



SHARE IT LIKE YOU MEAN IT!!

Have you seen, heard, or read about all the great things our industry is doing for the environment and economy in Missouri? MFPA and Chemistry PR & Multimedia have produced TV ads, radio ads, billboards, magazine ads, and various social media spots that are focused on educating Missourians on all the great things that forests and wood products do for our citizens.

Our campaign goal is to reach 15 million people! Below is a letter from Chris Kuban, Principal of Chemistry PR, with a request of our members to help continue the momentum of an already very successful publicity strategy for the forest products industry in Missouri.

Dear MFPA Members,

Our goal is to help Missourians understand how real wood improves lives and makes homes better. In partnership with MFPA, we have aggressively created many different micro-targeting campaigns with an objective to target specific messages to specific people to elicit an emotional connection to simply **“choose wood.”** Hence, we’ve launched a new consumer facing website called ChooseWood.com. In addition, we’ve ended all our ads with ChooseWood.com!

Getting people to consciously choose wood over competing products is challenging. Paid advertising such as TV ads, billboards, magazine ads, kids’ programs at schools and paid social media ads have been successfully reaching people – and we hope you’ve seen these ads! The goal is to talk in benefits to people (the WIIFM – What’s In It For Me thought process) of choosing wood = Wood is Healthier, Sustainable, Durable, Economical, etc.

The Ask: We need your help! To be more successful, we need to consistently connect with your family, friends, and colleagues throughout Missouri to help spread the word about the industry. We are asking for your help in actively doing the following:

- 1) FRIEND & FOLLOW the MFPA Social Media Pages (Facebook, YouTube & Instagram)
- 2) ACTIVELY SHARE POSTS that are of interest to you and/or you think would be interesting to your friends and family.
- 3) WRITE COMMENTS and respond to posts and comments to create engagement.

Success of the ChooseWood.com is measured in many ways. And, because people are getting their ‘news’ from sources such as social media, it is vitally important that MFPA members share more, like more, and engage more with the Choose Wood campaign to reach more people. This will only help the industry.

If you have any questions or story ideas, please reach me at Chris@ChemistryMultimedia.com or by cell at 314-603-2866.

Sincerely,

Chris Kuban

Chemistry PR & Multimedia

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MFPA & MFA OIL Member Benefit

WELCOME NEW MFPA MEMBERS

Company: Honeycutt Transport LLC

Contact: Cody Honeycutt

Phone: (417) 247-1767

Email: honeycuttllc@outlook.com

County: Shannon

Company: Brewer Boys LLC

Contact: Austin Brewer

Phone: (573) 226-3384

Email: austin-bwproducts@outlook.com

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2024 Summer Meeting

Chateau on the Lake

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Branson, MO

July 26-27

Save the date for the 2024 MFPA Annual Summer Meeting in Branson MO where there's great opportunities for involvement in the industry's growth, networking, entertainment, and socializing. We hope that you plan on attending the 2024 Summer Meeting. Registration Brochures will be coming to you soon!! Start your Summer Meeting plans by signing up to sponsor one of the many activities or events.

SUMMER MEETING SPONSOR OPPORTUNITIES

Support your association by sponsoring a meeting or event at the Summer Meeting

(Get your sponsorships in early to be recognized in the Summer Meeting Agenda)

FRIDAY

Committee Meeting Refreshments

Forest Health ___\$200

Education & Technical Services ___\$200

Governmental Affairs ___\$200

MFP PAC ___\$200

Board of Directors Meeting Refreshments ___\$200

Co-Sponsors \$200 each

SATURDAY

Missouri Logging Council Board and General Membership Meeting

Co-Sponsors \$200 each ___\$200

General Education Session Breaks

Co-Sponsors \$250 each ___\$250

Lunch Bar ___\$1800

Co-Sponsors \$300 each ___\$300

Member Dinner Exclusive Sponsor ___\$2500

Co-Sponsors \$500 each ___\$500

NAME: _____

COMPANY: _____

Return form to MFPA

Mail: 505 East State Street, Jefferson City, MO 65101

Fax: 573-636-2591 Call: 573-634-3252 Email: laura@moforest.org

THANK YOU FOR YOUR SUPPORT!

2024 SUMMER MEETING

MFPA Associate Members Exhibit Registration Friday, July 26th

Each exhibit booth includes a 30"x6' table and two chairs

Exhibit fees: \$75.00 / Exhibitor set up: Friday 4:00pm / Exhibit times: Friday 5:30pm - 9:30pm

Company Name: _____

Contact Name: _____

Payment Method:

- Check payable to Missouri Forest Products Association
- Credit Card Mastercard Visa

Card Number _____

Exp Date _____ Zip Code _____

Name on Card _____

Calling all MFPA Associate Members, join us at the Summer Meeting July 26-27th and participate in the annual MFPA Associate Members Exhibition!! MFPA is preparing this event to be held during the Summer Meeting that will benefit all members. During the Welcome Reception and BBQ, exhibit booths will be available for Associate Members to display and promote their services to fellow Industry and Logging Members who may utilize their services and equipment.



Please return this form to:

Missouri Forest Products Association
505 East State Street
Jefferson City, MO 65101

or fax to: 573-636-2591 or email to: Laura@moforest.org

Questions? Call 573-634-3252

CERTIFICATION & EDUCATION



Mark McCarthy



There are a couple of upcoming events for Log a Load for Kids that I wanted to let you know about. Both are traditional MFPA/Missouri Logging Council events...and both are right around the corner. Let's make this a fantastic year of giving to the MU Children's Hospital.

First up is the Log a Load for Kids Sporting Clays Shoot at Ozark Shooters, just south of Springfield. If you've been before, you know how much fun the event is at this scenic shooting opportunity. For just \$100 per shooter, you can challenge co-workers, friends, and even family on this 10 station Sporting Clays course, then enjoy a great lunch afterward. The shooting starts at 10am on May 17. If you want to register, or get directions to Ozark Shooters, give us a call at the office; (573) 634-3252, or mark@moforest.org.

The second event is still a little ways off, but we need to start thinking about it now as we start getting the urges to play 18 holes. The Log a Load for Kids Golf Tournament at the annual MFPA Summer meeting will be held July 27 at the Point Royale Golf Course just minutes away from the Chateau at the Lake Hotel where the Summer Meeting is being held. If you've never golfed in the tournament, this is a great time to start. If you've never golfed...this is a great way to start. \$1000 for a four man team gets you golf, and beverages and snacks on the course. You'll hear more about the golf tournament in the next few months of the newsletter.

There are also sponsorship opportunities for both of these events. At Sporting Clays you can be one of our lunch sponsor for \$100. Golf Tournament sponsorships will be announced soon.

I know things are tough all over, including for the kids we help at the hospital. The cost of hosting these events has gone up, and we are trying to keep the costs reasonable because we understand how tough things are. These events offer fun, fellowship, and a great opportunity to help others. To register for the sporting clays, or the golf tournament...or to sponsor...please call the office; (573) 634-3252, or mark@moforest.org. Let's help the kids, and have a good time doing it. Thanks!

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[Click here for the price list and find the price list on the MFPA website, www.mforest.org.](http://www.mforest.org)



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