



NEWS

Wood Supply Research Institute: *improving wood supply operations through research*

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Release: Oct 9, 2014

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WSRI Upgrades Communications Tools

Washington, DC – “As a direct result of Wood Supply Research Institute Board and Executive Committee action WSRI has upgraded and expanded its Communications Tool Kit,” noted WSRI Executive Director Jim Fendig.

Elements in the new Communications Tool Kit include: The establishment of a [WSRI Facebook page](#), the establishment of WSRI quarterly E-Newsletter, the development of a WSRI “tag Line”, and WSRI “Media Briefings” with the executives of forestry and logging association executives and the editors of forestry and logging industry publications.

Danny Norman, WSRI Chairman noted, “These new Communications Tools are a welcome addition to WSRI because they will help us explain to foresters and loggers who we are, what we do, and how WSRI research findings can impact their bottom line wood production or wood consumption costs. I encourage all foresters and loggers to check out the [WSRI Facebook page](#) and click on the “like” and “follow” buttons so they can keep abreast of the latest wood supply research developments.” Foresters and loggers who want to receive the soon to be published WSRI quarterly e-newsletter should contact WSRI Executive Director at fendig@bellsouth.net

The **Wood Supply Research Institute** [WSRI](#) is a joint project of professional loggers, forest landowners, wood consuming mills, educators, and manufacturers that facilitates and funds research to promote and improve efficiency in the wood supply system.