

Hey, retailers: How much do you REALLY know about wood?

SO, YOU SELL a lot of wood. Perhaps multiple species. You know what your customers want when they come in and ask for wood—but how deep is your true wood knowledge? If you were an accountant or a lawyer or an engineer, chances are high you would need to meet an annual total of training hours. Professional development and staying on top of product knowledge is the key to a successful sale. Luckily, your friends at the Northeastern Lumber Manufacturers Association have the answer for you.



Back in 2016, NELMA and AEC Daily, the largest online source of building material continuing education coursework, combined forces to create an online course focusing on eastern white pine. While wood holds steady as one of the most popular building products on the market (we SO get that!), the fact is that education remains an important part of the selling process. Tastes and styles change (had we even heard the term “modern farmhouse” 10 years ago?), which is always the case as colors and materials drift in and out of favor. But, wood is always a constant. Ever since Jamestown more than 400 years ago, people have chosen and used wood. Which is why there’s always something new to learn, and education remains a priority.

The AEC Daily class focuses in on what retailers truly need to know about eastern white pine presented in seven short easy-to-follow sections: starting with its amazing New England history and moving into today’s most popular home improvement uses, the class takes the student on a tour of sustainable management, how and why the forest industry is stronger than before, and how this light, strong wood species has been used for gener-

ations and today meets the requirements of a renewable and sustainable building material.

You’ll learn about the overall contribution of eastern white pine to the wood market, grading rules, wood products, and multiple end-use interior and exterior applications. The AEC Daily class is certified by 21 professional organizations, including the AIA and USBGC, in case a few continuing education credit hours are needed.

And at the end of the program? Well, you’ll be a wood master able to discuss not only the characteristics of eastern white pine, but where it grows, nationwide availability, the various grades, the multiple patterns and profiles produced, and to summarize the environmental impact of choosing wood as a construction material.

The Results Are In: This Class Is a Hit!

Since launching, the results have been higher and stronger than anyone at NELMA expected: we’ve had entire mills take the class, entire architect staffs, and even interior designers. Wood is gaining—and continuing to strengthen—its strong foothold in the industry, if results are any indication. To date, more than 1,550 individuals have downloaded the course!

Jump In and Learn More!

NELMA invites all retailers to take the plunge and sign up for this no-fee one-hour class. Join the ranks of architects, contractors, engineers, interior designers, mill owners, mill employees, and many more who have pushed themselves to grow and learn more about eastern white pine. For what it’s worth: the class received more “excellent” ratings than any other ranking option. The class is easily accessed through the AEC Daily page at www.aecdaily.com then type in “eastern white pine” in the search bar. After a quick registration, you are ready to start the course. It doesn’t take up much of your all-important work time.

But the payoff? Extraordinary. Be the retailer whose staff knows so much about wood that other retailers call you for knowledge!

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