Mapping the Course

Timberlands, Forest Products Processing, and Fiber Issues for 2017

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.

Optional Workshop • January 18, 2017 • Same Location

January 19, 2017 • Heathman Lodge • Vancouver, WA
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.
Optional Workshop

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

January 18, 2017 • Heathman Lodge • Vancouver, WA

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 WFCA 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…!
## Sponsorship Opportunities

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

<table>
<thead>
<tr>
<th>Sponsorship Features</th>
<th>Platinum $2,500</th>
<th>Gold $2,000</th>
<th>Silver $1,250</th>
<th>Bronze $900</th>
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<tr>
<td>Registration fee included</td>
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<td>Acknowledgement as key sponsor in conference opening</td>
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Please contact Richard Zabel at 503-226-4562 or richard@westernforestry.org if interested in these sponsor opportunities
**REGISTRATION**

NAME ____________________________________________

ORGANIZATION OR AFFILIATION ____________________________________________

ADDRESS ____________________________________________

_____________________________________________________________________

CITY, STATE, ZIP ____________________________________________

EMAIL ____________________________________________ TEL __________

Please List Any Special Dietary Needs: __________________________________

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<th>MAPPING THE COURSE 1/19/17</th>
<th>PAYMENT METHOD</th>
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<tr>
<td><strong>ON or BEFORE 12/16/2016</strong></td>
<td>$525</td>
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<td><strong>AFTER 12/16/2016</strong></td>
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<th>OPTIONAL WORKSHOP 1/18/17</th>
<th><strong>ON or BEFORE 12/16/2016</strong></th>
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Includes reference materials and lunch.

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

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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

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January 19, 2017 • Heathman Lodge • Vancouver, WA
Mapping the Course:
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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

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

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503-226-4562 | 888-722-9416 | Fax: 503-226-2515

4th Annual Conference