



UNIVERSITY OF MINNESOTA

**FPMDI** Forest Products Management Development Institute

Presents a Webinar Series with



## "Positioning for Green - Opportunities for Forest Products"

Who Should Attend:

- Retail and wholesale building products distributors.
- Builders interested in issues surrounding green building.
- Manufacturers concerned about promoting their products as sustainable and environmentally responsible.
- People interested in green marketing and wondering how to get started.

What:

FPMDI presents five webinars featuring leading nationwide experts in the area of green building. View, listen and interact with the speakers at your desk. A simple two step process to register and attend these valuable online presentations.

Why:

Current conditions in the housing and forest products sectors are bleak. However, recovery will come eventually, and when it does, it is likely that the housing market will be different than today as consumers and the business climate change. It is also likely that building materials suppliers will need to adjust practices to succeed in the new environment. Successful companies will be those that identify new opportunities and act accordingly. One change that is currently underway is a shift toward green in commercial, industrial, and residential buildings. This program will examine current trends, identify emerging opportunities, and examine potential strategies for thriving in a future defined by greater attention to environmental impacts.

Register for all five Webinar events!  
See next page for registration.

**Understanding North American Green Building and Impact on Demand for Certified Wood Products**

Featuring Jim Bowyer  
Jan.14, 2010, 10-11am

**Chain of Custody – What, Why, How, Costs, and Perspectives on Benefits to Your Organization**

Featuring Jeff Howe  
Feb 11, 2010, 1-2pm

**Sourcing and Selling Certified Wood**

Featuring Jeff Howe  
Feb 25th, 2010, 1-2pm

**Forest Certification Programs in North America and Worldwide –Trends in Program Development**

Featuring Kathryn Fernholz  
March 11, 2010, 2-3pm

**Putting It all Together – Selling Green to an Increasingly Green Customer Base**

Featuring Jim Bowyer  
April 1<sup>st</sup>, 2010, 1-2pm

Our Proud Partners  
and Collaborators





**Dr. Jim Bowyer** is professor emeritus, University of Minnesota Department of Bioproducts and Biosystems Engineering, Director of the Responsible Materials Program of Dovetail Partners, Inc., and President of Bowyer & Associates, a consulting firm focused on helping organizations to improve environmental performance. Dr. Bowyer was Head of the University of Minnesota's Department of Wood & Paper Science from 1984 to 1994, and Founding director of the Forest Products Management Development Institute.



**Kathryn Fernholz**, Executive Director, Dovetail Partners, Inc. With a consulting firm, Kathryn was a member of the environmental services department where her work included natural resource inventories, comprehensive planning, and environmental impact assessments. While working for the Community Forestry Resource Center, Kathryn developed and managed a group certification project for family forests and worked to increase local capacity to provide forest management and marketing services that are compatible with certification standards. Kathryn served as Chair of the Minnesota Society of American Foresters and was appointed to the Minnesota Forest Resources Council. Kathryn is a member of the Advisory Board for the Blandin Foundation's Vital Forests/Vital Communities Initiative, the Minnesota DNR's Stewardship Committee, and the Forests for the Future Committee.



**Dr. Jeff Howe** is the CEO of Fullerton Companies, an entity operating 17 facilities in 6 states, and Chairman of the Board of Dovetail Partners, Inc., a non-profit organization that provides authoritative information about the impacts and trade-offs of environmental decisions, including consumption choices, land use, and policy alternatives. Jeff was President of Colonial Craft, a specialty wood products manufacturer recognized annually by Wood & Wood Products magazine as one of the 100 fastest growing companies in the U.S. Howe has expertise in environmental leadership and green marketing, including forest and chain of custody certification and green building practices. Howe is co-author (with Steve Bratkovich) of the extremely popular "Planning Guide for Small and Medium Size Wood Products Companies."

**Price: \$49 per session . For online registration, click on the session title. Please note that each webinar requires separate registration.**

- [Understanding North American Green Building](#), Jan. 14, 2010
- [Chain of Custody](#), Feb. 11, 2010
- [Sourcing and Selling Certified Wood](#), Feb. 25, 2010
- [Forest Certification Programs](#), Mar. 11, 2010
- [Putting it all Together](#), April 1, 2010

**[If you prefer to fax or mail your registration, click here.](#)**



**FPMDI Web Site:**  
[www.bbe.umn.edu/FPMDI.html](http://www.bbe.umn.edu/FPMDI.html)

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