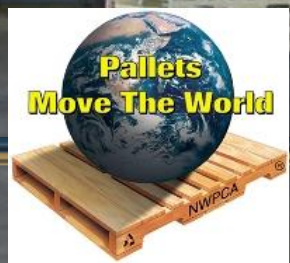


THE FUTURE OF ASSOCIATIONS???

Mark Barford, CAE
Senior Director, Business Partnerships
National Wooden Pallet and Container
Association (NWPCA)



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



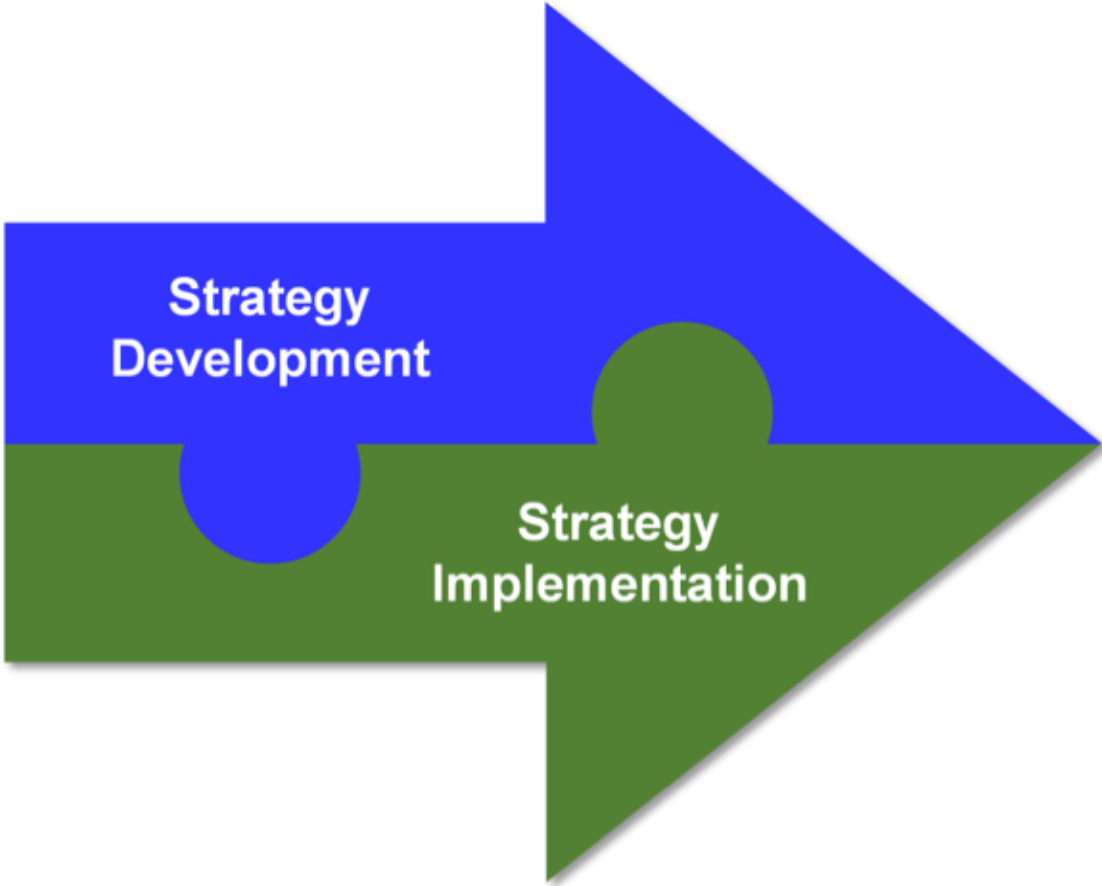
What happened?

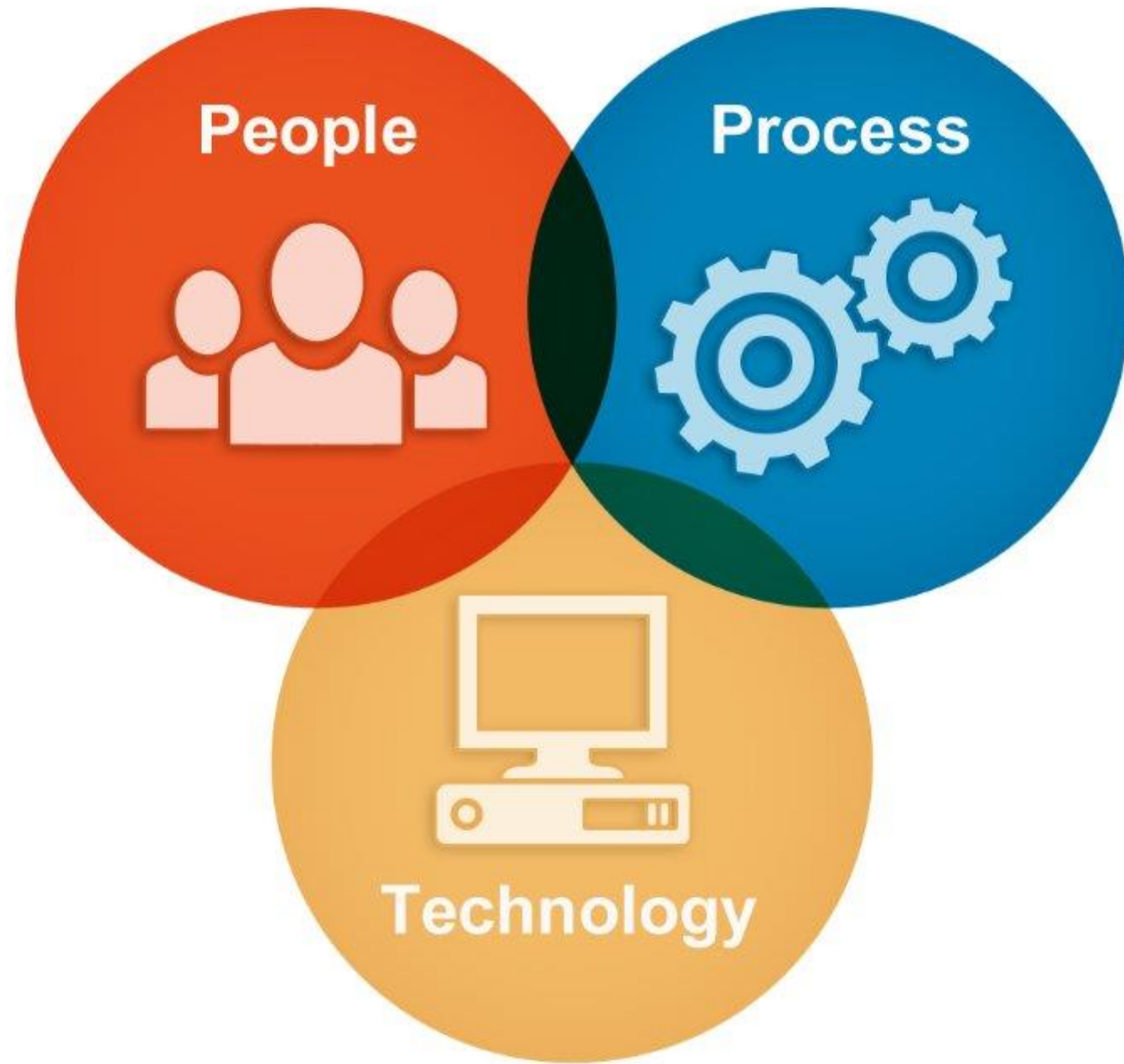
Quick, Collective Effort

Killed bill. Stopped pilot project.

**CHANGE
THE
PALLET**







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



Federal / State legislative and
Regulatory Issues

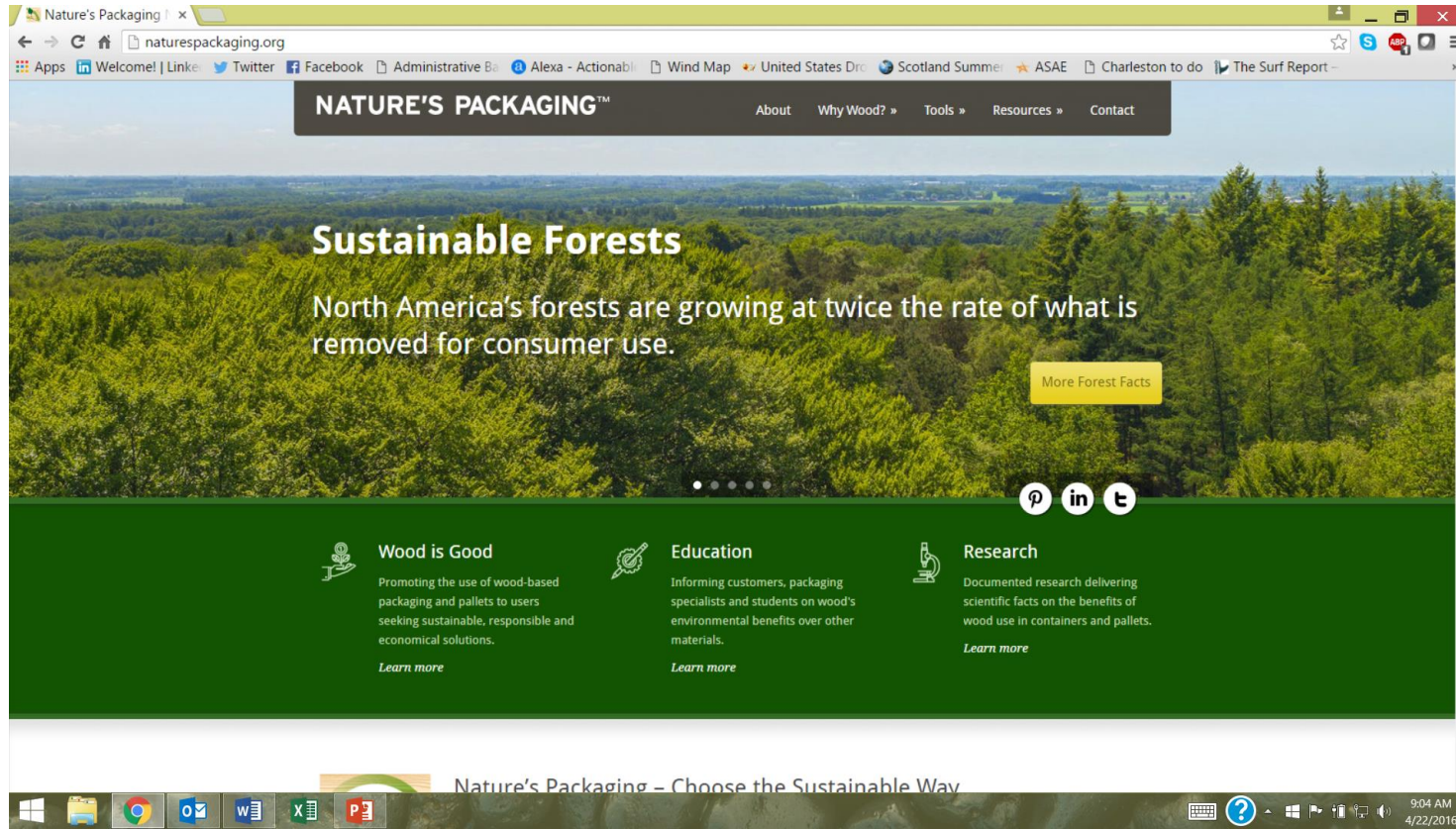
Industry Promotion

Technical Education

Conferences and Meetings



NATURESPACKAGING.ORG



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!