4-11-1966

Forest-Business Conference set for early May in Missoula

University of Montana--Missoula. Office of University Relations

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The University of Montana's schools of Forestry and Business will combine talents to host the second Montana Wood Products Marketing Conference, May 12.

Three faculty members and seven businessmen will make up three panels that will discuss coordination of supply and demand at the mill level, middleman level and consumer level.

Three Billings men will be on panel II. They are Marvin Crick, Assistant Area Manager, Boise Cascade Corporation, Dean Hansen, manager, Georgia Pacific Corporation and Bob LeClaire, Yaw-Kinney Company.

Two other Montanans, John Host, manager, F. H. Stoltze Land and Lumber Co., Columbia Falls, and Jim Richardson, president, Montana Association of Home Builders, Helena, will serve on panels I and III respectively.

Harry Olin, sales manager, Diamond-National Corporation, Coeur d'Alene, Idaho, and Dick Olander, technical representative, Georgia Pacific Corporation, Spokane, Wash., will serve on panels I and III respectively.

The conference will discuss the theory that marketing begins in the woods and ends with the consumer, according to Kent T. Adair, UM forestry professor and conference chairman. Also under question will be the relations of companies to the theory.

The panel moderators will be: panel I - William Gibson, UM school of forestry, panel II - Dr. Lawrence Hunt, UM school of business and panel III - Dr. Thomas Johnson, UM school of business.

The theme for the one-day meeting will be "Progress Through Coordinated Marketing." Registration will be from 8 to 8:30 a.m. in the Territorial Rooms of the UM Lodge, and the meetings will be from 9-4 p.m.