

Overhauling Catskill WoodNet




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Watershed Agricultural Council Forestry Program
Forestry Committee Meeting
11/18/10




- Mission:
"To support the economic viability of agriculture and forestry through the protection of water quality and the promotion of land conservation in the New York City watershed region."




Regional Economic Viability is Central to WAC's Mission








Tree to Table






How Does WAC Support Forestry's Economic Viability?

- Cost sharing management plans, BMPs
 - Boosts revenue, lowers costs
- Utilization and Marketing
 - ~~Economic Action Program (EAP)~~ **GONE!**
 - Workshops for wood products businesses
 - Woody biomass
 - Wood products directory
 - Catskill WoodNet/Pure Catskills

- Site went live in March 2007
- Initial funding through FS-359
- 80 WoodNet members

Current WoodNet Benefits

- Free, editable listing on www.catskillwoodnet.org
- Promotion at marketing events
 - New Amsterdam Market



Cannonsville Lumber Inc

Cannonsville Lumber Inc
199 Old Rt. 10
Deposit, NY 13754

Town/Village:
Deposit
County:
Delaware
Physical Address:
199 Old Rt. 10
Deposit, NY 13754

Contact Details
Contact Person:
Terry Leonard

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Toll Free
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Website:
<http://www.cannonsvillelumber.com>



Hard & Softwood Lumber,
Pallets and Gradestakes

Company Profile:
Cannonsville Lumber, Inc. is a fully integrated wood products manufacturer. Using timber felled by an experienced crew of Certified Loggers, Cannonsville mills hardwood and softwood lumber for customers throughout the world. Located in the foothills of the Catskill Mountains enables us to produce some of the best furniture-grade lumber, stone pallets and gradestakes. From harvest to table we can supply one board or tractor trailer loads. Come and observe our mill from high atop "The Eagle's Nest" and appreciate efficient use of our local forest resource.

Showrooms:
Cannonsville Lumber
199 Old Route 10 Deposit, NY
13754
Hours Of Operation: M-F 9-5PM

Will visitors be allowed to tour this facility? Yes
Additional Location Information: Group tours are available by appointment or visit our annual open house in July.

And...That's About It

SO!

How can WoodNet provide more benefit to members?



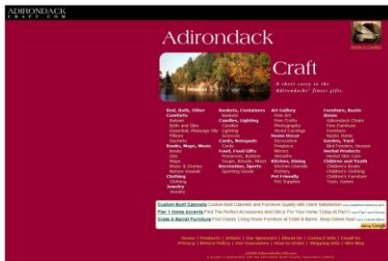
Improving WoodNet: A Three Phase Process

- Phase 1:
 - Address critical needs
 - Security/bug fixes
 - Improve communication between site and WAC staff
- Phase 2:
 - Total website redesign
 - Simplify searches
 - Simplify member registration
 - Improve aesthetics
 - Add new functions
 - Google Maps application for galleries/stores
 - Archived WoodNet e-newsletters



Phase 3: WoodNet Online Store

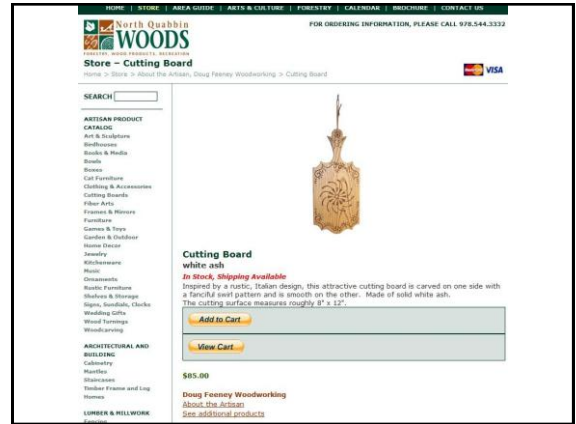
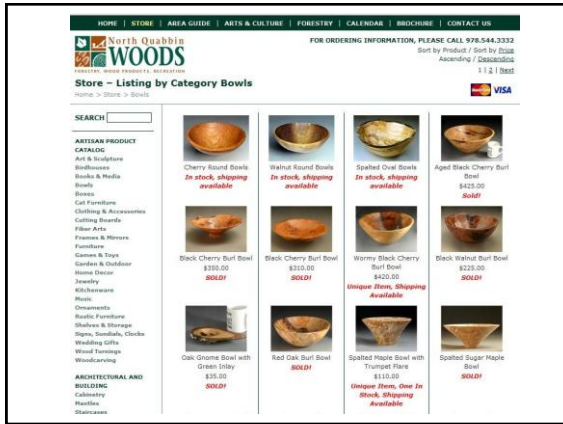
- Modeled after North Quabbin Woods and Adirondack Craft stores



Store Features

- All current WoodNet functions
- Users search for products by category, location, or keyword
- Item search pages with thumbnail images
- Individual item pages (think Amazon.com)
- Purchase directly online with credit card or PayPal
- Shipping handled by producer





Purchasing Items

- Transaction between buyer and business; WAC is intermediary only
- Customer purchases item, funds go to member's PayPal account
- Member handles sales tax, shipping, refunds, customer service
- WAC handles technical support, troubleshooting

Watershed Agricultural Council
Forestry Program
www.watnet.org

Funding the Store

- Initial funding needed for setup and piloting
 - Cost estimate still TBD
- Long term goal: cost neutrality
 - WAC receives a commission on each sale (added automatically online)
 - Commissions pay for site maintenance, troubleshooting & updates

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Benefits

1. Not limited in membership like EAP grants
 > membership => networking => sales
2. Potential for self-funding
3. Easily tracked, quantifiable accomplishments
 “website directly contributed \$X to the local economy last year”
4. Provides a way for local businesses to “reach beyond our borders” to markets like EoH and NYC

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Reaching Beyond Our Borders

- Of 80 WoodNet members:
 - 50 have a website (other than WoodNet)
 - 6 have any online shopping capability
- Where are prime WoodNet markets?



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What If I Don't Sell on the Store?



What If I Don't Sell on the Store?

- Benefits
 - Retain current system of member pages for custom orders
 - Customer comes looking for something small, but gets hooked looking through listings
 - Increased site traffic (ideally)
 - Derived demand (suppliers)
 - If business improves for wood users, they will need more wood from suppliers
 - Tree to Table!



Selling the Selling

- **Marketing is critical**
- If no one knows about it, how can they buy from it?
- E-marketing focus – needs to start now
 - Social media (Facebook, Twitter)
 - Blogs
 - E-bursts



Next Steps

- Survey to both WoodNet members and nonmembers to determine:
 - Familiarity with computers, PayPal, online shopping
 - Interest in store
- Develop cost estimates
- Begin e-marketing the site



Project Timeline (subject to change)

- November – December 2010: Phase 1
- January – August 2011: Phase 2
- January – February 2011: survey released
- March – analyze survey results (*go/no go*)
- April – August: site programming, testing, trainings for members
- September – October: site live

Throughout: Marketing

