

Dixie This is the format you used for last years report. Also attached is a copy of Bills Report - This is a bit more statistical and less narrative and is a bit more ANNUAL REPORT readily combined into a consolidated section report.

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III. Program Accomplishments

Many of the problems confronting the North Carolina Wood Products industry is due to the inability of this industry to change suddenly and drastically in order to meet changes in market conditions. It, therefore, becomes imperative that the industry operate at the highest level of production efficiency possible. It must be continuously aware of the necessity for producing quality products and the development of new and improved products to meet the needs of markets for specific consumer items. Consumers must be kept informed as to how and where wood may be used advantageously and methods of specifying and purchasing to improve public acceptance of wood products. Adequate business controls and marketing methods is necessary to the further improvement of the financial situation of the wood products industry.

The objectives of this program as outlined in the 1964-1965 Plan of Work have and continue to be a valid and effective guide in the efforts and activities of the specialist. Requests for technical assistance and other educational activities has resulted in 119 plant visits, 122 office calls and

195 telephone calls. Additionally the specialist has written 3 news articles, made 7 television broadcasts and distributed 306 publications in support of educational efforts. Also, the specialist has conducted or participated in 34 meetings having a total attendance of 470 people.

Assistance to improve short-run managerial skills and operational procedures which would enable firms to adjust more readily to changing market demand and manufacturing capabilities of the firm.

Management training sessions were conducted for owners and managers of hardwood and softwood lumber firms. Information, including slide presentations dealing with principles and technology in manufacturing and distribution of wood products to the building construction and furniture industries were presented.

The Eastern North Carolina Lumber Manufacturers Association was assisted in conducting a meeting dealing with problems and principles of Effective Lumber Merchandising and Distribution.

A lumber manufacturing firm was assisted in devising inventory methods which would allow the acceptance of highly mixed orders on a profitable basis.

The specialist assisted in planning five training sessions for lumber sales personnel with retail lumber dealers for the

purpose of increasing sales and marketing skills. These educational programs were designed to improve sales techniques through a better knowledge of technological advances in methods of production and the applications of technology to the marketing process.

Assistance was given to firms that would enable long-range planning.

Suggestions for eventual consolidation of facilities were made to a firm operating a lumber manufacturing business with sawmill, yard and planing mill, and chipping operations located at different sites. Such long range plans were designed to eliminate existing inefficiencies in an orderly fashion over an extended period of time. The planned changes are estimated to eventually result in a savings of about \$20,000 per year. At the same time valuable land within the town limits will become available for other purposes resulting in a much higher rate of return on invested capital.

Assistance was given the owner of a small firm with good potential for expansion, in planning the establishment of a plant to manufacture wood specialities in the eastern section of the state. The objective of the planning was to prepare layout and design compatible with current needs but at the same time allow for orderly and efficient expansion of facilities as the need for such developed.

Consumer education is important to the Wood Products industry as a method of informing the user of wood products not only as to what is currently available but also, to introduce new and improved wood products as well as indicate progress being made to overcome old prejudices and promotional efforts of competitive industries. Too, methods of specifying and ordering to assure the purchaser that desired quality and quantity will be received is important in improving the image of the industry in the eyes of the consuming public.

The specialist has given assistance to the wood products industry in North Carolina in arranging meetings between producers and public and private groups concerned with designing, specifying and purchasing.

A series of such meetings has resulted in the rewriting of state specifications or, as was the case in one instance, the outright formulation of standard specifications where none existed previously. These cooperative efforts has opened up new marketing opportunities for wood products in the state.

Mass media methods have been used to better acquaint the home builder and the public in general with wood and its application in construction furniture production and for other uses. Three news articles and seven television programs were designed to inform the public as to the superiority of

wood for specific uses, new uses developed through recent research and the economic impact of the industry on the states economy. About 300 hundred copies of North Carolina Wood Products Industry Facts plus other publications have been distributed to high school teachers, civic clubs, government personnel and others. Also, some Faculty members at N. C. State have secured copies for use by their students.

Other Work

The specialist has rendered assistance to Agricultural Engineering specialist with respect to availability and suitability of certain species for specific specialized uses. Also, supplied Engineering with information concerning lumber seasoning methods and their potential when modified for crop drying.

Have assisted Forest Management specialist with farm stumpage and timber sales problems.

Assistance has been given to the School of Forestry and specifically the Department of Wood Science and Technology relative to certain research problems dealing with economic development of Forest Industries and particularly primary conversion methods and facilities.

Additionally, assistance as requested has been directed to the N. C. Department of Conservation and Development and

to the Division of Purchase and Contracts relative to suitability specifications of certain wood species for specific uses.

The specialist has and continues to serve as a technical advisor to the N. C. Wood Preservers Advisory Council which he was instrumental in organizing. The main objective of the Council is consumer education and to provide marketing information and assistance to the industry with resulting benefits accruing to both producer and consumer.

Technical assistance and cooperation has been supplied to the N. C. Building Code Council. This work has resulted in improved code practices and the formulation of a private residential code which offers greater safety and economic security to the home buyer and at the same time ^{expanded} extended the use of wood in residential and commercial structures.