

STRUCTURAL BUILDING COMPONENTS MAGAZINE

June/July 2002

From Our Readers

To: Managing Director, WTCA

Dear Suzi,

Both personally and as president of Habitat for Humanity International, I would like to express my appreciation to you and your organization for generously contributing building materials for the Habitat @ 25 commemorative build during the 2002 International Builders' Show. As you know, the event was a huge success, which would not have been possible without your generosity. Because of your support, five deserving Atlanta-area families will realize their dreams of home ownership.

Being a part of the building industry, you know how important it is to provide families with solid and affordable housing. That is why for the past twenty-five years, Habitat for Humanity has relied on wood products to build homes for families who need a "hand up," not a "hand out." With your continued support, future Habitat homeowners will enjoy all the benefits wood has to offer.

Again, thank you.

In exciting partnership and with appreciation,

Millard Fuller, Founder and President
Habitat for Humanity® International

Dear Suzi,

We are pleased to announce that the Wood Promotion Network enjoyed another year of success at the International Builders' Show, thanks in large part to partners like you who donated time and building materials to the Habitat @ 25 build. The five Habitat homes built during the event showcased wood's superior attributes, as well as how wood helps anyone—from a professional builder to an unskilled volunteer—be constructive in their community. Without you, these efforts would not have been possible and were certainly recognized by both Habitat and the builders who donated their time to the construction of the homes.

In addition to the Habitat for Humanity build, the Wood Promotion Network stole the show with our Wood—Key to Your Bottomline contest. The contest successfully drove attendees to twenty-two WPN partner booths in an effort to help promote our partners, as well as wood and wood products. I thank you for your participation in this program as well.

As partners it continues to amaze me how effective we can be in leveraging our messages in the marketplace when we work together as a team. It was clear at this year's International Builders' Show that the Wood Promotion Network received a great deal of attention and with your help we will continue to tell our mutual audiences about the benefits of wood and wood construction.

Thank you again for your donation and continued support.

Sincerely,

Kelly McCloskey, CEO and President
Wood Promotion Network

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