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Montana Wood Products Marketing Conference to be held at Montana State University

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Sawmill men and bankers with financial interests in lumbering will meet on the Montana State University campus April 15 in an all-day session of the first Montana Wood Products Marketing Conference, it was announced by the School of Forestry and the School of Business Administration, joint sponsors of the session.

In effect, the one day session will be a concentrated short course in marketing, with experts on business and forestry participating in leadership of the various meetings. According to Kent Adair, coordinator, the importance of the conference traces in part to the fact that while national lumber consumption has been declining in recent years, Montana production has been on the increase. The state thus is "catching an increasing percentage of a decreasing market, and it is necessary to consider ways of improving the health of the industry," he said.

The conference will run from 9 a.m. to 8 p.m., with all but the concluding session to be held in Territorial Rooms of the MSU Lodge. Following a welcome by Dr. Robert Johns, president of the University, the conference will hear Robert Benson, of the USFS, on "Current Montana Lumbering Practices"; Adair, who is a forest economist with the School of Forestry, on "Trends in National and Regional Demands for Wood Products"; John Krier, of the School of Forestry on "Programs Through Product Development"; Dr. Norman Taylor, of the Bureau of Business and Economic Research, on "Progress Through Distribution"; Lawrence Hunt, of the MSU Business Administration school, on "Progress Through Sales Promotion"; and Dr. Thomas G. Johnson, also of the business school, on "Progress Through Market Research." Final session will be held following dinner at the Missoula Elks Lodge, when the group will hear Dr. Lee M. James, professor of forestry at Michigan State University.

According to Professor Adair, registrations for the conference should be addressed to the MSU School of Forestry in Missoula.