



# Oregon Wood Innovation Center

Connecting people, ideas, resources

VOLUME 1, ISSUE 4

2006

## COMING OWIC EVENTS:

- **December 4-7:** [How to Dry Lumber for Quality and Profit](#), Corvallis, OR
- **February 25-28, 2007:** [Forest Products Management Development](#)
- **April 26-27, 2007:** [Selling Forest Products](#)

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## Oregon Forest Industry Directory: New and Improved

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The [Oregon Forest Industry Directory](#) is helping to connect woodland owners, wood products manufacturers, industry consultants and anyone else interested in Oregon's forest industry. The site is generating 30,000 to 40,000 hits per month. The Oregon Forest Industry Directory has recently undergone a round of improvements, based on user feedback, designed to make the directory more user friendly.

[Sustainable Northwest](#) and the [Oregon Economic & Community Development Department](#) generously provided funding to enable the creation of an 'aggregated landowner inventory' function. This new function is intended to address a key gap in 'market connections', particularly for niche markets. Entrepreneurs and community groups have expressed a need to know the volume of timber available in their region and how to contact the landowners.

The new function allows landowners to specify the region where their timber is located and standing volume (i.e., volume potentially available for sale) by species. We opted not to specify log grade (at least in version 1) given the lack of consensus on the specific grade information that the majority of landowners would have at their fingertips. Landowners that want their contact information to be confidential need only enter their email address - the address is not displayed in search results.

Interested log buyers click on 'Timber Volume' to see the available volume by species in each region and can then fill out a form to contact all the landowners as a group. Landowners already listed in the directory can simply update their entries to add the inventory data.

Other recent upgrades to the directory include:

**Streamlined searches** - Users can now locate log buyers, sources of logs, custom sawyers, and cabinet and furniture makers in a single click.



**Hardcopy results** - Results can be saved in a print-friendly format (PDF) or in a spreadsheet.

How is the information kept up-to-date? - The **Oregon Forest Industry Directory** allows users to update their own information; update reminder notices are sent every 6 months. Companies not currently listed in the directory may sign-up by filling out an online form at: <http://www.orforestdirectory.com/post.php>.

The **Oregon Forest Industry Directory** is a joint effort of the Oregon Wood Innovation Center at Oregon State University, [Oregon Small Woodlands Association](#), and Northwest Wood Products Association. Funding for the development of the directory was provided by the [Oregon Forest Resources Institute](#).

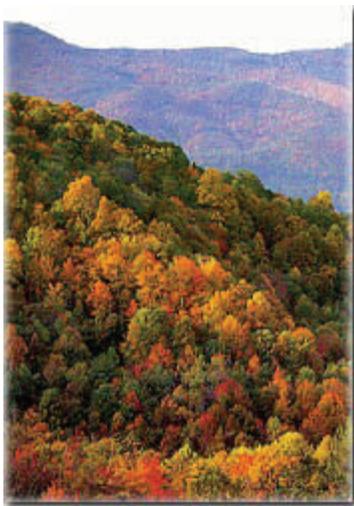
The Oregon Forest Industry Directory can be found at: <http://www.orforestdirectory.com/>.

## Oregon Forest Industry Directory

# Want to Learn About Southeastern Hardwoods?

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The Oregon Wood Innovation Center, in conjunction with the Tennessee Forest Products Center at the University of Tennessee, is planning a designed education event that focuses on the hardwood manufacturing industry in the southeastern United States.



The event will include an industry tour that will follow the hardwood value chain from the forest floor to the retail floor. Participants will be

exposed to hardwood forest management and harvesting, primary and secondary processing, and distribution. Another feature of the event will be group dinner discussions on relevant topics such as hardwood lumber grading. Other interesting opportunities include tours of the [Gibson guitar manufacturing plant](#) and the [Jack Daniels Distillery](#) (purely for educational purposes of course — they use white oak barrels).

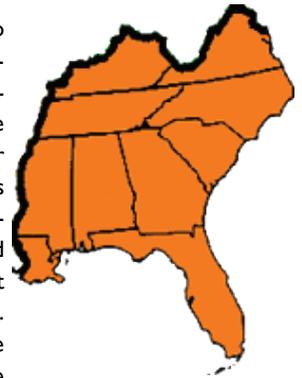
The main objective of this event is to improve the competitiveness of Oregon's hardwoods industry - both producers and users of hardwood lumber - by exposing Oregon manufacturers to the hardwood industry in the southeastern United States. The hardwood industry in Oregon



is still young and there is a lot to learn from the more mature industry in the southeast. Further, we hope to foster valuable business relationships between Oregon and southeastern forest industry personnel. In that light, we plan to 'turn the

tables' and host southeastern manufacturers for an Oregon-based event the following year.

We have prepared an on-line survey to help us determine the level of interest of potential industry participants as well as your feedback on the details of the event; your feedback will be very valuable in designing and organizing this course. Please take a few minutes of your time to complete the questionnaire by clicking [here](#).



## Calling on all innovators!

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Does your company produce innovative wood products? Have you developed and/or implemented innovative approaches in your manufacturing processes or managerial systems. If so, the Oregon Wood Innovation Center wants to hear from you. We will soon be featuring innovative Oregon wood

products companies on the OWIC website.

Additionally, innovative wood products will be featured in a presentation at the 2nd annual offering of the *Architectural Design with Wood* course, a continuing education course designed to educate architects and builders about wood. The presentation will focus on exposing architects and builders to the vari-

ety of wood products that are produced here in the state of Oregon.

Architectural Design with Wood will be held in May 2007 on the OSU campus.

If you would like your company to be featured contact Chris Knowles at [chris.knowles@oregonstate.edu](mailto:chris.knowles@oregonstate.edu) or 541-737-1438.

# How Do Industry Managers View Innovativeness?

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In 2003 the College of Forestry created a series of initiatives as an investment in future College programs. One initiative in the Department of Wood Science and Engineering was entitled the "Innovation Initiative" and was an important part of the groundwork for creation of OWIC.

The primary activity of the Innovation Initiative was research on the topics of innovation and innovativeness. The research was conducted by Eric Hansen and Chris Knowles of OSU and Heikki Juslin of the University of Helsinki. The research

approach was qualitative in nature with in-depth, personal interviews conducted with managers in firms from the U.S., Europe, and Oceania. Four of the 16 companies participating in the research are based in Oregon.

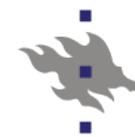
Key results from the research have been summarized in two Research Briefs (a 3<sup>rd</sup> to follow) developed by the Forest Business Solutions Group in WSE. These can be found at - <http://www.cof.orst.edu/cof/fp/faculty/hansen/briefs.htm>.

Generally, managers felt that innovative companies were those that, 1) create something new, 2) have an appropriate culture, 3) properly manage the market/customer link, 4) maintain leadership, and 5) focus on the future. The primary hurdles

to innovation identified by managers were, 1) industry tradition and a tendency toward a production orientation, 2) culture and resistance to change, and 3) the challenge of moving ideas from the marketplace to innovation.

The third Research Brief in the series will highlight the need for proactive innovation management. It will be available before Christmas.

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## Ask the Expert



Have questions related to wood? The faculty of the Wood Science and Engineering Department at OSU have the expertise to handle almost any question about wood. Simply submit your question using the [Ask the Expert form](#). Please be as specific as possible.

The following are examples of recent 'Ask the Expert' questions:

**Q:** I am in the process of redesigning our sawmill quality control program. What is a realistic method of determining an accurate sample size for routine quality checks such as size and grade checks.

**A:** There are formulas for calculating sample size that are based on an estimate of variation (the more variable the item you're trying to estimate, the larger the sample size must be) and desired precision (for example, do you want to be 95% confident you can estimate average

board thickness to within plus or minus 0.010 inches?). However from my experience, 'rules-of-thumb' usually win out because the sample size required to be able to estimate a value with a certain precision is usually far larger than is practical.

Terry Brown, retired OSU Wood Science and Engineering Professor, tackles this topic in his publication on lumber size control. As Terry says, "Depending on sawing accuracy, 50 to 150 boards might have to be measured to meet statistical requirements for predicting sawing accuracy. Obviously, this is not practical for most sawmills that measure manually." Determining how many boards to measure depends on whether you are beginning a program or monitoring an ongoing program. When beginning a program, you should measure 100 to 200 boards to set a baseline. For ongoing programs, a minimum of 10

boards should be used. Of course, you should also measure multiple locations per board to get an idea of edge-to-edge wedging and end-to-end taper.

**Q:** What is the best way to keep logs from developing sapstain in a log yard?

**A:** Sapstain is caused by fungi that feed on the sugars in the sapwood of trees and logs in storage. These fungi need food, moisture, oxygen, and a suitable temperature to survive. The most common method mills use to control sapstain for logs in storage is to sprinkle the log decks with water. The water saturates the logs and thereby limits the oxygen available to the fungi.

# Forest Products Management Development

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The forest industry faces a shortage of highly-qualified managers. Accordingly, the OSU Colleges of Forestry and Business have co-developed an educational program to meet the context and needs of forest industry managers.

This concentrated course, now in its fifth year, is designed to help



February 25-28, 2007  
**Forest Products  
 Management Development**  
 Oregon State University - Corvallis, OR

An Innovative Learning Experience  
Presented by Oregon State University College of Forestry & College of Business

prepare the next generation of managers for the industry. Participants will be exposed to strategic thinking in areas such as planning,

Forest Products Management Development will be offered on February 25-28, 2007. The course will be held in Richardson Hall on the Oregon State University campus. Course registration is limited to 25 participants.

More information on the course can be found at:

<http://oregonstate.edu/conferences/forestproductsmanagement2007/index.html>

marketing, finance, innovation and the impacts of globalization. Course speakers come from industry and the OSU Colleges of Forestry, Business and Education.

## Featured Researcher: John Simonsen

This month's featured researcher is [Dr. John Simonsen](#). Dr. Simonsen is an Associate Professor in the Wood Science and Engineering Department with a specialization in chemistry. Prior to coming to OSU, Dr. Simonsen was an entrepreneur, developing a chemical company and a consulting firm.

Dr. Simonsen's research interests include nanotechnology and nano-

composites, with a focus on developing new cellulose based composites. His current research focuses on cellulose nanocrystal composites, CNXL-based nanocomposites, and wood-plastic composites.

Dr. Simonsen currently has two graduate students working with him in the areas of cellulose nanoparticle DNA and cellulose nanocrystals from Douglas-fir.

Dr. Simonsen is also developing a new course for OSU undergraduates that will focus on polymer composite wood-plastic composites.

More information on Dr. Simonsen's research can be found at <http://woodscience.oregonstate.edu/faculty/simonsen/>



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