

# Wood Products Expo

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Wood said, "I enjoy working with reporters." She noted that if handled correctly, the company could be portrayed in the correct way to the general public if a public relations strategy was in place.

She noted the importance of knowing the reporter and the managing editor, prepare well before speaking to them, expect tough questions, "ID your 'sound bites,'" she said, and prepare facts and resources. Also, "be positive, never, never rush, and don't talk too much," Wood said. "And don't say it if you don't want it reported."

Wood noted also to "never lie" and don't lecture or use jargon. Follow up with reporters. "If you don't set the standard of truth, then you let others do it," she said.

Good public relations can be as

simple as having open houses, tours, and picnics; inviting schools in to see your business; hosting events for elected and appointed officials; helping with community projects; and publishing a company newsletter with features on families and news about the organization as a whole.

Also, she noted, "think about community giving" programs she said.

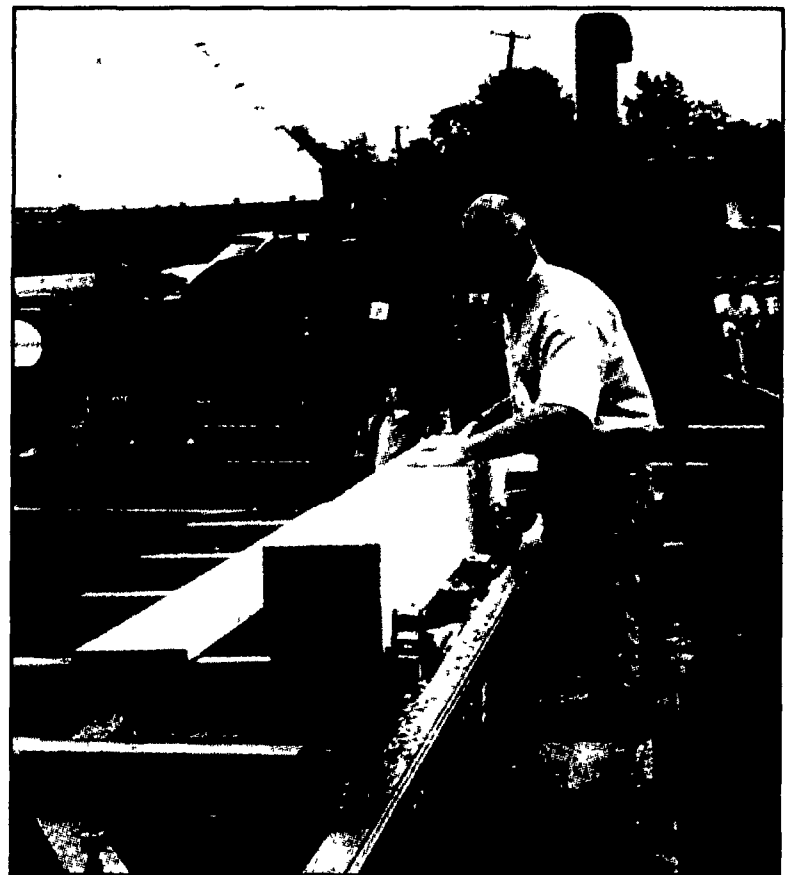
## Trade Show

The trade show featured more than 100 exhibitors. A demonstration area was set up directly outside the Farm Show to show equipment at work.

More from the show is scheduled in a special segment of *Lancaster Farming's Grower & Marketer*. The segment, *Lancaster Farming's Turf & Tree*, is scheduled Aug. 30.



Art Raymond, A.G. Raymond and company, Raleigh, N.C., spoke about challenges faced by the U.S. cabinet industry at Timber 2003.



Dave Mann, Wood-Mizer Products, Inc., Indianapolis, Ind., inspects the work of the 40 Hydraulic Mill at Timber 2003 last week at the Farm Show Complex in Harrisburg.



Chris Hooten, Wood-Mizer show coordinator, unloads red oak and poplar cuts off the LT 300 sawmill/edger during Timber 2003 in Harrisburg.



"Penn's Woods - The State of the Forest" was the subject of a seminar conducted by Jim Grace, State Forester, during Timber 2003.



Looking at board cut are, from left, Larry and Stephen Griffith, Family Farm Alpacas, Lehighton, during Timber 2003.

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