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Lange Bros. Fisher Speaks at Purdue Wood Conference on Carbon Sequestration

Margaret Fisher of Lange Bros. Woodwork Co., Inc spoke at the 3rd Annual Dollars and Sense of Going Green wood industry conference. The event is hosted by Purdue University, Indiana. Industry Leaders from around the US shared current status of North American Forest sustainability, forest management programs, wood use, import and export issues, the Lacey Act and Urban Forestry.

How carbon is sequestered in a wood building was first relayed by Margaret Fisher to the attendees 2 years ago. Professor of Purdue University's Wood Research Laboratory, Dan Cassens asked Ms. Fisher to return this year to expand on the science of carbon sequestration in wood buildings and expand on its use as a marketing tool.

“The wood industry has been engaged in the irrelevant fistfight over which forestry management certification is “best” for so long, people are exhibiting signs of label fatigue”, said Fisher. “Purdue’s leaders wanted to bring a more relevant topic to the conference as it pertains to the whole scope of wood industry business models. This topic helps bring wood in the construction industry back into the discussion that frames the importance of America’s Forest Resources and its incredibly high value as an environmental building material. Carbon is wood’s great equalizer, the fact that 49% of a woods dry weight is sequestered carbon is a timely message and a marketing tool anyone can use.”

Margaret Fisher has been in the Architectural Woodwork Industry for almost 3 decades and is the market development manager at Lange Bros. Woodwork Co., Inc in Milwaukee, WI. At 79 years old, Lange is Wisconsin’s oldest continuously family owned and operated custom architectural woodwork company. They employ 51 craftsmen in Milwaukee and Marinette Counties.

PHOTO CAPTION: From Left are Professor Dan Cassens of Purdue University, Margaret Fisher of Lange Bros. Woodwork Co., Inc, Mark Barford of National Hardwood Lumber Association (NHLA) and Michael Snow of the American Hardwood Export Council (AHEC).