

**6TH  
ANNUAL  
CONFERENCE**



# MAPPING THE COURSE

**TIMBER**



**FIBER**



**PROCESSING**



**Optional Workshop**  
**January 23, 2019 • Same Location**  
**Growth Rings:**  
**Professional Development**  
**and Communication Skills**

**Timberlands,  
Forest Products  
Processing,  
and Fiber Issues  
for 2019**

**WFCA** Western Forestry and  
Conservation Association



**WOOD  
RESOURCES  
INTERNATIONAL**

Attend this conference for  
in-depth analysis on forest products  
market challenges, opportunities, and  
threats for 2019 in the North American  
West Coast timberland region.

**January 24, 2019**  
**Heathman Lodge**  
**Vancouver, WA**

**6TH ANNUAL  
CONFERENCE  
JANUARY 24**



# MAPPING THE COURSE

## Timberlands, Forest Products Processing, and Fiber Issues for 2019

### Agenda

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

**8:30** *2019 Stressors and Opportunities for North American Forest Industry*

**Kevin Mason**  
Equity Research Associates

**9:00** *Outlook for Sawlog and Pulpwood Prices in Western US and Western Canada in 2019*

**Hakan Ekstrom**  
Wood Resources International

**9:30** *Comparing the Competitiveness of North America's Softwood Log and Lumber Operations*

**Brooks Mendell**  
FORISK

**10:00** **Break**

**10:30** *Strategic Issues for US PNW Timberlands in 2019*

**Court Stanley**  
Port Blakley

**11:00** *US PNW Sawmill Sector*

**Ashlee Cribb**  
Structural Products, Roseburg

**11:30** *US PNW Pulp Mill Sector*

**Larry Davis**  
Cosmo Specialty Fibers

**12:00** **Lunch**

**1:00** *BC Interior Log and Lumber Issues*

**Walter Matosevic**  
Canfor Pulp

**1:30** *BC Coastal Log Supply Issues*

**Clint Parcher**  
Coastland Wood Industries

**2:00** *Japanese Market for Pellets*

**Don Steele**  
Pacific Bioenergy

**2:30** **Break**

**3:00** *Public Lands Log Supply Contribution in Age of High Log and Housing Demand*

**Travis Joseph**  
American Forest Resource Council (invited)

**3:30** *Changes in Lumber Flow and the Impact on Log Trade in the Pacific Rim*

**Bob Flynn**  
RISI

**4:00** **Reception and Networking**

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.

**January 24, 2019  
Heathman Lodge • Vancouver, WA**

**OPTIONAL  
WORKSHOP  
JANUARY 23**

# Growth Rings: Professional Development and Communication Skills

Course offered by the Forisk Continuing Education Program and  
the Western Forestry and Conservation Association

## What Will You Learn

This course is ideal for career development and maximizing the profitability of business activities. We discuss and practice key skills for making decisions, communicating with groups and individuals, evaluating information, and setting priorities. Learn how to: Strengthen decision-making skills as a manager and leader. Communicate more effectively with internal or external groups, and individuals including colleagues, managers, direct reports and contractors.

## Agenda

### 9:00 *How to Deliver a Presentation in a Variety of Settings*

This session includes an overview of what forestry communicators have gotten right and wrong (“the good, the bad, the ugly”). Then we review how to deliver a talk (presentation) under a range of circumstances.

#### *How to Answer Questions After a Presentation*

Encouraging and answering questions from the audience completes a presentation. This session includes a framework and approach for handling Q&A and includes a group activity to practice this key communication skill.

#### *How to Make Comments in a Public Setting (and How to Make an Effective “Pitch”)*

This session provides a framework for organizing, supporting and delivering a key point in real time at a meeting or conference. We also discuss the components of delivering an effective pitch, of having a plan to maximize the success and receptiveness of what you might propose to executives or customers.

### Noon **Lunch** (included with registration)

### 1:00 *How to Give (and Receive) Feedback*

In this session, we review the importance of clearly communicating and reinforcing expectations. Session includes examples from sports and forestry, and a hands-on small group activity, along with guidance for “both sides of the table.”

### *How to Take Notes at Work, Time Management and Setting Priorities*

Being effective is, in great part, a function of how we manage our time and focus our energy. This session is about time management, setting priorities and capturing information during meetings and conferences. The way we take notes and organize information either reinforces or confuses priorities and calendar management.

### *How to Stay Current and Informed Inside and Outside of the Forest Industry*

How do successful forest investors and managers stay current? This session reviews key forestry data sets along with recommendations and examples of what to read. The discussion reinforces the habit of reading to stay informed, current (and interesting).

### 3:00 **Adjourn**



## About the Instructor

**Dr. Brooks Mendell** is CEO and Founder of Forisk Consulting, a timber market research firm that delivers forecasts and analysis of forest industry markets, timber investments and wood baskets. Brooks has over twenty-five years of operating, research, and consulting experience. This includes roles in harvest operations and wood procurement with Weyerhaeuser, in management consulting with Accenture and in academia at the University of Georgia.

Brooks delivers 40 to 50 presentations and workshops per year on topics related to forest finance and timberland investing, timber market analysis, forecasting, communication skills and professional development. A Fulbright Scholar, Brooks’ 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 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.

**January 23, 2019 • 9:00 am to 3:00 pm  
Heathman Lodge • Vancouver, WA**

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# Sponsorship Opportunities

**Timberlands, Forest Products Processing,  
and Fiber Issues for 2019**

<b>Sponsorship Features</b>	<b>Platinum \$2,500</b>	<b>Gold \$2,000</b>	<b>Silver \$1,250</b>	<b>Bronze \$900</b>
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	◆			
Logo in advertising emails and materials	◆			

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



## MAPPING THE COURSE

**January 24, 2019  
Heathman Lodge • Vancouver, WA**

# 6TH ANNUAL CONFERENCE REGISTRATION

Sponsored by:



**WFCA** Western Forestry and  
Conservation Association  
**WOOD  
RESOURCES  
INTERNATIONAL**

NAME \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

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

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

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

## REGISTRATION

### MAPPING THE COURSE 1/24/19

**ON or BEFORE 1/8/2019** \$575 \_\_\_\_\_

**AFTER 1/8/2019** \$675 \_\_\_\_\_

### OPTIONAL WORKSHOP 1/23/19

**ON or BEFORE 1/8/2019** \$450 \_\_\_\_\_

**AFTER 1/8/2019** \$575 \_\_\_\_\_

Includes reference materials and lunch.

### **Western Forestry and Conservation Association**

4033 SW Canyon Rd.  
Portland, OR 97221

503-226-4562  
melinda@westernforestry.org

## PAYMENT METHOD

### 1. Please make check payable to:

WFCA  
4033 SW Canyon Rd.  
Portland OR 97221

### 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)

**January 24, 2019  
Heathman Lodge • Vancouver, WA**



# Mapping the Course: Timberlands, Forest Products Processing, and Fiber Issues for 2019

## 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. The Heathman can be viewed at: [www.heathmanlodge.com](http://www.heathmanlodge.com). The Lodge is 20 minutes from the Portland Airport

## 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 \$143 plus tax. After January 2, 2019, reduced rate rooms will be subject to availability.

## Society of American Foresters CFE Credits:

CFE credits have been applied for through the Society of American Foresters.

## Registration and Cancellations:

The registration fee for 1/24/19 is \$575 if received by January 8, 2019 or \$675 if received after January 8, 2019. The registration fee includes a book of speaker materials, lunch and reception. The registration fee for the optional 1/23/19 workshop is \$450 on or before 1/8/19 or \$575 after 1/8/19 and 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 1/8/18 are subject to a 15% service charge. Cancellations after 1/8/18 will be charged the entire registration fee, but substitutions are always welcome.

## Group Discount for all events:

Register 3 or more people from your organization and get 10% off each person's registration fee. To redeem the discount, call Melinda at 503-226-4562 or [melinda@westernforestry.org](mailto:melinda@westernforestry.org)

## Registration Questions?

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

## Western Forestry and Conservation Association

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