



## PROMOTION: WHAT'S IN IT FOR ME?

Most of us in the wood products business have known for many years that solid wood utilization and consumption in many sectors of the industry has substantially decreased. In particular decline is “grade” lumber or any solid lumber that is used in home or commercial building construction such as flooring, doors, molding, millwork, furniture, and so on. Two decades ago, the consumption of solid hardwoods used to make these products to satisfy demand was just north of 13 billion board feet, today it is just south of 6 billion board feet. The market for solid “grade” hardwoods has declined over 50 percent presenting a very concerning future for that sector of our industry. So, why should this story matter to those fortunate enough to be in our industry but out of the grade business? I think that is a fair and appropriate question.

The forest products industry in Missouri is incredibly diverse. The MFPA directory has 113 different products/services listed that our members provide to each other and sell to consumers all over the world. Granted, the 113 listings are not all wood products, but it substantiates the tremendous breadth of our industry. So, if a company just makes pallets from purchased cut stock or has a trucking company that just hauls chips and dust should they really care about the huge decline in grade lumber demand? I would suggest that the answer is a resounding YES. I believe the most convincing argument to try and bring a diverse wood product industry together to support a sector that is particularly suffering is the potential impact on the forest. The forest, just like the industry, is really diverse and we must have markets for all the trees that grow there in order to support all the businesses that rely on a tree to stay in business. We must have a healthy industry to have a healthy forest, one cannot survive without the other. Market diversity allows us the opportunity to maximize the value of the tree to the landowner and maximizes the opportunity to apply forest management to the landscape.

Several years ago, MFPA played an integral role in defeating a mandatory “checkoff” that was being considered by USDA but was developed by a limited sector of the industry. Checkoff dollars, like those for beef, soybeans, corn etc are used to promote the industry that they are being collected from and develop new uses for the products. MFPA’s board of directors supported defeating the checkoff effort because they felt the contribution calculation was not fairly distributed among the industry. Again, the diversity of the industry was a primary consideration in MFPA’s decision to help defeat the checkoff.

Wood product PROMOTION seems to have universal support among our diverse industry, but the devil is always in the details. How, what, when, where, and why of promotion is a difficult question and everyone seems to have an opinion. My opinion, for example, is that there is no wrong way to promote our industry if we are delivering a message that supports real wood utilization and the businesses that make the products and provide the services to make it all happen. MFPA has been fortunate to receive a grant from Missouri taxpayers that will allow us to promote our industry and our products through many types of mediums and all that material will be available to whoever wants to use it to help promote real wood.

MFPA will be mailing out membership renewal packets next week and we hope that you all will consider renewing your membership for 2024. Enclosed in your packet you will see an opportunity to financially support the Real American Hardwood Coalition (RAHC). RAHC has voluntarily collected \$1 million in 2023 to promote real wood domestically and they are doing fantastic work with the Magnolia Network promoting our industry. PLEASE consider making a pledge to the RAHC and help them continue their work in 2024.

Merry Christmas!!

Brian Brookshire, Executive Director

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## 2024 WINTER MEETING JANUARY 9-10

### *Courtyard Marriott Jefferson City MO*

- Committee meetings
- FFA Forestry Contest
- Speakers
- Membership Dinner
- Breakfast with Legislators
- Voice industry concerns

## *Join us!*

### *It's Time To Renew!*

Membership renewal forms are set to be mailed and it's time to renew your membership to continue receiving all the benefits of MFPA!

In your envelope you will find your membership dues invoice and the current contact information we have listed for your company. When returning your membership form please notify us of any changes to your contact information or any products and services you offer.

Please also access your Tradewing account and update your contact information. We will be transferring all member information to Tradewing. It will be helpful if we have the correct information when we start assembling the 2023-2024 Membership Directory...

# CERTIFICATION & EDUCATION



Mark McCarthy



THE NEW PTH CLASS LIST IS READY!!! It feels like Christmas morning. Every year I am like a little kid opening a present when I see the list going out. We meet every year to try and put together a list that covers the state, can fill classrooms, and answers to industry requests. All that being said...

Session A-Columbia	February 19 & 20 February 27 March 4 & 5	Level 1 & 2 Forest Mgt Level 3 & 4
Session B-Piedmont	March 6 & 7 March 12 March 25 & 26	Level 1 & 2 Forest Mgt Level 3 & 4
Session C-Potosi	April 1 & 2 April 16 May 7 & 8	Level 1 & 2 Forest Mgt Level 3 & 4
Session D-Sedalia	April 10 & 11 May 8 May 9 & 10	Level 1 & 2 Forest Mgt Level 3 & 4
Session E-Neosho	September 5 & 6 September 18 September 26 & 27	Level 1 & 2 Forest Mgt Level 3 & 4
Session F-Eminence	October 1 & 2 October 8 October 17 & 18	Level 1 & 2 Forest Mgt Level 3 & 4
Session G-Salem	November 12 & 13 December 4 December 16 & 17	Level 1 & 2 Forest Mgt Level 3 & 4

While I have your attention, the clock is ticking. Make sure you have your continuing education credit submitted before New Year's Eve so you can stay current on your PTH Certification.

Merry Christmas and Happy New Year!!

## Justin Foster PTH Logger Training Scholarship

The Missouri Logging Council (MLC) is pleased to announce that the Justin Foster Scholarship for Young Loggers is available again this year. The Justin Foster PTH Logger Training Scholarship was established by the Foster family in memory of their son, Justin Eli Foster, who was a graduate, and supporter, of the Professional Timber Harvester Training. The annual scholarship provides assistance to a logger 29 or younger by covering PTH training fees and expenses to attend the training. Please contact Mark for an application, [mark@moforest.org](mailto:mark@moforest.org) or 573-634-3252.

### DON'T TEXT AND DRIVE

Text messaging creates a crash risk 23 times worse than driving while not distracted.

### \*\*REMINDER\*\*

**ONE CE IS REQUIRED ANNUALLY TO RETAIN THE PTH CERTIFICATE**

**NEED FORESTRY EQUIPMENT?  
BUY FROM MFPA ASSOCIATE  
MEMBERS THAT SUPPORT  
THE INDUSTRY**

Find our associate members listed in your Membership Directory, listed on the MFPA webpage ([moforest.org](http://moforest.org)), or give us a call (573-634-3252).



# 2024 MFPA Winter Meeting & Legislative Breakfast January 9 & 10

## **Your Meeting Check List:**

- Reserve Hotel Room
- Send in meeting registration to MFPA
- Sponsor Winter Meeting

*Join us for our Annual Winter Meeting at the Courtyard Marriott, Jefferson City!*

## **Lodging**

Hotel reservations are made directly with the Courtyard Jefferson City by calling Marriott Reservations at (800) 321-2211 or (573) 761-1400 and ask for the special rate of \$131+tax for MFPA. Please reserve your room by December 12th to receive MFPA rate.

## **Winter Meeting Registration**

Call the MFPA office and let us know the total attending the Winter Meeting and Legislative Breakfast, 573-632-3252. Payment can be made over the phone or request an invoice. Or download a registration form from MFPA's website, moforest.org. Registration Fee: \$120.00 per person.

## **Sponsor Form**

We need sponsors for the Winter Meeting. Call or email the MFPA office and let us know you'll sponsor. Find the sponsor form on page 6 of this newsletter.

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## **MFPA Hosts FFA FORESTRY CONTEST AT 2024 WINTER MEETING**

Missouri Forest Products Association is collaborating with MO FFA to sponsor the Fall Public Speaking Competition. This is the second year for our association to be a part of the competition. It is a great opportunity for MFPA to reach out to young leaders across the state and allow them to present a speech on a topic that pertains to our industry. The students will be competing at the Area and District Level with one student from each of the six FFA Districts advancing to the State Competition. The State Competition will be part of the MFPA Winter Meeting. The students will present their speeches on January 9<sup>th</sup> to a group of judges. The students and their advisors will be joining us for lunch where they will be introduced and the winners announced. The 1<sup>st</sup> place winner will present their speech at the evening Membership Dinner. We are looking for sponsors to cover meals for the students, advisors, and parents. We will also be reaching out to people for judges at the State level. Thanks in advance for supporting this event and encouraging young learners that are advocating for agriculture.



# 2024 MFPA Winter Meeting & Legislative Breakfast

## ***SPONSORSHIP OPPORTUNITIES***

This event prepared for our members is important to our industry and serves as an opportunity to exchange information, build partnerships, gain awareness on matters facing the industry, and promote our industry legislatively. We are most effective in these efforts through your support and sponsorships. Please consider supporting the Winter Meeting by sponsoring an event outlined below.

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*Sponsors will be recognized in the agenda, at the meeting, and in the January Newsletter*

Governmental Affairs Committee Meeting Sponsor		
\$200 each Co-Sponsors	\$200	_____
PAC Committee Meeting Sponsor		
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Education Committee Meeting Sponsor		
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Missouri Logging Council Board of Directors		
\$200 each Co-Sponsors	\$200	_____
Forest Health Committee Meeting Sponsor		
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FFA Forestry Competition Exclusive Sponsor	\$2000	_____
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*Return to MFPA via fax at 573-636-2591 or email to [laura@moforest.org](mailto:laura@moforest.org) or call 573-634-3252*



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# 2024 WINTER MEETING REGISTRATION

DEADLINE JANUARY 4TH

NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

SPOUSE/GUEST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

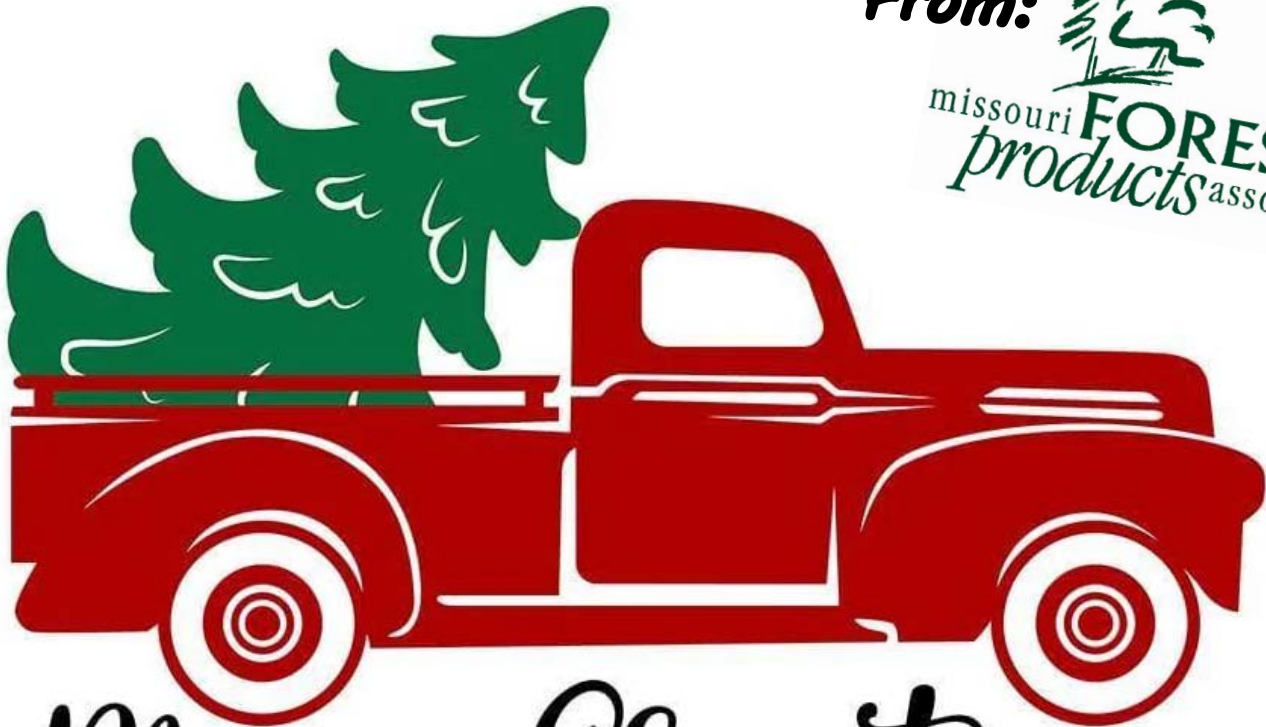
TOTAL ATTENDING:

#\_\_\_\_ RECEPTION & DINNER

REGISTRATION FEE: \$120.00 PER PERSON

#\_\_\_\_ LEGISLATIVE BREAKFAST (STATE CAPITOL)

HOSTED BY THE MFP PAC



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Merry Christmas



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