

## Selling Green to Survive the Housing Downturn and Beyond

### 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 this workshop with presentations by leading nationwide experts in the area of green building. Dr. Jim Bowyer has presented to audiences across the U.S. and internationally on topics related to sustainable development and green building. Dr. Jeff Howe brings considerable industry experience as current President and CEO of the Fullerton Companies and as past CEO of Colonial Craft and through entrepreneurial expertise gained as an industry consultant and founder of Dovetail Partners, Inc.. Steve Bratkovich brings 32 years of experience in forestry and forest products in Ohio and Minnesota.

### 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.

## Conference Location

Radisson Hotel and Convention Center  
3131 Campus Drive  
Plymouth, Minnesota  
Reservations: 888-201-1728  
Hotel: 763-559-6600  
Fax: 763-559-7516  
<http://www.radisson.com>



### FPMDI Website:

<http://fpmdi.cfans.umn.edu/>

### Department of Bioproducts and Biosystems Engineering Website:

<http://www.bbe.umn.edu/>



## Speaker Biographies

**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. Prior to leading the Fullerton Companies, 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 a long history of environmental leadership and involvement in 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, and is an expert on creating Learning Organizations and on implementing organizational change.

**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. He has published widely on the topics of green building, life cycle assessment, and improvement of environmental performance and is a frequent speaker nationally and internationally on these topics.

Bowyer was Head of the University of Minnesota's Department of Wood & Paper Science from 1984 to 1994, and Founder and Director of the Forest Products Management Development Institute.

**Dr. Steve Bratkovich** is a forest industry consultant and free-lance writer specializing in natural resources topics. For 15 years he worked for the U.S. Forest Service in St. Paul as a forest products marketing and utilization specialist. His areas of expertise include marketing, strategic planning and sustainability issues. He currently serves as an associate editor to the Journal of Forestry and is managing editor of the "Green Scene" column for Sawmill and Woodlot Management magazine.

## REGISTRATION FORM

Forest Products Management  
Development Institute

Fall Meeting

Radisson Hotel and Convention Center  
3131 Campus Drive  
Plymouth, Minnesota  
November 21, 2008

**Make your check payable to University of Minnesota**

Names

1) \_\_\_\_\_

2) \_\_\_\_\_

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Company: \_\_\_\_\_

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Phone: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

\$175 per person

Send this registration form to:

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Fax Registrations (Credit Card Only) to our  
secured Fax: 612-626-6030

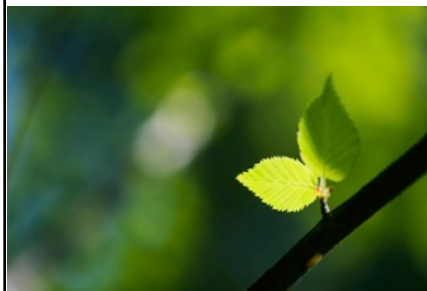
## Selling Green to Survive the Housing Downturn and Beyond



Department of Bioproducts  
and  
Biosystems Engineering

University of Minnesota

November 21, 2008



Radisson Convention Center  
Plymouth, Minnesota

### Selling Green to Survive the Housing Downturn and Beyond

9:00 -9:15 Welcome, introductions  
Shri Ramaswamy and Steve Bratkovich

9:15-9:35 Brief Overview - The Housing Market Nation-  
wide: Facts, Figures, and Future Direction - Jeff Howe

- How large is this market and how important  
to our economy?

- Economic factors in the downturn and in the  
recovery ahead?

- Building demographics – what and where, now and in  
the future.

9:35-10:20 The National Green Building Movement  
Jim Bowyer

- Origins – what is driving this?

- Green building programs in North America

- How provisions of green building programs affect  
building materials selection

#### 10:20-10:30 Break

10:30-11:00 Insights into the regional housing market  
Jeff Howe

- Trends

- Critical issues

- Growth of the green building market in the region

11-11:45 Local Markets and the Global Supply Chain  
Jim Bowyer

- Selling "Minnesota" in Minnesota? Is this good strategy  
for MN producers, wholesalers, retailers?

- Strategies for coping with imports.

- Can we market MN products in Beijing or Paris ... or  
Peoria?

#### 11:45-12:15 Lunch

12:15-1:15 Marketing/Selling Green: what are the  
implications to dealers & wholesalers of building  
materials? Jeff Howe

- Who are the customers, what do they want, and why?

- What are the economic costs and/or benefits to selling  
green?

- The role of forest products in green building today

- The Certified Green Dealer Program

- Q&A

1:15-1:30 Attempting to Build Green – the Experiences  
of a Local Architectural Firm

#### 1:30-1:45 Break

1:45-2:15 Green Materials and Good Intentions ≠ A  
Green Building Jim Bowyer

- Performance and building science as integral factors in  
green building and healthy, durable homes.

- Closing the deal: how can we get forest products  
professionals, builders, and the public at large to  
understand the importance and challenges of building  
performance?

2:15-3:00 Green Building: Fad or Future Jeff Howe

- What happens to green aspirations and goals when the  
market is tough?

- Is green marketing a key part of the business strategy or  
only an addendum to the public relations plan?

3:00-3:45 LEED, NAHB, Minnesota GreenStar, and  
Wisconsin Build-It-Green in the Residential Industry:  
Challenges for Acceptance and What Might They Mean  
for the Forest Products and Building Materials Industries  
in our Region? Jim Bowyer

3:45-4:15 Wrap-Up Q&A