



2026 FOREST PRODUCTS EXECUTIVE DEVELOPMENT WORKSHOP



Join Farm Credit and the Pennsylvania Forest Products Association (PFPA) for the annual Forest Products Executive Development Workshop, a seminar focused on issues affecting today's forest products industry. You do not need to be a Farm Credit or PFPA member to attend.



TUESDAY, SEPTEMBER 22, 2026



10:00 AM - 3:30 PM
REGISTRATION BEGINS AT 9:30 AM



NEW LOCATION
TOFTREES GOLF RESORT
1 COUNTRY CLUB LANE
STATE COLLEGE, PA 16803

WORKSHOP REGISTRATION

Registration Deadline -
Friday, September 11, 2026

Registration Fee - \$200.
Prepayment required. Please make
your check payable to PFPA or pay by
credit card.

Complete the enclosed registration form and send
to PFPA in one of the following ways:

Email: info@paforestproducts.org
Fax: 717.901.0360
Mail: PFPA, 212 N. 3rd Street, Suite 203, Harrisburg
PA, 17101

Online Registration Available at
paforestproducts.org

ADDITIONAL INFORMATION

Rooms are available at Toftrees Golf Resort for \$129/night starting Monday, 9/21 through Wednesday, 9/23. Call (814) 234-8000 and mention PFPA room block, or reserve a room online [here](#). **The deadline to reserve a room is August, 21, 2026.**

Attendees are welcome to attend the **PFPA Annual Meeting** that is being held in conjunction with the Workshop. Additional PFPA Annual Meeting information is on the registration form.

2026 FOREST PRODUCTS EXECUTIVE DEVELOPMENT WORKSHOP FEATURED SPEAKERS

North American Lumber – Duties, Costs, and the Limits of the Recovery

Paul Jannke, Founder & Principal of Forest Economic Advisors, LLC



This session will detail the outlook for North American softwood lumber markets, where prices have rebounded off cyclical lows but are unlikely to stay elevated. Weak housing starts, easing home-improvement spending, and soft exports mean consumption growth will be too modest to sustain higher prices over the next twelve to eighteen months. Meanwhile, U.S. duties, Section 232 tariffs, supply discipline, and elevated western-species costs are reshaping trade flows and putting a floor under the market. This session will present FEA's forecast for prices, demand, and the evolving duty-and-tariff landscape—and what it means for producers and investors.

Preparing for What's Next

Stephanie Shirk, Director of Pennsylvania Department of Agriculture's Agriculture Business Development Center (ABDC)

Jennefer Bartholomew, Senior Vice President - Financial Advisor for RBC Wealth Management

Facilitated by Rob Goodling, Business Consultant, Farm Credit East



Transition and succession planning can be one of the toughest conversations for any organization, yet it's essential for long-term stability. This session explores practical approaches to navigating leadership change with confidence. Participants will learn about both public- and private-sector tools and pathways that can help ensure a smooth, well-supported transition.

Emerging Innovations - CLT

Patricia Layton, Strategic Advisor to Clemson's Wood Utilization + Design Institute & Professor Emerita of Forestry

Facilitated by Joe Waddell, Industry & Innovation Officer, Horizon Farm Credit
Guests: Kelly Kundratic, Team PA & Tyler Hull, Penn State University



Emerging markets and new technologies are rapidly reshaping the wood products industry. In this session, we'll hear from Patricia Layton about Sustainable Building and Innovative Wood Products to Strengthen Forest Markets. Team PA's Kelly Kundratic will also join Dr. Layton to discuss PA's involvement in the future of CLT/Mass Timber. Giving a full picture of how CLT/Mass Timber will impact the Pennsylvania Hardwood Market.

A Lasting Legacy

Matt Lohr, Motivational Speaker



A lasting legacy is not measured by accomplishments alone, but by the principles we choose to live by each day. True leaders remain grounded in their values, overcoming setbacks with resilience and purpose. They advocate for what matters most, protecting the people, resources, and traditions that strengthen our communities. Above all, they lead with a servant's heart, putting others first and creating an impact that endures for generations to come.

