



9. Although the population of potential purchasers of forestry machinery and equipment is very large, the size can be reduced for successful promotions by limiting marketing to those persons who can make purchasing decisions. Since the majority of the forest products corporations do not maintain company logging crews, the marketing efforts should be directed to the independent contract loggers. The American Pulpwood Association and the various state forestry commissions will provide names and addresses of the contract loggers. The primary target for log and lumber processing equipment is the owners, managers, and plant engineers of the sawmill operations. A list of these is included in this report. A secondary potential are executives at the corporate level of large forest products companies who are responsible for multiple operations.