



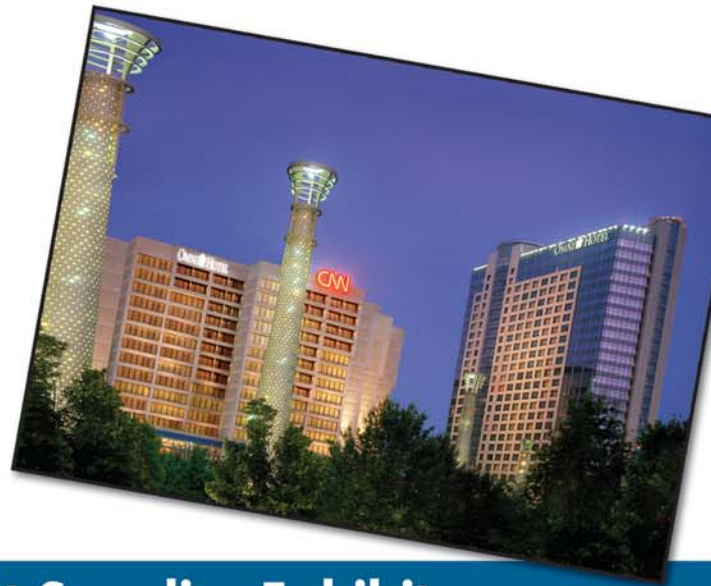
# PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

***By Industry People For Industry People***

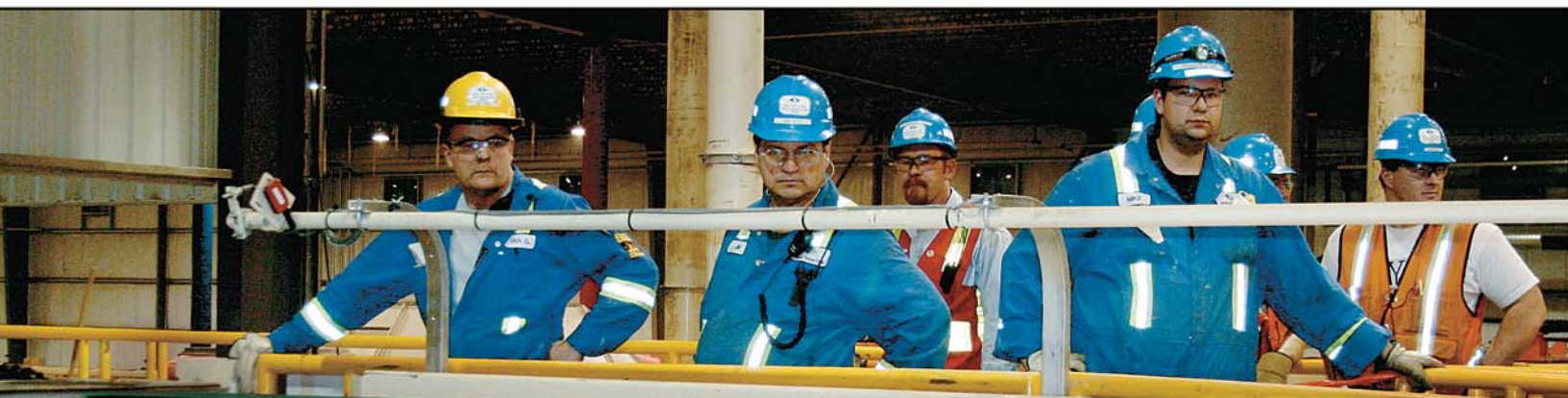
The New Educational and Training Event for the Benefit of the Worldwide Structural and Non-Structural Wood Panel, Engineered Lumber and Related Secondary and Value-Added Industries

## Conference Topics And Speakers

**February 7-9, 2008  
Omni Hotel at CNN Center  
Atlanta, Georgia, USA**



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Thursday, February 7

## SPECIALIZATION DAY

### 8:30-12 Abrasives and Sanding Technology/Developments

- Douglas Jensen, Senior Product Engineer, Saint-Gobain Abrasives (Sometimes an Audit (Sanding) Is a Good Thing)
- Peter Schneider, Steinemann Technology USA (Factors Which Influence Abrasive Belt Consumption; Extra Wide Belt Sanding Developments in North America)
- Ric Nelson, Mike Simmons, Kimwood, Cross Belt Sanding Innovations

### 1:30-5 Resins and Adhesive

- Dr. Kaiching Li, Oregon State University (Soy-Based Resin Developments and Commercialization)
- Dave Mullen, Hercules (New Ventures and Technologies)
- Dave Harmon, North American Technical Manager, Hexion Specialty Chemicals (Advances in Ultra-Low Emitting UF Resin Solutions for Particleboard and MDF)
- Rob Schmidt, Arclin (High Efficiency Adhesive Systems for Reduced Cost and Improved Productivity)

### 8:30-12 Human Resources

- Carl Jansen, principal, Search North America, moderating panel session on employment challenges brought on by a retiring workforce (The U.S. Retirement Tsunami Is Coming)

### 8:30-3 Computer Technology and Total Plant Process Control

- Dave Kirkpatrick, Production Machines Marketing Manager, Siemens Energy & Automation (Improving Machine Efficiencies with Integrated Motion and Mechatronics)
- Luca Onesti, Frati Groupe/ProTronics
- Wonderware, VMware
- Mill-Level Data Collection and Production Control, Raute
- Chunping Dai, Senior Scientist and Group Leader; Brad Wang, Scientist, FPInnovations-Forintek Div. (Science-Based Computer Simulation Software for Composite Process Optimization and Product Development)

# CONFERENCE AGENDA

Thursday P.M., February 7

- 5-5:50** Nest Egg or Goose Egg: Research Can Be the Difference  
—Chris Risbrudt, Director, Forest Products Lab, USDA Forest Service
- Ian de la Roche, President & CEO, FPInnovations
- 6-7:30** Exhibitor Appetizer Meet & Greet

Friday, February 8

### Breakfast 6:30-7:50 a.m.

- 8-8:20** Caring for the Top Line, Employees  
—Ron Perry, Chaplain, Martco
- 8:20-8:50** Opening Remarks: Jose Kofman, President and CEO, ATC Panels, Inc.

### NON-STRUCTURAL

- 9-9:50** Globalization Presents Challenges & Opportunities for Our Woodworking Industry  
—Steve Lawser, Executive Director, Wood Component Manufacturers Assn.
- Al Schuler, Research Economist, USDA Forest Service
- 9:55-10:45** Forest Ownership & ROI Affects Raw Material Supply  
—Bob Izlar, Director, Center for Forest Business, University of Georgia Warnell School of Forest Resources
- H.M. (Mac) Lupold, Lupold Consulting, Inc.
- 10:45-11 Break**
- 11:05-11:30** How the Green Movement Is Impacting Your Business (from Forestland Certification to Finished Products)  
—Roger Rutan, Vice President, Marketing, Business Development, Timber Products Co.
- 11:35-12** The Challenges and Opportunity of Regulation  
—Jody Bevilaqua, Executive Vice President, Hexion Specialty Chemicals
- 12:10-2:30** Lunch, Speaker and Exhibits  
Facelift of the North American Panel Industry  
—Mike Rehwinkel, President, Woods Products, Georgia-Pacific
- 2:35-4:10** Profitable Furniture Industry in North America  
—Steve Lawser, WCMA, moderator
- Virginia Economic Development (IKEA Project)
- Stanley Furniture (Outsourcing and Insourcing)
- Steve Bullock, Vice President and General Manager, Geiger International, a Herman Miller company (Timing, Technology and Quality, Quality, Quality)
- 4:15-5:30** Pre-Emptive, Pro-Active Quality Control  
—Steven Mays, moderator/speaker, President, Electronic Wood Systems (New Method for Panel Weight Measuring)

- Allen Wagoner, Vice President, Flamex, Inc. (Obtaining the Maximum Benefit from Fire Protection Systems)
- Clyde Steffens, Automation Industries
- Staffan Karlsson, Global Product Manager for Service, Sandvik Process Systems (Increasing Uptime By Reducing Downtime)

### 6-8 Reception

### STRUCTURAL I

- 9-9:25** The Family of Engineered Lumber Products  
—Mark Churchland, Director, Process R&D, Weyerhaeuser Canada
- 9:30-10:15, 10:30-11** LVL: Global Growth  
—John Holbert, principal, Corvallis Tool Co.
- Michael Stroh, Cole Martin, Dieffenbacher
- 10:15-10:30 Break**
- 11:05-11:50** The Future of ELPs and Requirements for Success  
—David Parker, President & CEO, StrongWood Technologies, Inc.
- 12:10-2:30** Lunch, Speaker and Exhibits  
Facelift of the North American Panel Industry  
—Mike Rehwinkel, President, Woods Products, Georgia-Pacific
- 2:35-3:35** Scrimtec  
—Anderson Thomas, President, Loblolly Industries, LLC (How a Traditional Family Sawmill Business Found Its Way into the Strand Engineered Lumber Business)  
—Dan Seale, Professor, Mississippi State University
- 3:40-5:30** Strand Products and Technologies  
—Tony Pugel, Senior Research Scientist-EWP, Louisiana-Pacific (Engineered Strand Lumber: Plant and Product)
- Andrew Johnson, TSI (Long Strand Drying)
- Stefan Wissing, President, Siempelkamp NA (Press and Handling)
- John Robinson, Drying Technology (Improved Moisture Control)
- Desmond Smith, Vice President and General Manager, Acrowood (New Technology in Green and Dry OSB Strand Screening)

### STRUCTURAL II

- 9-10:30, 10:40-Noon** Structural Panels—Global Products for a Global Market  
—Steven Winistorfer, moderator/speaker, Chairman and CEO, TECO
- Currency 101: How Will Exchange Rates Affect International Trade and Mill Profitability?
- European OSB Market: Will 2008 Be As Strong as 2007?
- Bartolomeu da Silva Neto, Technical Consultant, Guararapes and Sudati Plywood, Brazil (The Impact of Manufacturing Improvements on Brazilian Plywood Exports)
- 10:30-10:40 Break**
- South American Plywood: A Viable Leader for Quality and Availability  
—Impact of Chinese Plywood on Global Production and Markets
- Redefining Plywood Manufacturing in the United States
- 12:10-2:30** Lunch, Speaker and Exhibits

- Facelift of the North American Panel Industry  
—Mike Rehwinkel, President, Woods Products, G-P

### 2:30-4:30 Robotics, Materials Handling

- Shawn Macgowan, Technology Manager, Raute (Robotics: The Future is Now)
- Rodger Van Voorhis, Ventek (New Product Development)
- Kelly Robinson, Plywood Product Line Manager, Plum Creek Timber Co. (Robotic Plug Line)
- Lorenzo Galletti, Projects Director, Giben International (Cutting Down Running Costs with Automation)

### SALES & MARKETING

- 9-10:30** What You Always Wanted to Know About Forest Products Sales and Marketing, But Were Afraid to Ask  
—Davis and Associates
- 10:30-10:40 Break**
- 10:45-12** First Break All the Rules. What They Don't Teach You in B School—Davis and Associates
- 12:10-2:30** Lunch, Speaker and Exhibits
- 2:35-5** The 10 Greatest Commodity Sales and Marketing Myths—Davis and Associates

Saturday, February 9

- 6:15-7:45** Breakfast in Exhibit Hall
- 8-8:25** Bridging the Trough  
Darrell Keeling, Vice-President-Composite Manufacturing, Roseburg Forest Products
- NON-STRUCTURAL**
- 8:35-10:20** Laminate & Engineered Wood Flooring  
—Jean Briere, moderator/speaker, Shaw Industries
- Bill Dearing, President, North American Laminate Flooring Assn.
- Bürkle
- Dr. Jega Ratnasingham, Head IFRG; Professor, Universiti Putra Malaysia
- Direct Print Flooring
- 10:20-10:30 Break**
- 10:35-12** Value-Added Laminate Panels  
—Vickie Newsum, moderator/speaker, Melamine Technical Manager, Roseburg Forest Products
- Dr. Sascha Bernhardt, VP, Hymmen North America (Leading Edge Technologies for the North American Coating Markets)
- Bob Knothe, North America Sales Manager, Toppan, and Frank Densmore, North America Tech Manager (Printing and Design, with Some Asian Input. Past, Present, Future)
- Chris Mosher, Southern Region Sales and Marketing Manager, Roseburg Forest Products (North American Value Added Products)
- 12-1:30** Lunch with Exhibitors
- 1:35-2** Plastic-Wood Proven Technology  
—F. Bradley Foster, Vice President, Marketing, Standex Engraving
- 2:05-2:30** Lightweight Insulation Board  
—Dr. Karsten Lempfer, Siempelkamp
- 2:35-3** Green Trends and Lessons to be Learned from Ag-Board Ventures

## STRUCTURAL

**8:35-9** Leveraging Your Assets in the Veneer-Based Industry

—Dick Baldwin, Managing Partner, Oak Creek Investments LLC

**9:05-9:30**—Jimmy Hunt, Executive Managing Partner, Industrial Timber

**9:35-10**—Fran Eck, General Manager, Olympic Panel Products

**10:05-10:30**—International Acceptance of North America's Next Generation Softwood Veneer Peeling Technology

—Alan Knokey, VP-EWP Sales, Coe Newnes McGehee

**10:30-10:45 Break**

**10:50-11:15** Closing The Execution Gap in Panel Operations

—David Jesseau, Director, Sales & Marketing, Perforex

—Michael Steele, partner, Perforex

**11:20-11:45** Power Plant Systems: The Danger That Lies Beneath the Surface

—Steve Blackwelder, Business Development Manager, Hunt Guillot & Associates

**12-1:30** Lunch with Exhibitors

**1:30-3:30** International Markets

—Dr. Chris Gaston, Director, Markets and Economics, Forintek (China Market Study)

—Bob Nurre, Midway United (Mega Russian Forest Products Complex)

—Ampai Peamaroon, Kasetsart University (Asean Countries Represent Fastest Growing Region for Production of Wood Products in the World)

## ENERGY TO EMISSIONS

**8:35-8:40** Opening Remarks/Moderator

—John Bradfield, Director of Environmental Affairs, Composite Panel Assn.

**8:45-9:10** Timber Supply and Energy

—Michael Clutter, Dean and Hargreaves Distinguished Professor, University of Georgia, Warnell School of Forestry and Natural Resources

**9:15-9:40** Pellet Mill Wood Drying Systems

—James Teaford, President, The Teaford Co. Inc.

**9:45-10:10** Industrial Opportunities for Generating Combined Heat and Power from Woody Biomass

—David Smith, Senior Process Specialist, Evergreen Engineering

**10:15-10:25** Break

**10:30-10:55** Case Study: OSB Mill Saves on Gas Costs

—Rodney Schwartz, Business Director, Process Oxidizers, MEGTEC Systems Inc.

**11-11:25** New Biofiltration Technology for MACT Compliance

—Dr. Robert Richardson, Dr. Rakesh Govind, Tri-Mer Corp.

**11:30-11:55** Advanced Gasification of Bark—A New Approach to Reducing Fossil Fuel in Veneer Dryers and Sawmills

—Phil Beaty, Vice President, Sales, Nexterra Energy Corp.

**12-1:30** Lunch with Exhibitors

**1:35-2** MACT Compliance for Less

—Rodney Pennington, Durr Systems

**2:05-2:30** The Media Matters

—Paul Sims, Southeast Regional Sales Manager, Koch Knight LLC

**2:35-3** Application of VOC Oxidation Catalysts in the Forest Products Industry: Review and Recommendations

—Yuri Sh. Matros, President, Matros Technologies, Inc. (jointly with Dr. Grigori A. Bunimovich)

## SALES & MARKETING

**8:35-10** How Is Your Marketing Strategy Standing Up?

—Leonard Guss, Leonard Guss Associates

**10-12** Marketing Forest Products: How To Do It

—Davis and Associates

**12-1:30** Lunch with Exhibitors

## GEORGIA TECH TOUR/MEETING SCHEDULE

Georgia Tech College of Architecture Advanced Wood Products Laboratory and Wood Components Manufacturers Assn., with the support of the Omni Hotel-based Panel & Engineered Lumber International Conference & Expo, will host a pre-conference Tour of Mills day on Wednesday, February 6 and a full day meeting/lab event on Thursday, February 7 entitled “Globalization/Marketing Impacting Design & Manufacturing Competitiveness with CNC Technology.”

The fee structure for these events is separate from the *Panel World* conference.

The Tour of Mills and meeting schedule is as follows:

—**7 a.m.** Tour Bus Departs Omni Hotel

—**7:30-9:15** Mortensen Woodwork, Inc., Union City, Ga. (mortensenwoodwork.com) Producer of commercial, interior trim moulding & architectural millwork

—**9:45-11:00** Geiger International, Atlanta (geigerinternational.com) Producer and designer of customized office installations / Showroom

—**11:30-12:45 p.m.** Lunch (Provided for tour participants)

—**12:45-1:45** Atlanta Hardwoods, Inc./Hardwoods Inc., Mableton, Ga. (hardwoodweb.com) Hardwood lumber processing, export & domestic, wholesale & retail hardwood lumber, veneers and panel products

—**2:15-3:15** Leeman Architectural Woodwork, Powder Springs, Ga. (leeman-aw.com) Producer of commercial millwork, store fixtures and medical facilities

—**3:30-4:45** Dallas Millwork, Hiram, Ga. Producer of custom doors, windows and millwork-commercial & residential

—**5 p.m.** Travel back to Omni Hotel

The schedule for the Georgia Tech/WCMA Globalization/Marketing Impacting Design & Manufacturing Competitiveness with CNC Technology event is as follows, with the program taking place at the Omni Hotel during the first half of the day, before moving to Georgia Tech.

—**8:45 a.m.** Welcome: Karl N. Brohammer, Director, Georgia Tech Advanced Wood Products Laboratory (AWPL), College of Architecture, Atlanta

—**8:55 a.m.** Keynote: Panel Processing-Not Afraid to Reach for the Limits: Competitiveness in the Global Markets Using CNC Technology-Trends and Reality. John Gangone, President-SCM Group USA, Inc. Duluth, Ga.

—**9:15 a.m.** Globalization Presents Challenges and Opportunities for Our Woodworking Industry, Al Schuler, USDA Forest Service, W. Va.; Steve Lawser, Wood Component Manufacturers Assn., Marietta, Ga.

**10:15-10:30 a.m. Break**

—**10:30 a.m.** CNC Software Design Applications Applicable to Panel Processing. Moderator: Dr. Russell Gentry, AWPL Associate Director of Research

—CNC Design Applications & Finding via COA Coursework at AWPL. Alan J. Harp, Industrial Designer

—2 D and 3 D Software Applications in Industry. Robert A. Szurgot, Research Scientist CNC Instructor

—Use of Parametric Solid Modeling applicable to Panel Products. Kevin Shankwiler, AWPL Visiting Assistant Professor Industrial Design, COA Georgia Tech

—Complex Shapes with Panel Products-Projects & Techniques. Tristan Al Haddad, Visiting Assistant Professor Architecture Program, Georgia Tech COA

—**12:00** Adjourn to Georgia Tech Advanced Wood Products Laboratory (AWPL), 676 Marietta St NW (transportation available)

—**12:30 p.m.** Luncheon at AWPL (included in registration)

—**1:30 p.m.** Afternoon Practicum

Panel Processing-To Nest or Not to Nest? A Short Course/Demonstrations on Questions to Ask Applicable to Your Panel Processing Business Plan. Rob Howell, SCM Group USA, Inc. Duluth, Ga.

Emphasis upon the following areas of Concentration

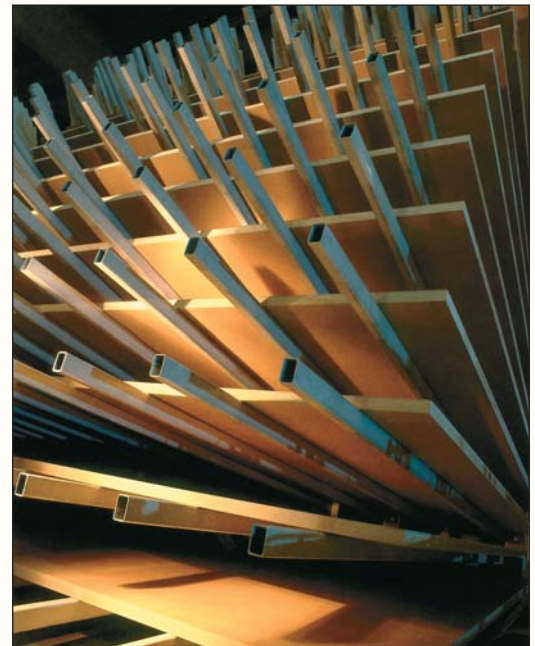
● Software: Choices Applicable to Your Business Model

● Cell Based Manufacturing-Pros & Cons: 10 Key Questions

● Nested Based Manufacturing-When do you consider NBM? What are the Trigger Points?

● CNC Configurations: Key questions to Ask that Influence Your Business Model Decision-Tooling, Construction, Flexibility, Ability to Change to Meet Product and Market Changes

—**3:15 p.m.** Return to Omni Hotel



# Registration Form



## PANEL & ENGINEERED LUMBER INTERNATIONAL CONFERENCE & EXPO

### 1. Registrant Information

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email address \_\_\_\_\_

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

### 2. Primary Business Activity (Check only one)

#### PRODUCTION

- a) Veneer     b) Plywood     c) Particleboard  
 d) Medium Density Fiberboard (MDF) and/or High Density Fiberboard  
 e) Oriented Strandboard (OSB)     f) Other Finished Panels  
 g) Hardboard     h) Gypsum Board     i) Laminating Operations  
 j) Engineered Wood Products

#### MACHINERY, EQUIPMENT & SUPPLIES

- k) Manufacturers     l) Distributor, Agent, Dealer  
 m) Educational Facilities

#### SERVICES

- n) Consultant     o) Importer/Exporter  
 p) Educational Facilities     q) Trade/Industry Associations  
 r) Dealer/Wholesaler

### 3. What Will You Attend?

This isn't mandatory, but to help organizers prepare for setup, please check which of the following meetings from the program on the preceding pages you will most likely attend:

#### Specialization Day, February 7

- Abrasive/Sanding     Resins/Adhesive  
 Human Resources     Computer Technology

#### Conference Program

- February 8:**  Non-Structural     Structural 1  
 Structural 2     Sales & Marketing

- February 9:**  Non-Structural     Structural  
 Sales & Marketing     Energy to Emissions

### Three Easy Ways To Register:



**At Our Web site:**  
www.panelworldexpo.com



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**Mail Completed Form To:** PELICE Show Registration,  
P.O. Box 2268 • Montgomery, AL 36102-2268

For more information call 800-669-5613

### 4. Registration Fees (for all attendees, including producers, exhibitor personnel, etc.)

#### Until December 1

- Combo Early Bird Special:** .....\$495  
 (includes Specialization Day February 7, Conference February 7-9, Expo, and all food/beverage functions except lunch on February 8)

#### December 1 – January 15

- Specialization Day, February 7** .....\$175  
 (includes meetings and breaks on February 7; does not include exhibitor reception February 7)
- Conference, February 7-9** .....\$550  
 (does not include Specialization Day February 7, but includes exhibitor reception evening of February 7 and all events/food functions thereafter, except lunch on February 8)
- Lunch, February 8** .....\$50
- Spousal Conference Fee:** .....\$275  
 (includes exhibitor reception evening of February 7 and all events/food functions thereafter, except lunch on February 8)
- Spousal Tour Day:** .....\$150

#### **FPS Poster Forum**

(students interested in participating in the Forest Products Society poster forum and/or attending the conference should email: rich@hattonbrown.com)

#### Until December 1

- Georgia Tech/WCMA Tour of Mills** .....\$150  
 (includes tour of mills and lunch on February 6)
- Georgia Tech/WCMA CNC Technology Meeting** .....\$150  
 (includes sessions at Omni and Georgia Tech on February 7)

#### December 1 – January 15

- Georgia Tech/WCMA Tour of Mills** .....\$175
- Georgia Tech/WCMA CNC Technology Meeting** .....\$175

**TOTAL**..... \$

### 5. Payment Information

Panel & Engineered Lumber International Conference & Expo is authorized to charge the credit card below for my registration fees in the amount indicated on this form.

- Visa**     **Mastercard**     **AMEX**     **Discover**     **Check** (Payable to PELICE)

Card Number \_\_\_\_\_

Name on Card \_\_\_\_\_

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Cardholder's Signature \_\_\_\_\_

Today's Date \_\_\_\_\_

Cancellation requests for refunds must be received by January 5, 2008 and will be subject to a \$50 cancellation fee. Requests received will not be processed until after the close of the event. No refunds will be made for on-site registration. Cancellation requests should be faxed to 334-834-4525 or mailed to PELICE Show Registration, PO Box 2268 Montgomery, AL 36102-2268.