

# FORESTRY

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<http://nacdnet.org/news/publications/forestrynotes>

## Learning the language

### Researchers: Communication is key when working with forest landowners



The future of tomorrow's private forestland is uncertain, as much of its ownership is on the verge of transition and faces new challenges and needs. There are approximately 10 million family forestland owners in America, most of them with fewer than 10 acres.

Private research is helping forest professionals to better classify all forestland owners and identify their unmet needs. Most important, it's helping the 'experts' to better communicate with those forest landowners.

Mary Tyrell of the Yale School of Forestry &

**"We have to make sure we're providing landowners with what they need, when they need it, and how they need it."**

**Brett Butler**  
*U.S. Forest Service  
 Family Forest Research  
 Center*

Environmental Studies, Global Institute of Sustainable Forestry is the author of the recent report, "Engaging Family Woodland Owners: A Social Marketing Approach." Said Tyrell, forest landowners can be categorized into four groups: those working the land; those who view their land as a woodland retreat; those who rely on it for

supplemental income; and those who are uninvolved.

Each group has its own set of needs and interests, and a language and approach it responds to best.

Researchers conducted four focus groups in different regions around the country, inviting close to 200 forest landowners to attend. Each group was facilitated by someone not working in the forestry profession. Some of the results from those discussions were surprising to the research team.

"Not one of those people used the word 'forest' at any point," said Tyrell, "not a single one. They have woodlands or trees, but not forests. We found that a forest was

always someplace else, and something much bigger."

Researchers did find a common bond among all forestland owners: they care about their land. Most are good stewards, said Brett Butler of U.S. Forest Service Family Forest Research Center. Butler and Tyrell worked together on the social marketing research, and his recent study profiled "The Average American Family Forest Owner."

"One thing that is still a surprise for people is the land tenure. On average it's 20 years, which is a good thing – they have a long, strong tradition with this land," said Butler.

One piece of data that surfaced in Butler's findings was that only a small percentage of forest landowners surveyed had been advised about the options for managing their land.

"What they choose to do with their land is their choice, but the hope is that (forest professionals) can help them to make informed decisions," said Butler.

"I would hazard to guess that a lot of people don't know where to go, but even if they did know, would it be the right place for them? Are those people providing the right information? A lot of people in forestry believe that we can just educate them and they'll do what we want them to do. And that's not it.

"We have to make sure we're providing landowners with what they need, when they need it, and how they need it."

Tyrell said it's also important for forest professionals to water down terminology. "You can't use insider language. Sustainability, for example, is a buzz word. And even though a landowner might view a management plan as a good thing, the term might turn that person off."

Another key: having the proper tone.

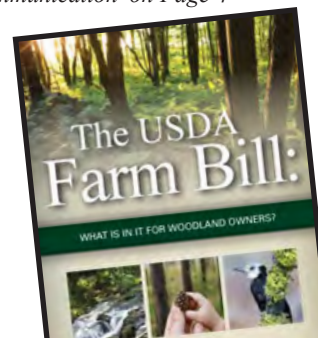
"People don't want to be preached to," said Tyrell. "Peer-to-peer tone is best. Talk to the landowner as if you were talking to your neighbor."

Added Butler, "In general we have a problem, in a lot of professions, when dealing with adults. We have these traditional educational techniques that are not appropriate for adults. It's not that they don't want new education

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**Special  
 Insert**

**The USDA Farm Bill:  
 What is in it for  
 Woodland Owners?**





## U.S. Endowment showcases wood-to-energy systems

The U.S. Endowment for Forestry and Communities recently announced completion of 45 best-in-class case studies of community-scale wood-to-energy systems selected from projects across Canada, Europe and the U.S.

“While wood-to-energy systems have been around for decades, speculation that their popularity will fade as oil prices drop appear to be fading,” said Endowment President Carlton Owen. As evidence, Owen pointed to the fact that in the face of the worst economic recession since the Great Depression, oil prices have hovered around \$70 per barrel – a very high historic level.

The Biomass Energy Resources Center (BERC) of Vermont, among the world’s leaders in information about wood-to-energy use, led development of the case studies. The works not only illustrate the development and experiences of biomass facilities in many different applications,

they also provide evidence that local biomass feedstocks are “technically and financially viable fuel source,” according to the findings.

Project sponsors included forest industry and resource agencies -- American Forest and Paper Association; Forest Products Association of Canada, as well as the respective federal natural resources agencies, (U.S. Forest Service and Natural Resources Canada). The larger project will include a review of the state-of-the-science of wood-to-energy conversion and a North America-wide database of woody biomass users at the community- and industrial scales.

“BERC was especially pleased to conduct this work with support of the Endowment” said Christopher Recchia, BERC’s executive director. “We believe the case-studies provide valuable insight into the range and flexibility of modern community-scale wood energy applications around the world.”

Modern wood-to-energy systems are capable of burning a wide variety of bio-material. Among those addressed in the case studies are systems that use wood chips, pellets and cordwood.

The case studies provide a deeper understanding of how woody biomass is being used in institutional settings. Biomass for heat is more common in Europe where whole towns and villages obtain their heat and hot water from district heating. District heating generates energy from a centralized biomass facility, then distributes the heat to users via underground pipes. Although incentives exist for transitioning from fossil fuel to wood in other countries, in Sweden “incentives aren’t needed. District heating pays off.”

To view all 45 “best-in-class” case studies use the following link: <http://www.biomasscenter.org/resources/case-studies.html>.

## WFLC video highlights industry

A new video from the Western Forestry Leadership Coalition’s provides a tapestry of conversations and landscapes demonstrating how and why a vibrant forest products industry – a green jobs industry – stimulates the economy while also creating healthy forests.

The video comes with an accompanying briefing paper that lays out related issues and offers clear, practical recommendations from the WFLC. The recommendations include:

- Explore new markets for small diameter logs and woody biomass
- Link ecological and economic forest management goals
- Compete globally to maintain the benefits of forests

- Rethink traditional markets
- Explore innovative uses for wood
- Enhance federal, state, and private forestry partnerships

To view the video and download the hand-out, please go to [http://www.wflcweb.org/infomaterials/brochures\\_presentations.php](http://www.wflcweb.org/infomaterials/brochures_presentations.php).

WFLC represents a unique partnership between state and federal government forestry leaders. It is comprised of 34 members from across the federal and state agencies of the west. The mission of the WFLC is to promote science-based forest management that serves the values of society and ensures the health and sustainability of western forests.

### WANTED: Success Stories

Districts are addressing communities’ natural resource challenges and opportunities across the country and we want to hear about it!

Your successes can be shared with other districts through NACD’s communication tools. Email your story ideas to us ...

[forestrynotes@email.nacdnet.org](mailto:forestrynotes@email.nacdnet.org)



### New climate change short course is available

U.S. Forest Service Research and Development has released an interactive short course that presents current scientific knowledge on adapting to climate variability in wildland management.

## Forestry Briefs

Titled “Adapting to Climate Change: A Short Course for Land Managers,”

the course is available as a DVD or online at the Climate Change Resource Center (<http://www.fs.fed.us/crc>).

The self-paced course provides an up-to-date synthesis of scientific and technical information and can help resource manag-

ers and decision-makers plan for future climate-driven uncertainties. It is organized around three central themes: climate variability and projections, ecological responses to climate variability, and management responses to climate variability.

“It’s especially appropriate that a course on climate change is offered as a Web-based, distance-learning package, which minimizes the carbon costs of connecting scientists and experts with land managers,” said Michael Furniss, a Pacific Northwest Research Station hydrologist who directed and produced the course in collaboration with colleagues from the Pacific Southwest and Rocky Mountain Research Stations.

The course features 15 video lectures along with slide presentations, interactive quizzes, literature citations, and links to

additional information—content that was produced during a July 2008 workshop that brought together key Forest Service and U.S. Geological Survey scientists, university collaborators, and a group of pioneering resource managers who reviewed and discussed the course content.

“Adapting to Climate Change” is the latest in a series of Web-based presentations known as “portable electronic presentations,” or PEPs, which serve as interactive learning resources representing key scientific talks in an on-demand rich-media format.

DVD copies of the course can be requested by emailing [pnw\\_pnwpubs@fs.fed.us](mailto:pnw_pnwpubs@fs.fed.us) or calling 503-261-1211 and referencing “PNW-GTR-789.”



## USFS and Colorado district team up for meeting

Since the 2008 Farm Bill was enacted, natural resource staff throughout the states and territories have been working diligently to prepare their State Assessments and Statewide Resource Strategies for the 2010 deadline. To that end, all state and territory employees working on the assessments were invited to Broomfield, Colorado in mid-November. The U.S. Forest Service, in partnership with the Jefferson Conservation District, prepared a two-and-a-half day program of training, information sharing and peer guidance. The attendees opened up to their colleagues, sharing best practices and frustrations during roundtable sessions, working groups and breakouts designed to facilitate peer-to-peer collaboration.

More than 100 people attended the national meeting, including representatives from 48 of the 59 United States and territories. With many Forest Service employees in attendance, states were encouraged to voice their needs and express expectations for the next six months, during which assessments and strategies will be finalized.

Participants were especially appreciative of the roundtable sessions, where small

groups discussed a particular topic in depth. One participant remarked that it was great “to hear what other states are doing,” and another mentioned that “diverse perspectives... were appreciated. Everyone seemed much more open in smaller groups.”

While the bulk of the meeting consisted of states learning in conversation with one another, a few universal points stood out:

- Most states have made more progress on the assessment than the resource strategy.
- State forestry department coordination with other state agencies and councils is generally high, but many states are still trying to improve interaction with the public.
- States would benefit from continued discussions and educational tools as they conduct their assessments and strategies.
- Data quality and availability are constraining assessment work, particularly at the state level.

The 2008 Farm Bill required states, in order to be eligible for funding under the Cooperative Forestry Assistance Act, to develop State Assessments and Statewide

Resource Strategies to assess the forest resource conditions, trends and threats and a strategy for addressing the threat with a description of resources needed from all sources to address the strategy. Assessments are to be coordinated among the state forester, state forest stewardship coordinating committee, state wildlife agency and state technical committee.

A list of the states’ and territories’ immediate needs was compiled at the meeting and is now being addressed by the Forest Service and partners. A collaboration Web site has been established for resource managers to continue discussing best practices with one another and webinars are being prepared to address critical topics. The Forest Service is also working to address GIS technical support needs.

For more information about state assessments, or to become a partner in developing the documents, contact your state forestry agency or department of forestry. For questions about the national meeting, or for those state employees or partners interested in joining the collaborative Web site, contact Paula Randler of the Forest Service at 202-401-4489, or via email at [pbrandler@fs.fed.us](mailto:pbrandler@fs.fed.us).

## JFT sets priorities for 2010

The Joint Forestry Team (JFT) leadership met December 7 in Washington, D.C. to develop its priorities for 2010. Looking into the coming year, the JFT encompassed the USDA Secretary’s vision for forestry and decided to focus its efforts on integrating National Resource Conservation Service and U.S. Forest Service planning and accomplishments databases, streamlining the Technical Services Provider (TSP) process, hosting more webinars for training and information sharing, and developing a partnership template for other state and local entities to use for partnership development. Additionally, the team would like to continue assessing and making recommendations to member agencies and organizations to increase effectiveness of assistance to owners of working forests, farms and ranches.

The Joint Forestry Team, consisting of three representatives each from the Forest Service, NRCS, National Association of Conservation Districts (NACD), National Association of State Foresters (NASF), and along with executives from NRCS, NACD, and NASF met for this annual leadership session. It was attended by all 12 members, including four new JFT members: Charlie Morgan (NASF – Mississippi State Forester); Tom Crowe (NACD - Forest RPG member and consulting forester, Indiana);

John Dondero (Forest Service Regional Director Cooperative Forestry – Atlanta, Georgia); and Douglas Zehner (NRCS – Connecticut State Conservationist).

The purpose of the team is to recommend ways the member agencies and organizations can more effectively work together to provide forestry and related conservation assistance to owners of working forest, farms and ranches.

Since signing of the MOU in September of 2008 renewing the partnership between these four organizations, the JFT team has facilitated implementation of the MOU at all levels and with other cooperators; developed a strategy to integrate NRCS and Forest Service planning and accomplishments databases to allow sharing of relevant information; hosted a national webinar to share MOU implementation information and success stories; developed guidance for foresters to easily make Forest Stewardship Plans “NRCS cost-share ready”; and developed a Joint Forestry Web site to share news, success stories, and resources to support partnerships at state, multi-state, watershed, and local levels.

For more information about the Joint Forestry Team, visit its Web site at <http://jointforestryteam.org> or contact Maya A. Solomon, U.S. Forest Service, Cooperative Forestry, at 202-205-1376 or via email at [mayasolomon@fs.fed.us](mailto:mayasolomon@fs.fed.us).

## Weyerhaeuser to convert to timber REIT

Weyerhaeuser announced that it would convert to a timber REIT at an unspecified date. The earliest and most likely date will be for the year 2010. A definitive announcement is expected by the end of next year. The company stated that it would be able to make the conversion with its existing business mix, which includes Wood Products, Cellulose Fibers, and Real Estate, in addition to the core Timberlands business. The other businesses would be operated under taxable REIT subsidiaries. Weyerhaeuser will have to make a taxable dividend of undistributed earnings and profits, which amounts to almost \$6B. However, most of this can be paid in stock, and we expect only about 20% of this amount to be paid in cash.

Weyerhaeuser’s eventual conversion to timber REIT status was widely anticipated. Given the tax advantage of REITs, the argument for conversion is compelling. In recent years, other timber-rich companies have either divested their timberlands (IP, TIN) or converted to REIT status (RYN, PCH).

To take advantage of the REIT’s tax-exempt status, the debt should reside at the taxable subsidiaries, but weak markets have rendered the non-timber businesses unable to service much debt.



## Call for 2010 Smokey Bear nominations

The Cooperative Forest Fire Prevention (CFFP) Program Committee is pleased to invite nominations of deserving candidates for the 2010 Smokey Bear Awards. Sponsored by the U.S. Forest Service, the National Association of State Foresters (NASF), and the Advertising Council, the national Smokey Bear Awards recognize outstanding service in the prevention of human caused wildfires and to increase public recognition and awareness of the need for continuing wildfire prevention efforts.

The Smokey Bear Awards are the highest national honor one can receive for outstanding work and significant program impact in wildfire prevention. This merit award has been bestowed on well-deserving groups and individuals annually since 1957.

The deadline for submitting nominations for the 2010 awards is January 22, 2010. Send electronic nominations to Forest Service Fire Prevention Program Manager Helene Cleveland at [hcleveland@fs.fed.us](mailto:hcleveland@fs.fed.us) with a copy to the Region/Area CFFP Coordinator for your state.

Hard copy nominations should be sent by express mail to the address below, with a copy to the appropriate coordinator: Helene Cleveland, USDA Forest Service, FAM-2SW, 201 14th Street, SW, Mailstop Code 1107, Washington DC 20024.

Nomination forms and contact information for the state coordinators are available at [http://www.fs.fed.us/fire/prev\\_ed/smokeybearawards/](http://www.fs.fed.us/fire/prev_ed/smokeybearawards/). The CFFP coordinators can respond to questions.

## Communication ... cont. from page 1

... they just don't want to be educated. They want to learn. They have to have the desire to go out and get the education."

But, before forest professionals can communicate with forest landowners they must locate them first. The same marketing method will not reach all of the categories Tyrell outlined in her study; each group must be targeted through a variety of techniques. As a test, researchers partnered with six states – Missouri, Iowa, Illinois, Indiana, Ohio and West Virginia – on the Call Before You Cut campaign. The target audience was farmers, said Tyrell. The group found success advertising the campaign through the Farm Bureau newsletter, an option that wouldn't have been considered had the campaign sought to do a blanket promotion using traditional methods.

"It's not just the message," said Tyrell, "it's how to get it out."

By taking the time to identify and understand the audience, and find new and effective ways to communicate, forest professionals can accomplish a wide array of goals.

Said Butler, "Once we can see the forest through their eyes, then we as a forestry profession can offer better services that meet their needs, while meeting the needs of society as a whole."

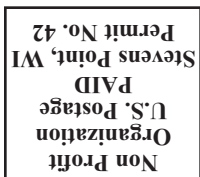
To view the reports, visit the Association of Consulting Foresters Web site at <http://www.acf-foresters.org> and under the 'Media' tab click on 'Consultant Magazine.' Both reports are in the 2010 Consultant. To contact Brett Butler, email [bbutler01@fs.fed.us](mailto:bbutler01@fs.fed.us). To contact Mary Tyrell, email [mary.tyrell@yale.edu](mailto:mary.tyrell@yale.edu).

## Conservation Calendar

- **Jan. 25-28** – Balancing Nature and Commerce in Communities that Neighbor Public Lands Shepherdstown, W.V. Visit <http://www.conservationsfund.org/node/458>
- **Jan. 31-Feb. 3** – "Committed to Conservation" - NACD Annual Meeting, Orlando, Fla. Visit <http://www.nacdnet.org/events/annualmeeting/registration>
- **Feb. 1** – Forest Resources Policy Group – 10:30 a.m. to noon – Gardenia & Fuchsia rooms – NACD Annual Meeting, Orlando, Fla. Contact Doug Williams at [dewilliams@frontiernet.net](mailto:dewilliams@frontiernet.net)
- **Feb. 18-21** – National Wild Turkey Federation Convention, Nashville, Tenn. Visit [http://www.nwtf.org/special\\_events/convention.html](http://www.nwtf.org/special_events/convention.html)
- **April 20-22** – SmallWood 2010 – Hot Springs, Ark. Contact Julie Lang at Forest Products Society, [conferences@forestprod.org](mailto:conferences@forestprod.org)

A joint project of NACD, USDA Forest Service and the National Association of State Foresters for the purpose of keeping America's conservation districts informed. Our services and programs are provided without regard to race, color, national origin, sex, age, handicap or religious affiliation. This publication is funded in whole or in part through a grant awarded by the USDA Forest Service, State and Private Forestry.

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