

**4TH ANNUAL CONFERENCE**



# MAPPING THE COURSE

**Timber**



**Fiber**



**Processing**



Attend this conference for in-depth analysis on forest products market challenges, opportunities, and threats for 2017 in the North American West Coast timberland region.

**Timberlands, Forest Products Processing, and Fiber Issues for 2017**

**Optional Workshop • January 18, 2017 • Same Location**

**Case Studies in Timber Finance and Forest Industry Capital Investment: Strengthen your strategic and investment decision-making skills.**

**WFCA** Western Forestry and Conservation Association



**WOOD RESOURCES INTERNATIONAL**

**January 19, 2017 • Heathman Lodge • Vancouver, WA**



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Timberlands, Forest Products Processing,  
and Fiber Issues for 2017

January 19, 2017 • Heathman Lodge • Vancouver, WA

## Agenda

**7:00** **Networking buffet style breakfast**

**8:30** **Welcome**

**8:35** *Wood Raw-Material Price Trends in North America and Beyond*

**Hakan Ekstrom**, President,  
Wood Resources International

**9:00** *Wood Fiber Supply Chain Outlook for 2017 –*

**Charles Spiggle**, Managing Director, Industrials  
Investment Banking, Wells Fargo Securities

**9:40** *2017 Strategic Issues for US Pacific Northwest Timberlands –*

**John Davis**, Logging Operations Manager  
Green Diamond, California Timberlands

**10:15** **Break**

**10:45** *The British Columbia Wood Supply Base –*

**Albert Nussbaum**, Director, Forest Analysis and  
Inventory, BC Ministry of Forests

**11:15** *BC's Interior Sawmill Sector: Changing Market Opportunities for Lumber and Residuals –*

**Walter Matosevic**, Group General Manager,  
Residual Fiber, Canfor Pulp Ltd

**11:45** **Lunch**

**1:00** *The Game of Thrones: New Ownership and Opportunities in the PNW Pulp Sector –*

**Pete Foley**, Fiber Buyer  
Nippon Dynawave Packaging Co

**1:25** *The PNW Plywood/ Veneer Sector: 2017 Opportunities and Threats –*

**Tyler Freres**, Vice President, Freres Group

**1:50** *The PNW Sawmill Sector: Balancing 2017 Log Costs, Facility Investments, and Lumber Markets –*

**Todd Payne**, President and CEO  
Seneca Sawmill Co.

**2:20** **Break**

**2:45** *North American Log Export Markets in Asia –*

**Tom Leeds**, President  
PLS International

**3:15** *Profitability and Production Cost Trends for the Sawmilling Sector in North America –*

**Bryan Beck**, President  
The Beck Group

**3:45** *US Forest Industry Supply Chain Capacity and Costs for Logging, Hauling and Forest Management –*

**Brooks Mendell**, President and CEO  
FORISK Consulting

**4:15** **Adjourn and Reception**

We encourage you to arrive the evening before to network with others. Many will already be at the venue and you can arrange to meet other attendees ahead of time. We are providing a buffet-style sit down breakfast prior to Thursday's Mapping the Course conference as another opportunity to network. Many attendees from the last three years have suggested we increase networking time, while holding the conference to one day.

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# Optional Workshop

## Case Studies in Timber Finance and Forest Industry Capital Investment: Strengthen your strategic and investment decision-making skills.

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### Agenda

#### What is the Course About?

This course reviews key forest finance, market analysis and strategy tools and applies these to hands-on case studies to reinforce concepts and improve decision making related to forest management, capital budgeting and competitive analysis. The content is ideal for anyone tasked with managing or supporting assets, budgets, forecasts, investments or capital allocation related to timberland or wood-using mills. The case studies include introductory materials along with group exercises and discussion. All materials provided.

#### Course Outline and Topics

10:00 am – 4:00 pm (5 instruction hours)

- *Core Concepts: Physical Facts and Forest Industry Economics* (30 min)
- *Forest Finance* (90 min)
  - Case One: Evaluating Silviculture (Forest Management) Investments (ROI)
- *Forest Industry Market Analysis* (90 min)
  - Case Two: Risk Analysis and Screening of Forest Industry Mills and Announcements
- *Forest Strategy and Relative Competitiveness* (75 min)
  - Case Three: SWOT Analysis and the Ability-to-Pay for Wood
- *Key Messages: Forest Industry Realities* (15 min)

#### Registration

This workshop is an optional offering and is not included with the Mapping the Course 1/19/17 registration. The registration fee for the 1/18/17 session is \$425 on or before 12/16/16 or \$525 after 12/16/16 and includes reference materials and lunch.

#### About the Instructor and Forisk

**Dr. Brooks Mendell** leads Forisk's research program. His experience includes roles in forestry operations with Weyerhaeuser, in forest industry consulting with Accenture, and in academia. He studies wood demand and procurement, forest finance and business strategy. 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. Brooks earned B.S. and M.S. degrees at M.I.T., an MBA at UC Berkeley, and a Ph.D. in Forest Finance at the University of Georgia.

**Forisk** is a timber market research firm that delivers forecasts and analysis of forest industry markets and timberland investments. Firms participate in Forisk's research program by subscribing to the Forisk Research Quarterly (FRQ). All Forisk researchers have direct forest industry and market analysis experience. This includes work in wood procurement, forest finance, forest operations, and timber market forecasting.

#### Feedback from Previous WFC A Courses Instructed by Dr. Brooks Mendell

- *Great information presented in a useful way. Very applicable to our industry.*
- *Most impressive was Brooks Mendell. He is very good at keeping the attention of the students with interesting illustrations and examples of concepts taught.*
- *Flowed well, great job presenting*
- *Intelligent, articulate, well-prepared speaker*
- *I rank this workshop 5 stars out of 5 stars...!*

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# Sponsorship Opportunities

Mapping the Course: Timberlands, Forest Products Processing, and Fiber Issues for 2017

Sponsorship Features	Platinum \$2,500	Gold \$2,000	Silver \$1,250	Bronze \$900
Registration fee included	Two Registrations	Two Registrations	One Registration	One Registration
Logo listed on sponsor page inside the conference onsite book	◆	◆	◆	◆
Listing as break sponsor in conference onsite book	◆	◆	◆	
Room signage listing as break sponsor	◆	◆	◆	
Full page color advertisement in conference onsite book	◆	◆		
Company materials available on display table	◆			
2 X 3ft poster on either side of stage with sponsor advertisement	◆			
Acknowledgement as key sponsor in conference opening	◆			

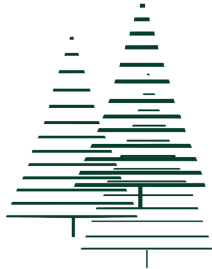
Please contact Richard Zabel at 503-226-4562 or [richard@westernforestry.org](mailto:richard@westernforestry.org) if interested in these sponsor opportunities



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Sponsored by:



**WOOD  
RESOURCES  
INTERNATIONAL**

**WFCA** Western Forestry and  
Conservation Association



## REGISTRATION

NAME \_\_\_\_\_

ORGANIZATION OR AFFILIATION \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_

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

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

Please List Any Special Dietary Needs: \_\_\_\_\_

## REGISTRATION

### MAPPING THE COURSE 1/19/17

**ON or BEFORE 12/16/2016** \$525 \_\_\_\_\_

**AFTER 12/16/2016** \$675 \_\_\_\_\_

### OPTIONAL WORKSHOP 1/18/17

**ON or BEFORE 12/16/2016** \$425 \_\_\_\_\_

**AFTER 12/16/2016** \$525 \_\_\_\_\_

Includes reference materials and lunch.

Call: 888-722-9416 or 503-226-4562  
or melinda@westernforestry.org

**Western Forestry and  
Conservation Association**

4033 SW Canyon Rd. • Portland, OR 97221

503-226-4562 or 888-722-9416

FAX: 503-226-2515

## PAYMENT METHOD

1. Please make check payable to:

WFCA  
4033 SW Canyon Rd.  
Portland OR 97221, USA

2. Purchase order # \_\_\_\_\_

3. Charge to:            MC            VISA            AmEx  
(please circle)

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_  
(on back of card)

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

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# Mapping the Course: Timberlands, Forest Products Processing, and Fiber Issues for 2017

## Location:

The conference and optional workshop will both be held at the Heathman Lodge in Vancouver, WA. The Heathman is located at 7801 NE Greenwood Dr. Take SR-500 East off I-5 in Vancouver. Exit at NE Thurston Way and go north to NE Parkway DR. Turn left on Parkway and the Lodge is on the left. The Heathman can be viewed at: [www.heathmanlodge.com](http://www.heathmanlodge.com)

## Lodging Information:

Reduced rate lodging is available at the Heathman by calling 888-475-3100 or 360-254-3100 and by mentioning Western Forestry and Conservation. The rate for a single or double room is \$117 plus tax. After December 28, 2016, reduced rate rooms will be subject to availability.

## Registration and Cancellations:

The 1/19/17 registration fee is \$525 if received by 12/16/2016 or \$675 if received after 12/16/2016. The fee includes a book of speaker materials, breakfast, lunch and reception.

The optional workshop on 1/18/17 is \$425 if received by 12/16/2016 or \$525 if received after 12/16/2016 and is not included with the Mapping the Course 1/19/17 registration. The fee includes reference materials 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. Cancellations received on or before 1/6/17 are subject to a 15% service charge. Cancellations after 1/6/17 will be charged the entire registration fee, but substitutions are always welcome.

## Society of Western Foresters CFE Credits:

CFE credits will be available at the workshop.

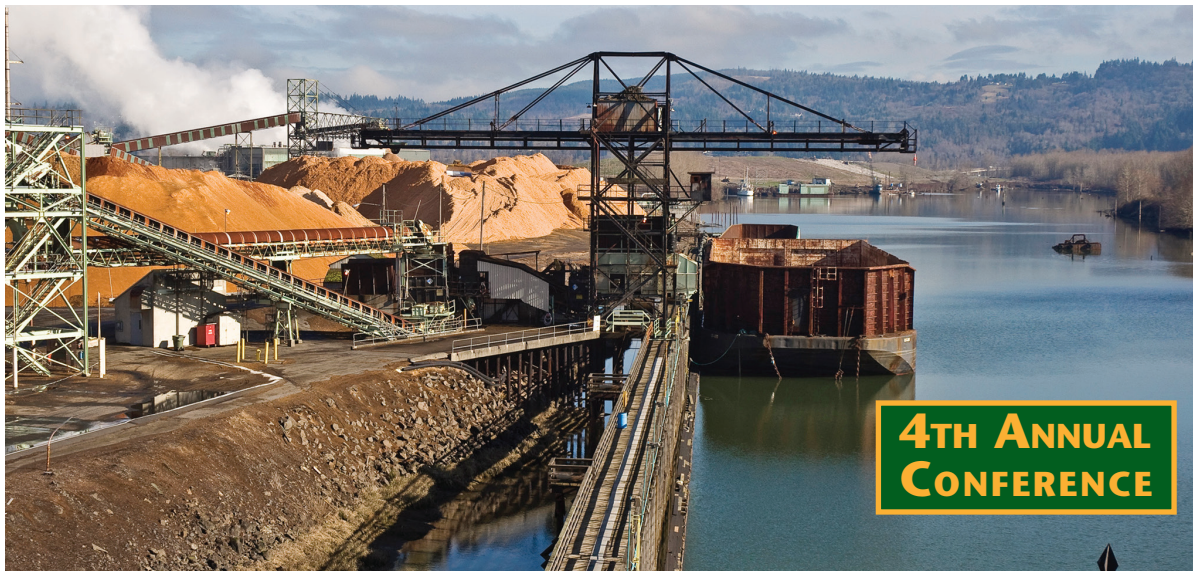
## Registration Questions?

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

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