

Guide to the Perfect Sawmill Tour

A step-by-step guide on hosting the perfect Tour or Open House. Here is a hands-on, how-to planner for welcoming the community to your mill. Look inside for Pre-tour check lists, activities for children, public relation ideas and more.



Guide to the Perfect Sawmill Tour

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What this Guide is All About

People are interested in what sawmills do. They can learn about the forest industry by watching the six o'clock news, they can search the web, they can read a book, or they can come see you! Your mill provides the perfect opportunity for citizens to come and learn about what the forest industry really does. Host a public mill tour, share your world with your community. Explain the process from stump to store. Let them see the inside of a sawmill, hear the sound of the saw cutting through a log, and feel the texture of a rough cut board.

Here's the guide to help you plan the perfect mill tour. Do your homework and your mill tour will be a guaranteed success. This guide outlines the planning process and provides you with easy-to-use checklists to make hosting an open house a stress-free event. It includes some ideas for flyers and other public relations ideas. And it contains fun activities to share with children and their families. Browse through the following pages and prepare yourself and your mill to be the hosts with the most. Have fun!

What's in this Guide?



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Planning Checklists

Where should we park? How do I get to the restrooms? What time should we be there? How long will the tour last? Where are you located? Can we see the mill from the road? Do you have a phone I can use? Who is the leader of our tour group? Is there anything we need to know?

Questions. Try to anticipate the questions folks may have as they come to your mill for their tour. We found anticipating the questions actually helped us plan our tours so, in the following checklists we try to ask some of the questions in advance. Use the checklists to help you prepare for the tour.

The checklists are designed to be reviewed first, then used one after the other. At the end of this section, there is a master list tying it all together called “Down & Dirty, The Big Picture Check List.” There is also a blank list for you to use, jot down key ideas that fit your operation. As you look over this information you will probably want to add a few things of your own to each list. Go ahead! It all adds up to a great tour experience.

What to Do Two Months in Advance



Make a commitment to host an Open House or Tour.

Hosting a great Open House can be a wonderful achievement and will make a positive statement about the Forest Industry. Countless studies indicate educating the public about the forest industry is an important concern. This guide is designed to help you do your part by sharing your point-of-view with your local community.

Committing to an Open House or Mill Tour is serious business. To be a success your event will require a commitment of time, money and human resources. If you are not sure or have limited resources, start small. Do something that feels comfortable to you. Many of the activities discussed in this guide can work for an intimate group of 6 or a bus load. Make sure it's what you really want to do before it's too late to turn back.

Do you really want to host a Tour? Take a moment to determine what or why you want to host an Open House. What is your mission?



Who will your audience be?

Is this going to be a tour for the local community school or something geared for adults? A field day for foresters and landowners? A workshop for loggers? A blow-out picnic for the general public? This is where you start planning and there are many possibilities from which to choose.

Do you want to invite or encourage specific groups to attend? Who are they?

You could sponsor an environmental day with the local 4th or 5th grade. Coordinate the timing of the event with their current studies. Maybe the teacher could include it with a module on Conservation, or New Hampshire Studies.

What To Do Two Months in Advance - Continued



Who will *your audience be?* - *continued*

You could consider having an Open House for Families and Friends of your employees. Show your commitment to your employees. It's a real morale booster.

How about a Business-to-Business Tour? Invite other companies in your community, or your vendors, or customers.

Invite your raw material suppliers or customers in for a tour of recent plant improvements or a step-by-step tour of how your mill works.

For newcomers to your community, or for folks who have lived there forever but have never been in a mill, host an Introduction to Solid Wood Manufacturing Open House.

If you are located in a travel destination area, consider developing a tour designed for visiting tourists. Perhaps you could combine your open house with fairs, festivals or tourist attractions going on in your community.

Deciding exactly who your target audience will be makes all the rest of the planing and scheduling easier and more productive.



Select a date

Does your audience have specific date and time considerations or certain times they would prefer?

Should you host your open house on a weekend or weekday?

Consider the time of year. What time of year is best for you? When do you have the most time to commit to a successful event?

Will there be weather concerns? If so, do you have inside space available? Should you set up a tent?

What to Do Two Months in Advance - Continued

Select a Date - continued

Will your open house be held in conjunction with other events? Some of the most successful events have been combined with anniversary celebrations, woodlot tours and town-wide fairs. Can you maximize attendance by planning your event around a specific celebration? National Forest Products Week is a good example.



Prepare invitations or announcements

Start organizing a great event by letting your target audience know when you are going to have your open house.

For certain organizations you might want to send actual invitations or brochures. Some groups, schools for example, need lots of notice to coordinate travel arrangements and an adequate number of chaperons.

For tours open to the public consider paid advertisements, press releases or posters.

Directions are nice, you'd be surprised how many folks drive by your mill "and never knew you were back there."

Don't forget where, when, who, why, details, details.



Check out our fill-in-the-blanks invitation and sample press release located in the Announcement Section.

What to Do One Month in Advance



Send out your invitations and announcements

Did you include the date and time of your event?

Did you list directions and phone numbers for help?

When are notices going to be mailed? Two to three weeks lead time is suggested.

Send out press releases or paid advertisements regarding your Special Event.

If you are going to rely on word-of-mouth for your “invitations”, start telling all the folks you’d like to attend the “what day and what time” information. Did they write it down?



Make sure the folks who are going to “work” the event are involved in the planning and organization of your open house.

Is the mill going to be running during the Tour? Are employees going to be working during the open house?

Do you need extra help? Sometimes staff from UNH Cooperative Extension or NHTOA are available for educational programs, exhibits or demonstrations. See the Help section for information on who and how you might contact them.

Communicate to presenters what their responsibilities are. Start preparing any special presentations. See the section on Tips for Presenters for ideas.

Do you or your presenters require any special print material? Do you want to take photographs for presentations or PR?

Do your presenters need any special equipment? A slide projector or portable microphone, for example.

What to Do One Month in Advance - Continued



Do you require any special services?

Is your tour area accessible to the handicapped? Could any of your guests require assistance? Encourage folks to call you if they have special needs. Chances are you can accommodate them in style.

Make plans on how you could accommodate guests with special needs.



Assess your exposure to risk

It is advisable to check with your insurance company. Let them know you are going to have an Open House. Ask them how to limit your liability when hosting the event.

It's okay to have the public visit your mill, but do some advance planning on what areas of the mill will be available to the public for their access. Check out the Safety Section for some thoughts to consider before folks crawl all over the mill.



Food. Are you going to serve any?

Do you plan to serve food? If yes, make arrangements with a caterer or others who would have that responsibility.

Serving food is usually a nice ice breaker. Muffins or doughnuts in the morning; cookies and an apple in the afternoon. Kids of all ages like cookies or a cheesy snack. Don't forget something to drink. Coffee or cider always hit the spot. Keep it simple.

If you're not feeding your guests, it's thoughtful to have a prepared list of local eateries. Include directions from your mill for the folks who want to grab a bit to eat while they are in town.

What to Do One Month in Advance - Continued



Things to give away - Stuff

Do you plan to give visitors promotional items when they attend your Open House? Now is the time to get the give-aways organized. Check out the Stuff Section on page 13 for more ideas.

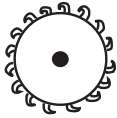
Have you already ordered the goodies you are planning to give out?



Excuse me, could you please tell me where the restrooms are?

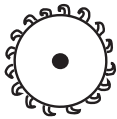
One other thought, how is your restroom facility? With a big crowd or a small bathroom, sometimes it's not a bad idea to rent a portable restroom for your event.

Handouts



Handouts can help make a point

A few are good, but too many could be overwhelming to your guests. Below are two examples, other ideas include handouts on log or lumber grades, or company/safety newsletters.



Prepare a Mill Fact Sheet

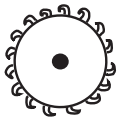
There are many facts about your mill folks may find interesting or inspiring. Consider developing a fact sheet on your mill to use during your “Welcome” presentation, or for your presenters to help answer questions, or to pass-out to visitors. What is special or unique about your mill?

Explain what you make. Show an example or two. Who is the final consumer of your product(s)? Do you have special markets for you primary products or for your waste material?

Include financial statistics. For example, what are your annual sales? How much do you spend locally on raw materials?

What is your economic impact on your community? How much do you pay a year for property taxes? How many employees do you have, what is the average wage earned?

Production Statistics. What species do you saw? How much do you saw per year? Per shift? Per employee?



Illustrate the flow in your mill with a map

Draw a birds-eye-view of your mill and note, in the order used, each machine you’ll see on the tour. This can be especially useful in hard-to hear areas.

Describe what function each machine contributes to the milling process. For an idea on how this could work, check out the sample sawmill flow map located in the Samples Section.

Stuff



Stuff. Will your guests leave your mill with something you gave them in addition to the fabulous experience? Kids call them party favors.

Seedlings are an all time favorite. Kids (and grown-ups too) love to take home a live tree ready to plant. If the time of year is right, you can usually pick up these seedlings from the State Nursery. Include directions on how to plant and care for your tree. See Tree Planting in the Activities for Kids Section.

A school package for kids is a possibility. In a brown paper lunch bag you could include a wooden pencil, a paper filled notebook or drawing pad and a wooden ruler.

Safety equipment, safety glasses and hardhats sized for kids are always a hit

Wooden Product. Do you make a product your guests could take home or would you like to get a forest product to give to them? Jazz it up with your printed company name or logo.

Possible products include paint stirrers, popsicle sticks, dowels, boxes, crates birdhouses, board ends, log cookie wooden pins, pencils, or measuring sticks.

Giving away some stuff is always an opportunity to market the products you sell. People are usually interested in finding out how they can buy your products. Tell them. Do you do any retail sales? If not, be prepared to recommend a local business that does.

Handouts. Do you have a company brochure? Do you have materials you'd like them to have while they are on their tour?



For a few craft projects for children check out the Activities Section.

What to Do Two Weeks Before



Start getting nervous

It's okay, it's normal. You're coming up to crunch time. Now IS the time to start worrying about what you forgot. It's better to worry now than it is to realize you forgot something the morning of your open house.



Have first training session with your employees

Your employees are sawmill workers by trade, and this Open House will be a public relations event. Give them some training time to prepare for the big day.

Describe to your employees exactly what your expectations are for this Open House. What is the purpose for the event? For example, is your primary goal to educate the local fourth grade class, or to convince their parents that you run a responsible business, or both?

Try to give your workers an idea of who will be visiting around the mill. Your guests might range from industry groups, to employee's families, to grade-school kids. Once your employee's know who is coming, they will probably have some good ideas on the best way to accommodate your visitors.

If you have employees speaking who usually are not public speakers, share the information from the Tips for Presenters Page.

For those employees who will be leading tour groups or making presentations, discuss your expectations. Work with them to prepare their comments. Encourage them to tell visitors what they do.

Just as every employee is critical to the success of the business, they are also important to public relations.

What to Do Two Weeks Before - Continued



Public Relations

Make sure all employees know the importance of this Open House. Use every voice and every opportunity to capitalize on proactive Public Relations.

This is the chance to let your employees and your company shine.



Start delegating

Try to divide up the tasks to make this show as simple as possible. It's likely that during the actual event you are going to be really tied up. With that in mind:

Who will make the coffee and clean up the little spills?

Who will direct traffic and show folks where to park?

Who will lead the tour groups?

Who will bring up the rear, collecting the stragglers?

Will there be anyone who can take charge for those difficult to answer questions?

Will you have a particular person discuss safety issues with your group before they head out into the mill?

Do you have personnel who can guide your guests through the mill to watch out for trouble spots? Areas where there are known trip hazards, for example.

Do not hesitate to get more people to help than you think you might need. Sometimes there can be more work during the actual event than you had originally thought.



The more helpers and tour guides you have, the more fun you will have on the day of the big event!

Safety Planning



Safety First

Inspect your facility through the eyes of an outsider. How will your visitors know where it's safe to be and how will they know where there could be danger? Identify potential hazards. This could be the most important planning step you take.

Use Caution Tape to clearly mark off areas that are "Off Limits" or paint "Safety Zones" on the floor.

Make sure your safety signs are current and are in place.



Keep Kids Safe!

Are you used to kids? If not, have someone who is, check out your facility with the thought of identifying those areas that could be dangerous to children. Kids are quick and they can fit into places you wouldn't even imagine.

For young children, especially if your mill is running, a "hands on" policy for kids is recommended. Establish that children below a certain age or size will be required to hold the hand of a grown-up. With a large group of small children, plan to break out into very small groups just for safety purposes.

Lay down the rules with kids! All children must be accompanied by an adult. Plan in advance what to do with a group of kids if they get particularly rambunctious.



Visitor Safety Policy

Decide in advance what your visitor safety policy is and make sure you start your tour by explaining what it is to your guests.

Before folks start moving throughout your facility, tell them in advance what areas are dangerous, where to stay away, to watch for moving equipment and to be aware.

Safety Planning - Continued



Safety equipment

Hard Hats and Safety Glasses, Will your guests need them? Do you have spares on hand for visitors? While some guests aren't wild about personal protective equipment, the kids still love getting "dressed up."

Hearing Protection. Buy an extra box or two of foam ear-plugs for your guests to use. Don't forget training on how to wear the plugs and explain why and where they should be worn.

Proper footwear. While most visitors shouldn't need steel-toed boots, open-toed footwear is not appropriate either.

Caution for long hair and loose clothing, like long coats and flowing shirts. Let your guests know in advance if they need to be aware of what they wear.



Emergency!

At the beginning of your tour, point out where the nearest Exits are so people know how to get out of the building in case of an emergency.

Have a First-Aid Plan ready. If your tour group includes children from a school find out in advance what their first-aid procedure is.

For large group tours you may want to give your local emergency services a "just-in-case call" notifying them that you are hosting a special event with lots of people.



One more thought

Remember that you are on familiar turf and some of your guests do not instinctively know where to be careful.

One Week To Go



Panic

Just kidding. Get through this list and you're all set!

Spring cleaning before the tour

Organize a cleanup crew and put yourselves to work spitpolishing and shining up your mill.

Throw out the trash, organize the clutter, and sweep up the floors. Store away or dispose of old parts or broken tools. Clean-up around the outside of your mill buildings. Put out-of-sight the stuff you don't want people to see, like potentially offensive pictures, business records or employee notes. Check the items hanging on the walls around your time-clock and other areas your guests will see.

For most mills clean-up is a daily process. This is a special "spring cleaning" for your guests.



Signs

Do you have a sign on the street identifying where you are? If not, get some signage out there to let folks know where the mill is.

If your mill is located off the highway, consider making up signs announcing "Mill Tour" with an arrow pointing towards the direction of your mill. On the morning of your event, put these signs out to help guide your guests right into your parking lot. Don't forget to save the signs for your next tour.



Parking

Decide where you'd like your guests to park and put out signs showing them where to go.

One Week To Go - Continued



Food

Delegate who is responsible for getting the snacks and putting them in the right location. Make last minute calls to your caterer, if you are using one, to confirm the menu and schedule.



Meeting place

Decide the spot where you are going to meet and make sure this area is ready. It's nice to have a central gathering place to start and to regroup or get out of the rain if necessary.



What to wear

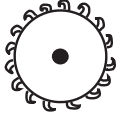
You might want to consider handing out new company t-shirts or hats to your employees to wear on the day of the tour. This accomplishes two goals, First, it identifies, for your guests, who works in the mill. Second, it's a nice perk for your employees. Let them show off what they do.



Maps, Nametags, Handouts

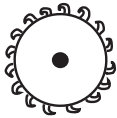
Make nametags for your tour guides, helpers and presenters. They identify, to visitors, who can help. Make sure all these materials are ready in advance and don't be afraid to make a few extras.

Dress Rehearsal



Just like the theater, have a dress rehearsal

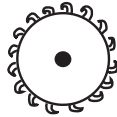
Have you, and your tour guides, and presenters, practice how you think your tour will work and how much time it will take.



In the know

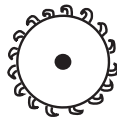
Make sure all your employees know when the event is going to be and to watch for visitors during the open house.

It's especially important to remind forklift, loader operators and other drivers there will be people in the yard who may not be familiar with heavy machinery.



Set up a product display

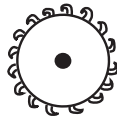
Arrange a display of the products you make at your mill. This should be a hands-on exhibit.



Work out the bugs

Practice ahead of time and when the big day comes everyone involved will be more comfortable with the tour.

It is especially nice for folks who are not used to public speaking to have the opportunity to practice in the actual place where they will be giving their presentation. This can also help reduce pre-speech anxiety. See the section on Tips for Presenters for more help on public speaking.

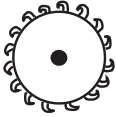


Consider making an agenda

Use the following to help rehearse the tour and consider using it as the basis for making an agenda. For some audiences you might want to hand out a written agenda. Some people like to know where they are going and what's going to happen next.

Try out the practice rehearsal on the next page.

Dress Rehearsal - Continued



Rehearse how your tour will run

Practice how it will be the day of the tour. Begin by gathering together. Then have a cup of coffee and meet everyone on the tour. You'll break your guests into groups (if necessary), identify the leader, and head out on the tour.

First you'll take your guests to _____.

_____ for _____ minutes.

Then you'll go to _____.

_____ for _____ minutes.

Next will be _____.

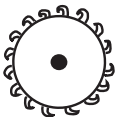
_____ for _____ minutes.

Last stop is _____.

_____ for _____ minutes.

After the tour everyone will meet back at _____.

I'd like to finish the tour by _____.



Other tips

Watch the clock, or have someone else watch it for you. Know in advance how long it should take to bring your visitors on their tour.

Practice reminding people to be safety conscious and ask visitors to please stay with their guides. Safety First!

Introductions



Greet folks when they come in

Welcome to our mill! Have someone help direct cars to the parking area and point them in the direction of your meeting place. The gathering area should be quiet and comfortable.



Introductions

Wear nametags so people can call you by name and know you are someone they can direct their questions.

Introduce yourself and other group leaders or presenters. Give them a little background. Tell them something about yourself and your leaders that they might find interesting.

Give your guests a brief history of the mill. Tell them what is special and unique about your operation, products or people.

Give them the facts. How many people work at your mill? How much do you saw? Where do you get your raw material? What do you make? How do people use your products? How far away are your products shipped? You get the idea.

With some groups having them introduce themselves is fun too. This gives people the opportunity to tell you what they are interested in seeing at your mill. As a tour guide this makes your job easy. Plus it's fun to better acquaint yourself with your guests.

Before you head out, review your visitor safety policy with your guests. Do not skimp on this part of your tour. Besides being safety aware, many visitors will be impressed by your commitment to safety. Ask them to be cautious and remind them to stay with their group.

If your tour includes children, get down to their level and impress on them the importance of staying safe and sticking together. Tell them what will happen if they don't.

Introductions - Continued



The agenda

Explain for your guests how you plan to go through the mill. For example tell them, first we're going to go to the log yard, we'll be there about 20 minutes. Then we'll head into the mill. Tell them where they will end up and how long the tour should take. If you are planning a big finale, let them know what to anticipate. Folks like to know what to expect.



The details

Before you head out, tell them where to find the bathrooms, the phone and anything else they need to know.



Ready, Set, GO! -The Tour

Introduce each speaker.

Face the group when you are speaking.

Stand where the whole group can see and hear you.

Speak clearly.

Let the participants ask questions.

Walk at a comfortable pace.

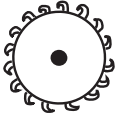
Point out emergency Exits for each building you enter.

Keep an eye on your guests, especially small ones.

Stay focused.

Have fun and enjoy yourself!

Tips for Presenters



Delivering your presentation is going to make you feel great

Making a great presentation does not have to be an anxiety and terror-filled event.

Anyone, with any skill or background, can make a good presentation because you will be speaking about something you know well.

There are some things you can do to make your presentation more interesting. Think about good speakers you have listened to at other events or classes you have attended.

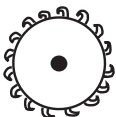
Imitate a speaking style you like to listen to.

Speak clearly. Make sure the people in the back can hear you. If you are in an area with loud machinery, consider speaking to your group in a more quiet location first, then move them into the louder area.

If you are speaking to a group who is not familiar with a sawmill, use language your audience will understand. Try to avoid industry slang or lingo. When you are describing sawmill related items, define what you are talking about. For example, explain that an edger is a machine that cuts the sides of boards so they are straight and then show them an edger during your tour.

Be prepared for questions. Audience participation is a good thing. Be prepared to break your routine if you see someone with a burning question. Plan and make time for questions after making major points and at the end of each section of your tour.

Be aware of the needs of your audience.



You can do it!

Create Your Own List



The most important concept I'd like my guests to leave with is: _____



My special concerns and considerations are:

Down & Dirty - The Big Picture Check List

The day before the Tour

- ⊙ Delegate responsibilities
- ⊙ Clean tour area
- ⊙ Make workers aware of tour
- ⊙ Establish tour route
- ⊙ Set agenda for tour
- ⊙ Signs
- ⊙ Parking
- ⊙ Get meeting place ready
- ⊙ Food
- ⊙ Bathrooms/Phone
- ⊙ Special Needs Accessibility
- ⊙ Tour guides ready
- ⊙ Presentations ready
- ⊙ Visitor Safety Policy
- ⊙ Safety Zones marked
- ⊙ Visitor safety equipment
- ⊙ Microphone
- ⊙ Handouts
- ⊙ Product exhibit
- ⊙ Dress rehearsal

The Tour

- ⊙ Welcome
- ⊙ Introductions
- ⊙ Connect with audience
- ⊙ Describe mill history
- ⊙ Relate mill facts
- ⊙ Presentations
- ⊙ Special activities
- ⊙ Review tour agenda
- ⊙ Explain safety policy
- ⊙ Child safety plan
- ⊙ Emergency procedures
- ⊙ Speak clearly
- ⊙ Face the group
- ⊙ Limit sawmill lingo
- ⊙ Don't rush speech
- ⊙ Walk at comfortable pace
- ⊙ Stay focused
- ⊙ Watch your visitors
- ⊙ Ask for questions
- ⊙ Relax and Enjoy!

Activities for Kids

There are a lot of fun things for kids (and adults) to do at your mill. These activities are not limited to just kids either. Families of all ages can learn something new while they are having a fun time visiting your mill.

These fun-to-do activities are more than just a good time; they are also geography, science and math lessons you can share with your visitors. Add things from your mill and try an activity or two at one of your tours.

When it comes to expanding your program to tours for kids, Project Learning Tree (PLT) is highly recommended for additional learning activities and environmental training for young people. Some of the following ideas were inspired by the PLT training program.

Practice before hand with your own kids, or borrow some from a friend. Be sure to choose or tailor activities to be age appropriate. Check with an educator, call PLT directly or the resources listed in the Help Section if you have questions.

Mill Yard Math



Sawmills use math every day. Here is a simple demonstration that illustrates a mill's unit of measure, the board foot. Depending on the math abilities of the children you can use this concept to practice adding up board feet or calculating volume of board feet. From scaling logs in the yard to tallying lumber on the green chain there is math in the mill yard.

What you'll need

Board cut to equal one
BF - 1" X 1' X 1'

Ruler or yard stick

Gallon (milk) container

Scale stick

Tape measure

Other measuring devices

Use scraps to make one
board foot for each
child.

Possibilities for Mill Yard Math

Establish how we use units of measure in every day life. You can ask questions such as:

When you go to the store how much milk do you buy?

How do you measure the distance between me and you?

Next take your example of one board foot (a board cut 1 inch thick by 1 foot long by 1 foot wide) and explain that this is the unit of measure for the sawmill industry.

Ask if people can guess how many "board feet" your mill processes in a year. Explain facts that relate to your "board foot."

You could also include a demonstration on how to calculate the number of board feet there are in a log or board. To practice math skills, have students add up or calculate how much footage there is in a load of logs or in a pile of lumber.

What's in a Tree



In our everyday lives we are surrounded by products made from trees. It's amazing just how many things came from the forest. This demonstration illustrates products that we normally associate with trees and more that we never even realized were a forest product. Kids of all ages have fun guessing what's in a tree.

What you'll need

Solid Wood Products
Wooden toys
Wooden baskets
Turpentine
Chewing gum
Cork board
Newspaper
Magazine
Rayon
Shoe polish
Sunscreen
Crayons
Orange or apple
Nuts or acorns
Man-made sponge
Maple syrup
Notebook
Toothpicks

Possibilities for What's in a Tree

Start a discussion by asking what products do you use every day that are made from trees? Have a display set up with the items you've collected to show the range of products made from trees.

After you've made a list of the usual items, like houses, doors, furniture, pick up any one of your unusual items and ask did this come from a tree? Explain that products made from different parts of trees are classified into separate categories: solid wood products, sap and, gum products, fruits and seeds, and fiber based products.

See if your group can think of other items not shown that could be added to your collection.

There sure are a lot of things that come from trees.

For more information on this type of activity, contact Project Learning Tree.

Tree Cookies



Tree Cookies are a fun way to use a simple wood product in a craft project. Kids can use their own tree slice to make a necklace, a pin or button. New Hampshire's Project Learning Tree Director inscribed her name on her tree cookie necklace and uses it for identification when she's making a special presentation. Who knows, this wearable art could start a new fashion trend!

What you'll need

Tree Cookies - make by taking a 1/2" slice of wood from a sapling that is 2" - 3" in diameter.

You can use any species of wood. Birch works well.

Drill to drill hole

Glue

Cord for necklace

Beads

Pin backs

Seeds & nuts

Evergreens

Feathers & shells

Crayons or markers

Possibilities for Tree Cookies

Count the rings on your cookie to find out how old the tree was. Who is older, you or the tree?

Make an "All Natural" necklace or pin. Drill a hole in the top to slip necklace cord through. Tie ends of cord to make necklace. If you prefer, glue a metal pinback to back of cookie to make into a pin.

Use glue to decorate with seeds, nuts, evergreens, feathers or sea shells.

Or color and decorate with crayons or markers.

Write your name to make a great name tag.

Wood Geography



The forest industry is all around us. Here is an opportunity to share the facts with kids and their families. This interactive lesson can be used as an opportunity to show folks the size and diversity of the forest industry in relation to where industry is located in your area. When you're finished they'll know that New Hampshire is one of the most forested states in the nation.

What you'll need

Good-sized map
Pointer
Smaller maps to pass out

Possibilities for Wood Geography

Show your group a map of New England. Identify where you are located.

Point to the area where you buy your raw material. Explain how many other forest industries are in your area. As you go through the questions show where the locations you are mentioning are on the map. This is a great opportunity to illustrate the size of the forest industry.

Ask them fact-filled questions like:

Where is the biggest toothpick manufacturer? In Maine.

Are popsicle sticks made in Plymouth, N.H.? Yes!

Where is New Hampshire's only pulp mill located? Berlin.

Use this opportunity to educate people on the unique and important facts about the forest industry in your area and in New Hampshire.

Tree Planting



Each year more trees are planted in the United States than are cut. Let children join in by giving them their own tree to plant. Review with children the benefits trees and forests provide us. Explain how wildlife will respond to their tree. Include information like what type of tree they now have, how long it will take to grow-up and special facts about the species. Explain to them why you like trees.

What you'll need

A seedling. Available, at a low cost from your State Forest Nursery or private nurseries.

A shovel or tree spade

A pail of water

Possibilities for Tree Planting

Describe what type of location would be best for their tree. In addition to soil type and location have them envision how large their tree will be when it's grown-up. Encourage them to find a good location.

Demonstrate how to prepare the ground for planting. Use a shovel or tree spade to make a small hole in the ground.

Tell them to keep their seedling in a cool, dark place until they are ready to plant it. Also, they must keep the seedling damp and moist. The seedling could die if its roots dry out.

Place the roots in the hole, push dirt up against the roots and tamp down with your heel.

Water your seedling. Water frequently when it's first planted, until the roots take hold.

Trees don't need to be fertilized when they are planted.

Fishing Derby



Does your mill have a firepond? Do you stock it with fish? If you do, you may want to consider sponsoring a fishing derby when you have your open house (or as a way to draw in the sportsman's crowd). A fishing derby can illustrate the dedication the forest industry has towards the environment and wildlife. Kids (and grown-ups too!) love the opportunity to catch the biggest fish!

What you'll need

Well-stocked fire/fish pond
Safety equipment
Fishing tackle
Prizes

Possibilities for Fishing Derby

Start the derby by announcing your safety considerations. Don't forget all the added safety concerns when kids are around water.

Explain the important role forests play in keeping water resources clean. See if participants can learn about the relationship between forest, air and water quality and how it's related to wildlife, including fish and other water plant life.

Host your fishing derby in conjunction with your local sporting-goods store.

Have a local expert demonstrate the best catch and release methods for your fish.

Have different classes for varying age groups.

Award prizes for all young participants. Give other prizes for the largest fish, the best release, the fastest catch and so on.

Coloring Contest



Kids love to draw! Find out what they liked the best when they toured your mill. What did they find most impressive? What was their favorite machine? Was this one of their favorite field trips? When the drawings, or paintings, are complete, use them to decorate your office, turn them into a silkscreen for a tee-shirt logo or make a community calender.

What you'll need

Paper
Crayons
Markers
Paint

Possibilities for Coloring Contest

Have a coloring contest. Divide into age groups and give awards for each entry.

Have employees select their favorite drawings, then take to a print shop and have them made, with your logo included, into a 12-month or school year calender. Send instead of a card at the Holidays. Distribute to the artists. This is a wonderful promotion of kids talent and your mill. Both parents and kids will love it.

Pick a few of the favorites and have a silkscreen made. Use artwork to decorate tee-shirts celebrating your tour. This can be the tee-shirt employees wear during the tour.

See samples for Coloring Contest and Community Calender in the Sample Section.

Announcements

Just like having a party, the first thing you need to do for your guests is to invite them. You'd be surprised at how many people drive by your mill and didn't really know you were "back there." A key ingredient to a great tour is letting people know when and where to come.

You have a lot of options for advertising your tour. Use different methods depending on who your target audience is. Sending out Press Releases to your local newspapers is a great start. Paid advertising is good for the general public. Print flyers or invitations are perfect for select groups.

The following pages have a few examples of different approaches you might like to take for your announcements or invitations. Use them to help you get started. Be sure to include items of special interest to your mill or your local target audience. This combined with word-of-mouth is how you get your guests to come to your party; make it look inviting!

Press Releases



Press Releases are notices you send to news organizations announcing your event

In addition to major newspapers in your area, be sure to send your press release to the small, local papers and radio stations in your community.

Send a press release even if your event is targeted for a specific audience.



Here is a list of New Hampshire's major news-in-print organizations

Organization	Phone	Fax
Berlin Daily Sun	603-752-5858	603-752-4160
Boston Globe/NH Weekly	603-644-3900	603-644-3941
Concord Monitor	603-224-5301	603-224-8120
Conway Daily Sun	603-356-2999	603-356-8774
Caledonia Record (Vermont)	802-748-8121	802-748-1613
Foster's Daily Democrat	603-742-4455	603-749-4029
Keene Sentinel	603-352-1234	603-352-0437
Portsmouth Herald	603-436-1800	603-427-0550
The Citizen (Laconia)	603-524-3800	603-524-6702
The Telegraph (Nashua)	603-882-2741	603-882-5138
Union Leader (State-wide)	603-668-4321	603-668-0382
Valley News (Lebanon)	603-298-8711	603-298-0212



Check out the sample press release on the next page.

NEWSRELEASE

Sawmill

New Hampshire

FOR IMMEDIATE RELEASE

Contact: Mrs. Smith

Phone: 603-123-4567

Sawmill Hosts Spring Festival Tour for Families & Children

City/Town - Sawmill, Oak Avenue, will be hosting its third annual Spring Festival Tour for Families and Children on Saturday, March 16th starting at 9 AM. One of the towns' oldest family businesses opens its door to the public for a hands-on tour of a modern sawmill facility.

If you've ever wondered how trees are made into lumber, here's your chance to view a lumbering operation up-close. There will be special presentations by the mill's foresters on the value of today's forest resource and its importance to the local economy. For the not-so-faint-of-heart there will be an up-close tour of the mill machinery while it's in operation.

The Sawmill has special activities planned for children, including a coloring contest and tree planting demonstration. Each participating child will receive a seedling to plant in their own back yard.

Other local business plan to join in the fun and you can too! Start your day by having a pancake breakfast with just made maple syrup. The Pancake House will be boiling sap from 8 am to Noon the morning of the Festival.

This is a wonderful opportunity to learn more about New Hampshire's third largest industry; the Forest Industry. Bring your family and share in the fun.

This is a snow or shine event!

Flyers and Invitations



Flyers are a good way to go when you are communicating with a large target audience.

Flyers can be used as an eye-catching way to get someone's attention.

Compared to sending an invitation in an envelope, flyers are less expensive to produce and mail to your target audience.

With the space available on a flyer, you can include lots of information. One side of the paper can include all the details about your event. The opposite side of your flyer has space for a headline, mailing address and more.



Invitations are nice when you are inviting a small, select group to your tour.

A postcard with a picture of your operation or employees makes a nice invitation. Print the details on a label and stick it on the back of the card to make your invitation complete.

In a pinch, don't hesitate to use a store-bought invitation. They work!



Consider sending your announcement to your employees, customers and raw material suppliers

You never know who was waiting for the chance to tour your mill!



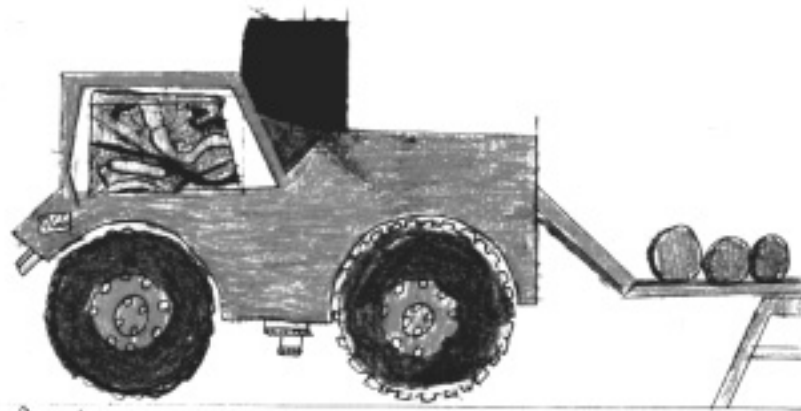
Check the details before you mail it out!

Make sure you have the right day, date, place and any other information you want visitors to know before they arrive.

Samples



Sample of using a child's drawing for a Community Calendar.



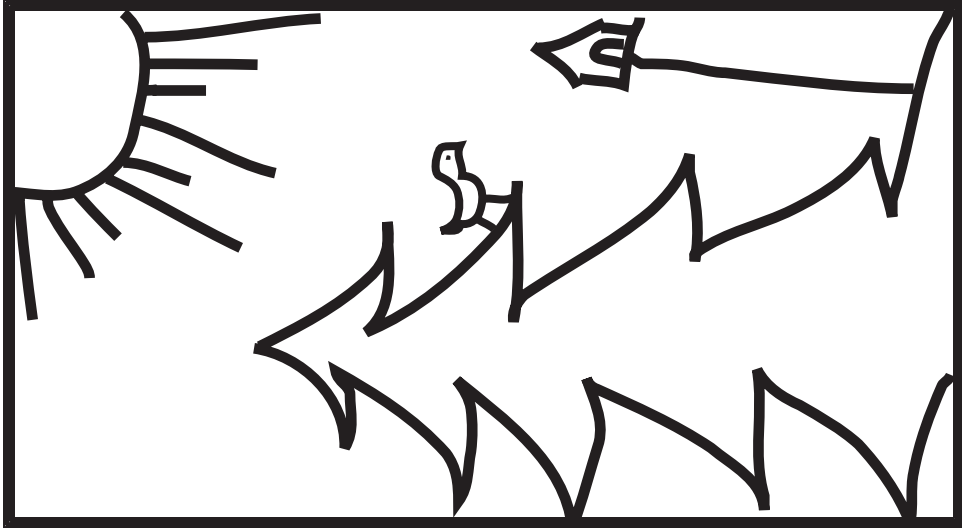
*I liked the skid loader that loads the logs for the de-lodder. By: Rose Connor & class
Pawnee*

March 2000

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Did you ever
wonder
how a tree
becomes...**

Here's the place to put all your details. The when, where, time and why folks should come to your open house.



**lumber, building materials, boards,
flooring, pallets, furniture, paper,
popsicle sticks, display boxes...**

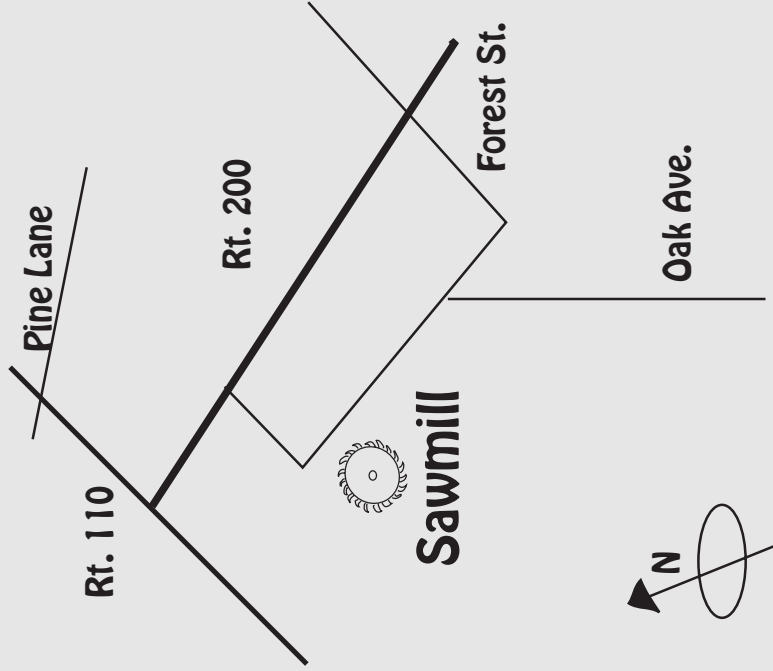
The Sawmill Presents....

Our second annual family fun tour. Please join us for an up-close look at a sawmill as we begin operation in the twenty-first century.

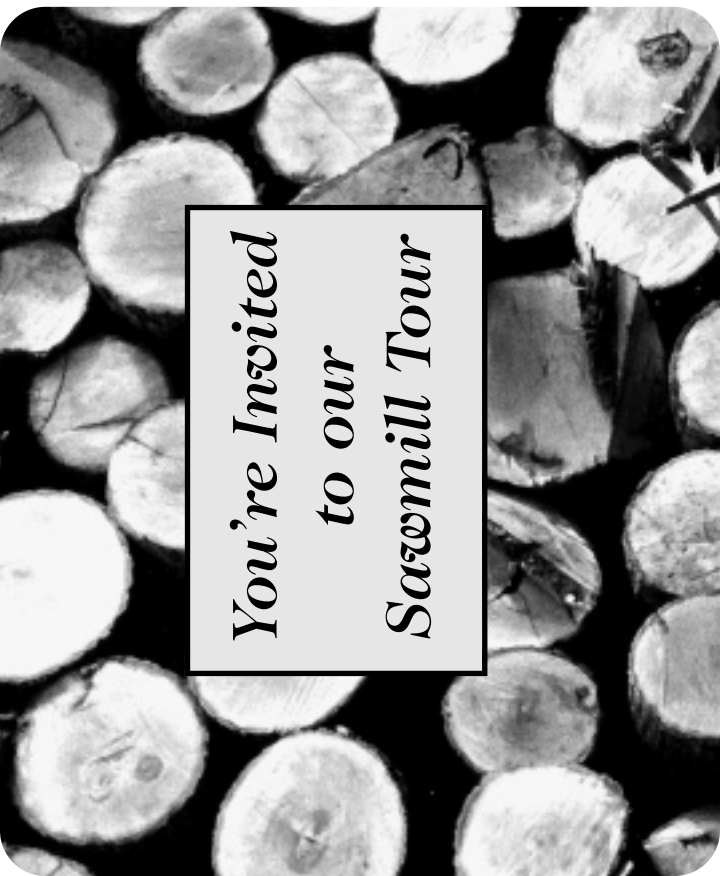
You will have the opportunity to meet the people who work inside a modern mill and see how we turn timber into beautiful lumber and other useful products. You'll tour our log yard and see how logs are measured and graded. Then it will be into the sawmill to view our sawyers slicing logs into lumber. At the end of the mill you'll get the chance to handle some fresh cut lumber.

Special activities for children. Bring the kids! Tree planting demonstration and free seedlings for everyone.

When: Saturday, April 2nd
Time: 10:00 AM TO NOON
Place: The Sawmill, Valley, NH
???'s: Call 603-123-4567



Fold page in-half, then in-half again to create an invitation that will fit into a standard size 5-3/4 envelope. Fill in the blanks and it's ready to go!



*You're Invited
to our
Sawmill Tour*

Please Join us....

When -----

Where -----

Time -----

RSVP -----

The Sawmill Coloring Contest

Every time The Sawmill has a tour for children, we sponsor a coloring contest for kids. To enter we'd like you to draw and color your favorite part of the mill.

One month after the tour, a committee made up of workers from the mill will select their favorite pictures and the winners will receive a book of money saving passes for New Hampshire's State Parks. All participants will receive ice-cream gift certificates.

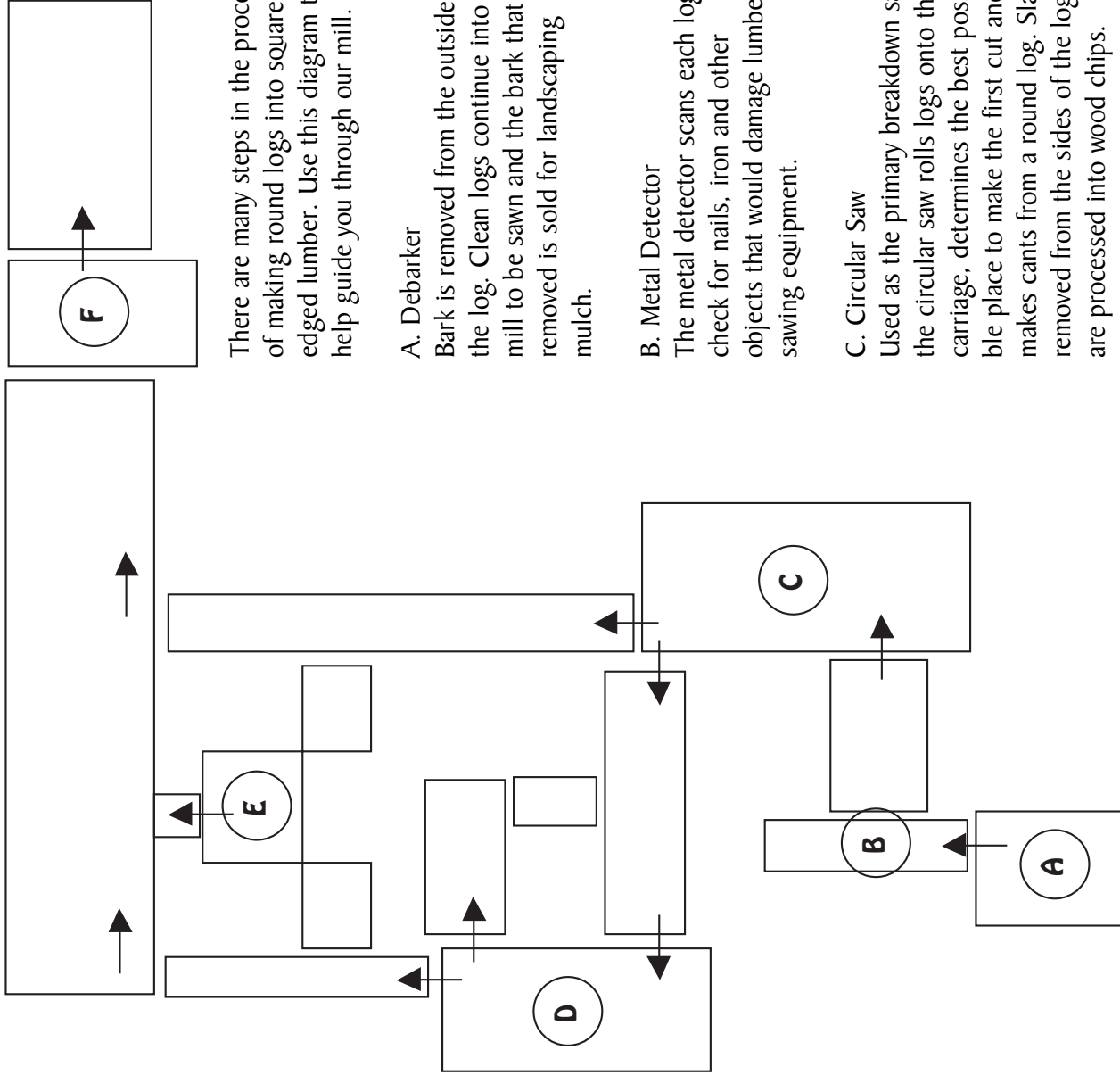
Have fun coloring your way to a funtime with all your friends!

Name _____

Age _____

Phone _____

Welcome to our Sawmill



There are many steps in the process of making round logs into square-edged lumber. Use this diagram to help guide you through our mill.

A. Debarker

Bark is removed from the outside of the log. Clean logs continue into the mill to be sawn and the bark that is removed is sold for landscaping mulch.

B. Metal Detector

The metal detector scans each log to check for nails, iron and other objects that would damage lumber sawing equipment.

C. Circular Saw

Used as the primary breakdown saw, the circular saw rolls logs onto the carriage, determines the best possible place to make the first cut and makes cants from a round log. Slabs are removed from the sides of the log and processed into wood chips.

D. Re-Saw

After cants are made by the circular saw they go to the resaw to be cut into one inch thick boards. The resaw utilizes thin-kerf technology to efficiently produce boards. Sawdust, made by the saws cutting through the logs, is sold for animal bedding.

E. Edger

The edger is used to trim the sides of the lumber to produce quality square-edge boards. Boards come to the edger from both saws.

F. Trim Saw

The trim saw cuts the ends of the boards so all lumber is uniform length and then sent to the green chain.

Next, boards are graded, measured and stacked in preparation for sale to the customer.

Thanks for joining us today!

Help Resources

There are many resources available to you to help with your event. Get the help and advice you need to make your tour extra special.



UNH, Cooperative Extension

Forestry and Wildlife Resources	862-1029
Belknap County	527-5475
Carroll County	539-3331
Cheshire County	352-4550
Coos County	788-4961
Hillsborough County, Goffstown	624-9481
Hillsborough County, Milford	673-2510
Merrimack County	796-2151
Rockingham County	679-5616
Strafford County	749-4445
Sullivan County	863-9200



State of NH, Division of Forests and Lands

Concord Office	271-3456
State Nursery, Boscawen	796-2323

New Hampshire Timberland Owners Association

Concord	224-9699
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Project Learning Tree

Concord	226-0160
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