



MFPA LAUNCHES NEW COMMUNICATION PLATFORM

Communication within the forest products industry in Missouri can be challenging and MFPA is always investigating new and better ways to reach the membership. Most esteemed psychologists who focus on marital counseling seem to rely on the old saying that “communication is a two-way street” and that leads to years of marital bliss. We are taking that philosophy and adapting it to MFPA and hopefully implementing a new platform that enables all of us to communicate with each other better and more frequently. We are confident that our new communication strategy will lead to years of membership bliss. I can't help it, I'm in a “sappy” mood today so this analogy just began to flow through the keyboard. In short, we want to do a better job communicating with all of you, and we think we have the right tool for the job.

In December, your board of directors approved an agreement between MFPA and Tradewing to move forward with a total revamp of our internal database and electronic file storage that will be linked directly to our external communication with the membership. I have no idea how all this ultimately gets accomplished, but I am convinced that our new relationship with Tradewing will result in better and more timely communication with our members.

All of us are familiar with email, it's been around for years now, but it seems less and less effective as a communication tool. Separating the good stuff from the bad stuff and deleting hundreds of emails on Friday if you haven't had the time to check them since Tuesday, gets very frustrating. We feel fortunate to have a 50 percent “open” rate for emails that are sent from the MFPA office and we are often told “we just don't check email very often anymore”. We will not stop sending emails to our membership, we just want to expand our communication opportunities to reach as many of you as possible. So, what's the bright idea? We will be launching an MFPA “AP” that we will be advertising far and wide that you can download on your phone and receive MFPA specific information. The one communication device that I see all of our members use is their phone, and we hope that the “MyMFPA” ap will make it easier for you to follow what is happening in the association. This is not a requirement of MFPA membership, if you don't want it, no problem, don't use it.

Our new communication platform will also provide new opportunities for members to purchase advertising that can be specifically pushed to the membership. Communication among the membership will be strongly enhanced by this new tool and we look forward to launching it over the next few months.

VALENTINE'S DAY

You will receive this newsletter via U.S. postal service within a few days of a very important “day”, Valentine's Day, a national day set aside to celebrate the love of your life. Approximately \$30 billion will be spent on humans and \$750 million on pets in an effort to purchase affection on Valentine's Day. Is it a wise investment, just another perplexing personal decision? Hope you make the right choice!

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It's Time To Renew!

Membership renewal forms have been 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 return your dues and information promptly as we have started assembling the 2023-2024 Membership Directory...

Our Mission

Missouri Forest Products Association is dedicated to serving and promoting the forest products industry of Missouri. Founded in 1970, MFPA has over 300 members representing primary and secondary wood industry, supplier and service industries, loggers and landowners. MFPA advocates sustainable management and sound stewardship of Missouri's forests to benefit current and future generations.

**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), or give us a call (573-634-3252).

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INSURING YOUR SUCCESS

MFPA Advertising Opportunities

MFPA Membership Directory Advertising

MFPA is starting to assemble the 2023-2024 Membership Directory. Each MFPA member receives a new Membership Directory every year. The directory contains detailed company contact information for all current members and the types of products they produce or services they provide. The directory is used by member companies as a valuable information resource when trying to locate equipment, services, and raw material to support your business.

The MFPA Membership Directory is also a useful tool to advertise your company and the products or services you provide. We believe that advertisements within the directory are responded to by member companies. There are many options for advertising in the directory to suit your needs.

Advertising Rates:

Ad size	Rate
Business Card - black & white	\$300
¼ Page - black & white	\$535
½ Page - black & white	\$910
Full Page - black & white	\$1445
Full Page - color	\$1600
Tabbed Full Page - black & white	\$1800
Tabbed Full Page - color	\$2000
Tabbed ½ Page - black & white	\$1200
Tabbed ½ Page - color	\$1380
Tabbed ¼ Page - black & white	\$800
Tabbed ¼ Page - color	\$950



MFPA Members receive 15% off rate price.

Please contact the MFPA office at 573-634-3252 or laura@moforest.org for more information on directory advertising or to reserve a spot for your advertisement.

MFPA Newsletter

COLOR		
Size	1 issue	6 or more
Full Page	\$439	\$350
Half Page	\$219	\$175
1/4 Page	\$115	\$90
Business Card	\$59	\$45
BLACK & WHITE		
Size	1 issue	6 or more
Full Page	\$345	\$275
Half Page	\$175	\$140
1/4 Page	\$95	\$75
Business Card	\$45	\$35

Sizes:

Full Page	7 ½" x 10"
Half Page	7 ½" x 5"
1/4 Page	3 ¾" x 5"

Reserve a spot to advertise in the monthly Newsletter. All MFPA members receive the Newsletter and can expose your company's services and products to all MFPA

Online Advertising

Ad Rate	
Three months	\$450
One year	\$1440

MFPA can place a website banner advertisement on the MFPA website at www.moforest.org. Web ads provide a link to your company's website. The MFPA website is used by members as well as by a variety of non-members which can provide exposure of your company to a wide array of potential customers.

Available on MFPA and Missouri Logging Council homes pages.

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for AAA Members⁵



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Must contact me directly to receive discounted rate and 2 FREE members!

¹With this offer you pay \$46 (\$8 admission fee waived and \$12 discount on primary dues, Region 1-4) when you sign-up for automatic renewal, and receive a free one-year Associate membership at the Classic level of benefits. Pricing only valid for 10 or more. A non-refundable service fee may apply each time you use Roadside Assistance on the same day you become a member. See AAA.com/servicefee for fee amount. An individual may have only one membership. See Member Guide for more information. Member eligibility, dues, fees, benefits and services subject to change without notice. Applications subject to approval and acceptance by AAA. Membership includes a nondeductible \$2 subscription for AAA Explorer. Offer expires 3/15/23. ²By signing up for automatic renewal, your credit/debit card or bank account will automatically be billed each year for your annual membership dues then in effect. For details about automatic renewal, see Member Guide or speak to your AAA representative. ³Each member is allowed up to four (4) free Roadside Assistance service calls per membership year, including tows either back to the service provider or to a destination within mileage range limit based on your benefit level and state. Roadside Assistance is generally provided by independent service providers and is limited to the U.S. and Canada. Certain Roadside Assistance service conditions and restrictions apply. See Member Guide for more information. ⁴Discounts and vendors subject to change without notice. Other restrictions apply. AAA does not endorse any vendor and disclaims any responsibility for any product, promotions, or content featured herein or on the AAA Discounts & Rewards™ website. ⁵ProtectMyID™ Essential is the free Identity Theft Protection product provided by Experian®. To be eligible to enroll, you must be 18 years of age or older and have a valid AAA Membership. You must have a valid email address and access to the internet. AAA offers other identity theft monitoring services at member-discounted pricing. Certain restrictions apply. For more information, including terms and conditions, visit AAA.com/safeguardyouridentity. Copyright © 2022 Automobile Club of Missouri. All Rights Reserved.

CERTIFICATION & EDUCATION



Mark McCarthy



Since I started with MFPA almost 9 years ago, it has been my goal to attend at least one session in every PTH class. So far, I think I may have missed 2. I learn a lot in each session I attend. It's also good to meet the participants. Last month, I talked about the article that said loggers were among the happiest at their job. When you meet these loggers, you can see that. They genuinely enjoy what they do...and they like talking about it. It helps that we have great instructors. Joe Glenn has been teaching almost from the very beginning. Joe started training with Soren Eriksson back in 1993. He ended up taking over instruction in 2001. He has as much enthusiasm today as he did back then. He is regarded as the best instructor out of the Safety and Woods Worker (SAWW) program. Joe is one of those rare individuals that can talk the talk, AND walk the walk. It isn't just words for Joe. Each class is special. It is his chance to make a difference. Safety isn't business, it is personal. He encourages trading stories. It is a way to bring the message home. 30 years later, Joe is now the trainer. He has taken young logger Aaron Hovis out of the woods and under his wing. Joe and Aaron are cut from the same cloth. There is a lot of respect going in both directions, and the benefactors are the participants in the class. The classes are lively, and energetic...a good way to teach important issues. For those of you that have taken PTH, the class is still spent both inside a classroom and in the woods. Joe and Aaron have mastered both. With any luck at all, in another 30 years we will be writing an article about Aaron's protégé...or better yet discussing how Joe and Aaron are still working together to make the woods a safer place to work. If you HAVE taken PTH, make sure you are current with your CE. If you HAVEN'T taken the class, or know someone that should...get involved. Don't forget about the PPE cost share benefit for graduating PTH. The MDC cost-share pays PTH trained loggers 50%, and Master Loggers 75%. For more information about the PPE cost share or to sign up for PTH, call the office; (573) 634-3252, or mark@moforest.org. You can also register online.



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2023 Summer Meeting

Chateau on the Lake
Resort Spa & Convention Center
Branson, MO
July 28-29

Save the date for the 2023 MFPA Annual Summer Meeting!! We are heading to the Chateau on the Lake in Branson, MO! Join us for great opportunities for involvement in the industry's growth, networking, entertainment, and socializing. We hope that you plan on attending the Summer meeting.



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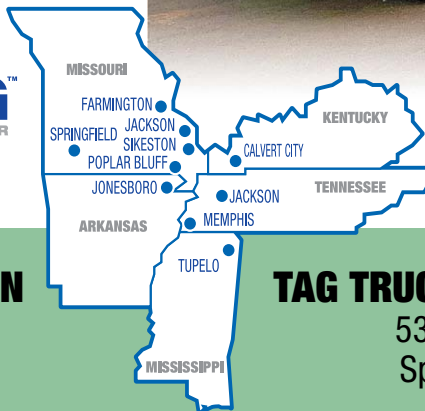
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