



Membership registration may be completed on-line at www.catskillwoodnet.org and navigating to "Register with Catskill Woodnet" under the Member Listings menu.

Member Listing Information

Business Name _____

Mailing Address _____

Town _____ State _____ Zip _____

Physical Address (if different from above) _____

Town _____ State _____ Zip _____

Primary Contact Person _____ Title _____

Business Telephone Number _____ Business Fax Number _____

Toll Free Sales Number _____

E-Mail _____

Website Address _____

Product Line/Service

Briefly describe your company's product line and/or services (70 characters max). Ex: Manufacturing Architectural Mouldings & Millwork Since 1981

Which sales types does your business participate in? (check all that apply)

RETAIL WHOLESALE

DIRECT TO TRADE CONTRACTOR

(EX: DESIGNERS, ARCHITECTS, CONTRACTORS) (INSTITUTIONS)

Company Profile

Briefly describe your company's history, experience, personal philosophy, and/or target market(s) for your product. In other words, tell your story. Use additional pages if necessary.

Locations/Links

Is there a gallery/showroom/retail outlet for your product? Y / N

If YES, complete the following for up to 5 different locations or websites. Use additional pages for extra information if necessary.

Business Name _____

Physical Address _____

Town _____ State _____ Zip _____

Hours of Operation _____

Will visitors be allowed to tour this facility? Y / N

Website(s) featuring your products: _____

Photographs

Each member page on Catskill WoodNet will allow space for you to upload two images. For example - existing photograph(s) of you, your shop, a product your company manufactures, or a company logo/trademark. These images will also be used to identify your company as a rotating "featured member" on the home page so browsers can quickly navigate to your page on the WoodNet. Image must be 200 pixels wide and no larger than 512 KB. Please email your images to the Catskill WoodNet administrator at info@catskillwoodnet.org. If you cannot provide a digital image, contact us to make arrangements.

Product Category

What categories of products do you produce or sell?
(check all that apply)

- Lumber, Logs & Firewood Building Products Home Furnishings Garden/Landscape Specialty Items

Product List

Based on your selections above, check all products your company manufactures:

- | Lumber, Logs & Firewood | Building Products | Home Furnishings | Garden/Landscape |
|---|---|---|--|
| <input type="checkbox"/> Animal Bedding | <input type="checkbox"/> Architectural Salvage | <input type="checkbox"/> Armoire | <input type="checkbox"/> Arbors |
| <input type="checkbox"/> Bark Mulch | <input type="checkbox"/> Beams | <input type="checkbox"/> Bar Stools | <input type="checkbox"/> Benches |
| <input type="checkbox"/> Beams | <input type="checkbox"/> Cabinets (kitchen/bath) | <input type="checkbox"/> Beds | <input type="checkbox"/> Bridges |
| <input type="checkbox"/> Billets | <input type="checkbox"/> Cabinets (custom) | <input type="checkbox"/> Benches | <input type="checkbox"/> Carvings |
| <input type="checkbox"/> Cants | <input type="checkbox"/> Cabin Logs | <input type="checkbox"/> Bookcases | <input type="checkbox"/> Fencing |
| <input type="checkbox"/> Chips | <input type="checkbox"/> Clapboard | <input type="checkbox"/> Butcher Blocks | <input type="checkbox"/> Garden Structures |
| <input type="checkbox"/> Contract Kiln-Drying Service | <input type="checkbox"/> Doors | <input type="checkbox"/> Cabinets (kitchen/bath) | <input type="checkbox"/> Gazebos |
| <input type="checkbox"/> Custom Sawing | <input type="checkbox"/> Dimension Lumber | <input type="checkbox"/> Candle Holders | <input type="checkbox"/> Patio Furniture |
| <input type="checkbox"/> Dimension Lumber | <input type="checkbox"/> Fencing | <input type="checkbox"/> Captain's Chairs | <input type="checkbox"/> Ornamentals |
| <input type="checkbox"/> Fencing | <input type="checkbox"/> Flooring | <input type="checkbox"/> Chairs | <input type="checkbox"/> Railings |
| <input type="checkbox"/> Firewood Bundled | <input type="checkbox"/> Framing Timbers | <input type="checkbox"/> Chests | <input type="checkbox"/> Rustic Materials |
| <input type="checkbox"/> Firewood Processed | <input type="checkbox"/> FSC Certified Lumber | <input type="checkbox"/> Children's Furniture | <input type="checkbox"/> Rustic Cedar Fencing |
| <input type="checkbox"/> Flitches | <input type="checkbox"/> Kiln-Dried Hardwood Lumber | <input type="checkbox"/> Closet Furnishings | <input type="checkbox"/> Sculptures |
| <input type="checkbox"/> Forest Management | <input type="checkbox"/> Kiln-Dried Softwood Lumber | <input type="checkbox"/> Cocktail Tables | <input type="checkbox"/> Sheds |
| <input type="checkbox"/> Framing Timbers | <input type="checkbox"/> Mantels | <input type="checkbox"/> Coffee Tables | <input type="checkbox"/> Ties |
| <input type="checkbox"/> FSC Certified Lumber | <input type="checkbox"/> Millwork | <input type="checkbox"/> Computer Desks | <input type="checkbox"/> Tree Houses |
| <input type="checkbox"/> Kiln-Dried Hardwood Lumber | <input type="checkbox"/> Mouldings | <input type="checkbox"/> Conference Tables | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Kiln-Dried Softwood Lumber | <input type="checkbox"/> Log Homes/Builders | <input type="checkbox"/> Counter Tops | |
| <input type="checkbox"/> Logs | <input type="checkbox"/> Paneling | <input type="checkbox"/> Cribs | |
| <input type="checkbox"/> Live-Edge Slabs | <input type="checkbox"/> Planed Lumber | <input type="checkbox"/> Cupboards | |
| <input type="checkbox"/> Pallets | <input type="checkbox"/> Plywood | <input type="checkbox"/> Desks | Specialty Items |
| <input type="checkbox"/> Planed Lumber | <input type="checkbox"/> Post and Beam | <input type="checkbox"/> Dining Tables/Chairs | <input type="checkbox"/> Angling Art |
| <input type="checkbox"/> Rough Cut Lumber | <input type="checkbox"/> Railings | <input type="checkbox"/> Driftwood Furniture | <input type="checkbox"/> Antique Reproduction |
| <input type="checkbox"/> Rustic materials | <input type="checkbox"/> Reclaimed Lumber | <input type="checkbox"/> Dressers | <input type="checkbox"/> Artist Stretches |
| <input type="checkbox"/> Sawmill | <input type="checkbox"/> Retail Displays | <input type="checkbox"/> End Tables | <input type="checkbox"/> Baseball Bats |
| <input type="checkbox"/> Shavings | <input type="checkbox"/> Rough Cut Hardwood Lumber | <input type="checkbox"/> Entertainment Centers | <input type="checkbox"/> Birdhouses |
| <input type="checkbox"/> Solar Kiln Drying | <input type="checkbox"/> Rough Cut Softwood Lumber | <input type="checkbox"/> Fireplace Mantles | <input type="checkbox"/> Bowls |
| <input type="checkbox"/> Ties | <input type="checkbox"/> Rustic Materials | <input type="checkbox"/> Flooring | <input type="checkbox"/> Bread Boards |
| <input type="checkbox"/> Tree Services | <input type="checkbox"/> Shelving | <input type="checkbox"/> Headboards | <input type="checkbox"/> Canoes |
| <input type="checkbox"/> Turning Squares | <input type="checkbox"/> Siding | <input type="checkbox"/> Hutches | <input type="checkbox"/> Carvings |
| <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> Staircases | <input type="checkbox"/> Institutional Furniture | <input type="checkbox"/> Cutting Boards |
| | <input type="checkbox"/> Wainscotting | <input type="checkbox"/> Kitchen Islands | <input type="checkbox"/> Decoys |
| | <input type="checkbox"/> Windows | <input type="checkbox"/> Kitchen Tables | <input type="checkbox"/> Doll Carriages |
| | <input type="checkbox"/> Veneer | <input type="checkbox"/> Lamps | <input type="checkbox"/> Fish Effigies |
| | <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> Library Tables | <input type="checkbox"/> Fly Rod Cases |
| | | <input type="checkbox"/> Mirrors | <input type="checkbox"/> Folk Art |
| | | <input type="checkbox"/> Microwave Carts | <input type="checkbox"/> Frames (mirror/picture) |
| | | <input type="checkbox"/> Morris Chairs | <input type="checkbox"/> Guitars |
| | | <input type="checkbox"/> Nightstands | <input type="checkbox"/> Gunstocks |
| | | <input type="checkbox"/> Radiator Covers | <input type="checkbox"/> Jewelry Boxes |
| | | <input type="checkbox"/> Rocking Chairs | <input type="checkbox"/> Luthier Supplies |
| | | <input type="checkbox"/> Rustic Interiors/Exterior Design | <input type="checkbox"/> Marquetry |
| | | <input type="checkbox"/> Sideboards | <input type="checkbox"/> Placards |
| | | <input type="checkbox"/> Sofa Tables | <input type="checkbox"/> Retail Displays |
| | | <input type="checkbox"/> Speaker Cabinets | <input type="checkbox"/> Sculptures |
| | | <input type="checkbox"/> Tables | <input type="checkbox"/> Table and Chair Legs |
| | | <input type="checkbox"/> Toy Chests | <input type="checkbox"/> Turnings |
| | | <input type="checkbox"/> Trash Receptacles | <input type="checkbox"/> Other (please specify) |
| | | <input type="checkbox"/> Upholstered Furniture | |
| | | <input type="checkbox"/> Wine Racks | |
| | | <input type="checkbox"/> Other (please specify) | |



Background

Catskill WoodNet is a group of local wood-products businesses working together to promote their products and services using a web-site – www.catskillwoodnet.org – and the *Pure Catskills* “buy local” brand sponsored by the Watershed Agricultural Council (WAC). This marketing campaign has evolved from a 10-year partnership between WAC and regional wood businesses. Together, they support sustainable forest management and job retention to ensure healthy rural economies and watershed protection. The campaign seeks to meet a growing market demand for local and sustainable forest products by capitalizing on the Catskill Region’s history, culture, and the working forests that protect the New York City water supply.

Catskill WoodNet membership is free and available to all wood-products businesses in Delaware, Greene, Otsego, Schoharie, Sullivan, and Ulster counties. Businesses located outside these counties, or within the Croton Watershed Region of Dutchess, Putnam, and Westchester counties, who demonstrate a connection or provide a valuable service to the group are also eligible to enroll. Watershed Qualified Foresters, Certified Loggers, wood-products manufacturers, artisans, sawmills, crafts galleries, and locally-owned forestry equipment dealers are all potential Catskill WoodNet members.

Membership Benefits

When you become a Catskill WoodNet member, you will receive the following:

- A **free personalized online listing** for your business on www.catskillwoodnet.org includes contact information, company logo or product images, driving directions, and any other pertinent information. Enroll your company today, and receive a username and password that provides 24-hour access and the ability to make changes to your online listing.
- Your company information is also published in the *Pure Catskills Directory of Wood Products*. The Directory is distributed at trade shows throughout the eastern United States.
- A free subscription to the Catskill WoodNet **monthly e-newsletter**.
- The privilege of using the *Pure Catskills label* on your wood products and within your marketing materials. (See “Logo Usage Standards.”)
- A Membership Welcome Kit including a supply of *Pure Catskills point-of-purchase materials*. These include hang-tags, advertising signs, and stick-on labels to be mailed in Spring 2008. Note: Participation in the *Pure Catskills* branding campaign is not required of Catskill WoodNet members. However, promotional materials are provided only to campaign participants.
- Opportunities to promote your wood products at **regional marketing events** throughout the year.
- **Increased exposure** and affiliation with both Catskill Woodnet and *Pure Catskills* through ongoing media coverage and advertising. Your business becomes associated with the larger message of buying local and supporting the region’s farms and forests.
- Opportunities for **cooperative advertising and promotional initiatives** with other like-minded businesses.

Membership Requirements

- Sign the Catskill WoodNet “Statement of Principles” (on reverse).
- Display the *Pure Catskills* or Catskill WoodNet logo in your place of business and in promotional and advertising materials, where appropriate.
- If possible, create a link from your web site to www.catskillwoodnet.org. The Catskill WoodNet Administrator can assist you with this.
- Increase your purchases of locally produced forest products, giving preference to such purchases whenever possible with regard to availability and price.
- Allow the use of your business name in campaign efforts to promote Catskill WoodNet or *Pure Catskills* labeled products.
- Provide verifiable indicators of buying local products from Catskill forests.
- Members DO NOT need to produce or sell only all-local products, but will not be able to use the *Pure Catskills* logo on products that do not meet the logo usage requirements below.
- Participate in periodic surveys so WAC may continue to improve member services.

Pure Catskills Logo Usage Standards

As a Catskill WoodNet member, you are encouraged to use the *Pure Catskills* logo in your place of business, on your products, and in promotional materials such as websites, brochures, etc. However, participating in the *Pure Catskills* branding campaign is not a requirement of Catskill WoodNet membership. Catskill WoodNet members are prominently featured in the wood-products directory and on the website, and receive the benefits of promotion. However, only those businesses meeting the 50% “local” guideline for their products may display the *Pure Catskills* logo.

In order to ensure quality standards and authenticity, the *Pure Catskills* brand-name and logos are registered by the WAC, and may only be used by Catskill WoodNet members who adhere to the following requirements:

- For a wood product to carry the *Pure Catskills* logo, it must be manufactured with at least 50% “local” wood OR purchased from a “local” supplier. “Local” is defined as originating or purchased within the Catskills region (Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County).
- For a store, crafts gallery, or other retailer to use the logo, they must be a Catskill WoodNet member, and commit to carrying *Pure Catskills* products whenever possible. Products which are not made with at least 50% “local” wood from the Catskills region cannot be promoted as *Pure Catskills*.

Terms & Conditions

Registration forms are subject to a review for content and clarity by the Catskill WoodNet Administrator and the Catskill WoodNet Steering Committee. You will be notified of your membership status within 30 days of submission via email or by telephone. Upon approval of your membership registration, your member listing will be activated on the Catskill WoodNet online member directory. Once your membership is activated, you will be provided with a username and password so that you may access your account, load photos and make changes to your listing. If you need assistance in completing your registration forms or have any questions about joining Catskill WoodNet or usage of the *Pure Catskills* logo, call (607) 865-7790, ext. 112 or send an email to info@catskillwoodnet.org.

Statement of Principles:

As a steward or beneficiary of the variety of wood products available from the working landscape of the Catskill Region, I endeavor to utilize the best conservation, production or procurement methods available to support management of forest resources and protection of soil and water quality to attain the highest quality standard in our products.

Signature _____ Date _____

Completed registration forms can be mailed, e-mailed (PDF), or faxed along with a signed copy of this form to:

Catskill WoodNet
c/o Watershed Agricultural Council
33195 State Highway 10
Walton, NY 13856
(607) 865-7790
Fax (607) 865-4932
info@catskillwoodnet.org



Pure Catskills and Catskill WoodNet are economic initiatives of the Watershed Agricultural Council (WAC). WAC is funded by the New York City Department of Environmental Protection, the U.S. Forest Service, and other federal, foundation and private sources.

The WAC is an Equal Opportunity Employer and Provider.