

Take time to learn about yourself as you learn from your courses

Ken McIntyre (B.S. Forest Science 1992) owns Chippewa River Forest Management, LLC, which employs nine people. “We specialize in producing wood chips for the pulp and paper industry, energy, and building material industries. My job is to manage the day-to-day business and forestry operations and look for ways to improve efficiency,” says Ken. To achieve this end Ken seeks out new business opportunities then researches, analyzes and evaluates the economics of the new business ventures. “I stay abreast of current and potential changes in the industries we serve and adjust our company operations accordingly,” adds Ken. Ken also purchases all of the standing timber his company consumes. Earlier positions he held with pulp and paper and energy companies helped prepare him for his current responsibilities.

Ken says he enjoys the sense of adventure that comes with the territory of exploring new business opportunities, regardless of whether or not they ultimately work out. He also enjoys that part of his job that takes him out into the woods. On the other hand, Ken says he doesn't enjoy the times when he must make difficult business decisions that aren't always popular and can affect people's lives.

Stepping back from the academic side of a university education, which he says is a very important element of preparing for a career, Ken says that college should also be a time of self-reflection and self-observation. “The key to a happy and successful career is not necessarily what you do, but is learning



Ken McIntyre enjoys many aspects of owning a business, including getting out in the woods to inspect timber stands. Ken owns Chippewa River Forest Management, LLC, headquartered in northern Wisconsin.

how to become comfortable in your skin. The sooner you can be truly honest with yourself and identify and accept your natural tendencies (some are strengths, some are weaknesses), the sooner you can begin to accurately decide what career choices you need to make to take advantage of your natural abilities,” says Ken. He adds, “The UW provides a good place to start.”