

True North Woods®

Mission

To improve opportunities for suppliers of solid wood products in our True North Woods region.

Goals

- Promote the marketing of members' wood products
- Stimulate the use of regional native wood species and reclaimed species
- Foster awareness of the value of sustainably managed working forests
- Improve the economies of communities utilizing sustainably managed working forests
- Provide education programs and technical assistance

Organization

True North Woods (TNW) is a regional association based in the True North Woods of Minnesota, Wisconsin, Iowa, South Dakota and North Dakota. The association was organized in 2003-2004 by manufacturers of solid wood products and is a part of the Minnesota Wood Education Project DBA True North Woods

Membership

- Manufacturers. Manufacturers of millwork and solid wood products in the region - Minnesota, Wisconsin, Iowa, South Dakota and North Dakota
- Associates. Artisans, sawmillers, forestland owners, other primary producers in the region
- Affiliates. Distributors of wood products and firms offering related products and services in the region

Use the attached Membership Application, email Info@TrueNorthWoods.com, or call 651-223-5629

The Value of TNW Membership

Manufacturer Members Receive

- ▶ Marketing Support
 - Profile listing on the TNW website with photo gallery, searchable listing of your products and wood species, and multiple quality links to your website that will improve your organic search engine listing and increase sales inquiries
 - Online advertising of the TNW website resulting in an average of 8,000 monthly visits to the website
 - Sales leads matched to your products
 - Coop participation in shows and marketing activities including the annual Goods from the Woods show
 - Bi-monthly email promotions of members to targeted customer segments
- ▶ Use of the True North Woods® Logo
 - Use of the logo on your website and materials
 - Use of the logo on products composed of native regional wood species
 - Special recognition on the TNW website
- ▶ Access to FSC® Chains-of-Custody Certification
 - Certification for small-to-medium size companies through the True North Certified Forest Products Network, a group certification program (FSC-C019842) with low group rates
 - Technical assistance for small and large companies to get you swiftly certified and keep you in ongoing compliance with FSC standards
 - Special recognition on the TNW website
- ▶ Support
 - Workshops and online webinars, access to consulting services, and update communications

Associate Members Receive

- Marketing Support. Listing on the TNW website and participation in Goods from the Woods.
- Use of the TNW logo. Access to FSC-COC certification. Workshops and online webinars and update communications

Affiliate Members Receive

- Marketing Support. Listing on the TNW website and discounted TNW website advertising.
- User of the TNW logo. Access to FSC-COC certification. Update communications.
- Access to the membership list

The Value of TNW Marketing

Target Markets

- Minnesota, Wisconsin, Illinois, Iowa, Nebraska, South Dakota, North Dakota, Montana, Wyoming, Colorado, California
- Manufacturers, Architects, Interior Designers, Builders, Remodelers, Specifiers, Distributors, Retailers, Consumers

TNW Key Promotional Messages

- Local USA. Locally produced products from native and reclaimed wood species
- Quality. Solid wood products made by highly skilled artisans and craftsmen
- Certified Green. Meet international standards for products manufactured from reclaimed or wood that come from well managed forests
- Best Fit. For building, remodeling and construction projects; custom home furnishings and cabinetry; unique home décor and traditional products; and commercial and industrial products

Delivering Customers Through

- TNW Website. www.TrueNorthWoods.com
- TNC Website. www.TrueNorthCertified.com
- Multiple Links to Your Website
- Online Advertising of the TNW/TNC Websites
- Sales Leads Matched to Your Products
- Shows and Marketing Activities
- Email Promotions



TNW Membership Application

Business Name _____

Address _____

City _____ State _____ ZIP _____

County _____ Leg Dist _____

Tel _____

Fax _____

Web _____

Contact Name _____

Title _____

Tel _____

Email _____

Date _____

Membership Dues

- Manufacturers\$150
Manufacturers of millwork and solid wood products located in the region - Minnesota, Wisconsin, Iowa, South Dakota and North Dakota
- Associates\$25
Artisans, sawmillers, forestland owners, and other primary producers located in the region
- Affiliates\$100
Distributors of wood products and firms offering related products and services in the region

Payment Method

- Check Enclosed to True North Wood
- Send Invoice
- Credit Card: Card# _____
Expiry Date _____ Security Code _____
Name on Card _____
Address on Statement _____

Please complete "Business & Product Information" and return to:

True North Woods
26 E. Exchange, Suite 405
St. Paul, MN 55101
Fax: 1-651-223-5629

Business & Product Information

Primary Business

- Primary Manufacturing
 Lumber Plywood Veneer OSB-MDF
 Engineered Other _____
- Secondary Manufacturing
 Furniture/Cabinets Millwork/Mouldings
 Doors/Windows Flooring/Ceiling
 Panels/Siding Tools/Household Goods
 Other _____
- Distribution
 Wholesaler Distributor Retailer
 Broker Agent Importer/Exporter
 Other _____
- Artists or Artisan
- Logging
- Forestland Owner
- Other _____

Primary Products/Services (list, describe)

Input Wood/Forest Materials Sourced

From TNW Region ___% From within 500 mi. ___%

Primary Wood Species Used (list)

Product Distribution Area

Local/State _____% Midwest _____%
National _____% International _____%

Certifications (FSC, etc.)

Capabilities (equipment, experience, etc.)

History / Background (founded, employees, etc.)

Please send information on:

- FSC-COC Certification



True North Woods

*A regional association
based in the True North Woods*

Membership, Information & Application



Tel 651-223-5629

Info@TrueNorthWoods.com

www.TrueNorthWoods.com