

# **Documenting and Sharing Forestry (and SAF) Success Stories**

**Steve Wilent**

**PNW SAF Forestry Leadership Conference**

**February 6, 2016**

**DuPont, Washington**



“We should never stop trying to tell these **extraordinary stories from science**, and I hope my [lecture] will enthuse a new generation to develop ideas that will have an impact on our understanding of the world and never to be overwhelmed by the task of discovery.”

— Stephen Hawking





**Success?**





**Success?**



3

comments

# Mount Hood logging protest a muddy affair



Protesters fill a wading pool with mud to demonstrate their case against logging in a sensitive watershed. (Cassandra Profita/Oregon Public Broadcasting)

AP

By The Associated Press

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on May 08, 2014 at 10:14 AM, updated May 08, 2014 at 11:30 AM

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amid chaos of last-  
second shooting fouls

# Success?

# Telling Our Stories:

- **via “The Media”**
  - **via SAF Media**

# **“Forestry experts say commercially thinned areas fared better in 5,524-acre 36 Pit Fire,”**


*The Oregonian*, May 29, 2015



**SAF member  
Glenn Ahrens,  
Oregon State  
University  
Extension  
Service**



# Public communication 'one of biggest lessons learned' from 36 Pit Fire

Created on Thursday, 04 June 2015 12:37 | Written by [Isabel Gautschi](#) | 

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## Tour considers fire and its aftermath



ESTACADA NEWS PHOTO: ISABEL GAUTSCHI - A man takes notes during a stop at Port Blakely Tree Farms during an OSU Extension Service/Northwest Fire Science Consortium led tour on May 29. The educational tour was designed to consider lessons of the 36 Pit Fire. Lance Christensen, a district forester for Port Blakely Tree Farms, told the crowd that in the early days of the 36 Pit Fire he had been initially unconcerned that the wildfire would threaten Port Blakely Land. However, the fire went on to jump the Clackamas River and touched more than 200 acres of Port Blakely Tree Farms land resulting in the loss of about 184 acres of timber for the company.

When reflecting on the 36 Pit Fire that burned thousands of acres along the Clackamas River roughly 8 miles east of Estacada last fall, officials say one of the most important lessons was to have a single point of contact for timely public information.



*Estacada News,*  
**June 4, 2015**

# Invite and Engage the Media

- Print, broadcast, online
- Learn who key reporters/editors are
- A phone call is better than an e-mail
- Follow up on calls/messages
- Establish trust with reporters
- Positive feedback even for poor reporting
- Constructive criticism
- Suggest sources of information
- Press releases?



# Washington State SAF Launches Forestry Scholarships Campaign

The Washington State Society of American Foresters (WSSAF) Foundation (Foundation) has initiated a campaign to raise \$20,000 for the Foundation's scholarship program. Since 2011, the Foundation has granted scholarships to community college and university forestry students in the state.

Foundation members Doug St. John and Norm Schaaf outlined the program at the members meeting of the WSSAF annual meeting in April. The purpose of the fund drive is to increase the Foundation's endowment and thereby enhance its ability to provide assistance to deserving students. The current balance of the scholarship fund is \$30,000.

St. John and Schaaf noted that the rapidly rising cost of college is making it more difficult for young students to pursue their goal of a good forestry education. They also noted that the profession is in the midst of a significant demographic shift in which many baby boomers are retiring, increasing

the need for young foresters to take their places.

Fortunately, there are bright young students interested in forestry careers. Schaaf introduced Marisa Bass at the meeting. Marisa is one of this year's recipients of a Foundation scholarship and is passionate about a career in forestry. In addition to an outstanding academic record, Marisa has held numerous forestry field positions. She also led students to reinvigorate the student chapter of SAF at the University of Washington. After graduating with a degree in forest management, Marisa plans to pursue a master's of forest resources at University of Washington. Riley Mowry is also a 2015 scholarship recipient. He will be attending Grays Harbor College in the fall.

The campaign is seeking kick-starters to pledge an initial donation with the promise to match that donation, if other fundraising efforts meet a specified goal. The overall goal is \$20,000 in new funds for 2015, comprised of \$5,000 from Kick-

starter donations, with a promise of an additional \$5,000 match if at least \$5,000 is raised from other sources.

St. John announced that WSSAF members can support students and the future of the profession by pledging an initial amount and a matching amount. Pledges of any amount will be appreciated. Seven giving categories are available: Douglas-fir Club (lifetime gift of more than \$2,000); 1-Saw (\$1,000–\$1,999); SM (\$500–\$999); 2-Saw (\$250–\$499); 3-Saw (\$100–\$249); 4-Saw (\$50–\$99); and Other. Pledges and/or checks can be sent to: WSSAF, c/o Chuck Lorenz, Treasurer, 777 Hartman St. SE, Tumwater, WA 98501.

WSSAF Foundation Committee members include Bruce Bare, John Gorman, Dick Hopkins, Chuck Lorenz, Joe Murray, Norm Schaaf, and Doug St. John. SAF members interested in joining the Foundation's scholarship committee are asked to contact St. John, the foundation chair, at [dstjohn@wradvisors.com](mailto:dstjohn@wradvisors.com). **FS**



Marisa Bass, a forestry student at the University of Washington, is one of this year's recipients of a scholarship from the Washington State SAF Foundation.



**“Oregon SAF Members Pitch in at In-the-Woods Education Days,” November 2014**



# “Montana SAF Sponsors ‘Walk in the Woods’ for School Kids,” Feb. 2014



Montana SAF member Cindy Bertek with some happy kids at a Walk in the Woods event . Bertek is a Montana State University Extension forester.



# Maine SAF and Woodland Owners Examine Rehabilitation Silviculture

By Steve Wilent

The first thing Brian Roth did in planning for a recent field tour? He looked at records from previous tours.

"As a member-at-large of the Maine SAF executive committee, one of my jobs was to organize a field tour. So the first thing I did was to get a hold of the evaluations from previous tours here in Maine. In reading through them, I thought, 'I can hit 80 percent of these comments and suggestions in one tour.' I think that's one reason why the tour was so successful—it was focused on what people wanted to see in a tour," he said.

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**We want to leave these parcels in better shape, but still make money doing it. It's a challenge, but we're excited about doing it.**

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Roth, associate director of the Cooperative Forestry Research Unit at the University of Maine's School of Forest Resources, also had a unique location for the tour: a 50-acre parcel near Windsor, Maine, that

he and four Swedish partners own and manage. He invited the Small Woodland Owners Association of Maine (SWOAM) to jointly offer the tour, dubbed "Rehabilitation Silviculture for Small Woodlots." Woodlot owners, he figured, would be interested in seeing how he and his partners implemented a challenging rehabilitation-forestry management plan. The parcel, which the partners purchased in 2012 along with another 200-acre woodlot, had previously been high-graded several times, leaving poorly formed trees, many hardwood stump sprouts, invasive species, and other conditions that needed to be addressed.

"We want to leave these parcels in better shape, but still make money doing it. It's a challenge, but we're excited about doing it," Roth said. "So we set about rehabilitating the parcels, as opposed to restoring them. We're not trying to bring it back to exactly the way it was pre-settlement. We're trying to make it productive again, to grow some high-value species, species that belong there."

As you would imagine, that required a heavy-handed approach at first.

"We did a rehabilitation cut, harvesting a lot of the low-value material and left the good stuff that remained. The logger thought we were crazy. He would've taken the stuff we left behind. And then we did a



Lee Allen, CF, gets into a discussion of soils on a recent forest tour in Maine. Allen is owner of ProFor Consulting, which is based in North Carolina, and professor emeritus at North Carolina State University. Photo by Maxwell McCormack.

lot of weed control to make good planting spots for what we wanted to grow, white pine and red oak. Most people wouldn't invest in planting here, but we did," Roth said.

This scenario made for an interesting tour.

"It was fortuitous that we had this 50-acre parcel available for the tour. People could see the results of what we had been doing on this parcel, and they could see how it used to look by looking across the fence at the neighbor's property," he said.

Roth and his fellow tour organizers

cussions. We had enough presenters there so that there was a good variety of useful information—it was a good all-around event," said Reed.

SAF member Mike Dann, a retired forester who had worked for Seven Islands Land Company, also attended. Dann, a member of the SWOAM board, owns a 150-acre Tree Farm.

"I was pleased that Brian took the opportunity to work with Larry Beauregard, the representative of the local SWOAM chapter, to offer a joint tour. They put together a great group of people to talk about

*The Forestry Source, August 2015*



*The Forestry Source* welcomes articles and ideas for the Society Affairs section, which is devoted to **articles about the activities and accomplishments by SAF members, chapters, or groups that highlight good forestry, enhance public understanding of forests and forest management, and provide service to the Society and society.**

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503-622-3033, [wilents@safnet.org](mailto:wilents@safnet.org).

# **Society Affairs articles:**

- Up to 1,000 words
- Who, What, Where, When, Why
- **Photos of people and scenes that show activity**
- Repurpose for local media?





**Photographs of people doing things are interesting.**  
From “Montana SAF Sponsors ‘Walk in the Woods’ for School Kids,” Feb. 2014





**People are interesting.** Members of the Alpha Student Chapter of SAF at Colorado State University harvested Christmas trees. PHOTO: Stephanie Berry. TheForestry Source, April 2013.





## **Close-Ups Are Interesting**

Photo by Brianna Paciorka of SAF 2015 Convention speaker David N. Bengston, a Social Scientist and Environmental Futurist with the US Forest Service, Northern Research Station, St. Paul, Minnesota.

# Speaking: Tell Your Story

- Clubs: Lions, Rotary, Optimists, etc.
- Seniors, women's clubs, garden clubs
- Boy/Girl Scouts
- Chamber of Commerce

## Learn to Tell Your Story

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**“I couldn't wait for success,  
so I went ahead without it.”**

**— Jonathan Winters**

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