

Call for Papers

**IUFRO 5.10.00 – Forest Products Marketing and Business Management and the
UNECE/FAO Team of Specialists on Forest Products Markets and Marketing
Pre-Conference to the Forest Products Society 65th International Convention
Portland, Oregon
June 15-18, 2011**

The Forest Products Marketing and Business Management Research Group covers all aspects of forest products business with a focus on marketing. The Group is very inclusive and, as such, encompasses a myriad of issues and topics on a global basis. Examples include sustainable business management practices, value-addition strategies, marketing, management, consumer behavior, Internet marketing, supply chain management, innovation, strategic positioning, branding, certification, and policy. Major goals of the Research Group include:

- Engage researchers and practitioners globally in discussions related to forest products marketing and business issues and concerns.
- Share and disseminate information at international meetings and conferences.
- Contribute to the state-of-knowledge in the field.

The Group has organized a special conference in Corvallis, Oregon for the days prior to the Forest Products Society 65th International Convention in Portland. The purpose of this conference is to bring together the core participants in the group for networking and sharing of current research. Students are especially encouraged to attend.

The preliminary program includes research presentations on June 17 followed by forest and industry tours on June 18. A maximum of 15 presentations will be accepted. Each presentation will be 20 minutes long with time for Q&A after each set of three presentations. Any relevant topic within the broad field is acceptable. Student submissions will receive priority.

Submission deadline: December 15, 2010. Please submit your abstract of 400 words or less to Chris Knowles – Chris.Knowles@oregonstate.edu. Students are especially encouraged to submit abstracts. Abstracts will be evaluated by the Scientific Organizing Committee listed below. It is acceptable, but not preferred that the abstract/presentation be the same as that submitted to the FPS International Convention.

Conference Proceedings: All oral and poster presentations require a 4-8 page technical paper (due March 15, 2011) to be published in a Proceedings (CD) given to all attendees, and then electronically published on the UNECE/FAO Team of Specialists website.

Dr. Eric Hansen (Coordinator IUFRO 5.10.00), United States
Dr. Rich Vlosky (Deputy IUFRO 5.10.00), United States
Dr. Rob Kozak (Deputy IUFRO 5.10.00), Canada
Dr. Anne Toppinen (Deputy IUFRO 5.10.00), Finland
Dr. Paul Dargusch (Deputy IUFRO 5.10.00), Australia
Dr. Toshiaki Owari (Deputy IUFRO 5.10.00), Japan
Dr. Ed Pepke (UNECE/FAO Representative), Switzerland
Dr. Chris Knowles (Chair Scientific and Organizing Committee), United States

For more information regarding the conference, please see the following:

**IUFRO 5.10.00 & UNECE ToSFPMM
Joint Pre-Conference to the FPS 65th International Convention
Corvallis, OR
June 15-18, 2011**

Venue

Oregon Wood Innovation Center
<http://owic.oregonstate.edu/>

Travelling to Corvallis

Fly to Portland (PDX), then take the Hut Shuttle (<http://www.portlandairportshuttle.com/>) to the Hilton Garden Inn in Corvallis.

Preliminary Program

Wednesday, June 15 - Ice-breaker, Corvallis

Thursday, June 16

AM Conference/Presentations, OSU, Corvallis
PM Forest/Industry Tour, Corvallis area
Winery tour

Friday, June 17

AM Conference/Presentations, OSU, Corvallis
PM Forest/Industry Tour, Corvallis area

Saturday, June 18

AM Conference/Presentations, OSU, Corvallis
PM Travel to Oregon Coast
Overnight, Newport (or other coastal town)

Sunday, June 19

Oregon cultural activities

- Tillamook Air Museum has a unique wooden structure (<http://www.tillamookair.com/html/bldg.html>) \$7.50 per person
- Oregon Coast Aquarium (<http://www.aquarium.org/>) \$15.00 per person
- Evergreen Air and Space Museum – home of the “Spruce Goose” (<http://www.sprucegoose.org/>) \$20.00 per person

Arrive at Portland Doubletree by 16:00

Registration Fees

Early registration General: \$800 Student (or accommodation in OSU dorm): \$600

Late registration General: \$875 Student: \$675

Registration fee is all inclusive - including ice-breaker, accommodation in Corvallis and Newport, transportation, and meals during meeting.

Lodging information

Hilton Garden Inn Corvallis -

<http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=CVOCHGI>

Deadlines

Abstract submission December 31, 2010

Early registration March 30, 2011

Late registration April 30, 2011

Proceedings papers March 15, 2011

On-site registration is not acceptable.

Organizer

IUFRO 5.10.00 – Forest Products Marketing and Business Management

The UNECE Team of Specialists on Forest Products Markets and Marketing

Co-organizers

Oregon State University

The Oregon Wood Innovation Center

Scientific Organizing Committee

Dr. Eric Hansen (Coordinator IUFRO 5.10.00), United States

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Dr. Paul Dargusch (Deputy IUFRO 5.10.00), Australia

Dr. Toshiaki Owari (Deputy IUFRO 5.10.00), Japan

Local Organizing Committee

Dr. Chris Knowles (Chair, OSU)

Dr. Eric Hansen (OSU)

Ms. Rebecca Hamner (OSU)

Mrs. Jane Han (OSU)

Contact

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