

Upcoming Marketing and Technology Workshops to Feature Top Experts

NHTOA is co-sponsoring specialized one day innovation workshops on marketing and technology that have been scheduled for May and June by the Regional Wood Products Consortium. The workshops are designed to provide leaders of small and medium sized wood products manufacturing companies with important information on innovation opportunities to enhance economic competitiveness and profitability.

The content of each workshop segment will help wood products companies in deciding whether to pursue particular innovations. Follow-up assistance will be available, including but not limited to a pool of grant funds that Sustainable Forest Futures (SFF) has to help cover a company's cost, as may be applicable, in contracting with innovation service providers.

The workshops provide a great opportunity to interact with the nation's top wood products experts.

The Regional Wood Products Consortium is a collaboration between SFF and the wood products manufacturing industry in New Hampshire, Maine, Vermont, and northern New York. Each workshop will be held in five locations throughout the region, including Concord, NH; Augusta, ME; Montpelier, VT; Glens Falls, NY; and Utica, NY.

The marketing workshop, entitled **Developing New Marketing Strategies**, will be held in **Concord on May 26**. The technology workshop, entitled **Making Effective Use of Technological Advances**, will be held in **Concord on June 9**.

Any wood products company in the region is eligible to participate in any of the workshop sites at a special subsidized registration fee of only \$25 per person.

The first workshop series, **Developing New Marketing Strategies**, will feature, among others, Dr. Jeff Howe, CEO of Fullerton Companies and Chair of the Board of Minneapolis based Dovetail Partners. Jeff combines experience as President of successful wood products companies with a Ph.D in Marketing from the University of Minnesota. In the morning session, Jeff will lead an extensive session entitled **Doubling Sales – Integrating Best Marketing Practices into Your Company to Achieve Significant Growth in Tough Times**. Other top experts will lead afternoon sessions on **maximizing effective use of the internet, penetrating international markets, and green marketing**. Significant time will be reserved in the afternoon for attendees to have **one-on-one consultations** with the expert presenters, with telephone follow-up also available.

The second workshop series, **Making Effective Use of Technological Advances**, will feature top experts from the United States and Canada on proven technological advances in **CNC technology, finishing, joinery and adhesives, and dust collection**. Experts will describe technological advances in each area that have the potential to enhance economic competitiveness and profitability. Moreover, they will focus on the benefits,

challenges and costs associated with the technological advances, to help wood products company leaders decide whether taking advantage of particular technological advances makes sense for their company.

For more information about the marketing workshops, including detailed information on the agenda and presenters, plus registration and other logistical information, visit <http://foresteconomy.org/programs/wood-products/workshops/marketing/>

For more information about the technology workshops, including detailed information on the agenda and presenters, plus registration and other logistical information, visit <http://foresteconomy.org/programs/wood-products/workshops/technology/>