



# Oregon Wood Innovation Center

Connecting people, ideas, resources

## COMING OWIC EVENTS:

- **October 24: Green Building: What is the Role of Wood?, Webinar**
- **November 7-8: Quality Control in Wood Products Manufacturing, Corvallis, OR**
- **December 1-2: Selling Forest Products, Corvallis, OR**

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## OSU and UO Students Study About Sustainable Development and Forestry in Scandinavia

Wood Science & Engineering (WSE) faculty members Eric Hansen and Chris Knowles recently returned from a study abroad course to Finland and Sweden. The two week course included four WSE students from OSU and five architecture students from UO. A faculty member from the UO school of architecture also participated in Finland portion of the course.

This interdisciplinary program examined sustainable development from multiple perspectives. The students were provided a unique opportunity to learn how climate, natural ecosystems, clean energy production, forest management and innovations in the manufacture of wood products influence the design of furniture, residential and nonresidential buildings and community development.

The agenda included a mixture of lectures and guided tours. Students learned about energy use, large and small scale energy generation, energy conservation, district heating systems, forest management, wildlife management, community planning, farming and student life in Finland and Sweden. Students also received guided tours of the Helsinki district heating system, multiple wooden buildings, several build-

ings designed by the famous Finnish architect Alvar Aalto, a newly developed eco-district in Stockholm and multiple large and small scale energy generation facilities.

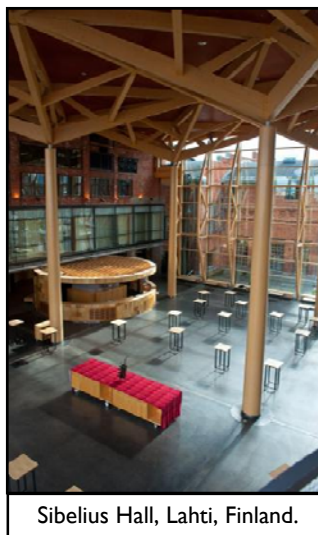
The course was structured so that students would have the opportunity to follow wood through the entire value chain, from the forest to the mill to the final product and to final use in a building. Students also had the opportunity to follow this value chain for forest biomass used in a combined heat and power process.

The diverse backgrounds of the students provided a unique learning experience that the students really enjoyed. Students were required to keep a daily journal discussing what they learned each day. Each

of the students discussed how much they appreciated the opportunity to learn from students with a different background. For example, one OSU student said "Walking through the elementary school with the U of O architects was a treat. Being around them allowed me to experience the building from a completely different lens. Instead of looking at structural characteristics of the building, I was exposed to the idea of design not in terms of serving a functional purpose, but rather creating a desired feeling. A quote from architect Yrjö Suunto paraphrased the concept for me, "Instead of building to meet specific design codes mandated by law, instead build toward the environment you would like to create."



Group picture at the Olkiluoto nuclear facility in Finland.



Sibelius Hall, Lahti, Finland.

# Quality Control in Wood Products Manufacturing

On November 7<sup>th</sup> and 8<sup>th</sup>, the Oregon Wood Innovation Center is offering a course on Quality Control in Wood Products Manufacturing. This course is a follow-up to a course on Statistical Process Control (SPC) that we offered in Portland several years ago. The prior course provided an introduction to SPC as well as some key concepts in Quality Control. However, due to the large size of the group (~75 people) and the fact that it was located in a conventional conference room setting, we weren't able to provide participants with opportunities to use the tools being presented (particularly the ones

requiring the use of a computer). This new workshop has been developed in an effort to be more of a mixture of lecture plus 'hands on'.

As with the prior session, this 2-day workshop will introduce participants to many of the key tools of quality control – brainstorming, Pareto charts, check-sheets, flowcharts, cause-and-effect diagrams, design of experiments and statistical process control (SPC). And again, particular emphasis will be given to SPC.

Most of the course will be held in a computer lab so that par-

ticipants have the opportunity to work 'hands-on' to get some experience using the computer-based tools introduced in the course. Most of the tools will be presented in the context of a case example of a quality problem at a small, secondary wood products firm – how the firm identified the problem and how they used QC tools to solve the problem as well as to monitor their process over time to ensure the solution was sustained.

Space is limited to 28 people – so register early!

For more information, see <http://oregonstate.edu/conferences/event/qualitycontrol2011/>

# Selling Forest Products

**Selling Forest Products** is a two-day, sales training course designed primarily for new salespeople and is taught primarily by Bob Smith, a Professor and Extension Specialist in Forest Products Marketing at Virginia Tech. Bob has more than 15 years experience in the wood products field and 8 years of personal selling experience. Eric Hansen, Professor and Extension Specialist in Forest Products Marketing at OSU, will also provide instruction.

The course will focus on the development of skills essential to being a successful salesperson including:

- What makes a good sales person
- Personal selling strategies
- Customer behavioral styles
- Your personal selling profile
- Effective communication to improve sales
- Locating customers
- Market trends
- The sales presentation
- Effective phone sales
- Negotiation skills
- Goal setting
- Effective time management
- Attitude adjustment

The course will be offered on the Oregon State University campus in Corvallis, Oregon on

**December 1-2, 2011.** The course fee is \$500.

If you have any questions, please feel free to contact Eric Hansen at 541-737-4240 or [Eric.Hansen2@oregonstate.edu](mailto:Eric.Hansen2@oregonstate.edu).

Space is limited to 25 people – so register early!

Registration is available at: <http://www.regonline.com/osusellingforestproducts2011>



# Green Building: What is the Role of Wood?

Please join the Oregon Wood Innovation Center and Stoel Rives LLP on Monday, October 24, at 12 p.m. PDT for this exclusive hour-long webinar on green building and the role of wood (Part 1 of 2).

Green building has been growing rapidly in recent years. Despite the recent economic downturn, the green building market actually grew over the last five years. This presentation will provide you with:

- An overview of the major green building systems in the US for both residential and non residential construction markets.
- An overview of changes proposed to the major green building systems and the role of wood.

**Introductions and Welcome**  
[Greg Corbin](#) is a partner and chair of the [Stoel Rives LLP](#) Forest Products Industry Practice. Greg represents forest products

industry clients in a variety of transactional and regulatory matters, including all aspects of timberland sales and acquisitions, 1031 exchanges, easements and other real property deals, timber harvest and timberland management contractual matters, log export restrictions and import regulations, regulatory compliance and permitting, and many of the day-to-day operational issues faced by the forest products industry.

#### Presenter

[Christopher Knowles](#) is an Assistant Professor in Forest Products Marketing at Oregon State University who works with the [Oregon Wood Innovation Center \(OWIC\)](#) where his role is to help improve the competitiveness of the Oregon forest products industry. His research focuses on material specification in green buildings.

**Space is limited! If you are able to participate via webinar, please [register here](#).** Webinar instructions will be sent to all attendees prior to the event day.

**When: Monday, October 24, 2011**

11:30 a.m. - Registration and lunch

Noon - 1 p.m. - Presentation

**Where:** Stoel Rives LLP  
900 SW Fifth Avenue, Suite 2600  
Portland, Oregon 97204

**Parking:** Parking validations will be provided for most nearby parking garages.

**Cost:** Complimentary

**Questions?** Please contact Trina Gremaux at [tcgremaux@stoel.com](mailto:tcgremaux@stoel.com) or (503) 294-9226.

**Please Join Us!**

**Green Building:  
What is the Role of Wood?  
Part 1 of 2**

**Forest Products Industry Webinar  
S E R I E S**

 **Oregon Wood Innovation Center**  
Connecting people, ideas, resources

 **STOEL RIVES LLP**  
ATTORNEYS AT LAW

Complimentary! SAF and CLE credits pending

**Monday, October 24, 2011 • Noon PDT 1 p.m. MDT 2 p.m. CDT 3 p.m. EDT**

# WSE Welcomes Dr. Arijit Sinha!



Dr. Arijit Sinha

In September, Dr. Arijit Sinha became the newest faculty member in the Department of Wood Science & Engineering. Dr. Sinha joins us after receiving a BE in civil engineering from Delhi College of Engineering in Delhi, India, dual M.S. degrees in civil engineering and wood science from OSU, and dual PhD degrees in civil engineering and wood science from OSU.

Dr. Sinha's research will focus on achieving sustainability in society,

especially in the built environment by using intelligent and integrated design process and developing renewable materials based green products. His specific interests are - Green building materials; Sustainable built environment; Product development for efficient use of renewable materials; and Life cycle analysis.

We are excited about the new expertise that Arijit brings to us.

## Wood Magic!

During the second week of October the rooms of Richardson Hall were once again transformed into the wonderland of Wood Magic. From October 11-13 over one thousand students from 40 different classes descended on the campus to learn the wonders of wood. Not only did schools attend from Albany and Corvallis but also from around the Wil-

wood while talking about how "cool" the day was and expressing a desire to return next year. The enthusiasm of the students was matched by teachers and parent chaperones. Adult after adult praised the program and expounded on the things they personally had learned throughout the day. Teachers specifically loved the interaction that their students

<http://www.youtube.com/watch?v=CWdh1Lcc6c> and commented,

"Thanks to OSU for the great learning experience! The rotations differentiated the information and reinforced schema, while building tons of new knowledge. It was inspiring to have professors teaching and grad students working with our kids."



'Dr. Fire' and 'Rock Stars' stations at Wood Magic.

lamette Valley. Attending schools came from Salem, Sweet Home, Newport, Lebanon, Dallas, Pleasant Hill and even Duck loving Eugene.

By the end of their time here, students enthusiastically grasped their bubbling bazookas and bendable

had with college students and professors. Judy Craig from Central School in Albany wrote, "We had such a marvelous time! Thank you!" While Tim Swanson of Oak Heights in Sweet Home was inspired to create a slideshow on You Tube

Thanks once again to all faculty, graduate students and undergrads who volunteered their time to make wood magical for over a thousand third, fourth and fifth graders from around the state.

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# Tornado Damage Assessments

Over the summer, **Rakesh Gupta** participated in a post-tornado damage assessment in Tuscaloosa Alabama. **Rakesh, Kate Pfretzschner, and Arijit Sinha** also participated in an

assessment in Joplin, Missouri. Both assessments were sponsored by the National Science Foundation, American Society of Civil Engineers and International Wind Engineering Asso-

ciation. Check this website for more information on their findings: <http://www.davidoprevatt.com/tornadoblog>.



Typical damage observed to single family homes from tornado in Tuscaloosa, Alabama.

To subscribe to this newsletter send an email to **Chris Knowles** with “subscribe to newsletter” in the subject line.

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Previous issues of the OWIC newsletter are available at: <http://owic.oregonstate.edu/newsletter/>

