



21 February 2018



**SENT TO LSU AGCENTER/LOUISIANA FOREST PRODUCTS DEVELOPMENT CENTER - FOREST SECTOR / FORESTY PRODUCTS INTEREST GROUP**



**\*\* Webinar presented by two of the best in the business\*\***

Please join us for an active discussion regarding a new educational tool developed for use by state and local Extension professionals to promote the use of wood in nonresidential construction projects.

**WHAT: Sustainable Wood Products Tools For State, District & County Extension Professionals - the [Askforwood.com](http://Askforwood.com) Project**

**WHO: Dr. Pat Layton**, Director, Wood Utilization + Design Institute, Clemson University  
**Dr. William Hubbard**, Regional Extension Forester - CES - Southern Region

**WHEN: March 5th, 2:00 pm Eastern Standard Time**

**WHERE: <https://extension.zoom.us/j/442752406>**

**WHY:** Because there are so many new advances in wood utilization and design for sustainable building that Extension professionals need to know about!

The increasing emphasis on sustainability of materials and building design opens up new opportunities for wood use in nonresidential construction. As a renewable resource that sequesters carbon, wood has significant environmental advantages over competing materials. Using wood products serves to encourage ongoing forest management that contributes to cleaner water and enhanced biodiversity. Notwithstanding these and other benefits, the nonresidential building sector historically has not been a big user of wood. The barriers to using more wood products appear to be rooted in unfamiliarity and outdated perceptions about performance of fire-rated and engineered wood assemblies. These can be overcome through education, technology transfer, demonstrating successful projects, and through the creativity of architects and design professionals who incorporate wood into their projects.

Ask for Wood is a web site designed to assist extension agents and others learn about wood products and their role in healthy forests, a better environment, and improved rural economies. The web site is designed both to educate the user and to provide resources for the user to share with others. By using the materials on this website we hope that extension agents can begin a dialogue with their client bases that educates them about wood products and leads to increased wood use especially in the non-residential construction market.



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**President, Forest Products Society; President, WoodEMA i.a.**

