

# 2010 NAWLA Annual Conference & Regional Meeting

## March 24 – 26 • New Orleans, Louisiana

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### Education and 10 Groups – Friday, March 26

Friday's educational offerings will include three top-notch presenters and NAWLA 10 Group Activities.

#### Hope & Tenacity When All Seems Lost

Motivational Presenter: Rachel Faulkner



Let's face it. Things are tough out there in this current market. Rachel Faulkner will inspire you to keep moving through challenging times with her story of great loss and great victory over seemingly impossible circumstances.

Rachel Faulkner is a native of Florence, Alabama. She graduated summa cum laude in Public Relations from the University of North Alabama and attended graduate school at the University of Alabama. Rachel was a three-time participant in the Miss Alabama pageant and America's Junior Miss. She was an executive specialty sales representative in women's health for *Eli Lilly and Company* and attained Lilly's highest honor of President's Club before she left Lilly to begin her new career as mom to her children, Davis, 4, and Campbell, 2. Rachel also serves on the board of the Golden Triangle Crisis Pregnancy Center in Columbus, Mississippi where she resides with her family.

#### The Expected Path of Economic Recovery

Presenter: Michael Chriszt, assistant vice president with the Federal Reserve Bank of Atlanta's research department.



Join Michael Chriszt for an examination on the outlook for the U.S. and southeastern economy with particular emphasis on the housing market. He will also describe the current credit situation, especially as it pertains to small business.

Michael Chriszt is an *assistant vice president* with the *Federal Reserve Bank of Atlanta's* research department. He is responsible for the regional economic information network which supports the Bank's monetary policy role. Mr. Chriszt is a graduate of Miami University in Ohio and has received a certificate of study in the European Union. He is also a graduate of executive education programs at Duke University's Fuqua School of Business and the University of Virginia's Darden Graduate School of Business Administration.

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### Education and 10 Groups – Friday, March 26 (continued)

#### **Softwood Lumber Economic Situation: Post Great Recession**

**Presenter: Wade Camp, director, economic services, Southeastern Lumber Manufacturers Association (SLMA)**



Join Wade Camp of SLMA for an examination of the softwood lumber economic situation from peak demand in 2005 through the 2009 trough. Relevant points creating peak lumber demand and the subsequent fall will be discussed. Key underlying assumptions about future conditions will be used to describe lumber demand/supply going forward.

*Wade Camp is the director, economic services, Southeastern Lumber Manufacturers Association (SLMA) and specializes in marketing, promotion, Legislative, regulation, lobbying and market research. SLMA represents 300 pine and hardwood sawmills in the southeastern U.S. Mr. Camp completed his undergraduate degree at Purdue University and received a Master's Degree in Forestry from Duke University.*

#### **Green Building Products Roundtable and 10 Group Introduction**

*NAWLA 10 Group Activities* will address a critical and timely topic for the office wholesaler, mill and manufacturer – Green Building Products. Learn from your industry colleagues how their organizations have tackled the “green issue.” Discuss how NAWLA can be instrumental in addressing green for the lumber industry, and explore just how far-reaching the green market niche might be.