

## ECONOMIC ACTION PLAN – GOAL 5

**Increase management of and increase timber production within Wisconsin's private forests with sustainable forestry practices.**

<b>Participant Information –August 14, 2014 meeting</b>			
<b>First Name:</b>	<b>Last Name:</b>	<b>Organization:</b>	<b>Email address:</b>
Kim	Quast	Wisconsin Consulting Foresters Assc.	kquastforestry@charter.net
Adam	Fuehrer	Newpage Corp	<a href="mailto:adam.fuehrer@newpagecorp.com">adam.fuehrer@newpagecorp.com</a>
Curt	Wilson	WDNR Division of Forestry	<a href="mailto:curt.wilson@wi.gov">curt.wilson@wi.gov</a>
Jim	Parma	Bell Timber, Inc	<a href="mailto:jim.parma@bellpole.com">jim.parma@bellpole.com</a>
Brad	Hutnik	WDNR Division of Forestry	<a href="mailto:bradley.hutnik@wi.gov">bradley.hutnik@wi.gov</a>
Richard	Wedepohl	Wisconsin Woodland Owners Assc.	wedepohl@charter.net
Nancy	Bozek	Wisconsin Woodland Owners Assc.	nbozek@uwsp.edu
Mark	Rickenbach	UW Madison	mgrickenbach@wisc.edu
Jim	Hoppe	PCA	jhoppe@packagingcorp.com

Guest: Jim Warren, WDNR Division of Forestry

### **COMMITTEE #1 – EDUCATION AND OUTREACH TRACKING (12-18 MONTHS)**

**Barrier:** Tracking the Success of Past Efforts

**Discussion:** Over the years many efforts have been developed to engage landowners. Tracking of the success of those outreach programs has been lacking. A data collection effort is needed to determine which programs were successful and which weren't. This data may help to improve understanding on how someone “grows into” a good steward, or were they fall off the wagon due to bottlenecks in the system. DNR’s Education and Outreach Program is looking into the different programs.

The Driftless Forest Network is a very well developed program that is tracking landowner action over time. The DFN will be sharing the results of their research soon and DNR is looking at funding another DFN effort in another part of the State. Was the DFN effort successful and the tracking methods adequate? What tracking methods were used for other efforts? Could the DFN model and other efforts be combined for a more successful effort?

<b>Action</b>	<b>Desired Outcome</b>	<b>Current/Past Efforts</b>	<b>Committee Members</b>
Work with DNR’s Education and Outreach program in a discussion around the comparable specifics in the tracking portion of the DFN study and other programs. Possibly identify 5 specific questions to have common measures across programs.	Use a common measures approach to identify which programs were most successful and why. Use this data to make recommendations to the DNR regarding another DFN effort. This data will be used to improve the DFN effort or combine it with another effort to increase success.	-Woodland Advocate Program -Driftless Forest Network -Learn about your Land -Forest Council -National Tree Farm Survey	Curt Wilson - DNR  WVOA  Mark Rickenbach - UW

**COMMITTEE #2 – FOREST INDUSTRY ACCOUNTABILITY COMMITTEE  
(1-2 YEARS)**

**Barrier:** Landowner Security – Positive Professional Assistance

**Discussion:** One barrier to active participation in forest management may be an uncertainty of professional assistance. How does a landowner conduct a background check? Are forest industry professionals held to a standard? If so, how? DATCP has a method for tracking complaints, but do they track the forest products industry? If they do, why aren't landowners utilizing this opportunity to report a poor experience? Are landowners aware that this option exists and should be utilized? How can we strengthen and communicate to landowners the resources available for checking service providers – not just DATCP but other resources?

<b>Action</b>	<b>Desired Outcome</b>	<b>Current/Past Efforts</b>	<b>Committee Members</b>
<p>1.Partner with WWOA and similar groups to provide reference checking, technical assistance, and information about the benefits of forestry.</p> <p>2.Work to advertise the avenues landowners have available to file complaints; check for past legal issues; and how to reference check.</p> <p>3.Develop a cooperating forester auditing system. Having a group of professionals held to standards may help the unengaged landowner have more faith in the system.</p>	<p>Landowners will have a better understanding of standards, how they are applied, how to check references, and how to file a complaint.</p>	<p>Private Lands Management Team (PLMT) is looking at developing a fact sheet for hiring foresters and service agreement specifications that should be considered.</p>	<p>DNR WWOA WCF Jim Parma, Bell Timber</p>

**COMMITTEE #3 – FOREST ECONOMICS COMMITTEE (1-2 YEARS)**

**Barrier:** Cost of doing business

**Discussion:** With timber sales becoming smaller and operational costs on the rise, more effort is required on the ground to better incentivize small timber sales. This effort is very time consuming to the private business owner. With the development of WISFIRS, the ability to search and forecast timber sales on a regional basis should become available. Whether now or in the future, the cost of this coordination effort is expensive on the front end. Could one role of the DNR forester be to begin this coordination effort via an initial walk through with each landowner; a group, or individualized education on the economy of scale; then referring a better informed audience to the private sector?

Landowners should be better informed on the impact that seasonality; timber type; size of timber sale; etc. has on the value of that sale.

With timber sales becoming more difficult to sell in parts of the state, how can unsold timber sales be better advertised so as to increase the success of these projects being completed and decrease the operational costs?

<b>Action</b>	<b>Desired Outcome</b>	<b>Current/Past Efforts</b>	<b>Committee Members</b>
<p>1. Make recommendations and encourage DNR action to have field foresters contact clusters of small landowners; conduct site visits; educate the group; then refer to the private sector.</p> <p>2. Work through WWOA, GLTPA, WCF or other to develop an informational brochure regarding the economics of a timber sale. DNR could use this tool when clustering small timber sales.</p> <p>3. Develop a website where consulting foresters, WCFA and DNR can advertise unsold timber sales.</p>	<p>-Expediate WISFIRS</p> <p>-DNR field foresters perform the initial stages of coordinating small timber sales.</p> <p>-Timber sale economics brochure</p> <p>-Website to advertise unsold timber sales.</p>	<p>No</p>	<p>WCF member (s)</p> <p>Jim Hoppe</p> <p>WWOA</p> <p>GLTPA</p> <p>DNR</p>

**GENERAL AREAS OF ACTION/COUNCIL RECOMMENDATIONS IDENTIFIED BY  
THE COMMITTEE**

<b>ACTION #1</b>			
<b>Barrier:</b> Landowner Security – Positive Professional Assistance			
<b>Discussion:</b> Landowners may be taking the inactive approach to land management because they don't even know where to begin. If there were avenues where they could research the process and what to expect, they may be more apt to act once they've developed some knowledge of the process.			
<b>Action</b>	<b>Action Method</b>	<b>Current/Past Efforts</b>	<b>Stakeholders Involved</b>
Develop webinars; online chats; online decision trees to help direct landowners to professional assistance.	Make recommendations via the Governor's Council to UW Extension or DNR that this was identified as a need and encourage action.	No	DNR WWOA/Landowners Foresters UW/Educators Logging Community

<b>ACTION #2</b>			
<b>Barrier:</b> Availability and Advertisement of Educational Opportunities			
<b>Discussion:</b> Private forestry professionals are not utilizing social media to the greatest extent possible. This is a tool that will reach future generations.			
<b>Action</b>	<b>Action Method</b>	<b>Current/Past Efforts</b>	<b>Stakeholders Involved</b>
Develop a workshop or training session. This session could be delivered via the Cooperating Foresters Annual Meeting, coordinated SAF/GLTPA effort and/or a specific workshop.	Make recommendations via the Governor's Council to WCF, Cooperating Foresters, SAF and GLTPA that this was identified as a need and encourage action.	This is a potential session to be held at the 2015 Cooperating Foresters Meeting.	Private business owners

<b>ACTION #3</b>			
<b>Barrier:</b> Understanding and Addressing Landowner Objectives			
<b>Discussion:</b> Foresters need to develop the ability to better identify non-forestry landowner objectives and work with the property as a whole to better align the full spectrum of management. This includes knowledge of expanded programs, other than MFL, which support and incentivize sustainable management of private lands other than timber harvesting such as EQIP/Farm Bill, WFLGP, turkey stamp, etc. In addition, foresters need to understand and educate landowners on the importance of a long term relationship between and landowner and a professional.			
<b>Action</b>	<b>Action Method</b>	<b>Current/Past Efforts</b>	<b>Stakeholders Involved</b>
Develop a Forester Training Program to address shortfalls.	Make recommendations via the Governor's Council to develop a training workshop for foresters. Training could be developed through UWSP, UW Extension, Renewable Resources Solutions, LLC/WCF, Cooperating Foresters Program, Certified Planwriters Program, SAF, WWOA, etc.	No	DNR WWOA/Landowners Foresters Logging Community