

You are invited to attend:



# Milling & Manufacturing for FSC Markets

A primer for wood manufacturing businesses

Demand for Forest Stewardship Council (FSC) certified wood products is quickly growing in the Pacific Northwest and throughout the country. Driven primarily by the residential and commercial green building industry - homeowners, architects and builders are increasingly specifying locally produced and FSC-certified wood products.

This afternoon technical session will highlight current and emerging markets for certified wood products and provide an introduction to FSC chain-of-custody (CoC) certification for wood manufacturing businesses. FSC-certified business owners will discuss their experiences with chain-of-custody certification and the certified marketplace.

This session will provide an ideal networking opportunity for businesses interested in marketing FSC wood products. Attendees will include: FSC certified landowners, wood manufacturers, mill operators, wholesale distributors, retail lumber yards and other companies and organizations who participate in the FSC chain-of-custody network in the Pacific Northwest. During a post-conference social hour, participants will have an opportunity to network while enjoying hors d'oeuvres.

If you are interested in capitalizing on a quickly growing niche market, this seminar is for you!

Topics will include:

- FSC chain-of-custody 101
- Green building programs in WA
- FSC markets: regional, national & interntl.
- What FSC products are in demand
- How to find FSC timber & lumber
- Growth trends in FSC markets
- FSC certified companies in the Pacific NW
- FSC marketing strategies

**DATE:** Wednesday, September 17th, 2008

**LOCATION:** Brighton Park Grange, Tumwater, WA (directions on back)

**COST:** \$25

**MORE INFO:** Kirk Hanson: 360-316-9317, kirk@nnrg.org

**REGISTRATION:** Pre-registration is required as space is limited. Please use the form on the backside of this flier to register.

**Northwest Certified Forestry** is a non-profit membership and services program developed by the Northwest Natural Resource Group to assist small forest landowners with optimizing the economic and ecological potential of their forestlands. Visit [www.nnrg.org](http://www.nnrg.org) for more information.

**Healthy Forests, Healthy Communities Partnership** is a program of Sustainable Northwest that helps small businesses build capacity and develop market connections for wood products that are made with a commitment to the environment and local communities. Visit [www.hfhcp.org](http://www.hfhcp.org) for more information.

Sponsored by:



Sustainable Northwest

## PRESENTERS:

### Keynote

Ian Hanna  
Northwest Certified Forestry

Chad Davis  
Healthy Forests, Healthy Communities Partnership

### Testimonials & Panelists

John Henrikson  
Wild Thyme Farm

Scott Royer  
Windfall Lumber

Terry Lane  
Westwood Forest Products

Patti Southard  
King County Environmental Services

## AGENDA:

- 1:00 Introductions
- 1:15 FSC Markets 101
- 2:00 FSC Chain-of-Custody 101
- 2:45 Break
- 3:00 FSC Testimonials
- 4:15 Panel Discussion
- 5:00 Social Hour

**Keynote Speakers:**

Ian Hanna

Ian is a market development expert, with a broad background in ecosystem forestry, forestry-based carbon offsets, small-scale manufacturing, FSC certification, and wood product sales. His experience includes national level market development for FSC and reclaimed wood products as a manager for Certified Wood & Paper Association and Certified Forest Products Council. Ian also founded Windfall Lumber in Olympia, one of the first FSC certified businesses in the Northwest. Ian is a board member of the FSC US Initiative and his professional affiliations include the Washington Farm Forestry Association, Oregon Small Woodlands Association, U.S. and Cascadia Region Green Building Councils, and Northwest Ecobuilding Guild.

Chad Davis

Chad is engaged in supporting members of the Healthy Forests Healthy Communities partnership (HFHC), administering financial and technical assistance provided to partners through various grant programs, and is the Group Coordinator for HFHC's Forest Stewardship Council Group Chain of Custody certification. Before coming to Sustainable Northwest, Chad was employed at Oregon State University in the College of Forestry as a Research Assistant. At OSU, Chad also had the opportunity to teach several classes on forest harvesting and help conduct various training seminars for forest contractors. Chad holds a Bachelors degree in Environmental Policy and Sciences from Duke University and a Master's degree in Forestry from the University of Tennessee.

**To learn more about FSC:**

<http://www.nnrg.org/nw-certified-forestry/About%20FSC%20Certification>

**Directions:**

Brighton Park Grange: [Mapquest directions](#) [Google directions](#)

525 73rd Ave. S.W.

Tumwater, WA 98328

From I-5 immediately south of Olympia, take Exit 101 and head East on Tumwater Blvd. Go 3/4 of the way through the first round-a-bout and head north on New Market Street. Take your first left onto 73rd Ave.

**Registration Form for Milling & Manufacturing for FSC Markets**

**Name:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Registration:** # attending \_\_\_\_\_ x \$25 = \$ \_\_\_\_\_

**To register, mail payment to:**

**NNRG**

**PO Box 1067**

**Port Townsend, WA 98368**

*Make checks payable to: NNRG*