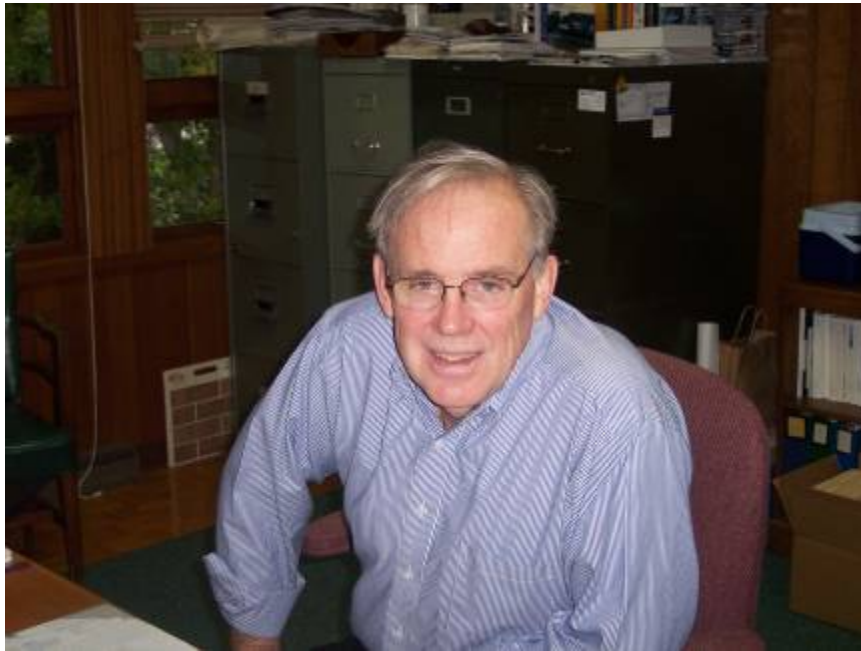


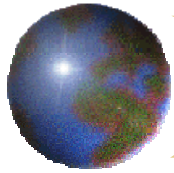
## Forest Products Society Staff



Bruce Learmonth,  
Comptroller & Business  
Mgr.



Susan Stamm, Special  
Publications Director &  
Webmaster



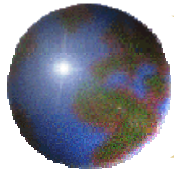
## Forest Products Society Staff



Julie Lang, Conferences & Meetings Director



Vickie Bruce, Conferences & Meetings Coordinator



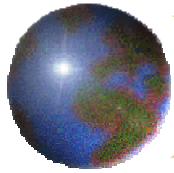
## Forest Products Society Staff



George Couch, *FPJ* Editor



Margaret Thayer, Editorial  
Asst. & Advertising Mgr.



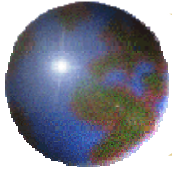
## Forest Products Society Staff



Megan Duckert, Membership  
Coordinator & Circulation  
Mgr.



Joe Gravunder, Shipping &  
Receiving Clerk



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## Welcome to the Forest Products Society!



Supporting information exchange on the use of wood and wood-fiber resources, the Forest Products Society (FPS) provides its **members** and others in the forest industry a variety of **publications** and **conference opportunities** for furthering member research and goals. Through its **sections and chapters** and **technical interest groups**, FPS links an international network of scholars and industry professionals. The close linkage with research enables the industry to gain the competitive advantage essential in this current intensively globalized economy. For over 50 years, FPS has served the industry and its members' needs and will continue to offer leading-edge information on forest products research for the 21st century.

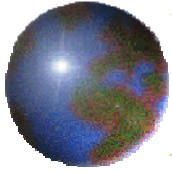
### What's New

- ◆ Members of the Pacific Southwest Section, hosts of the **Forest Products Society 60th International Convention**, invite you to join them in Newport Beach, California, June 25-28, 2006.

Submit comments and changes to [Webmaster@forestprod.org](mailto:Webmaster@forestprod.org).

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### What's New

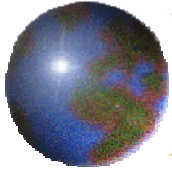
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The screenshot shows a web browser window titled "Forest Products Society's Interactive Library - Microsoft Internet Explorer". The address bar shows the URL "http://www.forestprod.org/igreement.htm". The page features the "FOREST PRODUCTS SOCIETY" logo and the title "Interactive Library".

Welcome to the Forest Products Society's Interactive Library. This searchable database contains technical articles published in the *Forest Products Journal* between 1987 and 2002. Searches on the database can be done using the author's name, year published, subject area, key terms, and/or species.


Access to the Interactive Library is free to members of the Forest Products Society and on a pay per article basis for nonmembers. The full-text articles are available in a searchable PDF format.

**Terms and Limitations:** As a benefit of membership, members of the Forest Products Society are entitled to complete access to the full-text, searchable PDF articles found in the Interactive Library database. Membership is nontransferable, and it is a violation of membership benefits to share access to the Interactive Library with nonmembers. It is also a violation of membership benefits to download PDFs for nonmembers. Nonmembers can use the Interactive Library but are required to purchase the PDFs. Members and nonmembers using the Interactive Library are permitted to make fair use of the articles retrieved from searches, such as using an article in research or teaching. Permission is granted to quote from an article in scientific works with the customary acknowledgment of the source. Permission is NOT granted to reproduce or redistribute the PDF files. To use the Interactive Library, you must agree to these terms.

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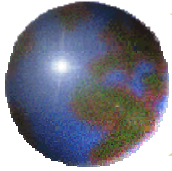
- I am a member of the Forest Products Society.  
Enter your Last Name:   
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 Partial funding for this database provided by the Wood Education and Resource Center, Princeton, WV.

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Available Online,  
searchable database  
of *FPJ*, Hardwood Research  
Symposium Proceedings




Inmagic DB/Text WebPublisher found 18 records - Microsoft Internet Explorer

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# Interactive Library Search Results


Next 6 Records

The search FIND ("AU" of Winistorfer\*) found 18 articles. To view an abstract for each article, click on the title of the article. A full-text PDF file of the article can be purchased by clicking on the Purchase arrow. The cost is \$5.00 per page.

**Author:**  
Idassi J O, Young Timothy M, **Winistorfer Paul M**, Ostermeier David M, Woodruff R B

**Title:**  
[A customer-oriented marketing method for hardwood lumber companies](#)

**Number of pages:**  
7



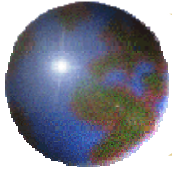
**Author:**  
Soltis Lawrence A, Nelson William J, **Winistorfer Steve G**

**Title:**  
[Static strength of simulated ceiling and floor connections in modular or manufactured housing](#)

Internet

Query results, abstracts, full article available N/C to Members, or can be purchased by nonmembers





libr [p] Record - Microsoft Internet Explorer

Address: http://www.forestprod.org/libr/vpd/vecd/ibpub.d?AC=GET\_RECORD&C=libr/vpd/vecd/ibpub.d/8BU4H

# Interactive Library Details

Next Record

This is article 1 of the 18 articles found in the search.

**Author:**  
Idasz J O, Young Timothy M, Wainstader Paul M, Ostensins David M, Wooluff R B

**Title:**  
A customer-oriented marketing method for hardwood lumber companies

**Abstract:**  
As the hardwood lumber industry enters the 21st century, it will face growing competition from both wood companies and nonwood substitutes. The hardwood lumber industry needs to be engaged to the most current marketing strategies to remain competitive in the marketplace. A theme that will be central to the competitive strategy of this industry will be creating and delivering customer value. A customer-oriented marketing method for hardwood lumber companies, with one example of implementation is presented. This method expands on the traditional product-oriented marketing method and is based on the concept that product attributes provide a benefit(s) needed to accomplish some desired purpose(s) in a particular use situation. Intertwined with this concept is the creation and delivery of satisfaction to the customer. Customer value was identified and measured using this new marketing method from a test group of customers of one southern hardwood lumber company. The test group indicated that there were at least 10 dimensions beyond the product attribute level that were important in creating customer value. A method for measuring satisfaction using gap analysis was also successfully implemented with this customer test group. The additional benefit data indicated problems that would not have been uncovered from attribute data alone. Results from the study may provide initial evidence that product-oriented marketing methods, by themselves, are ineffective in creating and delivering customer value for hardwood lumber companies.

**Year published:**  
1994

**Article citation:**  
*Forest Products Journal* 44(7):67-73

**Subject area:**  
Hardwood lumber, Marketing and markets

**References:**  
28 REF 3 TABLES 3 ILLUS

**Key terms:**  
Markets, Marketing, Hardwoods, Customer satisfaction, Customer oriented marketing

**Species:**  
0

**Author affiliation:**  
Mississippi State University, University of Tennessee

**Total number of pages:**  
7

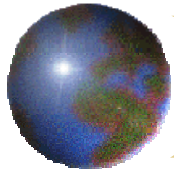
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Next Record

Retrieval software: EB/Ten WebPublisher, provided by **INMAGIC**

Abstract



Membership information

The screenshot shows a Microsoft Internet Explorer browser window displaying the website for the Forest Products Society. The address bar shows the URL <http://www.forestprod.org/>. The website features a navigation menu on the left with the following items: Home, About FPS, Membership, Conferences, Publications, Interactive Library, Board & Committees, Sections & Chapters, Technical Interest Groups, Student Corner, Awards, and Links. The main content area includes a header with the logo and a banner of forest images, followed by a green heading "Welcome to the Forest Products Society!" and a paragraph of text. Below this is a "What's New" section with a green background, containing a diamond-shaped bullet point about the 60th International Convention. At the bottom, there is contact information for the Forest Products Society and a link to submit comments.

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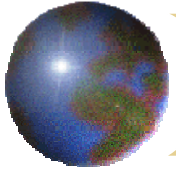
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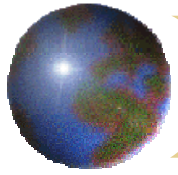


## *What Should We Look Like in the Future?*

### *Some Concerns:*

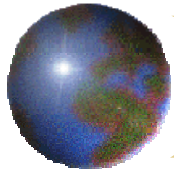
- Low Student Conversion Rate to Full Member
- Dwindling Student Enrollment
- Marketplace Competition
- Changing Global Scene
- Proposed Revision of FPS Section Boundaries





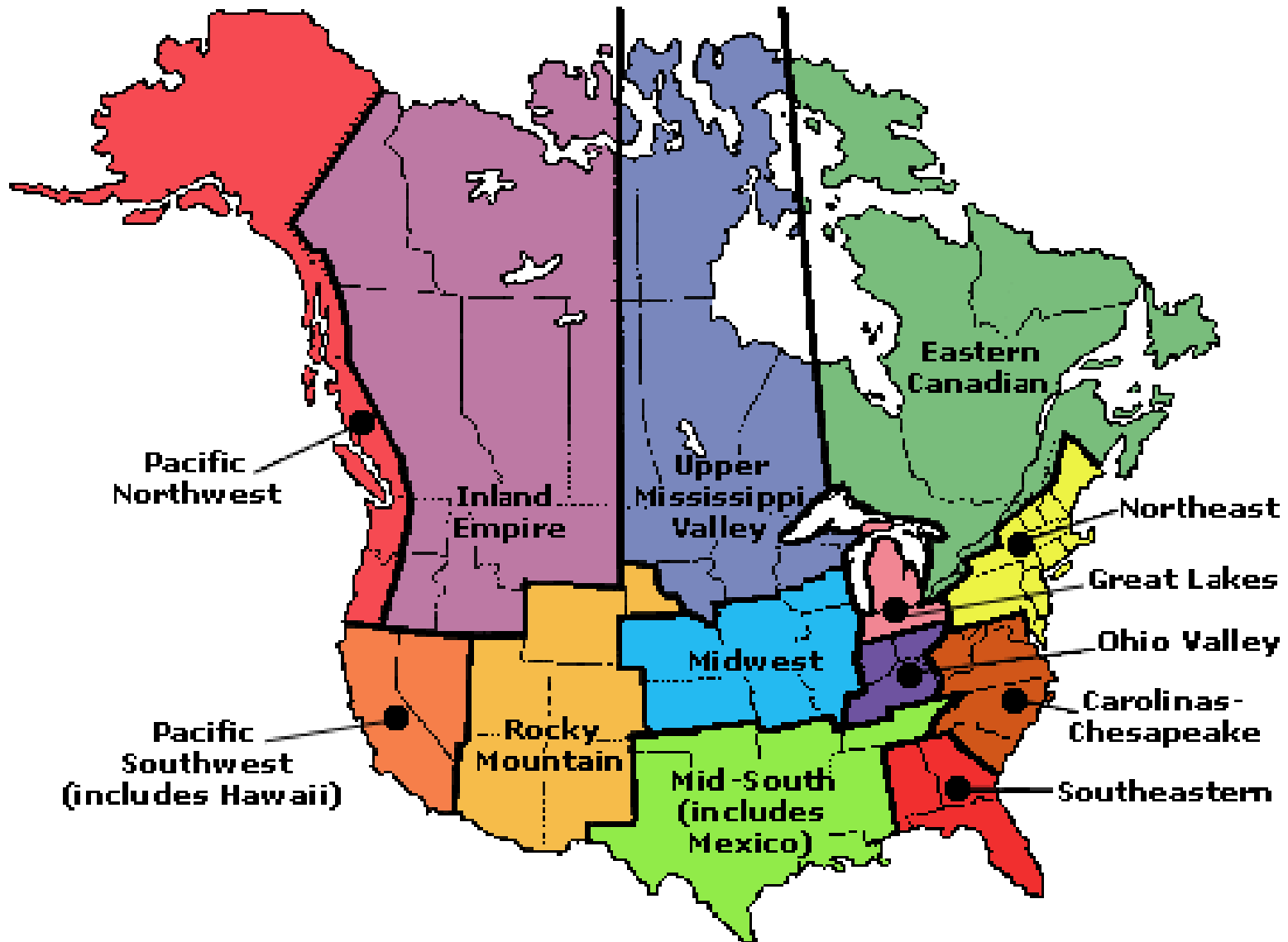
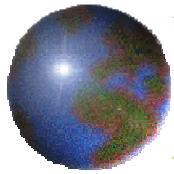
## The Problem

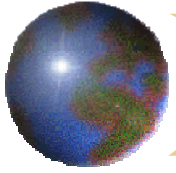
- Although the 13 original FPS Sections have served the Society well for 50 years, declining membership during the last 10 years has resulted in membership numbers within several sections becoming so low that there may no longer be a critical mass to carry out necessary section duties. It is therefore time for the FPS Board and Membership to consider merging the 13 original sections into fewer sections. In any possible merging of sections, **due care** must be taken to **maintain industry**, **geographic**, and **cultural similarities** within sections.



# The Proposal

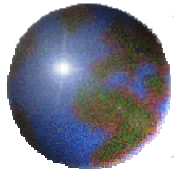
- Merge the **Pacific Northwest** and **Inland Empire Sections** to form the **Northwest Section**.
- Merge the **Pacific Southwest** and **Rocky Mountain Sections** to form the **Southwest Section**.
- Merge the **Upper Mississippi Valley** and **Midwest Sections** to form the **Mississippi/Missouri Valley Section**.
- Merge the **Ohio Valley** and **Great lakes Sections** to form the **Great Lakes/Ohio Valley Section**.
- Merge the **Southeast** and **Carolinas-Chesapeake Sections** to form the **Southeast Section** and move East Tennessee into the newly formed **Southeast Section**.
- Move Alabama into the **Mid-South Section**.
- Merge the **Northeast** and **Eastern Canadian Sections** to form the **Northeast Section**.





## *Membership Value Enhancement*

- Interactive Library with 7500+ articles currently and another 20,000+ being added
- Discounts on all publications and FPS sponsored conferences
- Networking with other members
- Voice in developing programs beneficial to you!

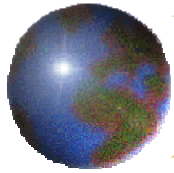


*If you are already a Member –  
take advantage of your Member  
Benefits...and be active!*

*If you are not a Member –  
come enjoy the benefits and  
become active!*







## The Forest Products Society (FPS) – Your Association

THANK YOU for  
your continued  
support of the Forest  
Products Society... 😊



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