

Virginia Urban Wood Group

News & Updates

August 25, 2022 | Issue -14

Firewood Season!

Welcome to the **fourteenth** edition of the Virginia Urban Wood Group's newsletter!

I know, you must be cringing at seeing the title of this newsletter, but if you have not thought about your supply of firewood for the upcoming season then now is the time to do it! Firewood burning season is indeed right around the corner so it is time to fill the racks in preparation for the coming heating season. Admittedly, any firewood that you purchase or cut in the next month or so had better have a very low moisture content or completely dry to be usable by the quickly coming heating season!

Another question you may be pondering - why are we talking about firewood in an urban wood newsletter? It may seem not as exciting as most topics we cover here, but in reality firewood is a major component of the overall biomass that is removed from our cities, towns, and Aunt Mabel's backyard. As we all know, not all of these urban/local trees are of sawtimber size and quality. While our local wood artisans do amazingly creative work with some really funky looking chunks of wood, there are just some parts of urban trees whose best use are as BTU producers in someone's house furnace or shop stove. This is especially true for all of the wood found in the crown of the tree known as "limb wood". Even though some of those limbs can be very large, many of them contain reaction wood not found in the trunk of the tree.

Here is a somewhat technical explanation of "reaction wood" - In leaning stems and branches, trees form reaction wood. In softwoods, this is known as compression wood and in hardwoods, it's called tension wood. There are important differences between these two types of wood. In softwoods, compression wood forms on the lower side of leaning stems or on the lower side of branches. Compression wood generates compression strain, which pushes the leaning stem back to the upright position. Tension wood in hardwoods occurs on the upper side of the stem, has less lignin, and has a small microfibril angle, generating tensile strain, which pulls the leaning stem back to the upright position. Both types of reaction wood are associated with eccentric growth so that the stem grows more on the reaction wood side as characterized by eccentric pith. Both types of reaction wood have increased longitudinal shrinkage as well as high residual growth strain and are associated with distortion of in lumber products. Thus the reasons that some parts of a tree may be best used as a firewood product!

We hope that you are having a great 2022 as we make the push into the final quarter of the year - enjoy the rest of the newsletter!

Joe Lehnen
VA Dept of Forestry
Urban Wood Program Coordinator
joe.lehnen@dof.virginia.gov

Upcoming Events

Webinar:

Challenges & Successes in Urban Wood

**September 8, 2022
11:00am - 12:30pm**

**North Carolina Urban
Wood Group
&
NC State
Wood Products Extension**

Over the last decades, urban wood products have emerged as an appealing, innovative, and economically viable branch within the forest products sector. Products, such as live edge furniture, fireplace mantels, and other solid wood furnishings, have gained popularity among designers, builders, and consumers. For existing companies, hobbyists, entrepreneurs, and the semi-retired, urban wood processing has become a promising and fulfilling business opportunity with relatively low requirements for seed capital.

This webinar will be all about success:

1. Best practices for running an urban wood business
2. Personal stories of success
3. Sawing and Drying: What do you need to become serious about urban wood?
4. What sources of information are available, and where?

[Click here for registration details >>>](#)

[NC Urban Wood Webinar](#)

Registration is now open!

**The Urban
Wood Network
Conference 2022**



Virginia Urban Wood Group News

Four Virginia Colleges Launching Urban Wood Programs!

Over the past year, four Virginia colleges - **University of Virginia**, **James Madison University**, **Virginia Tech** and **Mountain Gateway Community College** - have launched Urban Wood Programs! With support from the VA Dept. of Forestry, their host municipalities, and local business partners, these four institutions have committed to introducing and utilizing urban wood in their industrial design and architecture curriculums. Each of these four programs are very unique, but they all have a common goal - the better use of university and local trees which have reached the end of their biological lives.

Be sure to watch the newsletter for more updates, including the addition of other colleges from across the Commonwealth!

In-person

November 15, 2022

Seattle, Washington

Sponsored by:

Urban Wood Network

U.S. Forest Service

Arbor Day Foundation

[Click here for details>>](#)

**[Conference 2022
Registration](#)**

Note: Be sure to go to the second page of registration & select "Partnering Event Only" to attend just the UWN Conference

For all of our land care Service Providers:

On Demand

**Natural Area Management
Services: A Case Study**

Are you a Green Industry professional interested in expanding the suite of services offered to your clients to include creating and enhancing woodlands and meadows? If so, then this three-part webinar series is for you!

click here for **on-demand** viewing >>

[NAMS-1](#)

[NAMS-2](#)

[NAMS-3](#)

**Firewood sellers in the
VA Urban & Small Woodlot
Forestry Business Directory**

There are 21 businesses in our directory that list firewood sales as one of their services. These service providers range from sawmills to wood artisans to land management companies!

**Know of a company selling firewood that
should be a part of this ever-growing family?**

Worth the Click!

**Firewood Vending
Machines!**

A not so new, but still a very cool innovation are firewood vending machines! Essentially all you need to do is insert your credit card, press a few buttons and presto, an instant bundle of firewood is available for your camp fire or a special evening with your favorite person. Firewood vending machines can help to encourage the use of locally produced firewood and serve as an economic opportunity for a local bundle firewood business. For a deeper dive, check-out these firewood vending machines websites >>

[The Firewood Express](#)

[Outdoor Vending Solutions](#)

[John's Welding](#)

Member

**URBAN WOOD
NETWORK**

The Virginia Urban Wood Group is an affiliate member of the Urban Wood Network.

Be sure to check out their web page and learn how to become an individual member of this national urban wood networking organization.

Connect with the Urban Wood Network on Facebook [@UrbanUWN](#) Have something to share? Use [#UWN](#) [#urbanwood](#) [#urbanwoodnetwork](#) [#urbanwoodmovement](#) to connect with us and to share your posts with us.

Additional info >>

[Urban Wood Network](#)

Maybe you now sell firewood and you need to update your listing? ([email us for changes in your listing](#)) Sign-up is easy and takes only a few minutes of time >>

Directory Link >> [Additional Information](#)

Feature Stories

City Firewood

The words "city" and "firewood" may seem like a very odd couple to pair in a title, yet as we have emphasized over the years, more wood is annually removed from our municipal forests than all of the National Forests across the United States! To spotlight this, I recently watched a promotional video for a company that manufactures huge grinders to make mulch out of anything from twigs to sawtimber-size logs. At one, just ONE tree company near Santa Rosa, California they are grinding 200 tons of wood per day, six days a week! Yes, all of the material being fed into these monster grinders is not firewood size, but much of it is large enough to become firewood or milled for lumber.

Following are three short articles on a municipality's efforts to have people "buy local, burn local", a website specifically dedicated to firewood businesses and those seeking to buy quality firewood, and a state agency that can help you expand your firewood marketing opportunities.

Be sure to check out the links for more details about the great work being accomplished by these three organizations!

Newport News Watershed



Newport News Watershed produces 15-20 cords of firewood/year for campground visitors!

Many people do not realize that the City of Newport News has its own watershed forest. Even more amazing is the fact that it contains 8,200 acres of forest land! This natural water holding and filtration system provides drinking water for over 400,000 customers in Newport News, Hampton, Poquoson, York County, and part of James City County.

The watershed also has its own 188 acre campground located in the middle of this vast watershed. Like all campgrounds there is always a need for firewood and according to James McCabe, the watershed's forester/manager "we wanted to provide a local source of firewood at an economically attractive price to encourage campers to "Buy Local, Burn Local". The Newport News Watershed firewood program has been operational for the past 12 years, annually producing 15-20 cords of camping firewood by utilizing wood that comes from city tree crews doing hazard tree take downs as well as various projects around the watershed. James says that the firewood is sold "on the unofficial armload scale".

The watershed has no webpage, but for more info you can contact the forest manager via email:

jmccabe@nnva.gov



Do you use firewood at home or for camping?

Buying local isn't just good for the economy. Using local firewood helps to protect nearby forests from the spread of pests and diseases. Visit firewoodscout.org to find local firewood and learn about safer firewood practices.

Are you a firewood producer or vendor?

Contact us to verify and update your free listing. Help customers find you!

This publication provided by the Sustainable Resources Institute and is funded in part by a grant from the USDA Forest Service. USDA is an equal opportunity provider, employer, and lender.



FIREWOODSCOUT.ORG

Firewood Scout!

Firewood Scout is both a firewood locator tool and also a marketing opportunity for those who produce firewood where their motto is: **"Buy firewood where you plan to burn it!"**

This project was initially developed in 2012 by the Southeast Michigan Resource Conservation and Development Council. Through funding from the USDA Forest Service Wood Education & Resource Center, the site was created to help Michigan residents and visitors to buy and use firewood locally, in an effort to slow the spread of invasive forest pests.

In 2014, The Nature Conservancy's Don't Move Firewood campaign and the Tennessee Chapter's Forest Conservation program joined the partnership with a goal of expanding the Firewood Scout site nationally. Later, in 2019, Firewood Scout's management and operations were transferred to experts at the [Sustainable Resources Institute](http://SustainableResourcesInstitute.org), a non profit corporation specializing in natural resource research, education, training and certification. Today, Firewood Scout continues to add new partner states including Virginia

It only takes a few minutes for a business to list their contact info and their firewood offerings. Best of all, it is free advertising!

Use the following link to list your business:

[Firewood Scout](http://FirewoodScout)

Firewood Quarantines in VA VA Dept. of Agriculture & Consumer Services (VDACS) Richmond, VA

VDACS is the regulatory agency for all invasive pests in Virginia. This may surprise some folks who would think that the VA Dept. of Forestry would be in charge of forest pests. Yet the decision was made years ago to centralize the efforts for invasive species detection and management in one agency, a strategy that has served the citizens of the Commonwealth very well!

The VDACS website has all of the latest information regarding quarantines for pests such as the Spotted Lantern Fly, Thousand Cankers Disease and the Spongy Moth (formerly known as the Gypsy Moth). This informative website also features quarantine maps for all of these forest pests which can be printed for later reference.



Spongy Moth (formerly gypsy moth) larvae are easy to spot with their rows of red and blue dots and very hairy bodies!

Additionally, VDACS offers information on how to heat treat your firewood so that you can advertise it as a "sanitized", pest-free product. Part of this process is the VDACS heated firewood kiln inspection program which allows businesses to "certify" their firewood as a pest-free product. Heat treating also allows the interstate sale and export of firewood products, opening up both regional and global markets.

For more information on invasive pest quarantines and firewood sales, visit their website >>

[VDACS Pest Info & Quarantines](#)



A new, unwanted visitor in VA is the Spotted Lantern Fly. Although quite attractive it can be devastating on fruit crops and maple trees

Thanks!

Many thanks to Trees Virginia (Virginia's Urban Forest Council) for hosting this newsletter and allowing access to their Constant Contact platform!



The Virginia Urban Wood Program is supported by the Virginia Department of Forestry and a grant from the U.S. Forest Service, Southern Region.

The Marketing Corner

Logos, Business Cards & Trademarks, Oh My!

The thought of developing a logo, let alone a business card format can be overwhelming! Trying to figure out your business trademark might make your head spin faster than Michael Keaton's did in Beetlejuice!

Yet the message for this month's Marketing Corner is not about graphic designs and creative content - rather it is about **you** representing all three of these to your customers.

Jay Danzie, a renowned brand strategist is famously quoted as saying "**Your smile is your logo, your personality is your business card, how you leave others feeling after having an experience with you becomes your trademark.**"

We all know that there are those days when things are not going well, be it in the business or at home, and finding that customer appreciated



"smiley face" deep within your persona can be difficult. Yet this is the reality of being in business and having personal contact with your customers, equipment providers, or wood suppliers. A friendly smile and an engaging personality helps to make customers feel at ease about purchasing your products. These are the foundations of building the business-customer relationship. As Danzie says "...how you leave others feeling after having an experience with you becomes your trademark."

All that said, you still may feel very uncomfortable in the smiley, bubbly world of in- person retail. If that's the case, then there are always alternatives for making your products available by utilizing on-line via platforms like Etsy, Facebook Marketplace or your own website. You can still have a friendly engaging persona by responding to emails and inquiries promptly, and answering questions with warm, friendly answers - without the face-to-face engagement.

Your small business is all about who you are as a person and how you are perceived by your customers. Smile, be engaging, make them feel like they are the one and only!