

# Financial and Business Management Skills for Forestry and Natural Resource Leaders



**March 15-16, 2016**  
**DoubleTree Lloyd Center, Portland, OR**



# Financial and Business Management Skills for Forestry and Natural Resource Leaders

March 15-16, 2016 • DoubleTree Lloyd Center, Portland, OR

Course Instructor:

Dr. Brooks Mendell • Forisk Consulting, Atlanta, GA

## Course Agenda

### MARCH 15, 2016

#### 8:00 am Course welcome and introductions

Priority skills for career development and profitable business management

- Six skills for “getting smart” in forestry and forest business
- A day in the forestry life: land management vs. wood procurement vs. analyst

#### 1: Conducting basic financial analysis in forestry

- Key tools and metrics for forest finance and economics
- How evaluate the economics of forest management (marginal analysis)
- Case example: identify the forest rotation that maximizes value
- Case example: assess the returns of forest management activities (i.e. fertilization)

#### 2: Understanding basic tax rules and ownership structures

- Key terms and tax rules critical to forest managers and owners
- Explaining and comparing REITs, C-corps, TIMOs, LLCs and MLPs

#### 3: Understanding the language of business

- Defining and reviewing financial statements (includes forestry case example)

#### Noon Lunch (included with registration)

#### 1:00 pm Session continues

#### 4: Putting forestry risks in perspective

- Reviewing the data on forestry risks
- Developing a plan to communicate risks to clients and managers

#### 5: understanding market and forestry data

- Overview of key forestry data sets and key things to know
- How do successful forest investors and managers stay current?
- Discussion: includes recommendations and examples of what to read

#### 4:00 pm Adjourn for Day 1

### MARCH 16, 2016

#### 8:00 am Course welcome and introductions

6: communicating with a range of individuals, executives and organizations

- The good, the bad, the ugly: what forestry gets right and wrong
- How to give a talk
- How to conduct an interview
- How to make a recommendation to managers or clients
- Group exercise with facilitated feedback

#### 12:00 pm Adjourn for Day 2

#### Who Should Attend?

Anyone who wants to learn and improve skills related to the analysis and management of forest investments and businesses. This course is ideal for career development and maximizing the profitability of forestry activities. Previous participants include foresters and land managers, consultants and investment analysts, timberland owners and wood suppliers.

#### What is the Course About?

This course reviews six key skill sets for developing professionally in forestry and for improving the financial performance of forest businesses and timber investments. In a hands-on format, participants apply financial skills to real-world forest management situations, and develop plans for communicating results to managers, colleagues and clients.

In addition, the course delivers market information and resources related to timberland investments and wood markets throughout the U.S. The skills learned and data provided in this course strengthen analytic, communication and management skills for forestry and other natural resource professionals.

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## About the Instructor

**Dr. Brooks Mendell** is President at Forisk, where he leads the firm’s research program. He has over twenty years of operating, research, and consulting experience in forest business, bioenergy and finance. His experience includes roles in harvest operations and wood procurement with Weyerhaeuser, in management consulting with Accenture and in academia at the University of Georgia. A Fulbright Scholar, Dr. Mendell publishes analysis of timber markets, forest business and operations, and wood bioenergy. His forestry-related books include “*Loving Trees is Not Enough*”, “*Forest Finance Simplified*”, “*Wood for Bioenergy*” (co-authored with Amanda Lang) and *Aunt Fanny Learns Forestry: Managing Timberland as an Investment*. Dr. Mendell earned BS and MS degrees at M.I.T., an MBA at the University of California at Berkeley, and a PhD in Forest Finance at UGA.

## REGISTRATION FORM

NAME \_\_\_\_\_

ORGANIZATION AND AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PLEASE LIST ANY SPECIAL DIETARY NEEDS: \_\_\_\_\_

EMAIL \_\_\_\_\_ TEL \_\_\_\_\_

### Registration

		AMOUNT
<b>BEFORE March 4, 2016</b>	<b>\$750</b>	_____
<b>AFTER March 4, 2016</b>	<b>\$850</b>	_____

### Questions?

Call 888-722-9416 or 503-226-4562  
or email [amanda@westernforestry.org](mailto:amanda@westernforestry.org)



Western Forestry and Conservation Association  
4033 SW Canyon Rd. • Portland, OR 97221  
503-226-4562, 888-722-9416  
FAX: 503-226-2515

Register online at [www.westernforestry.org](http://www.westernforestry.org)

### Payment Method

- Please make check payable to:**  
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- Expiration Date** \_\_\_\_\_ **Security Code**  
(on back of card)
- Register online at [www.westernforestry.org](http://www.westernforestry.org)**

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## Location

The workshop will be held at the DoubleTree Hotel Lloyd Center at 1000 NE Multnomah St. in Portland, OR. The hotel can be reached at: 503-281-6111. The DoubleTree is at the Lloyd Center/NE 11th Avenue stop on the Portland light rail MAX system.

## Lodging Information

No block of rooms has been set aside for the meeting. Adjacent hotels to the DoubleTree include: Quality Inn Downtown Convention Center, (503) 233-7933 and Residence Inn Portland Lloyd Center, 503-288-1400.

## Registration

The registration fee is \$750 if received by March 4, 2016 or \$850 after March 4, 2016. The registration fee includes hardcopies of all course materials, electronic copies of supplementary reference materials and copies of three books and lunch. Checks should be

made payable to Western Forestry and Conservation Association. Purchase orders, VISA/MasterCard, and American Express are accepted. Tax id # 930-331-712.

## Group Discount

Register 3 or more people from your organization and get 10% off each person's registration fee. To redeem the group discount, call Amanda at 503-226-4562.

## Cancellations

Cancellations received by March 7, 2016 are subject to a \$75 service charge. Cancellations received after that time will be charged the entire registration fee. Substitutions are always welcome.

## Continuing Education Credits

Workshop attendees will be eligible for 11 CFE hours through the Society of American Foresters.

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### Registration questions?

Call Amanda at (888) 722-9416 or (503) 226-4562 or [richard@westernforestry.org](mailto:richard@westernforestry.org)

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