

**Workshop Registration**  
**Marketing Practices for the Forest Products Industry**

Please complete and land mail this form to:

FPS – GREAT LAKES SECTION  
C/O ALAN APPLGATE  
7648 AUSTINRIDGE DRIVE SE  
CALEDONIA MI 49316

Or email to: FPSgreatlakes@gmail.com

**Which session will you attend?** (check one)

- August 24 – Grand Rapids / REHAU**  
 **August 25 – Gaylord / MDOT Region Office**

**Please print:**

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**Registration Fee: \$75**

Credit card, or check made payable to:

**Forest Products Society Great Lakes Section**

**Please check the box(es) that best represents your business and experience: (check all that apply)**

- Cabinet or millwork shop  
 Sawmill  
 Other Manufacturer  
 Unfamiliar with industry  
 Manager  
 Experienced Salesperson  
 New Sales Person  
 Production Employee  
 Other \_\_\_\_\_

**Forest Products Society Great Lakes Section  
& Michigan Department of Natural Resources  
Forest Resources Division  
present:**

**Marketing Practices for the  
Forest Products Industry**

*A workshop for cabinet & millwork shops,  
and sawmills*



**Thursday, August 24, 2017**

REHAU  
625 Kenmoor Avenue, SE  
Lower Level Conference Room  
Grand Rapids, MI 49546  
(for cabinet & millwork shops)

**&**

**Friday, August 25, 2017**

MDOT Region Office  
1088 M-32  
Gaylord, MI 49735  
(for sawmills)

Sponsored by:

Forest Products Society – Great Lakes Section  
Michigan Department of Natural Resources,  
Forest Resources Division

**About the Workshop** - Marketing has been called the backbone of successful forest products companies, yet many manufacturers struggle with the marketing concept. Those attending this workshop will learn about the products of wood based industries, marketing as it relates to these products, and how to gain a competitive advantage in the industry. It's designed for new marketing and sales staff, owners and managers, or those wishing to brush-up on the industry.

## Topics Covered

**Forest Products** - An overview of the industry-its products, manufacturing practices, and current resource issues affecting the industry.

**What is Marketing?** – Review of the marketing concept and how it applies to the forest products industry.

**Marketing Basics** - The 4 P's of Marketing: Products, Pricing, Promotion, and Place (distribution).

**Marketing Strategy** - Your competitive position, understanding your competitors and gaining advantage by using the value chain.

**Trends in the Industry** – A company needs to be aware of external environmental factors that affect their markets and how to react to them. This session covers the factors that are currently affecting the wood products industry.

**International Marketing** – An overview of the factors a firm must consider before entering international markets.

## Who Should Attend

- New sales and marketing personnel.
- Employees unfamiliar with the forest products industry.
- Others, such as managers and owners of forest products firms, interested in the basics of marketing.
- Economic development personnel and others wanting to know more about the forest products industry and marketing.

**Participants may attend either session,** however the Grand Rapids session will be tailored for cabinet and millwork shops, and the Gaylord session will be tailored for sawmills.

## Workshop Agenda

8:00 am	Registration Opens
8:30 am	Welcome/Introductions
8:45 am	Forest Products Overview
10:00 am	<i>Break</i>
10:15 am	What is Marketing?
11:00 am	Product Strategy
12:00 am	<i>Lunch</i>
1:00 pm	Promotion
1:30 pm	Distribution
2:00 pm	Pricing
2:30 pm	Market Strategy
3:15 pm	<i>Break</i>
3:30 pm	Market Trends
4:15 pm	International Marketing
5:00 pm	Adjourn

## Workshop Instructors

### Dr. Bob Smith

Head, Department of Sustainable Biomaterials at Virginia Tech, Professor of Forest Products Marketing, and Director of the Center for Forest Products Business.

### Dr. Omar Espinoza

Assistant Professor and Chair of the Forest Products Management Development Institute at University of Minnesota.

**For additional information,** contact:

- Tom Voigts - (616) 902-1697
- Alan Applegate [FPSgreatlakes@gmail.com](mailto:FPSgreatlakes@gmail.com)
- Dave Neumann - (517) 284-5887 and [neumann@michigan.gov](mailto:neumann@michigan.gov).

## Fee and Registration

The workshop fee is **\$75**. It will cover registration, instructional materials, coffee breaks and lunch for the session.

**To register,** complete the registration form, and:

- land mail with a check, OR
- email [FPSgreatlakes@gmail.com](mailto:FPSgreatlakes@gmail.com) to pay by credit card or check via PayPal. You will receive an email reply containing a PayPal invoice for payment by check, or online with a credit card.

Your registration should be received no later than **August 14, 2017**. Registrations are limited to the first 30 applicants.

Note: Payment of registration fees is required **by August 14**. Registration will be processed when payment is received.

**Refund Policy:** Requests for refunds of prepaid enrollments will be honored, if they are received 4 full days prior to the workshop. However, substitutions will be accepted at any time.

## Location

The Grand Rapids workshop will be held at the REHAU regional sales office at 625 Kenmoor Avenue, SE, Lower Level Conference Room, Grand Rapids, MI 49546.

The Gaylord workshop will be held at the MDOT Region Office at 1088 M-32, Gaylord, MI 49735.