

Wisconsin Hardwood Producers Group

Our northern Wisconsin hardwoods are known nationally and globally for unique characteristics that provide high value for many finished product applications.

The Hardwood Products Market Collaborative project was developed to help solidify and grow our region's largest industry sector: wood products.

TO MAKE THIS PROJECT A SUCCESS, WE NEED YOUR INPUT to determine how to best match the specific needs of your company to new market opportunities.

Phase I of this initiative will identify:

- How much total hardwood lumber production capacity is currently in our Grow North region.
- What new markets/customers would be available if the collective capacity of the region was promoted instead of each mill separately?
- What expansion/promotion of existing value-added businesses or development of new opportunities could occur in our in our region?

From Phase I results we will:

- Understand the sales potential for hardwood products as a regional value
- Create a regional collaborative marketing plan to promote the region's concentrated hardwood capacity
- Match your company's specific needs with the best new market opportunities

Plans for Phase II will involve collaborative implementation of the marketing plan via trade shows, direct promotional mailings and/or sales calls to key market locations or targeted business opportunities.

You could benefit from participating in the Hardwood Products Market Collaborative as follows:

- Exposure to new market opportunities that are not available to one company alone
- Retention and expansion of existing value-added producers and development of new value-added opportunities that brings your customers closer to you
- Networking with financial and technical assistance experts from economic development organizations and state agencies

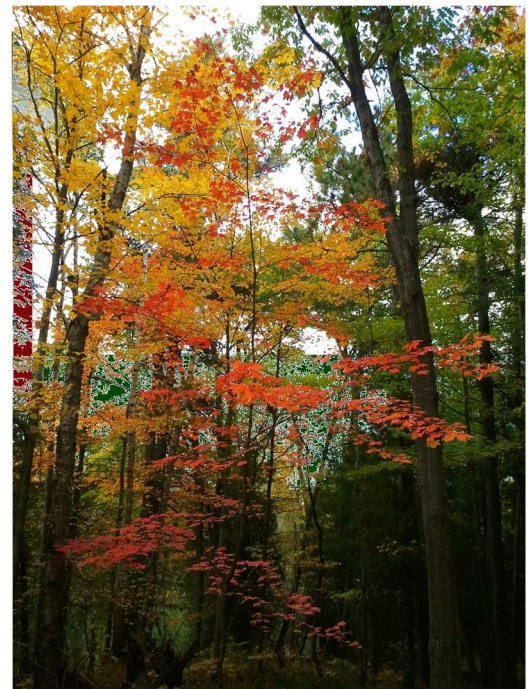
YOUR INPUT is needed NOW to complete Phase I - It's EASY to participate...

Just complete the attached letter of support and return to us at:

Angi Schreiber- Grow North - P.O Box 518 Rhinelander, WI 54501

Email: grownorthed@gmail.com Phone: (715) 365-4468 Cell: (715) 216-4631 GrowNorth.org

Upon receipt of your letter of interest to participate, you will be contacted to further narrow your needs and match you with the newly identified market opportunities that best fit your business.



**Wood Products —
Our region's economic driver.**

- The eight counties in the Grow North Region of northern Wisconsin account for 3% of the total state employment, but provide 18% of the statewide employment for logging, sawmills and wood products
- The Grow North region generates just over 1% of the total economic output in Wisconsin, but generates over 18% of the forest and wood products economic output
- In 2010 Grow North counties generated \$1.3 billion from the wood products industry that supported over 4,700 jobs which generated a payroll of \$193 million that supported over 5,200 jobs in other sectors

Angi Schreiber
Grow North
P.O Box 518
Rhineland, WI 54501

Date: _____

Dear Angi,

_____ is a _____
(Company Name) (Brief description of your company)

(it is a saw mill or a wood products manufacturer? – what type of products do you produce? –what is your specialty niche?, etc.)

We are interested in being part of the Grow North’s “Regional Hardwood Products Industry Strategy for North-eastern Wisconsin” project that will focus on developing strategies to increase market diversity for the region’s hardwood products producers.

Sincerely,

(Name)

(Title and Company Name)