

Suggested Classroom Presentation Script – Guide to Classroom Presentations

Slide 1 Exciting Careers – Engineered in Wood



Introduce yourself, your company and your position. You may want to spend some time here describing your career path, but I would suggest waiting to do that nearer the end of the show, once the facts and issues have been presented and dealt with. You might also want to introduce your partnership with the WMC and talk a bit about what the WMC does – see below.

Slide 2 Why am I here?



I am working in partnership with the Wood Manufacturing Council (WMC). The WMC is the human resources sector council for the Advanced Wood Manufacturing industry in Canada.

One of their main purposes is to assist companies in our sector to find the best qualified employees for all levels in their organizations. This means working with the companies to define job roles and requirements, and assisting post-secondary institutes that teach these skills in recruiting bright young people into their programs. We have a challenging road ahead of us, as we are firstly competing with many other industries for the same resource – Canadian Youth. But secondly, we are also working against some very destructive images and stereotype issues that have become attached to our industry.

Many young people are unaware of what the wood manufacturing sector is. Combined with some concerns about using wood from our forests, these misunderstandings turn students away from educational programs that support our sector.

What we end up with is a line up of employers waiting to hire graduates from schools suffering from low enrollment problems.

We want to show students the exciting truth about our industry and help you to understand the relationship between forests and wood. Our forests in Canada are abundant and growing; they are a renewable resource producing the world's only totally biodegradable, most environmentally friendly building material – WOOD. Federal and Provincial governments have produced strict legislation that requires all forests to be regenerated; and on Crown Land, this responsibility falls to the forest companies working on the land.

Slide 3 Who is the Wood Manufacturing Industry?



Let's talk a little about the Canadian Wood Manufacturing Industry. Just what kinds of companies does this include? Well, they make a huge variety of products from wood and wood composite materials.

Slide 4 Products



For example, advanced wood manufacturers can produce Kitchen and Bathroom cabinets and fixtures, wooden windows and doors, interior millwork such as moldings and banisters, a whole range of furniture products, even prefabricated components for home building. I am sure you can think of many other wood products that are made in Canada.

Slide 5 The Issues – Challenges and Solutions



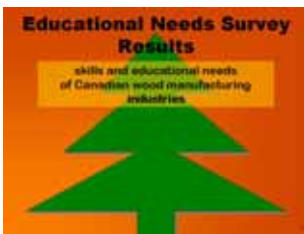
Let's examine some of these issues, and at the same time consider the facts and possible solutions.

Slide 6 Educational Needs Survey Results



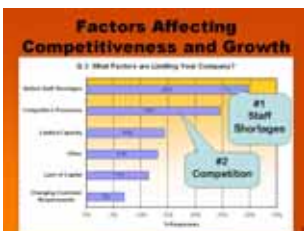
I would like to use the Educational Needs Survey conducted by the WMC to show you what some of the issues are, and explain why I am here today speaking to you. The survey looked at the human resource situation in the wood industry from three perspectives – Industry – Educational Institutions – Youth. I will go through the highlights with you, and you can tell me if some of these issues ring true for you.

Slide 7 Survey - Industry



First we looked at the industry, and asked them what they felt were the most important factors affecting their ability to grow and compete in the global marketplace.

Slide 8 Factors Affecting Competitiveness and Growth



As you can see, the number one limiting factor is our ability to hire skilled people to work for us. Number two identifies international competition, specifically from China. It may seem like there isn't anything that the council can do to counter the second issue, but if you keep in mind that one of the strongest advantages that Canada has over China in this industry is the ability to provide exemplary customer service, then you see that once again, it comes back to having good people working for you.

Slide 9 High Tech! Computer Controlled! Automated!



To compete globally we need more people at all levels of the industry. As this sector becomes more and more technologically advanced, it seems obvious that the kinds of people our companies are looking for will be hands-on, problem solvers, who show a keen interest in computers and engineering, have creative minds, and who are conscious of the need to practice environmentally friendly building and manufacturing. This is

certainly true. But when companies were asked to list the most important skills sets they look for in their employees, this is what they told us ...

Slide 10 Leadership Skills



They are also really looking for what we call soft or transferable skills, mainly in the area of interpersonal skills. The top three are Leadership Skills, Communication Skills and Attitude. This should be a key indicator to you that jobs in this field are very dynamic and challenging and that people are involved in far more than simply running machines or operating tools.

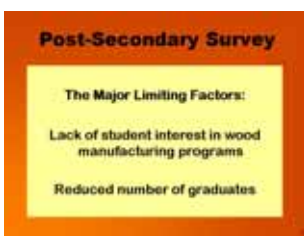
Slide 11 Survey – Post Secondary Institutions



The second part of the story lies with the educational institutions. Here the issue is not a lack of quality programming, but a lack of students registering for the programs currently offered by our training institutions, colleges and universities across the country.

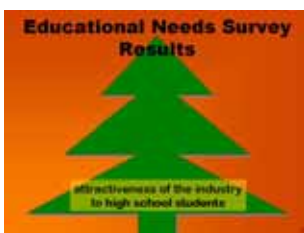
Many wood programs in Canada are closing or suspending good programs because they are not able to financially sustain them with the low numbers in student enrolment. This is bad news for an industry that is looking for as many of these graduates as possible.

Slide 12 Post Secondary Survey



Why are there so few students registering for these programs? The best way to find out is to look at the high school population.

Slide 13 Survey – High School Students



The answer boils down to you – young people in the classroom. How does our industry look to you? What are your perceptions?

Slide 14 High School Survey

High School Survey

- Aware of companies in sector, but not clear about distinction between primary, secondary and retailers.
- General agreement that it is an important sector for their provinces / country, in terms of economics and jobs
- Could not name specific job titles

The surveys were sent across Canada to students in their final years of high school. They were given to as broad a range of students as possible.

The survey first tried to determine students' familiarity with the sector. As you can see, they indicated that they felt they were aware of the sector, but it was clear that the awareness was very fuzzy, and most did not differentiate between a sawmill that breaks down logs into lumber, a furniture maker and a big box retailer like Home Depot. All were equally part of wood manufacturing in their eyes.

Secondly, we asked if the industry was economically important. Most agreed that it was, and that the jobs were important to Canada, and yet could not identify actual job titles in the sector.

Slide 15 Identifying Careers

For those who did identify careers in the sector - this is what they thought:

Top 5 Jobs Students Named:

- #1 Carpenter
- #2 Lumber Jack
- #3 Cabinet Maker
- #4 Truck Driver
- #5 Millwright

For those who did identify jobs, these are the top five in order of frequency of occurrence. Unfortunately, only 2 of the five are actually jobs in our sector! It starts to become clear that the sector needs to better promote what it does, especially if it wants young people like you to understand who they are.

Slide 16 Would you want to work in wood manufacturing?

Would you want to work in wood manufacturing?

86% Said NO

Students are not interested in a career in the wood manufacturing industry even though many rated jobs in this sector as average or above average

When students were asked if they would want to work in the wood manufacturing sector, 86% of those surveyed said NO. And yet, those same students rated jobs in our sector as average or above average.

Slide 17 Sample Answers to Why Not Work in this Industry

Sample Answers to Why NOT work in the Wood Sector

- I'm not interested in wood
- I don't like cutting down trees when we don't need to
- I want to save the trees not hurt them
- There are much better opportunities out there
- I'm not into manual labour
- Because it doesn't pay as well as I'd like
- Because I would like to have a permanent job rather than not knowing when I might get laid off
- I plan on going to University
- Because I know nothing about it
- Because I am not sure what the jobs are and what you need to do to get this kind of job

Why are students saying no to these careers? The answers were varied, but fell basically into the following categories or generalizations:

Not interested was the number one answer (in one form or another).

Next came many answers that reflected an emotional response to using wood from forests.

The next few show us again how much work we need to do to clarify the misconceptions that young people have about our industry.

Finally the last two answers show the honesty of some students, simply stating that they don't know anything about our sector, therefore would not choose it for a job.

Slide 18 The Myths and Misconceptions



From this survey, and the classroom experiences of the WMC, we have become aware that our communications challenges start a long way down what we call the value chain. Students and their influencers see a direct relationship between wood use and forest sustainability issues. As you can see from their answers, they are uncomfortable with the idea of cutting down trees. Our work therefore includes a major education component about forest management and forest values.

Slide 19 Historically, Economically, Socially, Environmentally



Forests are an important part of Canada. Historically, they played a significant role in how our country has developed. Ever since there were people on this land, they used the forest. First Nations people have always used trees for heat, cooking, boats, houses, spiritual and cultural purposes, etc. They lived in forests and hunted and fished. They took only what they needed, and the impact was small.

Explorers and settlers from Europe started coming to North America over 500 years ago. They came looking for the orient, for spices and silks, and they found North America, a land of many valuable natural resources. Forests and trees, especially in our coastal regions became a very important part of early Canadian commerce. This had, and continues to have a tremendous impact on our economy, both in terms of jobs and revenue for the country.

Forests are also important socially. Forests support many of our small and rural communities, they also provide us with special places for recreational activities. Many people around the world come to Canada to experience the spiritual qualities of our forests (which brings us back to the economic factors, as tourism generates money for the country too).

Finally and just as important, forests provide many environmental values to us. There are a whole range of values in the forest beyond the wood fibre we get from trees.

Wildlife habitat, fresh water, clean air, biodiversity, recreation, First Nations values, the list goes on and on.

Slide 20 Early Wood Industry



Early in North American history wood became an important commodity. Early Canadians went to work taking trees down in the forest. They were focused on one thing – making money. They had very rudimentary technology, and it took a long time to cut and remove one large tree from the forest. This meant that considerations for other values or for replanting were not an issue. The ability of these early loggers to make an impact on the land was limited. But, as we became more technologically advanced, our ability to impact the land increased. And so with changes in technology came changes in social attitudes.

Slide 21 Sustainable Forest and Resources Management



Modern forest practices in Canada are very focused on sustainable management of not just the trees, but all the values in our forests. If you think about a forested landscape, how many other values or important components to this ecosystem can you identify?

- Wildlife and their habitat
- Water in streams, rivers and lakes
- Watersheds from which cities and town get their drinking water
- Biodiversity
- Recreation
- Oxygen production in the plants

There are many values that are important to us in the forest, and professional foresters are trained to work with all of these values in a balanced management system. It is a big job, and very complex which is why professional foresters need to complete a forestry or natural resources management science degree at university, or a technical diploma with additional course requirements in order to register with their association.

Many people are afraid of using wood products, or working in the wood sector because they fear that we are “running out of trees”. This is why it is so important for us to teach people about sustainable forest practices required by the government. Did you know that the amount of land covered in forests in North America is actually growing? It is.

Slide 22 Important Facts



So, remember the relationship between forests and wood products is a good one.

If you were a tomato producer, and suddenly everyone was buying your product – what would you do as you started to run low? You would grow more tomatoes, and that is just what we do in the forests. For every tree that is cut down, several new seedlings are planted in its place, and foresters nurture those young trees until they are strong and healthy and able to compete on their own in the forest.

Our forests in Canada are abundant and growing; they are a renewable resource producing the world’s only renewable, totally biodegradable, most environmentally friendly building material – WOOD.

Federal and Provincial governments have produced strict legislation that requires all forests to be regenerated and healthy, and on Crown Land, this responsibility falls to the forest companies practicing on the land.

Slide 23 Old Boot



The next hurdle that we have to deal with in communicating our sector’s message is the fact that when most people think of the careers associated with the wood manufacturing sectors, they think low tech, low pay, all back no brains. I call it the “Old Boot Image” of the industry. Wood had been around for a long time, and people think of it as somewhat old fashioned, and therefore associate the processes involved in working with wood to also be old fashioned. As you will see in the next few slides, this is certainly not the case today.

Slide 24 Technology



The technology and computer applications used in the wood manufacturing sector are as advanced as those used in the aerospace and aeronautics industries. In fact, in some cases, the wood industry is leading in developing new technological applications. Robotics, lasers, simulation and animation, ultrasound, and modeling are all used in the manufacture of products from wood.

Consider the woodworking machines you might be using in your high school wood shop; in a modern mill, these same machines are fed information from computer drafting and animation programs, and run automatically through robotics.

The science involved becomes even more complex when you remember that wood is a natural material. There is tremendous variation between species, especially hardwoods and softwoods, but even in one species there is again great variation from one tree to

another. This means that designers and manufacturers have even more opportunity to involve technology, and to be more creative in developing products.

Perhaps now we have given you a new perspective of our sector, you might even be thinking that you would like more information on educational pathways and jobs, and that is great. But what happens when you go home and tell this to Mom and Dad?

Slide 25 Parents



In most cases they will look at you like you have gone mad! This is because those same myths and misconceptions that we have been talking about exist in the minds of the adults around you too. Many teachers and counselors have told us that they too believed these myths to be true, and as a result, were less inclined to share information about our sector with their students.

So, your job is to go home and educate your parents!

Slide 26 How We Use Our Wood



The final areas that sometimes needs clarification is how are we using our wood, and are we using it responsibly? Let's look at how we use our wood today, from the forest (in this picture a third generation managed natural forest in BC), through harvesting and wood production, to finished products. Once again we will dispel some of the common myths about our sector as we go.

Slide 27 Getting More From Less



With advances in technology and changes in social pressures, the wood sector has increased its ability to get the most out of every tree it uses.

Have a look at the bottom left image on the slide. This represents how a log is broken into boards in a mill. We have been turning logs into lumber for hundreds of years. The basic concept of log breakdown hasn't changed much over time, but the technology used to do it has, and this has led to some significant increases in what we call lumber recovery.

Let's explore the ways that advanced technologies allow us to get more boards from a log. To do that, we must first examine history.

Imagine you are processing a log through a mill 100 years ago. For simplicity let's just say that we have a log going into the mill, and lumber or boards coming out of it. One hundred years ago what percentage of a log do you think came out the other end as marketable lumber products?

(Let the students guess and then give the answer) 50%. This means that in order to get one full tree's worth of products, two trees had to be cut down in the forest. Is that acceptable today? NO! Where would the other 50% of the wood have ended up 100 years ago? Most of it ended up in beehive burners and landfills, this is because at that time, there wasn't a social pressure to use every last bit of the wood, and even if they had wanted to, technological advancements had not provided a means to do so. It was easier to get the most accessible boards and then go and get another log.

With advancements in science, engineering and technology, we now have modern mills and processes that allow us to convert up to 95% of every log into some kind of marketable product. Let's have a look at some of the products and processes that are available today.

Slide 28 Computer Scanning Log Breakdown



Today when a log enters a mill, computers and technology are present every step of the way.

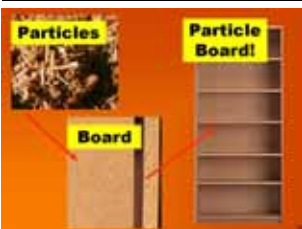
Logs are scanned by laser eyes, while robotic arms move and turn the log under the scanner, allowing a computer program to create a three dimensional image of the log. This allows the head sawyer (the person running the head rig where the log is initially cut) to identify the overall volume of wood in the log, taper along the length of the log (the way a log gets skinnier towards the top), any sweep or bend in the log, and any voids or inconsistencies.

The computer then assists the head sawyer to determine the best possible cutting formation to get the maximum number of high quality boards from each log. Because sawmills know exactly what species of wood they are cutting, who the customer will be, and the desired end product, all of these parameters are included in the cutting decisions.

Some mills are even equipped with ultra sound technology which allows us to look inside the log and see hidden pockets of rot and specialized grain structures such as birds-eye maple.

This technology allows us to get the maximum number of quality boards and lumber from each log. But there's only so much we can do to maximize the number of square things we can get out of something round. There's always going to be some leftovers. So what else can we do?

Slide 29 Particle Board



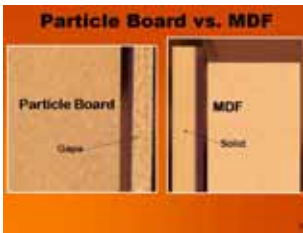
What do you get when you cut wood? Sawdust! In a modern mill this sawdust is collected because there is now a market for it. If we think of sawdust as particles of wood, what might it be called when we make it into a board? Particle board! This product is made by taking the sawdust, and mixing it with glues,

pressing it between big metal plates, under very high pressures and temperatures to make a panel product.

What could you build out of it.? How about cases for your stereo speakers? How about shelving, desks, counter tops.... Many pieces of furniture and cabinetry are made from particle board with a plastic laminate or a thin wood veneer covering the surface. Once the product is complete, you would never know that the material underneath came from waste wood. This is a great way to make quality low-cost furniture and use more of the waste materials.

In forestry we are now using alternative tree species and smaller sized logs/trees to make quality products. This is another way to get more from less and maintain or increase forest biodiversity.

Slide 30 Particle Board vs. MDF



A more recent product in the market place is MDF - it is another way of getting the most from our wood fibre.

If I grind sawdust up, separating it into individual wood fibres, and make this fibre into a board, what could we call the product? Fibre board or, more correctly, Medium Density Fibre board.

One advantage of MDF is that it has no grain. Who here has cut a piece of wood with a saw? What happens when you go across the grain? You get tear out and splinters. But with MDF, you get beautiful sharp, clean edges. No splinters. So I can carve intricate patterns for inlays and on-lays. It also has a great surface for gluing, and so I can cover it with a very thin sheet of wood called a veneer, and you would never know that this is in fact, a hunk of waste material! 80% of the kitchen cabinets made in Canada today are MDF covered in a wood veneer, or a plastic laminate that looks like wood grain, or some other surface.

Slide 31 MDF



Examples of MDF with veneer. Notice now the veneer can be molded around corners and 3-d profiles, making it even more versatile.

Slide 32 Finger Joint



What about some of the larger chunks of waste wood that come out of a mill?

If you're making two by fours and your customer requires that they be twelve feet long, do they come out of the mill exactly twelve feet long? No. They have to go to a machine called a trimmer, where short pieces are cut off the ends. Some of these ends are too good to just throw in the chipper. But, who wants to buy a bunch of short bits? What if you took five of these boards and cut intricate fingers into their ends, in such a way that you could join them all together in a long line like Lego to make a new ten foot board? Well, that's exactly what we do, and we call it finger-jointed lumber!

If I took this ten foot board, with finger joints along its length, and I put it under pressure in order to break it, where would it break – at the fingers or in between the fingers?

It would break between the fingers. This is because the angle of the fingers has been carefully designed using physics so that the bending force is evenly distributed across the joint and combined with the strength of the glue the finger joint becomes stronger than the natural wood fibres!

We can also use finger-jointing technology to increase the value of low quality boards by cutting out areas of knots, rot, and wane, and then rejoining the wood back into what is essentially now a clear piece of lumber. It's a superior building material for studs and framing.

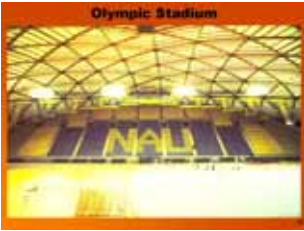
Slide 33 Parallam Beams



There is an environmental cost to everything that we use.

Scientists have learned that using wood in large scale construction can actually leave a softer environmental footprint on the earth. How does this work? We commonly think of steel and concrete when we think of commercial construction, but today we have a relatively new product called Parallam, that now allows us to include wood in these choices. Parallam is a remarkable material researched and developed in BC. It takes wood from smaller logs and combines that wood in such a way that we can actually make a wooden beam that has the same engineered strength rating as steel. The manufacturing process for Parallam makes a very large bolt, 4ft x 4ft x 60 feet long. Where did we get large beams like this in the past? We cut them from large old trees called old-growth. So, in essence we can say Parallam is 'build your own old growth'. What does this mean to us?

Slide 34 Olympic Stadium



Imagine that we were going to build a huge skating rink at your school or in your community.

In the past, steel beams would have been the only choice for spanning the roof of such a large structure, but today with the creation of Parallam (and other engineered beams) we now have a choice between wood or steel.

Why might we choose the Parallam? (Here I try to get the class to come up with ideas, making sure that in the end we have them all)

It's lighter, it looks nice, it's cheaper, it's easier to transport. What about some of the environmental implications of using Parallam. <Ask for two volunteers. Get their names (Mike and George) and say> Okay, we are out in the wilderness, there's a mountain side over here, and a mountain side over here. Mike owns a steel manufacturing company and he's going to mine the ores to make steel. How many years will Mike's company have to wait before they can come back to this mountain side and mine ore again? Billions and billions of years? We don't know, we haven't been scientists long enough to answer that question. George on the other hand, runs a Parallam plant. George harvests the trees from this mountain side to make his Parallam. What's the first thing George is going to do after he harvests the trees? Plant new ones, because he is a responsible professional forester (and in some cases it is the law). And how many years will George have to wait before he can come back and harvest the new forest? 100 years? 80 years? 50 years? It depends on where he's logging, how productive the ecosystem is. So based on this, which is the more renewable product? The Parallam of course! And if we think about the manufacturing process, 74% less air pollution is released in the manufacturing of wood products compared to steel, and 247% less water pollution is created when we use wood. (Based on results of the Athena Project data provided by the Canadian Wood Council and Forintek)

My goal is not to promote the use of wood exclusively, but if we can expand its uses beyond the traditional, we can leave a softer environmental footprint on this Earth.

Optional:

Another advantage to using wood is that by asking for wood products, we are basically demanding that more areas of land be planted in forest, and a growing forest has some very important characteristics that we as humans benefit from, apart from the production of wood. See next slide for details.

Slide 35 Photosynthesis



**This slide is optional.

As we said earlier, wood is an important commodity but it actually starts to provide services for us long before we start to make things out of it, so let's think about wood – where does it come from?

What chemical process that takes place in the green leaves and needles of trees?
Photosynthesis. During the day, trees take in CO₂ and give out O₂. Photosynthesis is important to us because we need oxygen to breath – but is that the only reason that trees do this? What is the other product of the equation? Trees take in CO₂ and in a chemical process convert that to glucose (a sugar). What is the tree using that sugar for? To Grow! Growing trees add a new ring of wood to their circumference every year. This is how we get wood.

This is good because CO₂ is one of the greatest contributors to the greenhouse gases in our atmosphere contributing to global warming. By changing it into wood, trees are helping to reduce the overall concentration of this gas in the air. Considering how much of our daily lives produce CO₂, this is a good thing (driving our cars, running factories to make everything from CD's to skateboards, heating our homes, etc). Once converted to wood, that carbon is trapped and even cutting down a tree and turning the wood into products won't release it back to the atmosphere.

<Hold up piece of wood> How can I release the carbon locked up in the structure of this wood back into the atmosphere? Burn it!!! Or fungi could decompose it. With wood products, as long as we don't let them burn or get wet and rot, the carbon in the wood is not going go anywhere.

Finally through all this process, as the trees' leaves are taking gases out of the air, they are also taking out other particulate matter such as pollution and smog, and therefore are helping to clean our air at the same time.

And so these three benefits are fostered in the growing young forests that we are planting in Canada today.

Slide 36 Toothpaste



Wood is used for many things, some more obvious than others. I bet you are using wood in products every day where you never would have guessed it! For example, who today brushed their teeth before coming to school?

Did you notice the toothpaste getting nice and bubbly while you brushed? Do these bubbles help to clean your teeth? No, they do not. They are a marketing gimmick designed to make you brush longer. What really makes your teeth clean are the bristles of your toothbrush, and the fluoride in the toothpaste, the bubbles aren't doing anything. So, what's making your toothpaste bubble? A chemical component of wood called hemi-cellulose! So, you are all using wood every single day of your lives.

Slide 37 Hidden Wood Product



Other products also have hemi-cellulose in them. Imitation maple syrup uses it to be more thick and viscous. It is added to ice-cream to make it creamier and reduce the formation of ice crystals!

Thicken things: Ice cream, marshmallow fluff, pancake syrup, etc., all benefit from thickening.

Emulsify things: They help liquids to stay mixed together without separating.

Change the texture: Generally, will make something thicker or chewier.

Stabilize crystals: Help prevent sugar or ice from crystallizing.

Slide 38 Sector Overview



Now that we have talked about some of the myths, and hopefully given you enough information to decide for yourself what is true and what is not, it is time to more closely examine the industry and what it does.

Slide 39 The Advanced Wood Manufacturing Sector



Forests are the source of one of the world's most valuable raw materials – wood.

Wood fibre comes from trees, and it is recognized as the most renewable and environmentally friendly building material on our planet. The processing of wood into products usually begins at a lumber mill, panel board factory or pulp mill. Here the initial breakdown takes place and raw logs become chips, lumber, or panels such as plywood, oriented strand board and medium density fiberboard. This is primary wood processing.

Primary wood products can be further processed into manufactured products. This is the beginning of the advanced wood products industry, where value-added products are created. Each processing step adds value to the wood and at the same time provides jobs in the industry. Sophisticated technology is continuously being developed, creating advanced materials and new products that are in demand worldwide.

Slide 40 Value Added Wood Processing



The wood products industry in Canada must keep up with rapid advances in manufacturing technology, environmental concerns, and an increasingly global marketplace. The industry is challenged to produce competitive quality products and services. The future prosperity of the industry depends on the continued development of new technologies, and the education of a highly skilled and knowledgeable workforce.

Slide 41 Products and Jobs



Still wondering just what advanced wood products are? You use them everyday. They range from the wooden pencils you use in the classroom, to the chopsticks you use to eat sushi, all the way to musical instruments, and the engineered beams used in residential and commercial buildings today. What other advanced wood products can you think of?

Do you know of any Canadian companies that produce these kinds of products? (Here you can probe the class to identify companies in the sector that are in your community and use this as a spring board to discussing your own company.)

There are as many career opportunities as there are products that we can make out of wood.

Pathways into the sector include direct school to work, apprenticeships, certificates and technical diplomas, as well as degree programs in wood manufacturing, engineering and marketing.

Slide 42 Men and Women



Career opportunities exist in this sector for young women and men alike. What may have been a male dominated industry is now seeing more and more young women joining the ranks, from labour, through design, sales, and into management.

Slide 43 Money



Is there money to be made in this industry?

The answer is YES. Experienced trades professionals can earn upwards of \$70,000/year in this industry. Graduates from post-secondary institutions get double the financial benefit because most of these programs operate as a co-op program and so students can make money while going to school, and increase their earning potential once they graduate. Typical graduates will start anywhere from \$30 - \$50,000/year in their first year out of school. This of course depends on what program they completed and where they go to work (company and province). After graduation we often see salaries grow at a rapid rate.

(Again, this slide provides an opportunity for you to talk about jobs in your company, and pay structures if you are comfortable with this)

Slide 44 Real Job Examples



The following slides are samples of real job postings that have come through the system. You might want to put in some from your own company.

Manufacturing Engineer, Marketing, ...

Slide 45 Ainsworth & West Coast Log Homes



Quality Control

Architectural Designer

Slide 46 Halco Software



Software development, and there are more.

Slide 47 Sample Companies



What kinds of companies could you work for; here are a few examples of direct employers in the sector.

Kitchen Cabinet companies like Canac and Kitchen Craft and Merit, or furniture manufacturers like Palliser, Knoll and Stack a Shelf. There are also flooring makers like Nascor and Weyerhaeuser. Or Window and Door producers like Loewen

Windows and JeldWen.

Many more companies exist, in fact, in Canada there are over 9,000 companies that fall under our sector, from small mom and pop firms, to large international companies like Tembec Forest Products.

You may want to add a slide here about your own company.

What kinds of career opportunities are available in companies like these? What about...

- Process Engineer
- Quality Control Supervisor
- Project Analyst
- Plant Manager
- Technical Analyst
- Manufacturing Engineer
- Production Manager
- Offshore Sales Executive
- Business Analyst
- Product Design and Development
- Research Director
- Licensing Manager
- Marketing and Sales
- Education and Training

There are also other kinds of careers in support roles to these areas.

Slide 48 Tertiary Businesses



The industry depends on a huge range of tertiary businesses.

There are large equipment manufacturers like HOMAG and Biesse who make the computer controlled machining stations like CNC routers and edge banders who need mechanical engineers, and machine manufacturers, tradesman like tool and die makers and repair and installation experts.

There are saw and machine supply companies like Masse Sales, who need technicians and sales specialists. There are hardware companies like Blum who make all the sliders and drawer pulls and other gadgets that make your kitchen cabinets and bunk beds stay together. There are also business advisors like Lignum Consulting who help companies with their business needs, and communications organizations and publications like Wood Industry Magazine, who promote the industry and assist in distributing information to our companies.

All these various organizations are also looking for graduates from wood-based post-secondary institutions, as well as other types of programs.

Slide 49 High School Courses



Entrance requirements to the various programs across Canada vary, and the best source is the institution you are considering attending. But, one important fact to remember is that with the increase in technology used in the sector comes an increase in basic skills and knowledge base of those employed by the different companies. If you want to keep as many door open to you as possible, try to make sure you get these basic high school

subject areas.

Of course, you will also benefit tremendously by taking any woodworking programs your high school has to offer.

(Here you could mention any support your company could lend to the local wood shop, especially if you are speaking to a woodworking class)

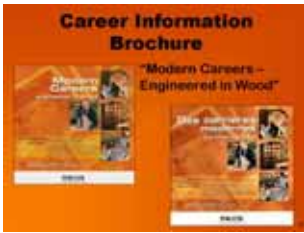
Slide 50 Training and Post Secondary Programs



I keep talking about the post-secondary institutions, but who am I referring to? There are many schools that teach a post-secondary wood-based program in Canada. For more information on these and other programs, please visit the WMC web page.

(Here you can insert any information you may have on local programs in your community.)

Slide 51 Career Information Brochure



The Wood Manufacturing Council has a variety of resources that can help you in your career search. This brochure (we will provide you with copies to give to the students) gives you stories about successful young people in the sector and the path they followed to reach their goals.

Slide 52 WMC Web Site



The WMC web site has a section called Career Resources. This section houses information for students and teachers on careers in the sector.

Slide 53 Educational Lists on WMC Web Site



Including a section listing all of the educational Institutions in Canada that offer a wood based program.

Slide 54 Looking for Quality People Like You!



This completes my presentation. Thank you for your participation.

(Here you can field questions, and offer your own personal story and contact information if desired)

You may want to add your own contact information and company web site to this page. There is also a space on the back of the brochure to place a sticker, stamp or hand write your contact information for the students (or that of the local training facility).

Please be sure to encourage the students and teachers to contact the WMC for further information and to answer any questions that you don't have the answers to.