Organizational Member Spotlight:

Organizational Member Company: American Wood Council

Company Website: www.awc.org

Company Contact: Lori Koch

Join Date: 2010

Q: How is your company involved with the forest products industry?

A: The American Wood Council (AWC) is the voice of North American wood products manufacturing, representing over 75 percent of an industry that provides approximately 400,000 men and women with family-wage jobs. AWC members make products that are essential to everyday life from a renewable resource that absorbs and sequesters carbon. Staff experts develop state-of-the-art engineering data, technology, and standards for wood products to assure their safe and efficient design, as well as provide information on wood design, green building, and environmental regulations. AWC also advocates for balanced government policies that affect wood products.

Q: Who benefits from the services you provide?

A: Engineers, architects, building officials, regulators, homeowners, and builders.

Q: Is there anything new and exciting going on in the industry or a new technology or innovation that is coming down the line that your company is excited about?

A: **Cross-laminated timber**: As with all wood products, the benefits of CLT include the fact that it comes from a renewable and sustainable resource. It also has a low carbon footprint—because the panels continue to store carbon absorbed during the tree's growing cycle and because of the greenhouse gas emissions avoided by not using products that require large amounts of fossil fuels to manufacture. The architect of the CLT apartment building in the UK estimated that, between the carbon stored in the panels and emissions avoided by not using concrete, he kept about 300 metric tons of carbon out of the atmosphere. The CLT building was also estimated to weigh four times less than its concrete counterpart, which reduced transportation costs, allowed the design team to reduce the foundation by 70 percent, and eliminated the need for a tower crane during construction. It took four carpenters just nine weeks to erect nine stories—and the entire construction process was reduced from 72 weeks to 49.
Q: Why should someone consider a career in forest products?

A: Forest products are an important aspect of everyday life, and offer a wide variety of careers ranging such as harvesting timber, recycling of paper for packaging, or producing wood pellets as a renewable energy source. The forest products industry has been a leading industry in American history and will continue to propel America forward for years to come.

Q: How does your company benefit by being an organizational member of the Forest Products Society?

A: The networking is great! We are able to connect with various parts of the industry, from academia to manufacturing. In such a broad and vast industry it is very important to engage with your peers and colleagues.

Find out more about the American Wood Council today. For more information about FPS Organizational Membership please contact craig@forestprod.org or call 1-770-209-7294.