Conference Agenda

Tuesday, August 16
12:00 pm Optional Golf Scramble
4:30 Registration Opens
5:15 Welcome Reception
6:00 Dinner and Keynote Presentation: Why Design Matters ~ Creating an Edge
  Sarah Susanka, Architect and Author, The Not So Big House and Home By Design

Wednesday, August 17
7:00 am Registration and Continental Breakfast
8:00 Welcome and Opening Remarks
8:15 Keynote Presentation: Understanding China to Compete Successfully
  Dan Rosen, Principal, China Strategic Advisory
10:15 Break
10:45 Mapping the Wood Products Industry
  Keith Jacobson, Utilization & Marketing Program Leader, MN DNR
11:00 Unique Resources ~ Engineered Wood Makes a Difference
  Moderator: Bob Owens, President & CEO, Owens Forest Products
  Speakers: Robert Malczyk, Principal, Equilibrium Consulting, Inc.
  Vern Schumacher, President, Structural Wood Corp.
12:00 pm Lunch
12:30 Best Practices by Companies Who Are Competing Successfully in the Global Marketplace
  Brian Chang, President, Pacific Investment Partners & Managing Director, Asia,
  Minnesota Research Fund
  Steven Wilhelm, National Accounts Manager, Woodcraft Industries, Inc.
2:00 Break
2:30 Designing the Future: A Redefinition of Manufactured Homes
  Moderator: Pat Donahue, Program Director, Market Oriented Wood Technology
  Program, Natural Resources Research Institute
  Speakers: Glenn Hause, President, Talor Building Systems
  Peter Stalland, President, Norse Homes
  Tom Schirber, Community Housing Liaison, Wilder Foundation
  James Brew, Vice President and Architect, LHB Corp.
4:15 Final Remarks
4:45 Adjourn