

# NAWLA WOOD BASICS COURSE OREGON



Working in conjunction with  
Oregon State University (OSU)

**September 14-17, 2009**  
**Salbaugeon Suites**  
**Corvallis, Oregon**



# NAWLA Wood Basics Course

## LEARN FROM THE BEST IN THE INDUSTRY

### EDUCATION MEANS INCREASED CUSTOMER SERVICE/SATISFACTION AND GREATER PROFITS

Meet the challenges of the rapidly changing forest products industry head-on, and prepare for your success and enhanced education. The *NAWLA Wood Basics Course* is an intensive, four-day training experience that is custom-tailored to the forest products industry. Please see the **Course Schedule & Curriculum** on the next page.

The *Wood Basics Course* maintains the highest level of regard within the forest products industry and is considered the mainstay of training programs for new hires and new people to the industry in *all departments* at many organizations. Students with two weeks to two years of experience in all areas of their companies will benefit from this comprehensive program. In addition to Sales and Marketing people, this course is also ideal for Accountants, Administrative Assistants, Shipping & Receiving personnel, Buyers, and even Executive Management who are new to the industry.

While receiving specialized training, participants interact closely with one another throughout the course, developing ties that will benefit them throughout their careers. Since its inception in 1981, nearly 1,500 lumber industry professionals have graduated from the NAWLA Wood Basics Course.

### AN EXPERT FACULTY TO GUIDE YOU

A seminar faculty comprised of leading lumber industry executives, university professors and specialists in sales, transportation, grading and more, guide you through the program. The depth of knowledge and real-life experience offered by these experts—through classroom and informal interaction—translates into a profitable and productive learning experience.

### FIELD TRIPS

No learning process would be complete without field trips to provide those all important “teachable moments.” These outings will provide students with the opportunity to view first-hand and in a structured format the primary components of lumber and panel production. During the week, the class will tour a working forest, harvesting operation, sawmill, plywood plant and may visit a construction site. The message of responsible environmental stewardship, combined with tangible examples of modern forest management practices, will show the integrity of our industry.

## During the course, students will have an opportunity to:

- Develop a “big-picture” knowledge of the industry in which they serve.
- Learn from both professional educators and the lumber industry’s most successful executives as they share their in-depth knowledge and practical expertise.
- Visit major lumber and specialty products manufacturing facilities, a working forest, and more.
- Be immersed in classes on product information, manufacturing processes, sales techniques, marketing, credit, finance, transportation, new technologies, and more.



Machine Stress Rating (MSR) Testing



The Log Deck



Logs are sorted prior to entering the mill



Nothing from the log is wasted



The Grading Line

## WHAT TO WEAR

Dress for classes during the Wood Basics Course is casual, with the exception of the closing banquet on Thursday which calls for appropriate business attire (coat and tie for men).

Average temperatures this time of year are a high of 77 degrees and a low of 48 degrees. Students should bring suitable hiking or walking shoes for the lumber mill, forest field trip, and construction site visits. A light jacket is also recommended.



## AIRLINE AND GROUND TRANSPORTATION

If you will be traveling by air, the nearest major airport is Portland International Airport (PDX). The hotel is approximately 90 minutes from the airport. Contact Island Coach Services at (541) 753-4046 to make reservations for transportation between the airport and the Salbaugeon Suites in Corvallis. The approximate one-way fee is \$63–\$83/person, pending travel time of day.

Advanced reservations are recommended. For further information, please visit the official site at [www.islandcoach.com](http://www.islandcoach.com). Once in Corvallis, all required transportation will be provided by NAWLA, except for your return trip to the airport.

## GETTING THERE & LODGING

### Corvallis, Oregon

What better place to be in September than Corvallis, Oregon? Lodging and all classroom programs will be held at Salbaugeon Suites.

NAWLA will make your guestroom reservations for arrival on Sunday, September 13, and departure on Friday, September 18. Guestroom accommodations are included in the registration fee.

*Please note that five nights lodging is covered by NAWLA as part of your registration fee.*

### Salbaugeon Suites

1730 NW 9th street

Corvallis, OR 97330

Website: [www.salbaugeon.com](http://www.salbaugeon.com)

Salbaugeon offers spacious suites that feel more like home and include refrigerator, coffee maker, microwave and work desk with complimentary computer with high-speed Internet access.

## COURSE SCHEDULE & CURRICULUM (SUBJECT TO CHANGE)

### Sunday, September 13

#### Travel and Arrival Day

### Monday, September 14

#### Forest Ecology and Silviculture

Tree Biology, Components & Processes, Logging Impacts and Fire-friend or Foe

#### Dimension Lumber

Boards, Dimension, Timbers, Grain, Specialty Items, Heartwood and Sapwood

#### Engineered Wood Products

I-Joists, LVL, Glulam and Framing Systems

#### Structural Panels

Plywood, OSB, Ratings & Specifications & Sheathing

#### NAWLA Hosted Reception and Dinner

### Tuesday, September 15

#### Field Trip – Starker Forest Lands

Sustainability, Forest Management, Harvesting Operation

#### Lumber Manufacturing

Log Supply, Sawmill Performance, Drying, Grading and Sawmill Machines

#### Crow's Market and Price Service (Crow's/RISI)

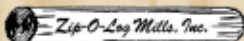
#### Wood Alternatives

Composites, PVC, Plastics and Decking

### Wednesday, September 16

#### Field Trip – Zip-O-Log Mills, Inc.

Specializing in high quality, long length timbers



### Wednesday, September 16 (continued)

#### Field Trips – Rosboro Plant Tours

Sawmill Tour  
Engineered Wood Plant Tour  
Plywood Plant Tour

Lunch Provided by: Rosboro

#### Grading Workshop

Shake, Twist, Wane and Knots

#### Green Building Movement & Chain of Custody FSC, SFI®

**Rosboro**  
Growing Today, Building Tomorrow.®

### Thursday, September 17

#### Sales Training

Understanding the Wholesale Function  
Credit, Collections & Cash Flow, Basic Selling Skills and Role Playing

#### Marketing

The Real World, Roles, Marketing Basics, Changes in Industry, Solutions and Case Study

#### Transportation/Logistics/Claims Industry Panel

Overview, Rail, Truck, Reloads, Pricing, Intermodal, Relationships and Negotiations

#### Graduation Reception and Dinner

### Friday, September 18

#### Departures

# What People Are Saying About The NAWLA Wood Basics Course!

*I went in with little knowledge about wood and where it comes from and left OR very pleased on what I had learned. Traveling to logging sites and watching loggers work was a treat. I especially enjoyed walking through the mills to actually see how plywood, OSB and beams are manufactured from step one at the tree farm to the last step when the product is ready to ship. And not to mention the great list of contacts I made.*

**Kristen Manning**  
North Pacific

*The NAWLA Wood Basics Course was a week that I will never forget. Having the opportunity to be in the field with some of the deepest minds in forestry was a priceless experience. You can read books and talk to veterans within your own company, but nothing beats the unblased knowledge of the NAWLA Wood Basic's experts. This course gave me the tools and knowledge to speak the lumber language more fluently and with better success.*

**Adam Russin**  
Russin Lumber Corp.

*As a young professional new to the industry, the Wood Basics Course helped familiarize me with the basic components of our industry. The classes were informative and fun, but the best part was getting the opportunity to network with other young professionals.*

**Chris Chase**  
Patrick Lumber

*As a complete new comer of the forestry industry, I got both big picture and essential details from this intense course, though there are a lot more to learn down the road. I felt a lot more comfortable to start after the training.*

**Jenny Qian**  
Olympic Industries Inc.



## REGISTRATION FORM

**NAWLA Wood Basics Course - Corvallis, Oregon - September 14-17, 2009**

Name of Registrant \_\_\_\_\_

Company \_\_\_\_\_

Business Address \_\_\_\_\_

City, State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ **For additional registrations, please photocopy this form.**  
*Please keep a copy of this completed form for your records.*

Deposit required: **\$995** per registrant (U.S. Funds) **payable to NAWLA Services Corporation** at time of registration. Balance is due by August 3, 2009. Substitutions may be made at any time prior to the Seminar. Registrants with confirmed applications who do not attend may be liable for the entire fee depending on NAWLA's ability to fill the vacancy. There will be no refunds given after August 3, 2009. Cancellations prior to August 3, 2009 will incur a \$100 cancellation fee.

**Registration Fee includes lodging, all group meals, seminar notebook, pre-seminar text, field trips and instruction.**

**Member Fee: \$1,995**

**Non Member Fee: \$2,495**

**Free of Charge** - Include the NAWLA Sales Training Manual with my materials.  
(Course book is an *optional* resource but recommended).

### Payment Method:

My check is enclosed. Or, Charge my:  Amex  Visa  Master Card

Check One:  Deposit Only  Full Payment

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Signature: \_\_\_\_\_



**Return to:** NAWLA Services Corporation • 3601 Algonquin Road, Suite 400 • Rolling Meadows, IL 60008  
Tel: 800-527-8258 • Fax: 847-870-0201 • E-mail: [swoldt@nawla.org](mailto:swoldt@nawla.org) • Web: [www.nawla.org](http://www.nawla.org)