

# MARKETING FOREST PRODUCTS CLASS

**SEPTEMBER 23, 2021**

**8:00AM – 4:00PM**

Kemp Natural Resources Station,  
Woodruff, WI

**FEE:** Includes all class materials and lunch  
\$150.00 for Lake States Lumber Association Members  
\$250.00 for Non-Members  
25% off each additional company employee

## Topics Covered

- 1. Forest Products Industry** - An overview of the industry-its products, manufacturing practices, & current resource issues affecting the industry.
- 2. What is Marketing?** - Reviewing the marketing concept & how it applies to the forest products industry.
- 3. The Marketing Mix-** The 4 P's of Marketing:
  - **Products:** Discussion on the process of product development, the product lifecycle & the total product concept.
  - **Pricing:** How to set prices & what is actually done in the forest products industry.
  - **Promotion:** How to successfully promote the company and its products.
  - **Distribution:** How distribution works & the distribution chain in the forest products industry.
- 4. Marketing Strategy** - Your competitive position, understanding your competitors & gaining an advantage by using the value chain.
- 5. Trends in the Industry** - A company needs to be aware of external environmental factors that affect their markets & how to react to them. This session covers the factors that are currently affecting the wood products industry.
- 6. Marketing Research** - Methods to identify what is happening in your markets.
- 7. International Marketing** - The majority of the world's population & market is outside the United States. An overview of international marketing, what a company should consider before entering international markets & where the best markets may be.

## Who should Attend:

- New sales & marketing personnel
- Employees unfamiliar with the forest products industry
- Others interested in the basics of marketing and personal selling
- Economic development personnel & others wanting to know more about the forest products industry & marketing

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## About the Workshop

Marketing has been called the backbone of successful forest products companies. Yet many companies struggle with the marketing concept. Those attending this workshop learn about the products of forest products' industry, marketing as it relates to these products, & how to gain a competitive advantage in the industry. The program is designed for business owners, managers, & new marketing personnel and/or those wishing to brush-up on the marketing aspects of forest products industry.

## About the Instructor

Bob Smith

Professor and Associate Dean for Extension  
Department of Sustainable  
Biomaterials/CNRE Virginia Tech

Bob grew up in the hardwood industry in northern Michigan where his father ran a mill. He spent 15 years as a production manager and sales representative in the Midwest for treated wood products. He has conducted numerous marketing and sales workshops throughout North America.

## Registration Forms:

Call LSLA at (920) 884-0409 or email  
[LSLA@LSLA.com](mailto:LSLA@LSLA.com) to receive a form

## Lodging:

Lodging is available at Kemp Natural Resources Station at a rate of \$40 per person, per night. Email  
[karla.ortman@wisc.edu](mailto:karla.ortman@wisc.edu) for additional information and reservations on lodging.