

**7TH
ANNUAL
CONFERENCE**



MAPPING THE COURSE

TIMBER



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PROCESSING



Timberlands, Forest Products Processing, and Fiber Issues for 2020

WFCA Western Forestry and
Conservation Association



**WOOD
RESOURCES
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FRA
Forest Resources
ASSOCIATION

Attend this conference for in-depth analysis on forest products market challenges, opportunities, and threats for 2020 in the North American West Coast timberland region.

**January 22-23, 2020
Heathman Lodge
Vancouver, WA**

7TH ANNUAL CONFERENCE



MAPPING THE COURSE

Timberlands, Forest Products Processing, and Fiber Issues for 2020

Agenda

Wednesday, January 22, 2020

5:30 Welcome Icebreaker

6:30 Dinner

Thursday, January 23, 2020

7:00 Networking buffet style breakfast

8:30 *Opportunities and Stressors for the North American Forest Industry in 2020*

Hamir Patel
CIBC World Markets

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

Hakan Ekstrom
Wood Resources International

9:30 *Federal Forest Lands Issues in 2020*

Tom Schultz
Idaho Forest Group

10:00 Break

10:30 *Strategic Issues for US PNW Timberlands in 2020*

Jason Spadaro
SDS Lumber

11:00 *US PNW Sawmill Sector*

Steve Courtney
Roseburg Forest Products Co.

11:30 *US PNW Pulp Mill Sector*

Jeff Walton
Cascade Pacific

12:00 Lunch

1:00 *BC Interior Log Supply Issues*

Brad Bennett
Interfor

1:30 *BC Coastal Log supply Issues*

Albert Nussbaum

2:00 *Biomass Availability in 2020*

Greg Frohn
Avista

2:30 Break

3:00 *BC, PNW and Idaho Transportation Issues*

Dale Lemmons
Signature Transport

3:30 *Why and Where to Invest in Timberlands in North America – A Focus on the US Northwest*

Brooks Mendell,
Forisk Consulting

4:00 Reception

We encourage you to arrive the evening before to network with the icebreaker and dinner. We are also providing a buffet-style sit down breakfast prior to Thursday's Mapping the Course conference as another opportunity to network.

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Optional Workshop • January 22, 2020

10 am – noon

Working Across Generations: How to Speak Millennial

Instructor: Mike Burnett, Empire CAT

For the first time in history, a workplace can have 5 generations in the workforce and all with different communication styles. Couple this with a work environment that reflects societal changes and shifts in public opinion and the result is that communication can falter and the work will suffer. These differences often create misunderstandings, stereotypes, and conflicts. What if we could leverage the differences between generations instead of just eliminating conflict?

This presentation will explore the communications styles and motivations of the various generations. It will cover advice on getting multiple generations to work together and offer assistance to managers for providing leadership across the generations. The session will focus on speaking millennial and understanding a most misunderstood generation.

About the Instructor:

Mike Burnett from Empire CAT will share with you the reasons for the differences and how to find creative solutions. Mike has over 19 years of experience in the learning and development field. He is an expert on Employee Engagement, Organizational and Leadership Development. He loves driving change management and business cultural transformation efforts. He has years of leadership experience and has seen what works and what does not when working across generations.

1:00 pm – 5:00 pm

Achieve Better Results in all Business Metrics by Getting Safety Right

Instructor: David Libby, Krause Bell Group

Are your business metrics falling short of your expectations? Do these metrics have the design capacity to be better than they are today? If so, attend this workshop to learn new paradigms in safety leadership. Learn specific actions you can take to create a culture that is more supportive of safety. When done well, especially with multi-generational employees, you will get more discretionary effort from your employees – and better results in all business metrics – by getting safety right first!

A stronger safety culture reduces turnover and absenteeism. It increases engagement of employees at all levels – the kind of engagement that improves productivity and quality while reducing waste and rework. Equipment and machinery are nearly the same for all organizations – it's the people that get more out of the same equipment and machinery.

About the instructor:

David Libby has been helping US and multinational organizations improve safety and operational performance for 30 years. He brings a hands on, practical approach to improving safety leadership culture and performance. Prior to his current position, David led organizations in the forest products and pulp and paper industries during a 20 year career. His experience spans Operations and Organizational Development and includes director of Human Resources and Environmental Health and Safety. He understands organizational change comes from a 360-degree examination of strengths and weaknesses and uses that data to develop strategies for safety and operational improvement through effective practice and feedback.

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Sponsorship Opportunities

Timberlands, Forest Products Processing, and Fiber Issues for 2020

| Sponsorship Features | Platinum \$2,000 | Gold \$1,500 | Silver \$1,000 | Bronze \$500 |
|---|---------------------|-----------------|-------------------|-----------------|
| Registration fee included | 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 if interested in these sponsor opportunities



MAPPING THE COURSE

**January 22-23, 2020
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7TH ANNUAL CONFERENCE REGISTRATION

Offered by:



WFCFA Western Forestry and
Conservation Association

**WOOD
RESOURCES
INTERNATIONAL**

FRA
Forest Resources
ASSOCIATION

NAME _____

ORGANIZATION OR AFFILIATION _____

ADDRESS _____

CITY, STATE, ZIP _____

EMAIL _____ TEL _____

Please List Any Special Dietary Needs: _____

REGISTRATION

MAPPING THE COURSE 1/23/20

ON or BEFORE 1/6/2020 \$595 _____

AFTER 1/6/2020 \$695 _____

Optional Workshop 1/22/20

ON or BEFORE 1/6/2020 \$195 _____

AFTER 1/6/2020 \$265 _____

**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:

WFCFA
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

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Mapping the Course: Timberlands, Forest Products Processing, and Fiber Issues for 2020

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. 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 \$148 plus tax. After 12/30/19, 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 1/23/20 is \$595 if received by January 6, 2020 or \$695 if received after January 6, 2020. The registration fee includes a book of speaker materials, lunch and reception.

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 1/6/20 are subject to a 15% service charge. Cancellations after 1/6/20 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

Registration Questions?

Call Melinda at (503)226-4562
melinda@westernforestry.org

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