Welcome!

Welcome to the third edition of the Virginia Urban Wood Group's newsletter! Our planned schedule is to offer this newsletter every other month.

Have a topic of interest that you want us to cover? Send your idea to me at the email address listed below!

We hope that you find this newsletter useful and enjoyable!

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Upcoming Events
Trees Virginia:
Waynesboro Wednesdays
Webinar Series

September 23, 2020
Green Industry Service Providers Course & Handbook,
Adam Downing, Virginia Cooperative Extension
& Joe Lehnen, Virginia Department of Forestry

Click here >> Read and Register

Urban & Small Woodlot Forestry Business Directory

The directory now contains 165 businesses that serves the needs of Virginia citizens. This listing of service providers includes portable sawmillers, crafters, forestry mulchers, small parcel timber harvesters & resource managers, furniture builders and many more.

Virginia Urban Wood Group August Update!

The Southern Region
Urban Wood Group

Over the past several years a partnership has formed among the urban wood programs of several southern states, including: Virginia,
The Virginia Urban Wood Group is an affiliate member of the Urban Wood Network. Be sure to check out their web page and learn how to become an individual member of this national urban wood networking organization.

Additional info >> Urban Wood Network

Women of Wood

Brittany Clem - Sawmiller/Urban Wood Artisan

Brittany Clem lives amidst a world of flying sawdust and beautiful wood grains in the Shenandoah Valley of Virginia.

“I have had a long time passion for the arts and for trees, with a desire to preserve their legacy for the future. With the encouragement and support from my business partner and fiancé Mike Hott, I have been able to pursue this dream of creating art through trees. I am excited and focused on enhancing the exposure of our Family Tree Woodcrafters business, while doing what is most important, upcycling and repurposing fallen trees, giving them new life.”

For more details, check out their Face Book page >> Family Tree Woodcrafters

Sallie Plumley - Urban Wood Artisan

With her workshop located in the heart of Richmond, VA, Sallie Plumley epitomizes the definition of an urban wood artisan.

"My granddaddy welcomed me into his wood shop when

Photo by: Molly Suzanne Photography
I was a child and shared with me his connection with fine craftsmanship. I've always loved hard work, problem solving, and excellent design, so I knew that a career in woodworking would embrace all of those characteristics. I founded Sallie Plumley Studio in Richmond, VA, with the intent of providing the highest level of craftsmanship where every single thing is made with integrity.

More details about Sallie’s business can be found by visiting her web page >>

Sallie Plumley Studio

Alicia Dietz - Urban Wood Artisan

How does an Army helicopter pilot become an artisan of fine wood products? Follow the interesting journey that finds Alicia Dietz creating fine furniture in Virginia’s state capitol.

"After serving as a Blackhawk Maintenance Test Pilot and Company Commander in the Army for over a decade, I've spent the last ten years learning, experimenting, and honing my passion for quality craftsmanship. The discipline necessary to command soldiers and test broken helicopters has translated into an astute attention to detail, unwavering work ethic, and ability to evaluate and solve unique problems. I am a veteran who’s carving a path, crafting a living, and making a difference. I am proud to be part of a larger group of women who serve as inspiration and empowerment – and do so with grit and grace."

More information about Alicia's beautiful creations can be found by visiting her web page >>

Alicia Dietz Studios

Thanks!

Many thanks to Trees Virginia (Virginia's Urban Forest Council) for hosting this newsletter and allowing access to their Constant Contact platform!

The Marketing Corner

Get Organized!

“Getting organized” seems like a very mundane and boring aspect of business development. Besides, what does it have to do with marketing? The answer of course is that good organization enhances your marketing advantage and also improves the customer experience!

Whether you have a brick & mortar local wood business, 100 percent on-line sales, or a log yard, here are some quick tips for maintaining a happy customer base:
The Virginia Urban Wood Program is supported by the Virginia Department of Forestry and a grant from the U.S. Forest Service, Southern Region.

- Know what is in stock and where it is located
- Develop a simple inventory system that tracks the type of lumber in stock, presently in the drying kiln, and the volume of wood still in log form
- Organize lumber, slabs or logs according to tree species and size
- Maintain an attractive, but also well-organized webpage
- Whether bartering or doing cash sales, track the progression of each transaction such as promised due dates, delivery dates and receipt of payment

Virginia Urban Wood Group
www.vaurbanwood.org