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NEWS

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Colorado Forest Products Marketing Conference Aug. 18-19 in Golden

FORT COLLINS, Colo. — The Colorado State Forest Service will host a Colorado Forest Products Marketing Conference Aug. 18-19 at the Denver Marriot West in Golden. The goal is to help forest and wood products businesses better understand marketing fundamentals needed to promote their products and services.

Foresters from the CSFS-administered Colorado Wood Utilization and Marketing Program (CoWood), marketing professionals and environmental business consultants will present information on regional wood products trends, the fundamentals of marketing wood products, current biomass energy policy and understanding an increasingly green customer base. CoWood's long-term mission is to facilitate the retention, expansion and recruitment of forest and wood product businesses as a means to positively impact forest management, forest conditions, and forest and wood product economies in the state.

"In many small businesses, marketing often is talked about, but never fully implemented. We want to take some of the mystery out of marketing and give our forest products businesses the tools they need to increase their bottom line and help them compete better against out-of-state competition," said Tim Reader, CSFS utilization and marketing forester.

The conference is free to Colorado Forest Products members and \$50 for non-members. Registration includes attendance to all conference sessions, a USB flash drive containing conference PowerPoints, a Forest Products Business Planning Guide, and lunch and snacks. Vendor space is still available for groups interested in displaying relevant products and information.

The event is made possible through support from the Governor's Energy Office.

Registration is encouraged by Aug. 10 and is available online at <http://www.regonline.com/cfp-conference>. For more information, contact Amanda Bucknam at 970-491-0801.

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