THE FUTURE OF ASSOCIATIONS??

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WHY DO WE NEED ASSOCIATIONS?

“ALONE WE CAN DO SO LITTLE; TOGETHER WE CAN DO SO MUCH.”

HELEN KELLER
CASE STUDY
OREGON BILL - REPLACE WOOD WITH CORRUGATED

What happened?

Quick, Collective Effort

Killed bill. Stopped pilot project.
Strategy Development

Strategy Implementation

Strategic Alignment
WHAT MATTERS TO YOU... WHAT CAN YOUR ASSOCIATION INFLUENCE?

Federal / State legislative and Regulatory Issues

Industry Promotion

Technical Education

Conferences and Meetings
Vision:
For the expanded use of wood packaging to improve the environment while delivering the growing needs of global distribution.

Mission:
Increase the use of wooden packaging through educating and informing customers, packaging specialists and packaging students of wood’s environmental benefits.
How to be sure associations have a future

- Support Your Associations – Join the board!
- Get your colleagues to join
- Provide financial resources for the task at hand

ON BEHALF OF ALL ASSOCIATIONS AND THE INDUSTRY
THANK YOU FOR YOUR SUPPORT!