

LOOKING AHEAD

Opportunities in Value Added Wood

March 1-2, 2016 Moncton, NB



WOOD SCIENCE
AND TECHNOLOGY CENTRE
UNIVERSITY OF NEW BRUNSWICK

Symposium leading into the
Atlantic Building Supply Dealers
Association Tradeshow (ABSDA)



The US housing market is showing signs of strength. The low Canadian dollar provides a significant export advantage. New engineered wood products have the potential to expand the use of wood in commercial and institutional construction up to 10 and 12 storeys high. Innovation in wood products manufacturing and use is reaching a rapid pace and it is critical that Atlantic Canada's forest and wood products industries keep abreast of these trends. This session will address emerging product and market trends and how to take advantage of them.

Location: Moncton Coliseum

Registration: \$125 + HST; Click below or call Fred Nott at 506-451-6987

Conference hotel: Crowne Plaza Moncton; conference rate \$113 + HST per night; call 506-854-6340

[Click here to register](#)



FEATURING:

Robert K. Irving is Co-Chief Executive Officer of J.D. Irving, Limited and is responsible for consumer products both in tissue and diapers, food products, transportation and courier, and industrial human resource activities. His presentation will focus on keys to business success, building the economy of tomorrow and opportunities and challenges when doing business in Canada and the United States.



Y. H. Chui, PhD., P. Eng. is Director of the UNB Wood Science and Technology Centre in Fredericton and holder of the New Brunswick Innovation Research Chair in Advanced Wood Products. His presentation will look at developments in technology and systems enabling the use of wood as structural material in mid-rise construction up to twelve storeys in height, which has prompted building code amendments in at least one Canadian province.



Dr. David Fell is the research leader for Business Intelligence at FPIInnovations in Vancouver, British Columbia. He has worked as a researcher in the field of building products markets for almost 20 years. David and his team track construction trends in the US, Canada, Japan, and other markets, identifying market opportunities for innovations in wood construction. In the past year he has presented on wood construction trends at the World of Modular, The International Living Future Institute, Greenbuild, and RISI.



Greg Brooks of Louisville, KY is a market analyst, consultant, author and a 45-year veteran of the North American residential building and construction supply industry. He is president of the Building Supply Channel and editor of LBM Executive, and a member of the Steering Committee of the Harvard University Joint Center for Housing Studies. His presentation will be entitled The Next Decade in North American Building Products Distribution.



Stephen Tolnai is the VP of Sales and Marketing for Structurlam Products in Penticton, BC, Canada. He holds a Bachelor of Commerce Degree in International Business from the University of Alberta and a Masters of Forestry in Wood Science, specializing wood products marketing, from UBC. Stephen has worked in senior operational and management roles in lumber and EWP manufacturing around the globe, and has in the last 15 years focused on leading the growth of new engineered wood products, the most recent being CLT.



Phil Bibeau is Executive Director of the Wood Products Manufacturers Association, headquartered in Boston, MA. The WPMA has 300 member companies in 37 states, to which it provides services including marketing, FSC environmental certification, sales leads, credit investigation and more. Phil's presentation will look at industry trends in the US and will identify important opportunities for Atlantic Canadian companies in potential supply partnerships and sub-contracting with US manufacturers.



Patrick Crabbe is senior technology advisor at *Atlantic WoodWORKS!*. His mandate is to educate various levels of government, architects, engineers, developers and code officials on the performance, economics and environmental benefits of wood construction.

SCHEDULE OF EVENTS

DAY ONE – Tuesday, March 1st

Conference Speakers and Discussion – Moncton Coliseum

[Click here to register](#)

- 8:00 am – 8:55 am** **Registration**
- 9:00 am – 9:45 am** **Guest Speaker: Dr. David Fell** (*Opportunities in a Changing Industry: Innovation in Wood Products and Building Technologies*)
- 9:45 am – 10:30 am** **Guest Speaker: Greg Brooks** (*The Next Decade in North American Building Products Distribution*)
- 10:30 am – 10:45 am** **Break**
- 10:45 am – 11:30 am** **Guest Speaker: Stephen Tolnai** (*Marketing and Selling New and Innovative Engineered Wood Products*)
- 11:30 am – 12:15 pm** **Guest Speaker: Phil Bibeau** (*Industry Trends in the US: Identifying Opportunities in Supply Partnerships and Sub-Contracting*)
- 12:15 pm – 1:30 pm** **Lunch - Special Guest Speaker: Mr. Robert Irving, Co-CEO of J.D. Irving Limited**
- 1:30 pm – 2:15 pm** **Guest Speaker: Y. H. Chui, PhD, P. Eng.** (*Mid-Rise Wood Buildings: Opportunities for the Atlantic Canadian wood industry*)
- 2:15 pm – 3:00 pm** **Guest Speaker: Patrick Crabbe** (*Engineered Wood Products and Building Systems: Educating Specifiers and End Users*)
- 3:00 pm – 3:30 pm** **Break**
- 3:30 pm – 4:00 pm** **Guest Speaker: Graham Savage** (*Funding Sources for R&D and Innovation Projects*)
- 4:00 pm – 4:30 pm** **Round-table Discussion**

ABSDA Social & Networking Reception - Casino New Brunswick

6:30 pm – 9:00 pm - Conference attendees are invited to attend a social and networking reception hosted by the ABSDA where they will meet and network with owners, senior executives, suppliers and buyers from the building supply industry across the four Atlantic provinces.

DAY TWO – Wednesday, March 2nd

ABSDA Trade Show - Moncton Coliseum

- 10:00 am – 4:30 pm** - Conference attendees are invited to attend the ABSDA Trade Show at the Moncton Coliseum.
- 10:00 am – 11:30 am** - Conference attendees have free admission to a **Leadership Seminar** with motivational speaker and former NHL team captain Steven Finn, entitled *Master of Your Thoughts, Master of Your Life!*

Plant Tours – Moncton Area

- 1:30 pm – 2:30 pm** - **MP Atlantic Wood Ltd.**, Dieppe NB, a softwood remanufacturer producing kiln-dried specialty products for customers in Canada, the US and the Middle East.
- 3:00 pm – 4:30 pm** – **Glenwood Kitchen Ltd.**, Shediac NB, manufacturer of high-end kitchen cabinets for Canadian and US markets.

ABSDA Annual Banquet and Show – Casino New Brunswick

Time TBA - Conference attendees are invited to attend the ABSDA Annual Banquet with entertainment featuring rock group Loverboy. **Admission to the banquet is \$100 per person. To register, contact John Logan at 506-858-0700 or logan@absda.ca.**