

SOCIETY OF  
WOOD **SWST**  
SCIENCE AND TECHNOLOGY

Presents

**Better Ways to Connect:  
Going Beyond the Technical  
Report**



**47th Annual Meeting  
Society of Wood Science and  
Technology**

**June 27, 2004**

**Amway Grand Plaza Hotel  
Pantlind Room  
Grand Rapids, Michigan**

8:00–8:30	Registration and Coffee
8:30–8:35	<b>Welcome and Program Overview</b> Audrey Zink-Sharp, SWST President-Elect & Session Moderator
8:35–9:00	<b>Unlocking the Secrets of Successful Industry - Government Partnerships</b> John "Buddy" Showalter, P.E., Director, Technical Media, AF&PA/American Wood Council Washington, DC

9:00–9:25	<b>Experiences in Building Partnerships to Accomplish Common Objectives</b> Dr. Chris Risbrudt, Director, USDA Forest Products Lab, Madison, WI
9:25–10:00	<b>The Research Relationship Between Industry and Academia</b> Dr. A. William Bohner, Research Center Manager, Trus Joist, A Weyerhaeuser Business, Boise, ID.
10:00–10:25	<b>Translating Research Into Action: Connecting the Business of Forest Industries to Research on Forest Industries</b> Dr. David Brinberg, Robert O. Goodykoontz Professor of Marketing and Professor of Psychology, Department of Marketing, Virginia Tech, Blacksburg, VA
10:25–10:45	Panel and Discussion
10:45–11:00	Ad Hoc Committee on National Research Initiatives Report
11:00–11:45	Awards Program
11:45–12:15	Business Meeting and Lunch

**Afternoon Program**

12:30–3:30	Joint SWST/Forest Products Society (FPS) Plenary Sessions <b>Session 1:</b> Innovative Techniques for Measurements and Processes (Emerald A&B Room) <b>Session 2:</b> Juvenile Wood: Its Biology and Impacts on Wood Utilization (Pearl Room) <b>Session 3:</b> Research and Technologies to Provide the Future Fiber Supplies (Thornapple Room)
3:30–4:30	International Academy of Wood Science (IAWS) Lecture, <b>"A Compilation of Micrographs on Wood and Wood Products,"</b> by Norman P. Kutscha, Scientific Advisor Emeritus, Microstructure and Wood Science, Weyerhaeuser, Tacoma, WA (Emerald A&B Room)
4:00–5:30	Joint SWST/FPS Technical Forum and Student Posters (Ambassador East) (Student Poster Competition takes place Saturday, June 26, from 4:00-10:00 in West Concourse)

4:30–5:30 SWST Committee Meetings  
(Governor’s Room)  
6:30–8:00 Joint SWST/FPS Host Reception  
(Ambassador West)

The meeting will be held at the Amway Grand Plaza  
Hotel, Grand Rapids, Michigan.

Accommodations are available at the hotel at the  
conference rate of \$120 plus tax for single/double  
occupancy prior to May 23, 2004. You may make  
reservations by calling 1-800-253-3590 or 616-774-  
2000. Mention the Forest Products Society  
Conference to ensure the above room rate.

### About the Society

Founded in 1958, the Society of Wood Science and  
Technology is an internationally recognized  
professional society with the following purposes:

- ❖ Develop and maintain the unique body of  
knowledge distinctive to wood science and  
technology
- ❖ Encourage the communication and use of this  
knowledge
- ❖ Promote policies and procedures which assure  
the wise use of wood and wood-based products
- ❖ Assure high standards for professional  
performance of wood scientists and  
technologists
- ❖ Foster educational programs at all levels of  
Wood Science and Technology and further the  
quality of such programs
- ❖ Represent the profession in public policy  
development

### Registration Form 2004 SWST Annual Meeting

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_

#### Registration\*

##### Before June 1

Members - \$160  
Students & Retired - \$35  
Nonmembers - \$240

##### After June 1

Members - \$185  
Students & Retired - \$60  
Nonmembers - \$265

\* Includes refreshments, lunch, the evening host  
reception, and the Monday p.m. session (see separate  
brochure for Monday program details)

Credit Card # \_\_\_\_\_  
(VISA or MasterCard only)

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

#### OR

Please make check payable to:

SOCIETY OF WOOD SCIENCE AND TECHNOLOGY

#### Return by June 1, 2004 to:

Vicki Herian  
Executive Director  
Society of Wood Science and Technology  
One Gifford Pinchot Drive  
Madison, WI 53726  
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Fax: 608-231-9592  
Email: vherian@fs.fed.us