

Vital Forests Vital Communities

Building the Capacity of Minnesota's Wood Products Industry:
Creating the Edge for Global Competition and Future Investment

Conference Agenda



Thursday, October 14

4:30 PM Registration Opens

6:00 PM Welcome Reception

6:30 PM Dinner

7:00 PM Keynote Address:

John Brandt, CEO, Manufacturing Performance Institute,
*Leadership in the Global Marketplace: What kind of leadership
is required of successful competitors?*

8:00 PM Networking

Friday, October 15

7:00 AM Registration and Continental Breakfast

8:00 AM Welcome and Opening Remarks, **Jim Hoolihan**, President, Blandin Foundation

8:20 AM Panel Presentation: **Global Realities**

Moderator: Bob Owens, President, Owens Forest Products
John Brandt, CEO, Manufacturing Performance Institute, *Facing the
Reality of the Global Marketplace*

Jeff Howe, Dovetail Partners, *Bringing the Message Home*

9:45 AM Introduction to **Best Practices in the Industry**

Brian Brashaw, Program Director, Wood Materials
and Engineering, NRRI

10:35 AM Networking Break

Conference October 14-16, 2004

A Conference of the VF/VC Initiative by



BLANDIN FOUNDATION™

PUBLIC POLICY & ENGAGEMENT

11:05 AM Concurrent Sessions on Best Practices

Best Practice Panel on Design

Moderator: Pat Donahue, Program Director, Secondary Wood Products, NRRRI
Industry leaders will discuss design as a key element in the production of industrial and home furniture.

Best Practice Panel on Undervalued Species and Wood Waste

Moderator: Keith Jacobson, Utilization and Marketing Program Leader, DNR
Industry leaders will discuss the use of underutilized or under-valued species and wood wastes in Minnesota.

12:20 PM Lunch and Keynote Address:

Don Gerhardt, President & CEO, *Lessons Learned from Medical Alley*

1:45 PM Networking Break

2:15 PM Concurrent Sessions on Best Practices

Best Practices Panel on Energy Efficiency

Moderator: Linda Limback, State Energy Office, MN Department of Commerce
Industry leaders will discuss biomass energy projects and energy improvements that add up to considerable savings on your bottom line.

Best Practices Panel on Marketing

Moderator: Jack LaVoy, Marketing and External Affairs Manager, Iron Range Resources
Industry leaders will discuss strategic marketing and branding ventures under way in Minnesota.

3: 15 PM Identifying Opportunities for Future Collaboration

4:25 PM Concluding Remarks

4:30 PM Adjourn

Saturday, October 16

**Optional Tours of Wood Product-based Industries and Forest
Management Operations**

For tour descriptions see ***Forest and Wood Products Industry Tours*** fact sheet

