

Field experience gave this forestry grad a leg up

When we asked Chad Morgan (B.S. Forest Science 1991, M.S. Forestry 1993) what part of his education best prepared him for his career, he singled out the summer he spent researching the forest products industry in the Kickapoo Valley in southwestern Wisconsin. “The experience that I had there gave me a broad base of knowledge for dealing with sawmills, loggers, and landowners,” says Chad.

Today, Chad lives in Hayward, WI and is a Log Marketing Supervisor for Potlatch Land and Lumber, LLC. He markets the forest products, pulpwood, bolts, and saw logs harvested from the company’s 300,000 plus acres of land in the Lake States. He says he enjoys working for Potlatch, a company that maintains a philosophy of sustainably managing its large tracts of timberland. However, his life would be easier without the economic ups and downs of the forest products industry as a whole.

Before joining Potlatch, Chad held positions as Procurement Coordinator at NewPage and was Wisconsin/Michigan Wood Procurement Manager at SAPPI.

Chad says that work/learn experiences such as his in the Kickapoo Valley provide valuable insight into forestry work and the industry as a whole. He recommends that students match up an internship to the position they desire after graduation. With so much to learn during the first year on the job, that



Chad Morgan examines logs ready to sell on the market. He is Marketing Supervisor for Potlatch Land and Lumber, LLC, and lives in Hayward, WI.

knowledge boost from the internship “will give students a head start at their first job and help them decide if that is what they really want to do.”