

**Forest Products Society
Visioning and Strategic Planning Listening Session
November 6, 2010**

EXECUTIVE SUMMARY

As part of the FPS Visioning & Strategic Planning Process, the Executive Board convened a second listening session on November 6, 2010 at the Forest Products Laboratory in Madison, Wisconsin. The meeting was also broadcast via an interactive webinar. Approximately 30 people participated in the meeting.

The session focused on two objectives: (1) Reach consensus on a working draft of vision and mission statements; and (2) Identify preliminary strategic directions for the Forest Products Society.

Vision and Mission

Prior to the November 6 Listening Session, the Strategic Planning Committee drafted two alternate versions of a new Vision and Mission. The statements incorporated the seven key elements and other ideas gathered during the June visioning meetings. The Strategic Planning Committee generally liked the alternatives, but wanted to gather more feedback regarding some of the alternative wording used in the draft. For example, there were differing views regarding the use of "biomaterials" as a substitute for "wood and other fiber resources."

The two Vision and Mission statements, as well as a list of alternate terms that could be used to define the scope of the Society's work, were presented to the November 6 participants to get their feedback. A polling process was used to identify the most preferable terminology. Online participants used polling technology and chat to express their preferences. The process resulted in 10 preferable terms: Environmentally preferable products; Renewable wood resources for sustainable products; Renewable materials; Sustainable biomaterials and bioenergy; Forest bioproducts and supply chain; Sustainable forest and bioproducts; Renewable-based products; Environmentally sustainable bioproducts and bioenergy; Scientifically credibility resource; and Forest bioproducts and operations.

Following open discussion about the Vision and Mission statements that were presented, two teams drafted new statements and then presented them to the full group.

Strategic Directions

The group broke into small teams to generate ideas for strategic directions. Those ideas were brought before the large group, which collectively categorized the ideas into 7 main groupings: Organize to Promote Professional Identity; Shaping Policy; Being a Selective Knowledge Broker; Expand and Define Customer Base; Enhance

Electronic and Web Communications; Enhance Global Presence; Build New Partnerships; and Miscellaneous.

The group agreed more work was needed to clarify the strategic directions.

Next Steps

It was agreed that the Strategic Planning Committee would merge the two Vision and Mission proposals developed during the meeting into a working draft. The draft would be shared with FPS members and others to get feedback before the Executive Board settles on a working draft in February 2011.

It was further agreed that the Strategic Planning Committee would clarify the preliminary strategic directions, which would then be fleshed out before developing strategic goals and tactics.