



## TRUE NORTH WOODS® UPDATE

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Welcome New Members. The following new members have joined the MWC this past quarter. We encourage you to go to the MWC website, [www.TrueNorthWoods.com](http://www.TrueNorthWoods.com), click on "Company Profiles" and the new members' listings, and review their initial member profiles. We encourage members to network with each other. The new members are:

- Andrew Kringen Wood Design, Artistree Logworks
- Back-Achers Sawmilling & Logging, Beautyway Horselogging, Bell Timber, BW Canoe Co.
- Chippewa Forest Products, Clyde Schwartz Sawmill, Cook Logging, Country Pine, Country Wood Products, Crystal Cabinet Works
- Down to Earth Wood
- Eggen Co.
- Forder Engineering, Forest History Center, Forest Management Systems Cooperative, Fraune Co.
- Giving Ground, Great Lakes School of Log Building
- Heartwood Arts, Hedstrom Lumber Co., Hietala Lumber, Hutchinson Lumber
- Jensen Co., Jim's Native Woods, John's Wood Shop
- Leo's Sawmill, Limited Logging / Weber Falcon Services, Longshadow Woodworks
- Majestic Log Homes & Products, Mat Inc., Middlestead Enterprises, Minnesota Logger Education Program
- Native American Products, Northern Community Forest Network, Northern Wind Art, Northshore Wood Products, Nylund & Sons
- One at a Time
- Page & Hill Forest Products, Pine Needle Basketry, Pisarek Co., Project Lumber / Silver Creed Firewood
- Rasmussen Woodworks, Rhinestone Farm
- SchoolCraft Lumber, Shaving Maker Custom Planing, Soderlund Logging, Stewart River Boatworks, Sylva Corporation,
- Tinquist Products, Townsend's Sawmill, Trout lake Sawmill, Turtle River Wood Treating, Two Cut Portable Sawmill
- Walsh Logging, Wegner's Tree Farm, Whispering Pines Log Homes, Wildwood Rustic Furnishings, Windahl Woodworking and Cabinet, Woodland Improvements
- Zauhar Logging.

Minnesota Legislature Considering Wood Marketing & Promotion Program. Senator Tom Saxhaug, District 3, has introduced a bill (Senate File No. 1866) for one-time funding of a Minnesota Wood Public Education Program.

- The bill would provide funds for "public and market awareness, exhibits, research, buyer assistance services, brand services, and administration of a public education program for products certified as being composed of more than 50 percent Minnesota forest materials." The bill implements a recommendation of the Governor's Task Force on the Competitiveness of Minnesota's Primary Forest Products Industry.
- Please contact your State Senator and Representative and urge them to support Senate File No. 1866.

For more information, call Gary at 888-223-5629.

Lake Home & Cabin Show April 27-29. The very popular show will be held in Minneapolis later this month.

- Up to 14 Branded Members may participate in the True North Woods® booth – a 20' by 30' area. This will be our third year at the show. The primary audience is homeowners from the Minnesota-Wisconsin region that own or plan to build second homes.
- They are looking for flooring, paneling, mantels, doors, artwork, furniture, lamps, planters, etc. – everything that goes into a second home.

To inquire about participating in the TNW booth at the show, contact Allison at 612-961-9155

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Becoming a True North Woods® Branded Member. If you have not yet become a Branded Member, please consider the benefits of becoming one. For example, you can use the TNW certification brand name and logo on your products, business cards, brochures, etc. – this will allow you to supplement your own brand with a brand that is gaining increased recognition among high-quality consumers, builders, and architects. And, you can participate in cooperative marketing activities such as sharing the TNW booth at trade shows (e.g., Lake Home & Cabin Show,) and special events (e.g., Interior Designers Showcase) – this gives your products increased exposure to a wide variety of targeted customers at a fraction of the cost of exhibiting by yourself.

- You can decide to brand your whole product line – or you can brand a portion of your product line or even a portion of your product line that sells into a specific market.
- The TNW brand certifies that your branded product is composed of more than 50% northern Minnesota forest materials and that you support/use sustainable management and harvesting of the forest materials used in your branded products.

To learn more about the True North Woods® branding program, contact Sandy at 888-223-5629.

Interior Design Showcase May 9. The Campaign is organizing a showcase for interior design professional at the International Market Square, Minneapolis on the 9<sup>th</sup> of May. This is a unique opportunity to personally introduce your products to a group of high-quality decision-makers.

Branded Members interested in exhibiting should contact Allison at 612-961-9155 or Sandy at 888-223-5629.

Serenity Shop & True North Woods Featured in Hibbing Daily Tribune. Juli Rounsville and her lamps were featured in a story in the Hibbing paper on March 22<sup>nd</sup>. “Equipped with a chainsaw and handsaw, Rounsville start out by harvesting diamond willow...She chooses a theme for the lamp and uses natural materials she has discovered while exploring local forest to fit into what theme she has chosen...The lamps and wooden products Rounsville crafts carry the True North Woods brand.”

For assistance in preparing a promotional news release for your products, contact Allison at 612-961-9155.

Mark Your Calendars. Please mark the following events on our calendar. If you want information about any of the events, please contact the listed person.

- Minneapolis Farmers Market, Minneapolis. Saturdays and Sundays, April 28 through October 28. Up to 20,000 visitors come through the market on a nice weekend. Allison at 1-612-961-9155.
- MWC Annual Membership Meeting, Grand Rapids. The evening of August 6. Sandy at 1-888-223-5629.
- Goods from the Woods, Grand Rapids. September 15-16. The largest showcase of unique forest-based products and services of regional artists and producers in the Midwest. Marketplace. Allison at 1-612-961-9155.
- North Woods Workshop Series 2007, Virginia, Grand Rapids, Bemidji, Brainerd. Seven marketing and salesmanship workshops with a focus on selling sustainability. Tuesdays and Wednesdays, September 25 through November 21. Sandy at 1-888-223-5629.
- AIA Minnesota Product Expo, Minneapolis. November 13-15. A unique opportunity to introduce products to the region’s architects. Gary at 1-888-223-5629.

Workshop on Opportunities in China. We have tentatively planned a workshop on opportunities for selling into the China market for the afternoon of May 10 in Grand Rapids. Paul Swenson, the Minnesota Trade Office representative in China, is available to present a workshop on the opportunities for wood and forest products in China as well as meet with individual members to provide counsel and advice. There is also an opportunity to meet with a delegation of wood buyers from China on May 16 or 17 (buyer profile information will be available later). Would you be interested in attending the workshop on the 10<sup>th</sup>? Would you be interested in meeting with the buyers on the 16<sup>th</sup> or 17<sup>th</sup>? Please contact Gary or Sandy at 888-223-5629 if you are interested.

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