *Opportunity Virginia*, wood product-related industries, as part of the forestry sector, will receive heightened marketing attention.

The most recent comprehensive inventory of the state's timber (1992) shows that the volume in Virginia has been expanding. Between 1977 and 1992 the volume of sawtimber increased almost 28 percent. Annual sawtimber growth now exceeds removals by 62 percent.[2] This surplus of growth over harvest can provide a basis for expanding production of lumber and other primary wood products, as well as for expanded production of furniture, cabinets and other secondary wood products. Moreover, in the longer term the opportunity for expansion is far greater than these recent inventory and growth figures might suggest because the sustainable productivity of Virginia's forests is now far below its biological potential.

There will likely be increasing demands on renewable forest resources as the world's populations and economies grow. Recent and prospective curtailments of timber production in the Western United States, Canada and the world's tropical forests are presenting opportunities for regions like Virginia to utilize their surplus timber growth. These demands are already being felt by producers of timber products across the entire Eastern United States. However, there is stiff competition from other states in expanding industry capacity to meet the shifting and growing demands for wood products. West Virginia, Kentucky, North Carolina, South Carolina, and especially Pennsylvania have aggressive programs to expand markets for their wood industries and to recruit new forest-based industries.

Virginia's Department of Economic Development (DED), the Department of Forestry (DOF), the Virginia Department of Agriculture and Consumer Services (VDACS), and Virginia Tech's Brooks Forest Products Center (VTBFPC) have worked together to host and locate industrial forest prospects when visiting the Commonwealth during the past decade. Unfortunately, these agencies have been unable to finance a strong marketing initiative aimed at attracting domestic forest-based industries and manufacturers to the Commonwealth. Over the years, various one-time marketing initiatives have been developed (e.g., "Mountains of

---

[2] Ibid.

Hardwood", 1984) with some success. However, as surrounding states have added resources to their forest-products industry marketing efforts, competition for these prospects has intensified.

This report identifies the number of wood processors and offers a marketing strategy to regain Virginia's dominant position as a state producing abundant forest products for domestic and international markets.

CHAPTER II

METHODOLOGY

In response to House Joint Resolution (HJR) 211, passed by the 1994 Session of the General Assembly, a committee and various subcommittees were formed by the Department of Economic Development (DED), the Department of Forestry (DOF), the Virginia Department of Agriculture and Consumer Services (VDACS), and Virginia Tech's Brooks Forest Products Center (VTBFPC) to develop a plan to market Virginia as a location for forest-based industries. A meeting was held with the Director of National Business Development for the Department of Economic Development in Richmond on December 6, 1994. Specific marketing elements were assigned to various subcommittees during this meeting.

Staff from the DOF, VDACS, and VTBFPC were assigned the forest resource subcommittee to confirm sustained availability for industrial utilization. Representatives from VTBFPC and DED were assigned the industry-wide subcommittee to research for appropriate industrial classification codes and current state of origin as background for determining the size and scope of the targeted industries to be reached by direct mail. Representatives from the VDACS and DOF were assigned the subcommittee to research elements of trade shows, marketing materials and display booths, while staff from DED, DOF, VDACS, and VTBFPC were assigned the subcommittee to research advertising in trade journals for the print ad element of the plan.

The resource subcommittee reviewed the current harvest and growth data for Virginia's forest and the historic data available from 1977 to 1992 to determine resource availability on a sustained basis. This subcommittee determined that current industrial production levels of forest based products are approaching record levels on an annual basis, but are still far below available timber stocks in the Commonwealth.[3]

The direct mail subcommittee reviewed the various industrial directories to determine which classifications would be most appropriate to target with the mailing, and which states contained the current forest based industries in the United States. This information was then forwarded to the research staff at the Tennessee Valley Authority's Valley Resource Center where the Dun and Bradstreet and Standard and Poore's company data bases were used to determine the appropriate number of companies to be targeted with the mailings (see Appendix C).

The Tennessee Valley Resource Center supplied the subcommittee with a number and cost for securing addresses for the 1,965 companies on the data base list. However, the subcommittee recommended only the companies with positive growth rates be included and targeted. **The targeted list represented about sixty percent (60%) of the total list, or 1,179 companies.** In addition, this subcommittee also recommended a new marketing brochure be printed and marketing materials updated for the direct mail marketing campaign (see Appendix C).

---

[3] Ibid.

The trade show subcommittee reviewed various trade show directories and developed a list of **six representative trade shows which are regionally or nationally attended by senior executives and site location staff from forest products manufacturers throughout the United States** (see Appendix D). In addition, display booth manufacturers were contacted to determine the cost for a new display dedicated to the promotional message of Virginia's forest based opportunities and positive business climate. This subcommittee also reviewed current promotional/ marketing literature and the cost of designing and printing a new marketing brochure for the trade show element of this marketing campaign.

The print ad subcommittee analyzed the number of trade journals, circulation and cost for ad space in numerous forest resource trade journals. This subcommittee cross referenced their findings by requesting assistance from Siddall, Matus and Coughter, Inc., the advertising and public relations firm under contract to DED. The ad agency's findings supported those of the subcommittee and gave strength to their recommendations (see Appendix E).

Once the research was completed, the subcommittees met for a second time on January 31, 1995 in Richmond and reported their findings. The information was tabulated and a draft report was developed for all to review. Dates were scheduled in March and April for draft reviews, with final comments submitted to DED on April 14, 1995. Analyses were tabulated into this final report in response to HJR 211(94).

CHAPTER III

FINDINGS

In reviewing the Forest Surveys supplied by the USDA Forest Service, the Department of Forestry and Virginia Tech's Brooks Forest Products Center staff found that sufficient renewable forest-based resources are available from Virginia's woodlands to provide raw materials to sustain additional primary and secondary forest-based industries within the Commonwealth. Researchers further found that the 1,965 domestic primary and secondary forest based industries are concentrated in thirty-three (33) states (see Appendix C) and have senior executives and site selection staff that attend at least one trade show annually and maintain subscriptions for the same trade journals and publications (see Appendix E).

Based on the initial research, a plan to market Virginia as a site for industrial location was developed around three primary elements: a direct mail campaign, trade shows and the purchase of print advertising in various forest (wood and pulp) resource trade journals (see Appendix E).

A direct mail campaign would be targeted to the domestic growth industries utilizing forest resources in thirty-three (33) states in twenty-three (23) industrial classification codes. It is estimated that the cost of acquiring the mailing list, printing marketing materials, mailers and postage would be $10,000 for each mailing. The committee recommends that at least three mailings be made each year for maximum impact from this element of the marketing plan at a cost of $30,000 (see Appendix C).

Exhibiting at trade shows is an important element of the marketing mix to expose the national business community to the resources and positive business climate in Virginia. Therefore, it is recommended that at least six national trade shows be attended by professionals designated by the cognizant Departments. It is estimated that the cost of travel, meals, lodging, booth space, art work and printed material for the national trade shows will cost $59,000 a year (see Appendix C).

Print advertising has long been an industry location element used to gain attention from the business community. Forest industry trade publications provide an opportunity to secure advertising space on the national level to reinforce Virginia's positive business climate and to gain industry location leads. Space should be acquired in five national trade publications to support this marketing initiative. It is estimated that the cost to develop four-color advertising copy for two ads would be $20,000. In addition, a one-time full page ad would cost $17,000 for five national trade journals, and the recommendation is for an annual advertising campaign to include six ads in three of these publications and four ads in the other two for a cost of $110,200 (see Appendix E).

In order to accomplish these activities a total annual budget of $200,000 would be necessary.

CHAPTER IV

CONCLUSIONS

The Department of Economic Development (DED), the Virginia Department of Agriculture and Consumer Services (VDACS), and the Department of Forestry (DOF) will continue to meet the objectives outlined in *Opportunity Virginia* regarding pulpwood processors and wood industries. To complement current marketing efforts of VDACS, the Division of National Business Development, within DED, plans to assign a marketing manager as an industry specialist.

Implementation of the targeted marketing plan outlined in the Chapter on Findings is dependent upon the availability of resources.

As the study committee and subcommittees were able to complete their work and report their findings and recommendations in 1995, a final rather than interim report is being submitted to the 1995 General Assembly.

CHAPTER V

RECOMMENDATIONS

In order to expand the marketing efforts of Virginia's pulpwood processors and wood industries beyond what is outlined in *Opportunity Virginia*, additional resources may be required by the Department of Economic Development (DED), the Virginia Department of Agriculture and Consumer Services (VDACS), and the Department of Forestry (DOF) to support the marketing strategy of a direct mail campaign, trade show participation and advertising campaign for each year these activities are deemed appropriate.

GENERAL ASSEMBLY OF VIRGINIA -- 1994 SESSION

HOUSE JOINT RESOLUTION NO. 211

Requesting the Department of Economic Development, in conjunction with the Department of Forestry and the Department of Agriculture and Consumer Services, to encourage wood processors to consider Virginia as an expansion site.

Agreed to by the House of Delegates, March 10, 1994

Agreed to by the Senate, March 8, 1994

WHEREAS, forests make up 63 percent of Virginia's land area and provide many environmental benefits including water quality, wildlife habitat and enhanced air quality; and

WHEREAS, Virginia's forests also provide the raw material that contributes to one of the Commonwealth's largest industries, ranking first in the number of manufacturing establishments, providing over 100,000 jobs and contributing in excess of $4 billion to the state's economy each year; and

WHEREAS, sales of timber, according to 1986 figures, amount to over $150,000,000/year to landowners, showing that a strong wood market is essential in encouraging landowners to continue in forestry; and

WHEREAS, Virginia's pulp capacity is much less than other southern states; for example, nearly 60 percent less than Georgia or Alabama; which significantly impacts the supply and demand equation for pulpwood; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the Department of Economic Development, with the assistance of the Department of Forestry and the Department of Agriculture and Consumer Services, shall initiate a program to identify pulpwood processors and other wood industries throughout the United States that may be expanding, and shall solicit such companies to consider Virginia as an expansion site; and, be it

RESOLVED FURTHER, That existing wood processors in Virginia be encouraged to expand the pulp mill capacity in order to strengthen Virginia's wood market.

The Department of Economic Development shall complete its work in time to submit its final findings and recommendations to the Governor and the 1996 Session of the General Assembly as provided in the procedures of the Division of Legislative Automated Systems for the processing of legislative documents. The Department shall also submit an interim report to the 1995 Session.

APPENDIX B
ANNOUNCED ACTIVITY IN VIRGINIA IN LUMBER AND WOOD PRODUCTS
1993 AND 1994

Year	New/Exp	Company	Location	Product/Facility	SIC	Jobs	Investment (millions)
1993	N	Atlantic Building Components Corp.	Isle of Wight County	Housing components	2452	100	$8.000
1994	N	Augusta Lumber	Waynesboro	Wood components	2499	55	n.a.
1993	E	Bennett Logging & Lumber	Alleghany County	Wood products	2421	15	$0.500
1994	E	Corrugated Container Corp.	Roanoke County	Corrugated boxes	2653	10	$5.000
1994	E	C&S Door Corp.	Montgomery County	Millwork	2431	10	$0.425
1994	N	Facelifters Home Systems Inc.	Charles City County	Cabinets & countertops	2434	100	$2.400
1994	N	Georgia Pacific Corp.	Campbell County	Oriented strand board	2435	125	$75.000
1994	E	Georgia-Pacific Corp.	Bedford County	Corrugated paperboard	2631	25	$100.000
1994	E	Gordon Paper Co.	Virginia Beach	Paper converting	2679	12	$0.500
1994	E	Hooker Furniture Corp.	Martinsville	Plywood	2435	30	$2.500
1994	E	Hopkins Lumber Co.	Patrick County	Wood components	2426	15	n.a.
1993	E	International Veneer Co. Inc.	Mecklenburg County	Hardwood veneer	2435	15-25	$1.300
1993	N	J&J Log & Lumber Corp.	Rockbridge County	Lumber drying kiln	2421	25	n.a.
1993	N	J.M. Huber Corp.	Halifax County	Oriented strand board	2435	120	$90.000
1994	E	Mod-U-Kraf Homes Inc.	Franklin County	Modular homes	2452	60	n.a.
1993	N	Montcalm Co.	Bedford County	Paper fuel pellets	2679	15-20	$2.000
1994	E	Mullican Lumber & Mfg., B.A.	Wise County	Hardwood flooring	2421	100	$6.200
1994	E	MW Manufacturers Inc.*	Franklin County	Windows & doors	2431	60	$0.600
1993	E	Union Camp Corp.	Isle of Wight County	Paper mill	2621	90	$183.000
1994	E	Uttermost Corp.	Franklin County	Framed mirrors	2499	100	n.a.
1993	E	Westvaco Corp.	Alleghaney County	Paper converting	2679	n.a.	$9.000
1993	E	Woodtech Inc.*	Tazewell County	Wood veneer	2435	70	$0.700
						1,167	$487.250

* Indicates foreign affiliation

APPENDIX C

COMMONWEALTH *of* VIRGINIA

Department of Economic Development

Southwest Regional Office

December 8, 1994

Mr. Michael Charles Smith
Project Manager
Valley Resource Center
Tennessee Valley Authority
400 West Summit Hill Drive
Knoxville, TN 37902

Dear Mike:

We are developing cost estimates for a marketing initiative to be based on the forest resource available in Southwest Virginia.

I would appreciate an estimate of the number of companies falling within the parameters as set forth below.

A) Minimum $5 Million in annual sales

B) Located within states as listed:

Maine	Vermont	New Hampshire
Connecticut	New York	Pennsylvania
Maryland	New Jersey	Delaware
Ohio	Indiana	West Virginia
Kentucky	Tennessee	North Carolina
Georgia	Florida	South Carolina
Alabama	Louisiana	Mississippi
Arkansas	Missouri	Illinois
Michigan	Wisconsin	Minnesota
Oklahoma	Texas	Oregon
Washington	California	Massachusetts

C) Zip Code order

D) Companies with positive 3 and/or 5 year sales growth history

E) Companies with positive 3 and/or 5 year employee growth history

F) 23 selected industrial classification codes (See attached SIC codes)

G) Minimum 100 employees

Sincerely,

Jerry G. Fouse

Jerry G. Fouse
Marketing Manager

JGF/nem

468 East Main Street, Abingdon, VA 24210 (703) 676-5571 Fax. (703) 676-5575

STANDARD INDUSTRIAL CLASSIFICATION CODES
FOREST AND RELATED PRODUCTS

2400	LUMBER & WOOD PRODUCTS EXCEPT FURNITURE
2421	Saw & Planing Mills
2426	Hardwood Dimension & Flooring Mills
2429	Special Product Sawmills, NEC
2431	Millwork
2434	Wood Kitchen Cabinets
2435	Hardwood Veneer & Plywood
2436	Softwood Veneer & Plywood
2439	Structural Wood Members, NEC
2441	Wood Boxes
2448	Wood Pallets & Skids
2449	Wood Containers, NEC
2451	Mobile Homes
2452	Prefabricated Wood Buildings & Components
2491	Wood Preserving
2493	Reconstituted Wood Products
2499	Wood Products, NEC
2500	FURNITURE & FIXTURES
2511	Wood Household Furniture
2512	Wood Household Furniture, Upholstered
2517	Wood TV, Radio, Phono & Sewing Cabinets
2519	Household Furniture, NEC
2521	Wood Office Furniture
2531	Public Building & Related Furniture
2541	Wood Office & Store Fixtures
2599	Furniture & Fixtures, NEC
2600	PAPER & ALLIED PRODUCTS
2611	Pulp Mills
2621	Paper Mills
2631	Paperboard Mills
2652	Set-Up Paperboard Boxes
2653	Corrugated & Solid Fiber Boxes
2655	Fiber Cans, Tubes & Drums
2756	Sanitary Food Containers
2657	Folding Paperboard Boxes
2671	Paper Coating & Laminating for Packaging
2672	Paper Coating & Laminating, except for Packaging
2673	Bags: Plastics, Laminated & Coated
2674	Bags: Uncoated Paper & Multiwall
2675	Die-Cut Paper & Board
2676	Sanitary Paper Products
2677	Envelopes
2678	Stationery Products
2679	Converted Paper Products, NEC

RELATED PRODUCTS

2851	Paints, Varnishes, Lacquers, Enamels
2861	Gum & Wood Chemicals
2891	Adhesives & Sealants
3291	Abrasive Products
____	Furniture Hardware: Pulls, Hinges & Frames

HJR 211

NOTIONAL TRADE SHOWS BUDGET

GREENSBORO, NORTH CAROLINA - Carolina's Woodworking and Furniture Supply

Airfare	$ 410.00	round-trip	X 4 =	$1,640
Meals	128.00		X 4 =	512
Lodging	55.00	per day-3	X 4 =	660
Ground Transportation	36.00	per day	X 4 =	144
Printed Brochures	3,500.00			
Display Art (Booth Art)	1,080.00			
Booth Display Space	945.00			
		TOTAL		$8,481

FORT WASHINGTON, PENNSYLVANIA - Mid-Atlantic Woodworking and Furniture Supply

Airfare	$ 576.00	round-trip	X 4 =	$2,304
Meals	128.00		X 4 =	512
Lodging	70.00	per day-3	X 4 =	840
Ground Transportation	50.00	per day	X 4 =	200
Printed Brochures	3,500.00			
Display Art (Booth Art)	1,080.00			
Booth Display Space	1,045.00			
		TOTAL		$9,481

ATLANTA, GEORGIA - Woodworking Show

Airfare	$ 492.00	round-trip	X 4 =	$1,968
Meals	252.00		X 4 =	1,008
Lodging	55.00	per day-6	X 4 =	1,320
Ground Transportation	40.00	per day	X 7 =	280
Printed Brochures	5,000.00			
Display Art (Booth Art)	782.00			
Booth Display Space	1,250.00			
		TOTAL		$11,608

ANAHEIM, CALIFORNIA - Woodworking and Furniture Supply

Airfare	$ 576.00	round-trip	X 4 =	$2,304
Meals	252.00		X 4 =	1,008
Lodging	80.00	per day-6	X 4 =	1,920
Ground Transportation	50.00	per day	X 7 =	350
Printed Brochures	5,000.00			
Display Art (Booth Art)	00			
Booth Display Space	1,750.00			
		TOTAL		$12,332

GRAND RAPIDS, MICHIGAN - Midwest Woodworking and Furniture Supply

Airfare	$ 576.00	round-trip	X 4 =	$2,304
Meals	128.00		X 4 =	512
Lodging	70.00	per day-3	X 4 =	840
Ground Transportation	50.00	per day	X 4 =	200
Printed Brochures	3,500.00			
Display Art (Booth Art)	00			
Booth Display Space	1,045.00			
		TOTAL		$8,401

ORLANDO, FLORIDA - Florida Woodworking and Furniture Supply

Airfare	$ 682.00	round-trip	X 4 =	$2,728
Meals	128.00		X 4 =	512
Lodging	60.00	per day-3	X 4 =	720
Ground Transportation	48.00	per day	X 4 =	192
Printed Brochures	3,500.00			
Display Art (Booth Art)	00			
Booth Display Space	1,045.00			
		TOTAL		$8,697

<u>TOTAL</u> <u>$59,000</u>

MEDIA RECOMMENDATION
12/12/94

Wood Technology
Published Bi-Monthly (Circulation: 23,930)
FP 4C 6x Rate - $3,235
Total Cost (6 Insertions) -$19,410

American Papermaker
Published 8x year (Circulation: 38,122)
FP 4C 4x Rate - $5,375
Total Cost (4 Insertions) - $21,500

National Hardwood Magazine
Published Monthly (Circulation: 5,000)
FP 4C 6x Rate - $2,255
Total Cost (6 Insertions) - $13,530

Wood & Wood Products
Published Monthly (Circulation: 52,135)
FP 4C 6x Rate - $5,610
Total Cost (6 Insertions) - $33,660

The Hardwood Market Report
Published Weekly
FP 4C Rate - $525
Total Cost (4 Insertions) - $2,100

Import/Export Wood Purchasing News
Published Bi-Monthly (Circulation 30,080 Worldwide)
FP 4C Rate - $3,035
Total Cost (4 Insertions) - $12,140

TOTAL MEDIA BUDGET $102,340