



Visual Merchandising Workshop Agenda

December 13, 2023 | 9 a.m. – 4:00 p.m. | Bowler, Wis.

9-9:10	Welcome and logistics
9:10-10:10	Internal rate of return and log grading Current research on oak and maple
10:10-10:35	Travel to the field
10:35-12:00	Standing log grading and introduction to marking implications <ul style="list-style-type: none">• Log grading small group activity
12-12:45	Lunch in the field
12:45-1:30	Merchandising and report out by small group
1:30-3:10	Milling and defect discussion
3:10-3:50	Marking implications activity
3:50-4:00	Program wrap-up