

# Business Skills for Logging Professionals Fall 2018

**One workshop;  
two dates/locations:**

*Eligible for:  
8 LEAP credits and  
5.5 CFE CE credits*

**November 7  
Rutland**

8:00 am—3:30 pm

USDA

Farm Service Agency  
170 South Main Street  
Rutland VT  
802-775-8034

► **or** ◀

**November 8  
Hardwick**

8:00 am—3:30 pm

Green Mountain  
Tech & Career Center  
Hazen Campus  
433 North Main Street  
Hardwick VT  
802-851-1520

**FREE WORKSHOP** for Vermont logging businesses. New program will strengthen business management skills. **Lunch** and all materials included.

## **Workshop topics:**

- Site assessment apps and business calculators for increasing production and profits
- The forest products industry — market updates and keeping up with the industry network
- The 1-hour business plan — planning templates for logging businesses
- Marketing your logging business
- Current legislative developments affecting the forest economy

## **Scheduled Presenters:**

- Steve Bick, Northeast Forest, LLC
- Paul Frederick, Wood Utilization and Wood Energy Program Leader VT Dept of Forests, Parks & Recreation
- Sam Lincoln, Deputy Commissioner, VT Dept of Forests, Parks and Recreation
- Chris Lindgren, Forest Products Business Educator, UVM Extension
- Christine McGowan, Forest Products Program Director, VT Sustainable Jobs Fund

*Enrollment is limited; registrations will be accepted on a first come, first serve basis.*

**REGISTER TODAY** ►

To register, email Christi Sherlock at [christi.sherlock@uvm.edu](mailto:christi.sherlock@uvm.edu) or call 802-476-2003 or 1-866-860-1382 (toll-free in VT only).

*To request a disability related accommodation to participate in this program, please contact Christi Sherlock at 802-476-2003 or 1-866-860-1382 (toll-free in VT only) by October 17, 2018 so we may assist you.*



**Agriculture Business Programs** | 327 US Route 302, Suite 1 | Berlin VT 05641  
802-476-2003 or 1-866-860-1382 (toll-free in VT)  
<http://blog.uvm.edu/farmvia>



## **CULTIVATING HEALTHY COMMUNITIES**

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COLLEGE OF AGRICULTURE AND LIFE SCIENCES

Our Business Skills Workshops present tools and techniques that will help logging businesses plan for success and make money. Successful operations need to nimbly navigate the dynamics of markets, technology, and regulations. It's as important as ever that business owners sharpen their business skills. Learn to use key financial standards, to estimate your cost of production, how to increase marketing effects, and plan for success.

### Policy

*Sam Lincoln, Deputy Commissioner at the Vermont Dept. of Forests, Parks and Recreation*

Sam Lincoln, who formerly operated a mechanized timber harvesting operation in Central Vermont, will present information on FPR's legislative priorities for the 2019 legislature and use recent examples of how you can communicate with elected officials and successfully encourage them to support the forest economy.

### Update on market trends in northern New England

*Paul Frederick, Vermont Dept. of Forests, Parks and Recreation*

This presentation will provide updates on recent developments in local markets and industry trends.

### Estimating Logging Job Costs and Projecting Financial Performance

*Steve Bick, Northeast Forests, LLC and Sam Lincoln*

Steve and Sam will show you how to both estimate your daily operating costs and develop a site assessment in order to decide on the best schedule and terms for a financially successful harvest. Their presentation will include some of the best smartphone apps to factor in soil types, terrain, and skidding/forwarding distances when assessing your site.

### Vermont Forest Industry Network Update

*Christine McGowan, Vermont Sustainable Jobs Fund*

The Vermont Forest Industry Network was officially launched at this year's 1st Annual Vermont Forest Industry Summit held at Burke Mountain Resort in June with more than 150 attendees from throughout Vermont's forest and wood products supply chain. Get an update on efforts within the Network to expand markets for Vermont's forest and wood products and help businesses within these vital sectors to thrive.

### Marketing Your Business

*Christine McGowan, Vermont Sustainable Jobs Fund*

Whether you are trying to reach new customers or B2B (Business-to-Business) clients, this session will help you build the skills needed to successfully market your forest products business and tell your unique story. In this session, you'll learn how to develop a simple marketing plan that meets your unique business needs, use story-telling as an effective marketing strategy and access free or affordable marketing tools to reach your customers where they are.

### One-Hour Business Plans & Planning Templates for Loggers

*Chris Lindgren, UVM Extension*

Business planning in the forest industries needs to be dynamic and proactive in order to keep up with today's constantly shifting market landscape. These planning templates help you quickly produce a business plan to be used to set strategies and adjust with new developments. Use what you learn to guide your business for the coming year.

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