

CURRICULUM VITAE

University of Idaho

NAME: Shook, Steven R.

DATE: April 20, 2018

RANK OR TITLE: Associate Dean and Professor

DEPARTMENT: Department of Forest, Rangeland and Fire Sciences, College of Natural Resources

OFFICE LOCATION AND CAMPUS ZIP: CNR, Room 202A, 1138

OFFICE PHONE: (208) 885-6802

DATE OF FIRST EMPLOYMENT AT UI: December 1, 1998

EMAIL: shook@uidaho.edu

DATE OF PRESENT RANK OR TITLE: June 4, 2017

EDUCATION BEYOND HIGH SCHOOL:

Degrees:

Doctor of Philosophy (Ph.D.), December 1997, University of Washington, Seattle, Washington
Concentration areas: Forest Products Marketing, Marketing, Marketing Research
Simpson Centennial Fellow in Forest Products Business
Dissertation Title: *Innovation and the U.S. Residential Construction Industry—An Integrated Model of Determinants of Firm Innovativeness for Engineered Wood Products.*

Master of Science in Forestry (M.S.), May 1993, University of Illinois, Urbana/Champaign, Illinois
Concentration area: Wood Science and Engineering

Spaeth-Boggess Fellow in Forestry

Thesis Title: *The Mechanical and Physical Properties of Dry-Process Hardboard Made from Recycled Newsprint Paper Fiber.*

Bachelor of Science in Forestry (B.S.F.), May 1991, Purdue University, West Lafayette, Indiana

Majors: Forest Products; Forest Management

Senior Thesis Title: *Interlaminar Shear Strength of LVL Via Three Test Methods.* [published in referred journal]

Certificates and Licenses:

Certificate, Integrated Business Administration, August 1994, School of Business Administration, University of Washington, Seattle, Washington.

EXPERIENCE:

Teaching, Extension and Research Appointments:

Associate Dean, University of Idaho, Moscow, Idaho – College of Natural Resources, June 4, 2017-present.

Professor, University of Idaho, Moscow, Idaho – College of Natural Resources, Department of Forest, Rangeland and Fire Sciences, June 4, 2017-present.

Professor, University of Idaho, Moscow, Idaho – College of Business and Economics, Department of Business, July 1, 2010-June 3, 2017.

Affiliate Professor, University of Idaho, Moscow, Idaho – College of Natural Resources, Department of Forest, Rangeland, and Fire Sciences, July 1, 2010-June 3, 2017.

Associate Professor, University of Idaho, Moscow, Idaho – College of Business and Economics, Department of Business, July 1, 2004-June 30, 2010.

Affiliate Associate Professor, University of Idaho, Moscow, Idaho – College of Natural Resources, Department of Forest Products, July 1, 2008-June 30, 2010.

Adjunct Associate Professor, Washington State University, Pullman, Washington – College of Engineering and Architecture, 2003-2008.

Teaching, Extension and Research Appointments (cont.):

Associate Professor, University of Idaho, Moscow, Idaho – College of Natural Resources, Department of Forest Products (joint appointment with College of Business and Economics), July 1, 2004-June 30, 2008.

Assistant Professor, University of Idaho, Moscow, Idaho – College of Natural Resources, Department of Forest Products, December 1, 1998-June 30, 2004.

Research Associate Professor, University of Washington, Seattle, Washington, College of Forest Resources, December 1997-December 1998.

Consulting:

Hawthorn Capital, LLC - due diligence research concerning a \$20 million investment in a timberland investment management organization (TIMO), 2007-2010.

Kirby McInerney & Squire, LLP – providing expertise concerning business practices in the oriented strandboard (OSB) industry as it relates to class action antitrust litigation, 2006-2007.

MSD [Michael S. Dell] Capital, LP – due diligence research and market assessment with regard to investments in Idaho timberland, 2006.

Crestview Capital Funds – due diligence research concerning an investment in a timberland investment management organization (TIMO), 2005.

Oaktree Capital Management, LLC – analysis of U.S. potential investment market for forest products re-manufacturers, 2005.

Mendocino Forest Products Company, LLC – developed and executed marketing research surveys concerning redwood lumber product markets, 2003.

Step toe & Johnson, Softwood Lumber Agreement Litigation – prepared submissions for respondents in international trade litigation matters before the US International Trade Commission and NAFTA and WTO appeals panels concerning softwood lumber substitution, 2001-2002.

Silvaris Corporation, Wood Products Internet Exchange – multiple projects focusing on implementation and market opportunities for a wood products Internet exchange, 2000-2003.

Elsevier Science, Forest Products Marketing – senior editor of online service focusing on the production and marketing of paper and paper-based products, 1998-2003.

L.E.K. Consulting, Siding Market Evaluation – assessment of the current market situation for wood fiber-cement siding materials in North America, 2001, 2005.

Pacific Growth Partners, Venture Capital Opportunities – identification of privately held Pacific Northwest wood products firms in need of venture or growth capital, 2001.

uc²i, Low Grade Lumber Market Assessment [Woodinville, Washington] – analysis of the size and structure of the low grade lumber market and market opportunities, 2000.

Delta Group of Companies [United Arab Emirates], Burmese Teak Markets – analysis of international market opportunities for teak from Myanmar, 2000.

Pacific Northwest Fibers, Grass-based Particleboard Markets – assessment of market opportunities for particleboard made from rye grass straw, 2000.

E-Valuations, Marketing Research Techniques – preparation of analysis methodology to be used in Internet-based surveys, 1999.

ForestCraft Marketing Cooperative, Membership and Consumer Surveys – executed membership survey and consumer survey to assess market opportunities, 1999.

Evergreen Partnership, Membership Survey – executed survey of association membership to assess international trade opportunities, wants, and needs, 1998.

Weyerhaeuser Company, Substitution-Diffusion Modeling, development of dynamic models to assess substitution and diffusion of engineered wood products into the marketplace, 1998.

National Association of Home Builders Research Center (NAHB), Substitution Research Study – research focusing on the substitution of engineered wood products and steel-based for softwood lumber in the US residential construction industry, 1998.

Hartman Group, Multiple Projects – development of market diffusion/sales models for products in the pharmaceutical and nutraceutical industries, 1997-98.

Consulting (cont.):

- BankBoston, Investments in Forest Products Industry – analysis of investment opportunities in US forest products industry, 1998.
- Stewart & Smith, Chilean Forest Products Industry Investment Opportunities– analysis of investment opportunities in the Chilean forest products industry, 1998.
- APA – Engineered Wood Association, Adoption of Engineered Wood Products – adoption/diffusion research on engineered wood products in the US residential construction industry, 1996-98.
- United States Agency for International Development (USAID), Ukraine Forest Products Market – assessment of market opportunities for the Ukrainian forest products industry, included in-country work in Ukraine, 1997.
- Management Systems International (MSI), Ukraine Forest Products Market – employed under USAID contract to assist in the market development of the forest products industry in Ukraine, included in-country work in Ukraine, 1997.
- American Forest and Paper Association (AF&PA), Adoption/Diffusion Research Study – research focusing on the adoption and diffusion of engineered wood products and steel-based products into the US residential construction industry, 1997.
- American Institute of Architects (AIA), 2x4 Housing in Japan – technology transfer of 2x4 framing technology in Japanese residential construction industry, included in-country work in Japan, 1997.
- Washington State Department of Community, Trade, and Economic Development (WA CTED), 2x4 Housing in Japan – technology transfer of 2x4 framing technology in Japanese residential construction industry, included in-country work in Japan, 1997.
- Washington Public Forest Institute, Firelog Market Study, assessment of the Pacific Northwest firelog fuel market, 1996-97.
- Western Red Cedar Lumber Association (WRCLA), Western Red Cedar Market Surveys – development and execution of market surveys assessing the deck and siding markets for western red cedar, 1995-96.
- Kenmuir & Company, Western Red Cedar Market Analysis – assessment of the current status of the western red cedar market in the US, 1995.
- American Hardboard Association (AHA), Hardboard from Recycled Fibers – research focusing on the use of waste newsprint, office paper, and magazine paper as feed stock in the production of hardboard products, 1993.

TEACHING ACCOMPLISHMENTS:**Areas of Specialization:**

- Industrial and Business-to-Business Marketing; Pricing Theory; Price Discovery; Market Definition; Marketing Research; Forestry Industry; Wood Products Industry
- Involved in teaching University of Idaho capstone course (UCGE-approved) – *BUS/FORP 495 – Product and Process Development and Commercialization*, 2005-2008.
- Involved in teaching College of Natural Resources capstone course (UCGE-approved) – *CNR 470 – Integrated Natural Resources Planning*, 2001, 2002, 2007.

Graduate Students Advised:

- Graduate Students, Major Professor/Supervisor, Completed:
 - Coulter, Keith, Ph.D., Forest Products, 2010 – *What Impacts Will Uncertain and Important Drivers have on the Structure-Conduct-Performance of Idaho's Primary Forest Products Industry?*
 - Josephson, Brett, M.S., Forest Products, 2010 – non-thesis option
 - Yu, Yuanyang, M.S., Forest Products, 2010 – non-thesis option

Graduate Students Advised (cont.):

Hamner, Rebecca, M.S., Forest Products, 2009 – *An Analysis of Timber Sales Using Hedonic Methodology*

Mottern, Daniel, M.S., Forest Products, 2009 – non-thesis option

Plesha, Nataliya, M.S., Forest Products, 2008 – *Cointegration of North American Softwood Lumber Markets: Driven By Demand?*

Graduate Students, Major Professor/Supervisor, Completed:

Blengeri-Oyarce, Carla D., M.S., Forest Products, 2006 – *Modification of Wood Color Via Electroheating Technology*

Soria, Jorge A., M.S., Forest Products, 2005 – *Estimating North American Softwood Lumber Cross-Price Elasticities of Demand Using Discrete Choice Consumer Preferences*

Songster, Jonathan M., M.S., Forest Products, 2005 – *Profile of the Distribution Structure for Materials Used in Waterfront Applications: Implications for Innovative Wood-Plastic Composites*

Brandt, Jason P., M.S., Forest Products, 2003 – *Attribute Elicitation for Paper-Based Products*

Yaremchuk Hogaboam, Liliya S., M.S., Forest Products, 2002 – *Capital Investment Strategies of American Forest Products Companies*

Zhang, Yun, M.S., Forest Products, 2002 – *The Perceived Value of Structural Lumber in the Home Builder Market: A Conjoint Analysis Using a Polynomial Regression Modeling Approach*

Kedish, Gary L., M.N.R., 2002, non-thesis option

Baun, Charles W., M.N.R., 2001, non-thesis option

Lockhart, Jerald, M.N.R., 1999, non-thesis option

Graduate Students, Committee Member, Completed:

Chaffin, Jennifer, M.S., Conservation Social Sciences, 2014 – *An Evaluations of Ticketing Preferences and the Effects of a Fee Increase at Timpanogos Cave National Monument*

Dai, Jing, Ph.D., Renewable Materials, 2014 – *Conversion of Woody Biomass to Polyhydroxybutyrate*

Liang, Shaobo, Ph.D., Environmental Sciences, 2014 – *Value Added Bioproducts from Potato Peel Waste*

Morrow, Carl D., Ph.D., Renewable Materials, 2013 – *Characterizing the Influence of Soil Bulk Density and Climate Factors on Wood Quality in Douglas-fir Trees* [Dissertation won the Wood Award from the Society of Wood Science and Technology; Dr. Morrow was the University of Idaho's 2014 Graduate Student of the Year]

Blades, Jarod, Ph.D., Conservation Social Sciences, 2013 – *Building Natural Resource Communications Boundaries: Public Perceptions of Smoke from Wildland Fires and Forest Managers' Perspectives of Climate Change Science*

Luo, Guanqun, M.S., Forest Products, 2012 – *Upgrading Methanol and Syn-Gas to Gasoline*

Tanaka, Hiroyuki, Ph.D., Conservation Social Sciences, 2011 – *Competitive Strategies in Community Forestry: Leveraging Through Second-Tier Collective Enterprises in Mexico and Guatemala*

Osman, Noridah, Ph.D., Forest Products, 2010 – *Chemistry of Hot-Pressing Hybrid Poplar Wood*

Robichaud, Francois, Ph.D. in Forestry (University of British Columbia, External Examiner of Dissertation), 2009 – *The Role of Communications in Emerging Markets for Wood Products*

Golding, Jennifer, M.S., Conservation Social Sciences, 2008 – *Program Choice in Learning Vacations: A Study of Yellowstone Association Institute Participants*

Fabiyi, James S., Ph.D., Forest Products, 2007 – *Chemistry of Wood Plastic Composite Weathering*

Knowles, Christopher D., Ph.D., Forest Products Marketing (Oregon State University), 2007 – *Measuring Innovativeness in the North American Softwood Sawmilling Industry*

Graduate Students Advised (cont.):

Graduate Students, Committee Member, Completed (cont.):

- Bigler Cole, Heidi, Ph.D., Conservation Social Sciences, 2007 – *Increasing Fuel Reduction Research Use: A Theory-Based Evaluation*
- Maximillian, Jacqueline R., Ph.D., Forest Resources, 2006 – *Sustainability of Profitability of Prunus Africana: A Case Study of Harvesters Adjacent to Udzungwa Mountain Forests, Iringa, Tanzania*
- Gallagher, Lance W., M.S., Forest Products, 2006 – *The Effect of Utilizing Micrometer Sized Wood Fibers in Wood Plastic Composites*
- Allen, Travis, M.S., Forest Products, 2006 – *A Structural Assessment of the Logging Contract Business Logging in the Inland Northwest for 2004*
- Soria, Andres, Ph.D., Forest Products, 2005 – *Supercritical Methanol Treatment of Wood for Chemical Production*
- Sundar, Smith, M.S., Forest Products, 2005 – *Chemical Modification of Wood Fiber to Enhance the Interface between Wood and Polymer in Wood Plastic Composites*
- Price Manesco, Lacey, M.S., Agricultural Economics, 2005 – *Trade and Traceability in the Cattle Market*
- Le, Yen, Ph.D., Conservation Social Sciences, 2005 – *Perceptions of Vietnamese Tourism Businesses toward Sustainable Tourism Development*
- Aguiar, Angel H., M.S., Agricultural Economics, 2004 – *Effects of the US-Canadian Bilateral Dispute and Global Trade Liberalization on the World Softwood Lumber Market*
- Crowser, Cheston, M.S., Resources Recreation and Tourism, 2004 – *An Evaluation of BLM Information Sources for Boaters on the Lower Salmon River*
- Turner, Douglas R., M.S., Forest Products, 2004 – *Productivity of a Small Cut-to-Length Harvester in Northern Idaho*
- Cisternas, Aldo G., M.S., Forest Products, 2002 – *Mechanical Properties of Ponderosa Pine Dimension Lumber from Small-Diameter, Overstocked Stands in Arizona*

Graduate Students, Committee Member, In Process:

- Benedum, Michelle, M.S. Bioenergy
- Scott, Terrance, M.N.R., non-thesis option

Courses Taught:

University of Idaho:

Department of Business, College of Business and Economics:

- Consumer Behavior, 3 cr. (BUS 324), 2009
- Entrepreneurship and Innovation – Pricing, 1 cr. (Executive MBA 532), 2010
- Marketing, 3 cr. (Bus 321), 2014 (Spring, Summer, Fall), 2015 (Spring, Summer), 2016 (Summer)
- Marketing Channels Management, 3 cr. (BUS 426), 2010-2013, 2016 (Spring)
- Marketing Research and Analysis, 3 cr. (BUS 421), 2008-2013 (Spring & Fall), 2015 (Fall), 2016 (Spring and Fall)
- Pricing Strategy and Tactics, 3cr. (BUS 424), 2001 (Spring & Fall), 2003, 2004 (Spring & Fall), 2005-2016 (Spring and Fall)
- Product & Process Development and Commercialization, 3 cr. (BUS 495/ForP 495), 2006-2008

Department of Forest Products, College of Natural Resources:

- Structural Analysis of Forest Products Industry, 2 cr. (FORP 204/404), 2001
- Principles of Forest Products, 2 cr. (FORP 250), 1999, 2000
- Pricing Strategy and Tactics, 2 cr. (FORP 404/504), 2000
- Forest Products Marketing, 3 cr. (FORP 425), 1999, 2001, 2003, 2005, 2007
- Forest Products Business Management, 3 cr. (FORP 477/577), 1999, 2000, 2004
- Seminar in Forest Products, 1 cr. (FORP 501), 2003 (Spring, Fall), 2004

Courses Taught:

Department of Forest Products, College of Natural Resources:

Advanced Forest Products Marketing, 3 cr. (FORP 502), 1999

Statistical Modeling, 2 cr. (FORP 502), 2000

Forest Products Colloquia, 2 cr. (FORP 504), 2000

College of Natural Resources:

Interdisciplinary Natural Resource Planning (capstone course), 3 cr. (FORP, RRT, WLF 470), 2001, 2002, 2007

Biomaterial Product and Process Development, 2 cr. (FORP 490), 2005

University of Washington:

College of Forest Resources:

Marketing of Forest Products, 3 cr. (FM 422), 1998

Marketing Research and Survey Methods in the Forest Products Industry, 3 cr. (FM 522), 1997

University of Washington:

Teaching Assistant, College of Forest Resources:

Introduction to Business from a Forest Products Perspective, 3 cr. (FM 520), 1994, 1996

Teaching Assistant, Foster School of Business Administration:

Sales Force Management, 3 cr. (MKTG 430), 1994

Marketing Research and Survey Methodology, 3 cr. (MKTG 490), 1994

Materials and Courses Developed:

Buyer Behavior, 3 cr.

Product and Process Development and Commercialization, 3 cr.

Forest Products Business Management, 3 cr.

Forest Products Marketing, 3 cr.

Interdisciplinary Natural Resource Planning, 3 cr.

Marketing Channels Management, 3 cr.

Marketing Research and Analysis, 3 cr.

North American Wholesale Lumber Association – Wood Products Marketing Seminar, 2001-2003

Pricing Strategy and Tactics, 3 cr.

Structural Analysis of Forest Products Industry, 2 cr.

Non-credit Classes, Workshops, Seminars, Invited Lectures, Etc.:

College of Natural Resources' Sustainable Development Seminar Series (Spring 2001) – co-arranged with Michael Scott a semester-long seminar series that involved eight lectures from nationally recognized sustainable development experts with an average audience size of 100.

Invited Lecturer, Washington State University Entrepreneurship Program, 2004-2007

Provided, on a semester basis, a presentation on forest certification issues to the Integrated Natural Resource Planning course in the College of Natural Resources.

SCHOLARSHIP ACCOMPLISHMENTS:**Publications:**

Refereed/Adjudicated: [Note: Authors marked with asterisk (*) are former graduate student advisees.]

- McCollough, Michael A. and Steven R. Shook. 2017. "Integrating the Marketing Research and Marketing Management Courses," *Journal of the Academy of Business Education* 18:187-200.
- Ridley, William*, Stephen Devadoss, and Steven R. Shook. 2015. "Consumer Preference for Locally-Produced Beef," *Journal of Food Products Marketing* 21(4):413-425.
- Blades, Joseph Jared*, Steven R. Shook, and Troy E. Hall. 2014. "Smoke Management of Wildland and Prescribed Fire: Understanding Public Preferences and Tradeoffs," *Canadian Journal of Forest Research* 44(11):1344-1355.
- Ridley, William*, Stephen Devadoss, and Steven R. Shook. 2014. "Estimations of Consumer Demand for Locally-Produced Beef," *Journal of International Food and Agribusiness Marketing* 26(4):316-325.
- Shook, Steven R., Nataliya Plesha*, and Darek J. Nalle. 2009. "Does Cointegration of North American Species of Softwood Lumber Imply Nearly Perfectly Substitute Products?" *Canadian Journal of Forest Research* 39(3):553-565.
- Soria, Andres J. *, Armando G. McDonald, and Steven R. Shook. 2008. "Wood Solubilization and Depolymerization Using Supercritical Methanol. Part I: Process Optimization and Analysis of Methanol Insoluble Components," *Holzforschung* 62(4):402-408.
- Allen, Travis T. *, Han-Sup Han, and Steven R. Shook. 2008. "A Structural Assessment of the Contract Logging Sector in the Inland Northwest," *Forest Products Journal* 58(5):27-33.
- Knowles, Chris*, Eric Hansen, and Steven R. Shook. 2008. "Assessing Innovativeness in the North American Sawmilling Industry Using Three Methods," *Canadian Journal of Forest Research* 38(2):363-375.
- Shook, Steven R., Jorge A. Soria*, and Darek J. Nalle. 2007. "Examination of North American Softwood Lumber Species Substitution Using Discrete Choice Preferences and Disaggregated End-Use Markets," *Canadian Journal of Forest Research* 37(12):2521-2540.
- Hansen, Eric, Silja Korhonen, Ewald Rametsteiner, and Steven Shook. 2006. "Current State-of-Knowledge: Innovation Research in the Global Forest Sector," *Journal of Forest Products Business Research* 3(Article 4):27 p.
- Deutschlander, Heidi M. *, Francis G. Wagner, Richard L. Folk, Steven R. Shook, and Dale O. Everson. 2006. "Impacts of High-Temperature and Restraint on Kiln-Dried Grand Fir Studs Curve Sawn from Small-Diameter Logs," *Forest Products Journal* 56(2):78-84.
- Le, Yen*, Steven Hollenhorst, William McLaughlin, Charles Harris, and Steven Shook. 2006. "Environmental Management: A Study of Vietnamese Hotels," *Annals of Tourism Research* 33(2):545-567.
- Keegan, Charles E. III, Todd A. Morgan, Francis G. Wagner, Patricia J. Cohn, Keith A. Blatner, Timothy P. Spoelma, and Steven R. Shook. 2005. "Capacity for Utilization of USDA Forest Service, Region I Small-Diameter Logs," *Forest Products Journal* 55(12):143-147.

Refereed/Adjudicated (cont.):

- Devadoss, Stephen, Angel Aguiar*, Steven R. Shook, and Jim Araji. 2005. "A Spatial Equilibrium Analysis of US-Canadian Disputes on the World Softwood Lumber Market," *Canadian Journal of Agricultural Economics* 53(2/3):177-192.
- Brandt, Jason P.* and Steven R. Shook. 2005. "Attribute Elicitation: Implications in the Research Context," *Wood & Fiber Science* 37(1):127-146.
- Hogaboam, Liliya S.* and Steven R. Shook. 2004. "Capital Budgeting Practices in the United States Forest Products Industry: A Reappraisal," *Forest Products Journal* 54(12):149-158.
- Shook, Steven R., Richard P. Vlosky, and Sanna Maria Kallioranta. 2004. "Why Did Forest Industry Dot.coms Fail?" *Forest Products Journal* 54(10):35-40.
- Shook, Steven R., and Leslie C. Ganus*. 2004. "Adoption of Innovations in Tradition-bound Industries: Uncertainty and Competitive Rivalry Effects on Adoption of Wood Products," *Journal of Forest Products Business Research* 1(Article 1):22 p.
<<http://www.forestprod.org/jfpbr/jfpbr-a1.asp>>.
- Shook, Steven R., Yun Zhang*, Rosemarie Braden, and John Baldrige. 2002. "The Use of e-Business in the Pacific Northwest Secondary Forest Products Industry," *Forest Products Journal* 52(1):59-66.
- Eastin, Ivan L., Steven R. Shook, and Samuel J. Fleishman. 2001. "Material Substitution in the US Residential Construction Industry, 1994 versus 1998," *Forest Products Journal* 51(9):30-37.
- Shook, Steven R., Yun Zhang*, and Francis G. Wagner. 2001. "Wood Products Cooperatives: Overview and Exploratory Analysis," *Forest Products Journal* 51(3):25-33.
- Shook, Steven R. and Ivan L. Eastin. 2001. "A Characterization of the U.S. Residential Deck Material Market," *Forest Products Journal* 51(4):28-36.
- Shook, Steven R. 1999. "Profile of the Pacific Coast Manufactured Firelog Market," *Forest Products Journal* 49(11/12):35-44.
- Eastin, Ivan L., Steven R. Shook, and Douglas D. Simon. 1999. "Softwood Lumber Substitution in the U.S. Residential Construction Industry in 1994," *Forest Products Journal* 49(5):21-27.
- Shook, Steven R. 1999. "Forecasting Adoption and Substitution of Successive Generations of Structural Wood Panel Products in the United States," *Forest Science* 45(2):232-248.
- Paun, Dorothy A., and Steven R. Shook. 1997. "An Empirical Exploration of the Role of Marketing in Forestry Education," *The Forestry Chronicle* 78:685-692.
- Hunt, Michael O., Steven R. Shook, and James P. Bradtmueller. 1993. "Longitudinal Shear Strength of LVL Via Five-Point Bending Test," *Forest Products Journal* 43(7/8):39-44.
- Krzysik, Andrzej M., John A. Youngquist, Roger M. Rowell, James H. Muehl, Poo Chow, and Steven R. Shook. 1993. "Feasibility of Using Recycled Newspapers as a Fiber Source for Dry-Process Hardboards," *Forest Products Journal* 43(7/8):53-58.

Peer Reviewed/Evaluated: [Note: Authors marked with asterisk (*) are former graduate students.]

- Shook, Steven R., and Sanjay R. Sisodiya. 2011. "Confronting the Information Vacuum: Price Discovery and Price Determination in the Forest Products Industry." *In: Hansen, E. ed. Proceedings of the Joint International Union of Forest Research Organizations/UN Food and Agriculture Organization Group 5.10 Meeting*. Corvallis, Oregon. 8 p.
- Plesha, Nataliya*, and Steven R. Shook. 2008. "Ukraine Forest Policies for Sustainable Global Environmental Development," Pages 129-138 *In: Cesaro, L., P. Gatto, and D. Pettenella, eds. The Multifunctional Role of Forests: Policies, Methods and Case Studies*. European Forest Institute No. 55. Joensuu, Finland: European Forest Institute.
- McDonald, Armando, Anand Mangalam, Carla D. Blengeri Oyarce*, Armando G. McDonald, and Steven R. Shook. 2008. "Rapid Thermal Wood Modification by Electroheating," Pages 189-194 *In: (F.C. George, ed.) Proceedings of ECOWOOD '08: 3rd International Conference on Environmentally-Compatible Forest Products*. Oporto, Portugal: Fernando Pessoa University.
- Mangalam, Anand, Carla D. Blengeri Oyarce*, Armando G. McDonald, and Steven Shook. 2007. Rapid Thermal Modification of Wood by Electroheating. Page 263-266 *In: (C. Hill, ed.) Proceedings of the Third European Conference on Wood Modification*. East Sussex, England, United Kingdom: Gardners Books.
- Aguiar-Román, Angel H. *, Kenneth A. Foster, and Steven R. Shook. 2006. Evaluation of the Substitutability between U.S. and Canadian Softwood Lumber. Paper No. 157161 *In: Proceedings from the Annual Meeting of the American Agricultural Economics Association*. Long Beach, California: American Agricultural Economics Association.
- Soria Juan Andres*, Armando G. McDonald, Steven R. Shook, Bingjun He, Eric Aston. 2005. Supercritical Methanol for Conversion of Ponderosa Pine into Chemicals and Fuels. Pages 369-374 *In: 59th Annual Conference and Exhibition (APPITA), Incorporating the 13th International Symposium on Wood Fiber and Pulp Chemistry (ISWFPC) Proceedings, Volume 3*. Auckland, New Zealand.
- Yadama, Vikram, and Steven R. Shook. 2005. "Wood-Plastic Composite Extrusion Technology for Sustainable Economic Development of Local Communities," Pages 63-67 *In: (R. L. Deal, and S. M. White, eds.) Understanding Key Issues of Sustainable Wood Production in the Pacific Northwest*, General Technical Report PNW-GTR-626, Portland, Oregon: U.S. Department of Agriculture, Forest Service, Pacific Northwest Research Station.
- Eastin, Ivan L., Indroneil Ganguly, Steven R. Shook, and Al Brackley. 2005. *Material Use in the US Deck Market*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 98, Seattle, Washington: CINTRAFOR, 100 pp.
- Shook, Steven R., Ivan L. Eastin, and Samuel J. Fleishman. 2001. *A Characterization of the Residential Deck Market in the US*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 78, Seattle, Washington: CINTRAFOR, 53 pp.
- Eastin, Ivan L., Steven R. Shook, and Samuel J. Fleishman. 2000. "Material Substitution in the US Residential Construction Industry: 1995 versus 1998," Pages 7-21 *In: (Wolcott, M.P., R.J. Tichy, D.A. Bender, and L.C. Miklosko, eds.) Proceedings of the 34th International Particleboard/Composite Materials Symposium*, Pullman, Washington: Washington State University.

Peer Reviewed/Evaluated (cont.):

- Fleishman, Samuel J., Ivan L. Eastin, and Steven R. Shook. 2000. *Material Substitution Trends in Residential Construction Industry, 1994 vs. 1998*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 73, Seattle, Washington: CINTRAFOR, 76 pp.
- Eastin, Ivan L., Steven R. Shook, and Wendy Sammarco. 1999. *An Assessment of the PNW Hardwood Lumber Industry*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 72, Seattle, Washington: CINTRAFOR, 45 pp.
- Eastin, Ivan L., Tom C. Ossinger, Roger B. Williams, Steven R. Shook, Robert Hashizume, and Joseph A. Roos. 1999. *A Technical Assessment of the North American-style 2x4 Residential Construction System in Japan*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 70, Seattle, Washington: CINTRAFOR, 96 pp.
- Shook, Steven R., William R. Turner, and Ivan L. Eastin. 1998. "Forecasting Adoption and Substitution of Structural Panel Products in North America," Pages 29-42 In: (R. J. Tichy, ed.) *Proceedings of the 32nd International Particleboard/ Composite Materials Symposium*, Pullman, Washington: Washington State University.
- Shook, Steven R., William R. Turner, and Ivan L. Eastin. 1998. *Adoption, Diffusion, and Substitution of Structured Wood Panels*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 65, Seattle, Washington: CINTRAFOR, 32 pp.
- Shook, Steven R., and Ivan L. Eastin. 1998. *Marketing Strategy Effects on Contractor Perceptions of Residential Siding Materials*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 64, Seattle, Washington: CINTRAFOR, 70 pp.
- Eastin, Ivan L., Steven R. Shook, Robert Hashizume, and Joseph Roos. 1998. *A Technical Assessment of the North American-style 2x4 Residential Construction System in Japan*, Report for Washington State Department of Community Trade, and Economic Development (CTED), Olympia, Washington: CTED, 167 pp.
- Lippke, Bruce, Rose Braden, Ivan L. Eastin, Steven R. Shook, and Robert Hashizume. 1997. *Housing Export Opportunities to Japan: A Synopsis*, Center for International Trade in Forest Products (CINTRAFOR) Special Paper 24, Seattle, Washington: CINTRAFOR, 54 pp.
- Eastin, Ivan L., Douglas D. Simon, and Steven R. Shook. 1996. *Softwood Substitution in the US Residential Construction Industry*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 57, Seattle, Washington: CINTRAFOR, 54 pp.
- Shook, Steven R., and Ivan L. Eastin. 1996. *The North American Residential Decking and Siding Markets*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 56, Seattle, Washington: CINTRAFOR, 121 pp.
- Paun, Dorothy A., Steven R. Shook, and Gerard F. Schreuder. 1996. "Educational Mindsets: Forest Products Marketing and Forest Economics," *Journal of Forestry* 94(9):29-33.
- Briggs, David G., Lee Bialozynski, and Steven R. Shook. 1994. *The U.S. Millwork Industry: Historical Trends Based on U.S. Department of Commerce Statistics*, Center for International Trade in Forest Products (CINTRAFOR) Working Paper 48, Seattle, Washington: CINTRAFOR, 76 pp.

Peer Reviewed/Evaluated (cont.):

Youngquist, John A., Brent E. English, Roger C. Scharmer, Poo Chow, and Steven R. Shook. 1994. *Literature Review on Use of Nonwood Plant Fibers for Building Materials and Panels*, General Technical Report FPL-GTR-80, Madison, Wisconsin: U.S. Department of Agriculture, Forest Service, Forest Products Laboratory, 146 pp.

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- Lee, Harry W. and Steven R. Shook (CoPI's), *Development of a Professional Business Management Training Module for Loggers in Idaho*, Washington-Idaho-Montana Wood Utilization Research Program, 2000, \$15,818.
- Shook Steven R. (PI), *Assessment of the Relationship Between Softwood Lumber Quality and Material Substitution Behavior*, Washington-Idaho-Montana Wood Utilization Research Program, 2000, \$25,476.
- Keegan, Charles E., Francis G. Wagner, Steven R. Shook, and Keith A. Blatner (CoPI's), *Analysis of the Inland-Northwest Wood Products Industry*, Washington-Idaho-Montana Wood Utilization Research Consortium Grant Program, 1999, \$36,079.
- Shook, Steven R. (PI), *Risk and Uncertainty in Residential Contractor Adoption of Innovative Technologies*, University of Idaho, University Research Office Seed Grant Program, 1999, \$5,700.

Grants and Contracts Awarded (cont.):

Wolcott, Michael P., Thomas M. Gorman, David G. Pollock, Steven R. Shook, and Kenneth J. Fridley (CoPI's), *Engineered Lumber Products and Requirements from Inland Northwest Species*, Washington-Idaho-Montana Wood Utilization Research Program, 1999, \$46,598.

Honors and Awards:

Recipient, Thiessen Family Research Award, 2014, awarded to CBE faculty member that achieves highest research productivity during past year
 Recipient, Stoddard Distinguished Research Scholar Award, 2014-2015, awarded to one CBE faculty member that demonstrates an "established record of excellence in research"
 Recipient, Monnett International Business Excellence Fellowship, 2013, awarded to one CBE faculty member that has "demonstrated excellence in teaching and research in international business and economics"
 Recipient, Dean D. Thornton Faculty Fellowship, 2009-2011, awarded to one CBE faculty member for "outstanding teaching and research efforts"
 Award for Teaching Excellence Nomination, University of Idaho, 2004, 2005
 Apple Polisher Teaching Award –University of Idaho, Student Alumni Relations Board, 2004
 Simpson Centennial Fellowship in Forest Products Business, awarded by the Seattle law firm of Ryan, Swanson & Cleveland and Simpson Investment Company, 1994
 Spaeth-Boggess Fellowship in Forestry, University of Illinois, 1991-93
 Gamma Sigma Delta Fellowship Recognition, University of Illinois, 1991-93
 Purdue School of Forestry Outstanding Senior Student - Swain Forestry Achievement Award, 1991
 Purdue School of Forestry Outstanding Junior Student - Swain Forestry Achievement Award, 1990
 Undergraduate Competitive Research Grant Award, 1991 - Shear Behavior of Structural Composite Lumber, awarded by Purdue University Agricultural Experiment Station
 Recipient, Forest Products Research Society Academic Scholarship, Ohio Valley Section, 1991
 Recipient, Delta Theta Tau Academic Scholarship, 1989

SERVICE:**Major Committee Assignments:**

University of Idaho, Moscow, Idaho:
 Academic Associate Deans Group, 2017-present
 Admissions Committee, 1999-2002 (Chairperson, 2000-02)
 Associate Deans Group, 2017-present
 Curriculum Committee, 2007-2008
 Grievance Committee for Student Employees, 1999-2000 (Chairperson, 1999-2000)
 Dean Search Committee, College of Business and Economics, 2006
 Dean Search Committee, College of Natural Resources, 2001
 Director Search Committee, VIEW Entrepreneurship Program, 2006
 Information Technology Committee, 2003-2006
 Institutional Planning and Effectiveness. Program Prioritization for Non-Academic Programs Workgroup, 2016-2017
 Intellectual Property Committee, 2002-04 (Chairperson, 2002-03)
 International Affairs Committee, 2003-2006
 Special Course and Lab Fee Committee, 2017-present
 Starfish Implementation Committee, 2017-2018
 Student Code of Conduct Title IX Revision Committee, 2016-2017
 Student Code of Conduct Revision Committee, Chairperson, 2013-2014
 Student Code of Conduct Task Force, 2015-2017
 Student Conduct Board, 2017-present
 Student Disciplinary Review Board, 2016-2017

Major Committee Assignments (cont.):

University of Idaho, Moscow, Idaho (cont.):

University Judicial Council, 2009-2014 (Chairperson, 2010-2011, 2013-2014)
 University-Level Promotions Review Committee, 2009
 University Scholarship Committee, 2017-present
 UI Vision and Resource Task Force, 2004

College of Business and Economics, University of Idaho, Moscow, Idaho:

Area Coordinator, Marketing, August 2010-August 2015, January 2016-June 2017
 Associate Dean Search Committee, 2012
 CBE Curriculum Committee, 2016-2017
 Executive MBA Assessment Committee, 2008-2010
 Faculty Fellowship Committee, 2007-2008
 Faculty Workload Committee, 2015-2016
 Faculty Search Committee, Marketing tenure track position, 2017
 Faculty Search Committee, Marketing tenure track position, 2015
 Faculty Search Committee, Marketing tenure track position, 2010
 Faculty Search Committee, Marketing tenure track position, 2007
 Instructor Search Committee, Entrepreneurship position, 2010
 Outreach and Engagement Committee (Goal #4 of Strategic Plan), Chair, 2014-2016
 Scholarship Committee (Goal #2 of Strategic Plan), 2007-2014
 Scholarship Committee (Goal #1 of Strategic Plan), 2016-2017

College of Natural Resources, University of Idaho, Moscow, Idaho:

CNR Curriculum Committee, 2007-2008, 2017-present (ex-officio)
 CNR Academic Redesign Committee, 2002-03
 Faculty Council Representative (alternate), 2004-2007
 Faculty Search Committee, Natural Resource Economics tenure track position, 2015-16

College of Natural Resources, University of Idaho, Moscow, Idaho (cont.):

Faculty Search Committee, Natural Resource Economics tenure track position, 2014-15
 Faculty Search Committee, Natural Resource Economics tenure track position, 2011
 Faculty Search Committee, Natural Resource Economics tenure track position, 2003
 Staff Search Committee, Chief Financial Officer of CNR, 2006
 Master of Natural Resources Program Committee, 1999-2002
 Scholarship and Awards Committee, 1999-2008

Department of Agricultural Economics and Rural Sociology, University of Idaho, Moscow, Idaho:

Faculty Search Committee, Natural Resources Economist tenure track position, 2003
 Faculty Performance Review Committee (of a tenured faculty member), 2008

Department of Forest Products, University of Idaho, Moscow, Idaho:

Faculty Search Committee, forest operations tenure track position, 2000
 Faculty Search Committee, wood composites tenure track position, 2001

Washington State University, Pullman, Washington:

College of Engineering and Architecture, Sustainable Composites Research/Extension Search Committee, 2007
 Wood Materials Engineering Laboratory Extension Position Search Committee, 2002

University of Washington, Seattle, Washington:

Forest Resources Library Committee, 1994-96

Major Committee Assignments (cont.):

Professional:

Accreditation Committee, Society of Wood Science and Technology, 2002-2008
 Electronics Communication Strategic Issues Standing Committee, Forest Products Society, 2002-04 (Chair, 2003 and 2004)
 Market Potential Committee, Forest Products Society, 2002-2006
 Publication Committee, Forest Products Society, 2002-2005
 Organizing Committee - *Small Diameter Timber Symposium: Resource Management, Manufacturing, and Markets*, Spokane, Washington, 2002 [450 attendees]
 Strategic Issues Committee, Forest Products Society, 2002-2007
 Wood Award Selection Committee, Forest Products Society, 2000

Professional and Scholarly Organizations:

Forest Products Society, Member, 1989-present
 Chair – Inland Empire Section, 2001-02
 Vice Chair – Inland Empire Section, 2000-01
 Secretary/Treasurer – Inland Empire Section, 1999-2000
 Society of American Foresters, Member, 1990-present
 Society of Wood Science and Technology, Member, 1990-present
 American Tree Farm System, 2013-present
 American Marketing Association, Member, 1994-2012
 The Academy of Marketing Science, Member, 1994-2001
 National Woodland Owners Association, 2007-present
 Idaho Forest Owners Association, 2007-present
 Alpha Zeta, International Honor Society of Agriculture, Member
 Gamma Sigma Delta, National Honor Society of Agriculture, Member
 Xi Sigma Pi, International Honor Society of Forestry, Member
 Faculty Advisor, University of Idaho Forest Products Club, 2001-2008
 Faculty Advisor, University of Idaho Student Friends of Moscow Mountain, 2004-2007
 Senior Editor, *Ei Paper Village* (owned by Elsevier Science), a leading Internet fee-based information resource for the pulp and paper industry, editorial focus is on product development issues in the pulp and paper industry, 1999-2002
 Editor, *Journal of Forest Products Business Research*, 2009-2012
 Editorial Board, *BioProducts Business*, 2015-present
 Editorial Board, *Innovative Marketing*, 2018-present
 Associate Editor, *Journal of Forest Products Business Research*, 2004-2009
 Associate Editor, *Innovative Marketing*, 2009-2017
 Associate Editor, *Forest Products Journal*, 2012-2017
 Editorial Review Panel:
 John Wiley & Sons, pricing textbook, 2013
 John Wiley & Sons, pricing textbook, 2012
 John Wiley & Sons, business ethics textbook, 2012
 Prentice Hall Publishing, marketing textbooks, 2004
 Routledge, pricing and the sales force textbook, 2013
 South-Western/Cengage Learning, pricing textbook, 2009
 Guest Associate Editor, *Forest Science*, 2007

Manuscript Reviewer:

Biomass and Bioengineering, 2014 [1 review]
Canadian Journal of Forest Research, 2013 [2 reviews]
Decision Sciences Institute, 2000-present [5 reviews]
Forest Policy and Economics, 2004 [1 review]
Forest Products Journal, 1999-present [77 reviews]

Professional and Scholarly Organizations (cont.):

Manuscript Reviewer (cont.):

Forest Science, 2001-present [8 reviews]
Forestry Chronicle, 2001-present [3 reviews]
Innovative Marketing, 2009-present [5 reviews]
Journal of Applied Business Research, 2008 [1 review]
Journal of Environmental Management, 2008-present [13 reviews]
Journal of Forest Products Business Research, 2003-present [43 reviews]
Journal of Forestry, 2008-present [3 reviews]
Oregon State University – Forest Research Laboratory, 2001-present [2 reviews]
Scandinavian Journal of Forest Research, 2013 [1 review]
Society and Natural Resources, 2008 [1 review]
Western Journal of Applied Forestry, 2001-present [2 reviews]
Wood and Fiber Science, 2000-present [4 reviews]
New Zealand Journal of Forestry Sciences, 2007 [1 review]

Proposal Reviewer:

International Foundation for Science, 2004 [1 review]
 Social Science and Humanities Research Council of Canada, 2009-2010 [2 reviews]
 USDA National Research Initiative Competitive Grants, 2000-present [2 reviews]
 USDA Small Business Innovation Research Program, 2005-2012 [3 reviews]
 USDA Wood Utilization Grants Program, 2009 [1 review]
 University of Idaho, State Board of Education, GAP Funding Program, 2010 [6 reviews]

Technical Reviewer:

Expert Review of National Parks Survey Instrument, Timpanogos Cave National Monument, United States Office of Management and Budget, 2012
Idaho's Forest Products Business Sector: Contributions, Challenges, and Opportunities – Policy Analysis Group, College of Natural Resources, University of Idaho, 2006

Outreach Service:

Popular Press Articles (Newspapers and Magazines):

Browning, Sunny (2014), "University of Idaho Revising the Student Code of Conduct: University of Idaho Addressing the Judicial Process," *Moscow-Pullman Daily News* (February 26), 1. [Article concerning revision of the UI student disciplinary process. I chaired the committee that revised the policy and am quoted in the article.]
 Emery, Amber (2013), "Degree to Dugout," *The Argonaut* (December 13), 1, 10. [Article concerning graduating marketing student crediting part of her success to my guidance as her advisor.]
 Pantone, Cara (2013), "Making Marketable Students," *The Argonaut* (November 14), 1. [Article concerning the creation of new marketing curriculum at the University of Idaho.]
 Roberts, Bill (2012), "As the Economy Improves, Idaho Sawmills Look for Automation to Maximize Returns," *Idaho Statesman* (November 6). [Article concerning forest products industry automation in Idaho.]
 Williams, Elaine (2011), "Schweitzer Surges: Pullman-based Manufacturer Now the Largest Private Employer in Region," *Lewiston Tribune* (October 2), E1. [Article concerning employment and manufacturing status of the Palouse region.]
 Anonymous (2011), "UI Report Details Trends, Outlook on Forest Products," *Moscow-Pullman Daily News* (January 21), 99(100):3A. [Article concerning status of forest products industry in the Inland Empire region.]
 Anonymous (2011), "Report: Forest-products Industry Still Struggling," *Idaho Statesman* (January 22), 146(181):B3. [Article concerning status of forest products industry in the Inland Empire region.]

Outreach Service (cont.):

Popular Press Articles (Newspapers and Magazines, cont.):

- Pflueger, Joe (2010), "Forest Products Market to Improve," *Argonaut* (February 9), 110(40):3. [Article concerning status of forest products industry in the Inland Empire.]
- Moore, Michael (2009), "Frenchtown Plant Victim of Supply and Demand," *Missoulian* (December 20). [Article covering the permanent closure of Smurfit-Stone Container Corporation's linerboard manufacturing facility located in Frenchtown, Montana.]
- Williams, Elaine (2009), "Clearwater Paper: A company's Birth a Welcome Success," *The Lewiston Tribune* (December 20) pp. 1E & 3E. [Article concerning the Clearwater Paper spin-off from Potlatch Corporation.]
- Anonymous (2008), "Forestry; Scientists at University of Idaho Publish Research in Forestry," *Investment Business Weekly* (March 31):199. [Article reporting on study results published in the *Canadian Journal of Forest Research* concerning US-Canadian softwood lumber trade.]
- Williams, Elaine (2008), "Potlatch May Make a Split," *The Lewiston Tribune* 116(203):1A & 3A. [Front page article concerning the potential restructuring of Potlatch Corporation.]
- Kirk, Joni (2008), "VIEW Program Helps Entrepreneurs Turn Innovative Idaho into Booming Business," *Today@Idaho* (April 16). [Quote concerning value of business plan competition for student participants.]
- Williams, Elaine (2008), "Mills Coping with Low Lumber Prices" *The Lewiston Tribune* 116(142):1C & 7C. [Front page business section article concerning the state of the region's lumber industry.]
- Williams, Elaine (2007), "What's Next for Potlatch?" *The Lewiston Tribune* 116(16):1A & 7A. [Front page article concerning corporate strategy of Potlatch Corporation as it applies to the integrated mill in Lewiston, Idaho.]
- Wilhelm, Steve (2007), "Weyerhaeuser's Recent Deals Intensify Focus on Turning Fiber Into Profit," *Puget Sound Business Journal* 27(46). [Interview quote concerning change in Weyerhaeuser business model.]
- Wilent, Steve (2006), "US, Canada Settle Trade Dispute Over Softwood Lumber: Nearly \$4 Billion in Tariffs to Be Returned to Canadian Companies," *The Forestry Source* 11(6):1 and 4. [Cover story including interview quotes concerning proposed Canadian settlement to the softwood lumber dispute focusing on US manufacturer competitiveness post-settlement.]
- Huff, Charlotte (2006), "Weyerhaeuser Speedy Workforce Overhaul," *Workforce Management* 85(9):1, 28-36. [Cover story including interview comments concerning the reorganization of five strategic business units at Weyerhaeuser Company]
- Flowers, Hillary (2006), Entrepreneurship Program Holds Business Plan Competition. *The Argonaut* 107(33):1 and 3. [Interview quotes concerning the University of Idaho entrepreneurship program.]
- Russell, Betsy Z. (2004), "Boise Cascade Gets Out of the Woods," *The Spokesman-Review*, July 27. [Interview comments concerning the spin-off of Boise Cascade from Boise./OfficeMax]
- NAPSI (2003), "Contest Looking For Do-It-Yourself Decks," *Albany Area Advertiser*, March 24. [Article concerning decks that includes research statistics published in *Forest Products Journal*]
- Hamm, Hillary (2003), "Moscow Company Talks with Potlatch Corp. About Buying Former Lumber Mill Property," *Moscow-Pullman Daily News*, February 22. [Interview comments concerning proposed industrial park in Potlatch, Idaho]
- Bacharach, Alexis (2002), "Straw Into Wood? Locals Like Their Chances," *Moscow-Pullman Daily News*, October 21. [Interview comments concerning straw-poly firelog product and market development]

Outreach Service (cont.):

Popular Press Articles (Newspapers and Magazines, cont.):

- Erb, George (2002), "Perseverance Pays: Plum Creek's \$3.8 Billion Deal Took Many Turns," *Puget Sound Business Journal*, March 15. [Interview comments concerning industry consolidations and distribution structure in the global forest products industry]
- Eckart, Kim (2002), "The Incredible Shrinking Log Export Market," *The Tacoma News Tribune*, February 3, Tacoma, Washington. [Interview quotes concerning forest products advertising in general media outlets and Weyerhaeuser's hostile takeover bid of Willamette Industries.]
- Erb, George (2002), "Weyerhaeuser May Do Some Thinning," *Puget Sound Business Journal*, January 25. [Interview quotes concerning the global supply of raw logs and its impact on US exporters.]
- Olstad, Adele, and John Zerbe (2001), "Softwood Lumber Losing Ground to Competitors in U.S. Housing Market," *The Forest Products Conservation & Recycling Review*, 13(11/12):3.
- Olstad, Adele, and John Zerbe (2001), "Importance of Wood Decks to U.S. Housing Markets," *The Forest Products Conservation & Recycling Review*, 13(9/10):3.
- Smith, David A. (2001), "Small Sawmills have Trouble Making the Cut," *Waterbury Republican-American*, February 26, Waterbury, Connecticut. [Interview quotes concerning the U.S.-Canadian Softwood Lumber Agreement and the decline of lumber prices.]
- Kray, Peter (2001), "The First Genetically Engineered Snowboard?" *Outside Magazine* 26 (January), p. 24. [Interview quotes concerning the use of wood composites in the snowboard market in a nationally distributed outdoor recreation publication.]
- Eckart, Kim (2000), "Weyerhaeuser vs. Willamette," *The Tacoma News Tribune*, December 20, Tacoma, Washington. [Interview quotes concerning forest products advertising in general media outlets and Weyerhaeuser's hostile takeover bid of Willamette Industries.]
- Eckart, Kim (2000), "New Leadership, New Attitude at Weyerhaeuser," *The Tacoma News Tribune*, December 4, Tacoma, Washington. [Interview quotes concerning Weyerhaeuser leadership and the hostile takeover bid of Willamette Industries.]
- Daly, Brenon (2000), "A Seedling, For Now," *The Deal*, November 30. [Interview quotes concerning timberland ownership conversion from limited partnership to REIT structure in a nationally distributed mergers and acquisitions newspaper.]
- Bartholdt, Ralph (2000), "Treaty Lapse Could Hit Idaho Timber," *St. Maries Gazette Record*, November 29, St. Maries, Idaho. [Interview quotes concerning the Expiration of the U.S.-Canadian Softwood Lumber Trade Agreement.]
- Erb, George (2000), "\$45 Million Facelift for Wooden Image," *Puget Sound Business Journal*, September 4. [Interview quotes concerning the forest products industry's *Wood Is Good* promotional campaign.]
- Erb, George (2000), "Lumber Cruncher: As Prices Fall, Mills Take Extra Time Off," *Puget Sound Business Journal*, July 10. [Interview quotes concerning the fall of lumber prices and effect on mills.]
- Miklosko, Linda (2000), "Particleboard Composite Materials Symposium Focused on Advanced Technologies, Emerging Trends," *PanelWorld* 41 (January), p. 22-24. [Coverage of presentation concerning the substitution of softwood lumber by engineered wood products and steel.]
- AP Story (2000), "Idaho Timber Industry Could Undergo Revival," *Lewiston Morning Tribune*, March 27, Lewiston, Idaho. [Coverage of Idaho forest product industry report written by Steve Shook, Francis Wagner, and Charles Keegan.]
- Anonymous (2000), "Awareness May Prevent Decline in Timber Harvest on State, National Levels," *Idaho Statesman* (March 27), Boise, Idaho. [Coverage of Idaho forest product industry report written by Steve Shook, Francis Wagner, and Charles Keegan.]

Outreach Service (cont.):

Popular Press Articles (Newspapers and Magazines, cont.):

- Minard, Anne (2000), "Ailing Idaho Timber Industry Has Seen Better Days," *Idaho State Journal* (March 26), Pocatello, Idaho. [Coverage of Idaho forest product industry report written by Steve Shook, Francis Wagner, and Charles Keegan.]
- Fernandes, Charles (2000), "Idaho Mills Brace for Tough Times: Tightening Timber Supply Could Mean North Idaho Mill Closures," *Coeur d'Alene Press* (March 5), Coeur d'Alene, Idaho. [Interview quotes concerning the current status and near-term future of the North Idaho forest products industry.]
- Anonymous (2000), "Timber Industry Employment Drops, But Sales Increase," *Idaho Statesman* (January 11), Boise, Idaho. [Coverage of Idaho forest product industry report written by Steve Shook, Francis Wagner, and Charles Keegan.]
- Kerstetter, Jim (1998), "IBM's Patrick: Let Us Now Praise Out-of-the Box Thinking," *PC Week* (July 15). [Article covering keynote address that focused on the forest products directory website prepared by Steve Shook and its relevance, as well as that of technology, to the forest products industry].

Radio Interviews:

- CBC-RadioOne* (British Columbia, Canada), January 19, 2006 [Canadian Broadcasting Corporation's *Daybreak North* radio show, single airing – Interview concerning the effects of the British Columbia mountain pine beetle outbreak on US-Canadian softwood lumber trade.]
- KUOI* (Moscow), December 13, 2000 [*Voice of Palouse* radio show, multiple airings – Interview concerning the effects of the summer 2000 forest fires on the Idaho forest products industry.]

Extension:

- Creator and Co-Editor, *Directory of Forest Products, Wood Science, and Marketing Online*, the first directory of the forest products industry on the Internet, located online at <http://www.forestdirectory.com>. A nonprofit informational web site that was featured in the *Toronto Globe and Mail*, *The Vancouver Sun*, *The Los Angeles Times*, and the *Dow Jones Business Directory*, 1995-2010.

Community Service:

- Member, Friends of Moscow Mountain, 2003-2007
- Member, Palouse-Clearwater Environmental Institute, 1999-present
- Moscow Middle School, conducted *pro bono* marketing research and statistical analysis services used for school accreditation process. Prepared, analyzed, and presented data from staff, student, and parent surveys, 2014.

PROFESSIONAL DEVELOPMENT:**Teaching/Pedagogy:**

- Certified Professional Marketer, American Marketing Association (includes periodic recertification), June 2001-2011

Outreach:

- Moderator – Product Development and Markets Session, *Small Diameter Timber Symposium: Resource Management, Manufacturing, and Markets*, Spokane, Washington. [450+ attendees]

Outreach (cont.):

Instructor at the North American Wholesale Lumber Association – Wood Products Marketing Seminar, Moscow, Idaho, 2001, 2002, 2003.

Administration/Management:

Board of Directors, Palouse-Clearwater Environmental Institute, 2009-2011, Secretary (2010), Treasurer (2011)

Board of Directors, Palouse Land Trust, 2009-2011

Corporate Advisory Board Member, Hawthorn Capital LLC, served as a corporate advisory board member for timberland investment management organization, 2008-2010

Corporate Advisory Board Member, Silvaris Corporation, served as a corporate advisory board member for an Internet start-up company specializing in the lumber business-to-business market, 2000-03

Actively manage 750 acres of family-owned, Tree Farm® certified timberland located in North Central Idaho