

# 2025 Mapping the Course Annual Conference

## Navigating Forest Industry Trends in North America

Thank you for joining us to celebrate a new direction for the next 10 years of Mapping the Course! The 2025 conference brings some updates to annual programming as well as a location change.

### Programming

Starting in 2025, **Mapping the Course will continue indefinitely as a 3-day event.** While each event functions as a standalone, registration can be combined into one event invoice if needed to ease your workplace administrative processing.

Day 1: Half-day Forestry Industry Workforce Development Workshop

Day 2: Mapping the Course Main Program

Day 3: Rotating Special Topics – 2025 is The Beck Group’s Business of Forest Products

Food and drink are provided daily, and each conference hosts at least one evening social event.

### Workforce Development Workshop

This workshop brings together diverse forest sector stakeholders for an afternoon focused on ways to strategically advance workforce development in the region. This Workshop is linked to the new Pathways Program at Western Forestry and Conservation Association and held in conjunction with the Forest Sector Workforce Development Working Group.

The Pathways Program is envisioned as a 5-week field-based training of forestry specific topics. This field program is intended to fill the gap left when the large land-grant universities turned away from practical, hands-on forestry training and instead focused on general environmental teaching in classrooms. The first 5-week course is planned for summer 2025. Next year’s conference will discuss this inaugural offering in more detail and outline the next year’s plan. The Pathways Program will soon have a dedicated webpage with more information and schedule/registration information.

The Forest Sector Workforce Development Working Group holds monthly meetings. These monthly meetings bring together education, private industry, government, non-profits, and tribes for conversation and connection. These hybrid meeting opportunities provide space for those working in the forest sector to discuss specific topics, learn from each other, and identify ways to address workforce challenges. Forest Sector Workforce Development Working Group hybrid meetings occur on the third Wednesday of the month from 10am-12pm Pacific Time. More information is online at <https://www.westernforestry.org/events/workforce-development/>. Contact Pathways Program Coordinator, Erin Feeney [erin@westernforestry.org](mailto:erin@westernforestry.org), with any questions or to suggest a topic.

## Mapping the Course Main Program

General topics include trends, opportunities, and stressors for forest products markets in North America; federal lands issues; regional forest-sector regulations updates; transportation and supply chain discussions; and workforce topics. Contact WFCA Executive Director, Nicole Jacobsen [nicole@westernforestry.org](mailto:nicole@westernforestry.org), with any questions or to suggest a topic or theme for an upcoming conference.

## Rotating Special Topics

Following the main programming day of Mapping the Course, a special topic seminar has periodically been held to discuss a pressing issue in more detail. We will continue and expand this tradition by holding a special seminar as Day 3 of each annual conference. Contact WFCA Executive Director, Nicole Jacobsen [nicole@westernforestry.org](mailto:nicole@westernforestry.org), with any questions or to suggest a topic or theme for an upcoming special topic seminar.



**WFCA wants your input!** We do not create programming for our own enjoyment – although these events are fun – we want to provide relevant and engaging programming that is immediately useful in your forestry industry career. Please reach out using the emails listed above or filling out the survey using the QR code.

## Location

**The World Forestry Center is our new home for this annual conference.** Western Forestry and Conservation Association offices are located on campus, and we are aligned in our organization missions. Although no hotel is associated with World Forestry Center, there are numerous metro/rideshare options to transport conference participants from their hotel downtown (or nearby) to the World Forestry Center campus.

All visitors who travel by car to the World Forestry Center are required to pay for parking in lots managed and monitored by the City of Portland within Washington Park, which has a pay-by-space meter system utilizing the Parking Kitty app. When planning your visit, please be aware that special events such as Zoo Concerts and other peak times can create parking shortages. Parking is available on a first-come, first-served basis to all people visiting any of the institutions in Washington Park. Parking cannot be reserved or guaranteed for any events.

Visitors are encouraged to take advantage of the MAX Light Rail station that comes right to campus. The MAX park-and-ride lots are generally available evenings and weekends. For more information call TRI-MET at 503-238-RIDE or visit their website at <http://trimet.org/>.

The World Forestry Center campus is within Portland's fantastic Washington Park. As well as information on overflow parking and shuttle access, more information is available on the history, mission, and management of the park at <https://explorewashingtonpark.org/>.

## 2025 Mapping the Course Conference Program

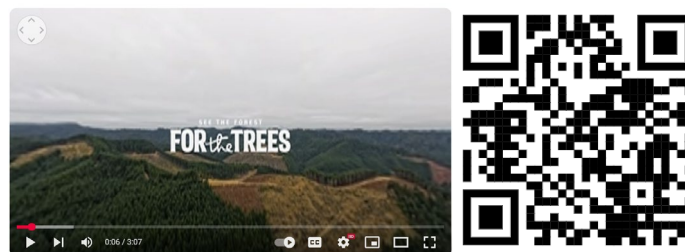
Day 1: Tuesday, January 21st

### Workforce Development & Communications Workshop

This workshop brings together diverse forest sector stakeholders for an afternoon focused on ways to strategically advance workforce development in the region. Use the QR code or visit <https://www.westernforestry.org/wp-content/uploads/2025/01/Pathways-workshop.pdf> for a shareable event flyer with speaker bios.

- 1:00pm**      **Opening remarks** – Blake Manley, Manley Jobs
- 1:15pm**      **Why your company is NOT for everyone, and that’s a good thing! How story helps you find A-Players** – Josh Law, CEO/Founder, Only Co.
- 2:15pm**      **An Employer Focus on Workforce: How SPI is Addressing the Talent Pipeline** – Jacquelin Earley, Workforce Development Coordinator, Sierra Pacific Industries
- 2:45pm**      Break & Activity
- 3:15pm**      **What Are We Waiting for? Entry-level Logger Training for the Greater Northwest** – Blake Manley, Manley Jobs
- 4:00pm**      **Creating Space and Opportunity for Marginalized Communities in the Forest Sector** – Rashad Norris, Founder/Executive Director, Relevant Engagement
- 5:00pm**      Wrap-up & Adjourn Day 1
- 5:30-7:00pm**      **Multi-event Social held on-site at the World Forestry Center**

This workshop also presents Oregon Forests Forever new VR experience. Participants are encouraged to check out this innovative forestry communications and outreach tool. To preview the experience, check out an example video on the [For the Trees YouTube Channel](#).



The Oregon Forests Forever team recently debuted a **“For the Trees” virtual reality experience**. These **360-degree interactive videos** share sights and sounds you can only experience from inside a working forest. Each video is a few minutes long and takes the viewer on a journey through active forest management, wildfire prevention, and ensuring sustainability.

## 2025 Mapping the Course Conference Program

### Day 1: Tuesday, January 21st

**1-5pm**            **Workforce Development & Communications Workshop** (see previous page)  
**530-7pm**        **Social Event at World Forestry Center**

### Day 2: Wednesday, January 22nd

**8:00am**            **Optional Coffee Mixer**  
**9:00am**            ***New Vision for WFC*** – Joe Furia, CEO, World Forestry Center  
**9:30am**            ***Economic Overview*** – Mike Buffo, Dir. of Technical Services, Mason, Bruce & Girard  
**10:00am**            ***Outlook on Mass Timber*** – Iain Macdonald & Marcus Kauffman, PNW Mass Timber  
Tech Hub

**10:30am**            **Break**

**10:45am**            ***Transportation & Trucking Updates*** – Jana Jarvis, President & CEO, OR Trucking  
Associations

**11:30am**            ***Overturing Chevron Doctrine*** – Sarah Melton, Staff Attorney, American Forest  
Resource Council

**12:00pm**            **Lunch (included in registration)**

**1:00pm**            ***Shaping Perception: Advancing the Forest Industry Through Strategy*** – Amanda  
Sullivan-Astor, Forest Policy Manager, Associated Oregon Loggers

**1:30pm**            ***Fueling Change: USFS and Private Industry Partnerships for Wildfire  
Suppression and Prevention*** – Chad Washington, Director of Forest Protection,  
Oregon Forest Industries Council

**2:15pm**            ***NW Forest Plan Update*** – Shasta Ferranto, Special Assistant to the Regional  
Forester, US Forest Service – Pacific Northwest Region

**3:00pm**            **Break**

**3:15pm**            ***Trusted Messengers: Why Getting OTHER People to Tell Your Story is What  
Really Matters*** – Josh Law, Founder/Forest Advocate, We The Forest

**4:00pm**            ***Panel: What’s Working in Forestry Communications***  
Moderated by Blake Manley, Manley Jobs

- Jordan Benner, OFRI
- Sara Duncan, OFIC
- Josh Law, We The Forest

**5:00pm**            **Adjourn Day 2**

## 2025 Mapping the Course Conference Program

Day 3: Thursday, January 23rd

### The Business of Forest Products Workshop

This workshop introduces the businesses that utilize materials harvested from the forest, how raw materials are evaluated and purchased, and the associated nomenclature of the industry. Participants will gain an understanding of the values associated with harvesting and manufacturing wood products. For those who want to further their understanding and industry experience, this workshop will provide an opportunity to learn the differences in raw material consumption across forest product business segments and regions. Participants will gain understanding of the values associated with harvesting and manufacturing wood products in each region; instructors will introduce the related terminology and convey an understanding of which raw materials (and associated costs) are appropriate for use in various forest products industry sectors.

This information is a great fit for anyone new to the forest products business, USFS staff, other local and State government agency staff, accountants, salespeople, legal counsel, and human resources staff at existing forest products manufacturing companies who seek a basic understanding of wood-based raw materials and their importance in forest products manufacturing.

**8:00am Coffee & Check-in**

9:00am Welcome – Steve Courtney, Vice President of Operations, The Beck Group

**NOTE: A 5-minute break will occur between each topic**

Morning Session starts at 9:05am

1. Introduction to the Forest Products Industry & Businesses Consuming Forest Derived Wood
2. Forest Products and Associated Businesses
3. Units of Measure & Conversion Factors for Transactions

**11:30am Lunch**

Afternoon Session starts at 12:30pm

4. Selling: Finding Markets, Purchaser Specifications, & Determining Value
5. Costs of Harvesting Forest Products
6. Wood Manufacturers: Log values, Product Yield, & Product Value
7. Determining Timber Sale Value

**3:45pm Adjourn Day 3 and Conference End**

Thank you for attending the 2025 Mapping the Course Conference  
Please fill out the post-event survey using the QR code.  
Have a great year and we look forward to seeing you in 2026!

