



PROMOTING HEALTHY FORESTS THROUGH HEALTHY BUSINESS

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M I S S I O N

The Colorado Wood Utilization and Marketing Program works to support and expand Colorado's forest-based business sectors and the end-users of wood products by providing education, technical assistance, applied research, and advocacy through a team of highly specialized professionals.

V I S I O N

We strive to raise awareness about Colorado's wood resources to increase the utilization of Colorado wood and lower the cost of forest management activities.

CO Wood Program's Business

CO Wood works to support and expand forest products businesses and end-users through:

- ▶ Facilitation of partnerships and linkages between markets, business and end-users
- ▶ Continuing education for sawmill owners, wood entrepreneurs and businesses, and contractors
- ▶ Technical assistance to increase business sustainability
- ▶ Applied research that reveals relevant information about costs, technology, wood species, and other topics
- ▶ Industry promotion and advocacy to elevate public awareness of the link between communities and forest health

Primary Partners

Colorado State Forest Service, Colorado State University, US Forest Service, Bureau of Land Management, Forest Products Lab

Operating Environment

We work in a constantly changing environment of need and opportunity. This requires our staff to be quick and opportunistic. The demand for a wide-variety of services will only increase. Therefore, setting and maintaining our focus is extremely important. Funding uncertainties are a real threat making the tangible delivery of our objectives paramount.

Target Audience

- ▶ Primary and secondary forest products manufacturers and entrepreneurs
- ▶ Potential consumers of wood products i.e. construction and architects.
- ▶ Public and private facilities suited to the use of biomass technology i.e. schools, community centers and manufacturing facilities.
- ▶ Federal, state, and local entities with land management responsibilities or interests. *(continued on back)*



GOAL 1 Facilitate increased use of biomass in the next 12 months.

Objective A

Lead efforts to put biomass facilities in place over next three years with reportable progress in 2005.

- ▶ *Active involvement with Stewardship Contracting in the Region*
- ▶ *Facilitate Biomass Working Group and Stay Linked with Front Range Partnership Efforts*
- ▶ *Assist on-going facility heating efforts as needed with supply data, technology info, feasibility funding sources , etc.*

Objective B

Complete projects that directly help industry make sound decisions by organizing supply data by region and county.

- ▶ *Map Front Range Counties*
- ▶ *Map Remaining Forested counties State-Wide (WGA Grant).*
- ▶ *Make mapped data accessible to businesses and communities*

Objective C

Create opportunities that help contractors do a better job of understanding and bidding on contracts.

- ▶ *Bidders workshop and technical assistance*



GOAL 2 Help create, retain, and expand markets and associated business through promotional, technical, marketing, and product development assistance.

Objective A

Continuing education courses

- ▶ *Drying seminar on Front Range*
- ▶ *Biomass 101 Course for facility managers*

Objective B

Conduct relevant and appropriate studies

- ▶ *Pinyon Commercialization Projects*

Objective C

Heighten the awareness of wood uses

- ▶ *Colorado Forest Products Program Marketing*
- ▶ *Furniture design contest*



GOAL 3 Diversify funding sources and partners in calendar 2005

Objective A

Work as a team to create two high profile demonstration projects that utilize wood from Colorado.

- ▶ *Home Builders Green Initiative*
- ▶ *BLM Pinion Management/Utilization Demonstration in Grand Junction*

Objective B

Increase awareness of our program and benefits.