

Why attend?

The Colorado State Forest Service's Utilization and Marketing program and Governor's Energy Office (GEO) are hosting this comprehensive 2-day conference specifically for forest and wood products businesses looking to learn more about marketing and expand their efforts promoting their products and services.

In many small businesses, marketing is often talked about but not implemented. We'll take some of the 'mystery' away from marketing; what it is and how it's done. Marketing has been called the profit making practice of any business and is essential to a company's survival especially with the current economic climate, supply challenges and increasing out-of-state competition.

What is Marketing?

Marketing provides a link between the production taking place in a business and the demand by the individual consumer.

Marketing is the process of planning for pricing, promotion and distribution of a product or service that will reach and satisfy customers and encourage them to return again in the future.

This conference has been designed to provide businesses with an overall understanding of marketing, and ways every business can improve their capacity to reach out to consumers.

Conference Sponsors

The Colorado State Forest Service's Utilization and Marketing program and the Governor's Energy Office (GEO) are hosting this workshop plus several others in 2011. For more information on the additional educational opportunities please visit:

<http://csfs.colostate.edu/cowood/> or
www.colorado.gov/energy



Governor's
Energy Office



Colorado Wood
UTILIZATION & MARKETING PROGRAM

Colorado
State
FOREST
SERVICE



Colorado Forest Products Marketing Conference

August 18-19, 2011



*Learn how to expand your efforts in
promoting your products and services*

Denver Marriott West
1717 Denver West Boulevard
Golden, CO

August 18 -Day One

9:00 am Welcome and Introductions
Tim Reader, Colorado State Forest Service

Colorado Forest Products™
Amanda Bucknam, Colorado State Forest Service

Colorado Markets and Marketing Fundamentals
Dr. Kurt Mackes, Colorado State Forest Service

Current Regional Wood Products Sales Trends
Speaker: TBD

Marketing and Selling Green
Jeffrey Howe, Dovetail Partners Inc

12:00 - 1:00 Lunch

State Demographics
David Keyser, State Demography Office

Selling to an Increasingly Green Customer Base
Jeffrey Howe, Dovetail Partners Inc

Business and Market Planning Fundamentals
Randy Johnson, Colorado Wood Utilization and Marketing Program

Biomass Energy Policy and Marketing Solutions
Dan Bihn, Bihn Systems, LLC
Mike Eckhoff, Colorado State University

4:30 - 6:00 Networking Social - Appetizers and Cash Bar

August 19- Day Two

9:00 am CFP Business Membership and Consumer Database
Amanda Bucknam, Colorado State Forest Service

Concurrent Sessions Breakout Sessions:

- **Product Positioning and Branding**
John Recca, BrandWerks Group
- **Websites and Social Media**
Kelli Helper
- **Innovation and Working with Architects**
Scott Leavengood and Mike Burnard, Oregon State University
- **Marketing Case Studies**
Dr. Kurt Mackes, Colorado State Forest Service

12:00 Depart



Registration

Register online:
<http://www.regonline.com/cfp-conference>

Cost:
Colorado Forest Products members: **No cost**
For non-CFP members: **\$50.00**

- Registration Includes:**
- Attendance to all conference sessions
 - Flash drive with conference powerpoints
 - Forest Products Business Planning Guide
 - Lunch and snacks

Lodging
Conference rate rooms are available at \$99.00/night at the Denver Marriott Hotel. To make a reservation call **303-279-9100** and mention the **Colorado Forest Products** group.

Vendor space is available! If you would like to display products or information about your business please contact Amanda Bucknam. There is limited space available, reserve your table early!

For questions contact:
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