

## Promotion: What's Happening Now



### Campaign Highlights

This year, we worked tirelessly to spread the word about the forest products industry, including the benefits of using *real* hard wood in construction and homes. Check out our campaign highlights and the marketing efforts we've done this year:

- Adding to the ChooseWood.com website
- Conducting a carbon study with the University of Missouri School of Natural Resources
- Premiering educational industry videos
- Filming and distributing industry and company ambassador videos
- Releasing radio ads during Kansas City Chiefs and Mizzou Tigers Games
- Launching a Digital Asset Management (DAM) system helping all wood associations
- Launching a new children's book partnership, "Little Tree in a Big Forest"
- Continuing organic and paid social media
- Completing a billboard campaign across Missouri highway systems
- Deploying ongoing public relations campaigns
- Distributing "The Truth About Trees" educational kit
- Holding "The Marvelous Magic Tree Show" school programs
- Planning a Magic House educational exhibit

### We're Celebrating



**25 million**  
impressions  
on TV ads



**88+ million**  
people reached  
with billboards



**1,525 children**  
in **50 Missouri schools**  
reached



**130+ million**  
people reached  
overall



Thank you for your ongoing support as we educate Missourians about the forest industry, its hardworking members and the reasons we all should *Choose Wood*. For more information, visit. [www.ChooseWood.com](http://www.ChooseWood.com).

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## WELCOME NEW MFPA MEMBERS

**Company:** D & S Logging

**Contact:** Dwane Neal

**Phone:** (417) 569-2574

**Email:** dcn9172@yahoo.com

**County:** Shannon

### **\*\*REMINDER\*\***

**ONE CE IS REQUIRED ANNUALLY TO RETAIN THE PTH CERTIFICATE**

### Our Mission

*Missouri Forest Products Association is dedicated to serving and promoting the forest products industry of Missouri. Founded in 1970, MFPA has over 300 members representing primary and secondary wood industry, supplier and service industries, loggers and landowners. MFPA advocates sustainable management and sound stewardship of Missouri's forests to benefit current and future generations.*

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Haas & Wilkerson is an independent insurance agency that specializes in insuring sawmills, pallet mills and all types of lumber and woodworking-related businesses.

*For further information or quotations, call our toll free number*

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- provide insurance at cost

*For further information or quotations, call our toll free number*

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**c/o Haas & Wilkerson**

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**Phone (913) 432-4400 Fax (913) 432-6159**

# FOREST PRODUCTS WEEK

## OCTOBER 20-26, 2024

It's time to recognize the many products that come from our forests, the people who work in and manage our forests, the businesses that make the products, and how each of these components contribute to our lives.

On September 13, 1960, the United States Congress issued a joint proclamation designating the week beginning on the third Sunday in October as National Forest Products Week. President Dwight D. Eisenhower signed the proclamation on September 15, 1960. Since then, each sitting president has proclaimed the week. America's forests are a source of pride, and they provide crucial products and materials for our citizens and communities. As we celebrate Forest Products Week, we recognize the importance of our forests to our economy and way of life, and we reaffirm our commitment to protecting them through wise stewardship and sensible land management.

We believe active forest management, utilizing sound forestry principles, is the key to addressing forest health now and ensuring a healthy and sustainable forest for the future. That is why we take the time each year to celebrate and recognize the contribution of Missouri forests and forest products.

## MFA Oil Citgo Products Sale

MFA Oil offering deep discounts on certain lubricant products to MFPA members.

Prices listed are per gallon or per pound/tube for grease.

Products listed are sold first come first serve.

**Contact Kyle Carroll**

Cell - 816-878-8465

Email - [kyle.carroll@mfaoil.com](mailto:kyle.carroll@mfaoil.com)

DESCRIPTION	Quantity	FireSale Price
Citgo Citgear Syn EP 320, 1/5 GAL PAIL	51	\$ 30.83
<b>Citgo Compressorgard PAO 32, 1/5 Gal Pail</b>	<b>7</b>	<b>\$ 29.94</b>
Clarion Green AW Oil 68, 1/5 GAL PAIL	6	\$ 20.87
<b>Citgo Citgear Syn EP 150, 1/5 GAL PAIL</b>	<b>21</b>	<b>\$ 31.63</b>
Clarion FM HT EP #2 Grease, 1/120lb Keg	5	\$ 2.68
<b>Citgo Hydurance AW NZ 32, 1/55 GAL DRUM</b>	<b>4</b>	<b>\$ 8.91</b>
Citgo Citgear Syn EP 680, 1/55 GAL DRUM	4	\$ 31.38
<b>Citgo Citgear Syn EP 320, 1/55 GAL DRUM</b>	<b>10</b>	<b>\$ 30.86</b>
Citgo Autokut AS Oil 46, 1/55 GAL DRUM	1	\$ 14.83
<b>Citgo Lithoplex HM #2 Grease, 1/120lb KEG</b>	<b>6</b>	<b>\$ 2.45</b>
Mobil Mobilux EP 2, 10/1LB TUBES	40	\$ 4.98

# CERTIFICATION & EDUCATION



Mark McCarthy



If I was a betting man...I think I would wager that almost every one of us has recently looked at a calendar....in shock...and said, "where did this year go?" Maybe it because I am getting older...but I really do think this year has flown by. It seems like we were just enjoying the Summer Meeting just a few weeks ago, and now Christmas is right around the corner. The good news is we can all begin looking forward to the Winter Meeting in January (14-15). As December 31st approaches us, my mind goes to the OTH program. Remember, if you don't have your Continuing Education credit turned in by 12/13/24...you won't be certified PTH and will be taken off the list we provide the public when they are looking for a trained logger. You also won't be allowed to bid on an MDC timber sale. All it takes is 1 CE credit, and there are a lot of ways to get it. You can go to our website...[www.moforest.org](http://www.moforest.org) and take one of the modules in our training section. You can attend an industry-related training session. You can even attend an industry-related meeting...like the aforementioned Winter Meeting on January 14 and 15. Whatever you are going to do...do it quickly. Don't lose your PTH Certification.

There may also be some people reading this that are thinking Mark, I don't have my PTH Certification...how can I get it?

Good news, we are finishing up the tiny details on the 2025 schedule. Here is a rough sneak peek:

Session A	Farmington	Session E	Kirkville
Cutting 1	January 6	Cutting 1	September 8
Session B	Doniphan	Session F	Camdenton
Cutting 1	January 29	Cutting 1	October 7
Session C	Houston	Session G	Bolivar
Cutting 1	February 26	Cutting 1	October 22
Session D	Chillicothe		
Cutting 1	March 12		

## MFPA/MLC attend American Loggers Council Annual Membership Meeting in Sonora California

MFPA members Chris Lohmann of Heartland Forest Consulting LLC and Shannon and Shawnee Jarvis of Jarvis Timber Company LLC represented Missouri at the ALC Meeting.



# Winter Meeting 2025

January 14-15

## RESERVE YOUR LODGING

Lodging is **not included** in the meeting registration fee. Hotel reservations are made directly with the Courtyard Jefferson City by calling Marriott reservations at (800) 321-2211 or (573) 761-1400 and ask for the special rate of \$ 145+tax for MFPA.

**Please reserve your room by December 13th to receive MFPA rate.**

**THE HOTEL IS CONVENIENTLY LOCATED WITHIN WALKING DISTANCE FROM THE CAPITOL.**

## REGISTER by January 7th

NAME \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
SPOUSE/GUEST NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_  
TELEPHONE \_\_\_\_\_  
EMAIL \_\_\_\_\_

### Total Attending:

# \_\_\_\_\_ WINTER MEETING RECEPTION & DINNER      # \_\_\_\_\_ LEGISLATIVE BREAKFAST (STATE CAPITOL)  
REGISTRATION FEE: \$120.00 PER PERSON      HOSTED BY THE MFP PAC

PLEASE RETURN THIS FORM & PAYMENT BY MAIL, FAX, EMAIL, OR PHONE TO:

Missouri Forest Products Association  
505 East State Street  
Jefferson City, MO 65101  
Phone: 573-634-3252  
Fax: 573-636-2591  
Email: laura@moforest.org

Credit card: \_\_\_\_\_  
Number: \_\_\_\_\_  
Expiration: \_\_\_\_\_ Zip Code \_\_\_\_\_  
Total: \_\_\_\_\_  
Name on Card: \_\_\_\_\_

*Thank you!*

# Winter Meeting & Legislative Breakfast January 14-15

## SPONSORSHIP OPPORTUNITIES

This event that we prepare for our members is important to our industry and serves as an opportunity to exchange information, build partnerships, gain awareness on matters facing the industry, and promote our industry legislatively. We are most effective in these efforts through your support and sponsorships. Please consider supporting the Winter Meeting by sponsoring an event outlined below.

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*Sponsors will be recognized in the agenda, at the meeting, and in the January Newsletter*

Governmental Affairs Committee Meeting Sponsor  
\$200 each Co-Sponsors \$200 \_\_\_\_\_

PAC Committee Meeting Sponsor  
\$200 each Co-Sponsors \$200 \_\_\_\_\_

Education Committee Meeting Sponsor  
\$200 each Co-Sponsors \$200 \_\_\_\_\_

Missouri Logging Council Board of Directors  
\$200 each Co-Sponsors \$200 \_\_\_\_\_

Forest Health Committee Meeting Sponsor  
\$200 each Co-Sponsors \$200 \_\_\_\_\_

Welcome Reception Exclusive Sponsor \$2500 \_\_\_\_\_  
\$500 each Co-Sponsors \$500 \_\_\_\_\_

FFA Forestry Competition Exclusive Sponsor \$2000 \_\_\_\_\_  
\$400 each Co-Sponsors \$400 \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ Code \_\_\_\_\_ Zip Code \_\_\_\_\_

*Return to MFPA via fax at 573-636-2591 or email to [laura@moforest.org](mailto:laura@moforest.org) or call 573-634-3252*

### **Thank you!**



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