

FISCAL YEAR 2022-23



Oregon Forest  
Resources Institute

# ANNUAL REPORT



## The future looks bright

This fall marks the end of my term as chair of OFRI's board of directors. During my years as an OFRI board member and board chair, I've seen the Institute and Oregon's forest products industry continue to evolve and find new ways of doing business amid the challenges we face in today's world.



My tenure as board chair spanned the worst of the COVID-19 pandemic and the fallout from the devastating 2020 Labor Day wildfires, which both had impacts on Oregon's forest-related businesses and industries.

But it was also a time when, in an historic coming-together, a group of forest products companies collaborated with conservation organizations on an agreement called the Private Forest Accord. That agreement led to expanded forest habitat protections for fish and amphibians under Oregon law.

Through it all, OFRI has remained committed to its mission to inform Oregonians about the important issues affecting our forests.

Over the past year, OFRI's landowner and public education programs have helped forest landowners, natural resource professionals and the public learn about recent updates to the Oregon Forest Practices Act as a result of the Private Forest Accord.

Our K-12 education program continues to rebound from the pandemic, providing professional development for teachers and supporting classroom and field forest education programs for students.

OFRI is also wrapping up the extensive process of updating our strategic plan, which involved soliciting feedback from our stakeholders and the public on the best ways to provide high-quality forest education programs to Oregonians.

These are just a few of the reasons why, as I prepare to step down as board chair, I'm hopeful for the future of both OFRI and the industry it supports. And for those who support OFRI's core mission to educate Oregonians about critical issues related to forests and forest management, I want to extend a heartfelt thank you.

—Jerry Anderson, chair, OFRI board of directors

# OFRI by the numbers

## MAJOR REPORTS

- *Finding Common Ground* – a special report about the Private Forest Accord agreement to update Oregon's forest protection laws

## NEW OR UPDATED PUBLICATIONS

- *Adventure Awaits* – an informational pamphlet for outdoor recreationalists exploring the many benefits of Oregon's working forests
- *Inside Oregon's Forests* – an updated forestry curriculum for high school students
- *Nature Notes* – a student workbook for outdoor school participants covering topics related to natural resources
- *Oregon Forest Facts 2023-24 Edition* – an updated booklet containing the latest statistics and information on Oregon's forests and forest products industry
- *Wildlife in Managed Forests: Forest Practices Act Reference Series* – an informational pamphlet for forest landowners outlining state and federal protections for a variety of forest-reliant bird species

## DIGITAL

- Blog (10,653 visits)
- Facebook (11,356 "likes")
- Instagram (1,485 followers)
- X – formerly Twitter (1,868 followers)
- LinkedIn (449 followers)
- YouTube (2,974,000 views)

## VIDEO

- 2023 educational advertising: "Love This Place" and "Get to Know the Coho"
- Informational video: "About the Oregon Forest Resources Institute"

## EVENTS

- Career-related presentations/events for students: 43
- Community outreach presentations: 14 (with 660 total participants)
- Conference booth displays: 13 (with 2,982 total participants)
- Conferences or forums: 5 (with 963 total participants)
- Field forestry programs: 13,613 student attendees statewide
- Forest education professional development workshops: 865 teacher attendees
- Forest tours: 1
- Landowner workshops: 65 (with 4,702 total participants)
- Oregon Envirothon 2023 (statewide high school natural resource knowledge competition): 90 student attendees representing 12 schools

- OFRI-supported student forest field trips: 257



# PUBLIC EDUCATION

OFRI works to advance public understanding of the social, environmental and economic importance of Oregon's forests. For more information, visit [OregonForests.org](https://OregonForests.org).



## Report, ad campaign highlight new laws

OFRI published a new special report and produced two new educational advertisements focused on how the Private Forest Accord, an historic agreement between the forest products industry and conservation groups, led to the most significant changes to the Oregon Forest Practices Act in 50 years.

The 28-page report, *Finding Common Ground*, highlights major changes to the Forest Practices Act designed to avoid,

minimize and mitigate the effects of logging and other forest management activities on native fish and amphibian species.

The educational advertising campaign featured two new video ads about how Oregonians came together to agree on expanded stream habitat protections for coho salmon and other threatened aquatic wildlife. The ads were broadcast on digital and traditional media across the state.

Below, from left:

In 2022-23, OFRI's public education program focused on informing Oregonians about updated state forestry protections aimed to help better protect aquatic wildlife.

OFRI's new *Finding Common Ground* special report detailing new forest laws that expand stream habitat protections includes diagrams illustrating the updated regulations.

The OFRI board hosted a public tour of Hampton Lumber forestland near Grand Ronde, where experts explained recent updates to the Oregon Forest Practices Act.

"Love This Place," one of the new educational advertisements OFRI produced about changes to Oregon's forest protection laws, won a gold award from the Worldfest Houston Awards and a silver from The Telly Awards.

## OREGON FOREST FACTS UPDATED

OFRI released a new edition of *Oregon Forest Facts*, a pocket-size booklet containing the latest statistics about Oregon's forests and forest products industry. In addition to stats on Oregon forest landownership, timber harvest levels and statewide forest sector employment, the 2023-24 edition of *Oregon Forest Facts* includes new information about the economic impacts of the 2020 Labor Day fires and updates to Oregon's forest practice regulations following the Private Forest Accord agreement.

Data from the *Oregon Forest Facts 2023-24 Edition* is also available online at [OregonForestFacts.org](https://OregonForestFacts.org).



## PAMPHLET EXPLORES BENEFITS OF OREGON'S WORKING FORESTS

*Adventure Awaits*, a new, colorfully illustrated pamphlet designed by OFRI specifically for recreational visitors to Oregon's forests, explores the many environmental, social and economic benefits forests provide to Oregonians.



The brochure-size pamphlet won a gold award from the Association for Communication Excellence, and serves as a primer to Oregon's wood-producing forests, where visitors are likely to encounter recent timber harvests and other forestry activities. It explains modern forest management and logging practices, as well as laws and regulations that protect wildlife habitat, drinking water sources and other vital natural resources.



## VIDEO EXPLAINS OFRI MISSION AND PROGRAMS

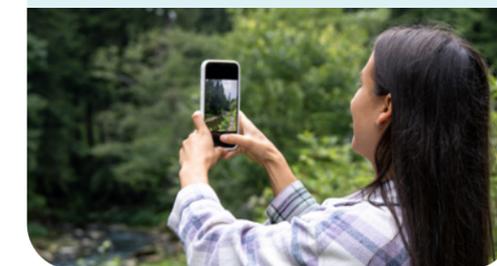
OFRI updated a short video narrated by its staff that explains the Institute's mission and three core programs. In the video, each staff member details different aspects of OFRI's efforts to support Oregon's forest products industry through educational programming that informs K-12 teachers and students, landowners and the general public about forests, forest management and forest products. The video can be viewed on OFRI's [OregonForests.org](https://OregonForests.org) website and its YouTube channel.

## DIGITAL REACH

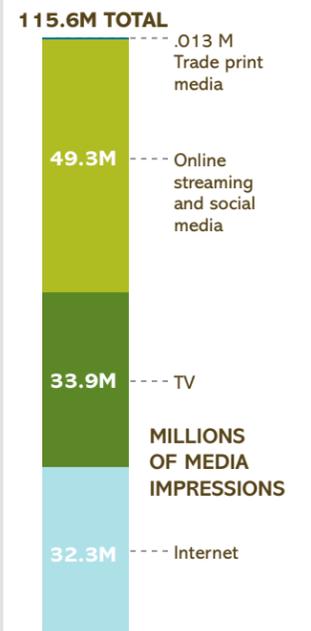
Average monthly web visits	17,755
Total blog visits	10,653
Total YouTube views	2,974,000
Facebook "likes"	11,356
X (Twitter) followers	1,868
Instagram followers	1,485
LinkedIn followers	449

### FY 2022-23

OFRI continues to expand its social and digital media presence with five active websites, a blog, a YouTube channel, and a growing number of followers on Facebook, X (formerly Twitter), Instagram and LinkedIn. Most recently, the Institute started a Threads account.



## EDUCATIONAL ADVERTISING IMPRESSIONS



### FY 2022-23

OFRI's annual educational advertising campaign includes trade print media, TV and online placements, as well as spots on digital streaming services and social media.



# K-12 EDUCATION

OFRI provides curriculum, classroom materials, workshops and opportunities for field trips to increase forest literacy among K-12 teachers and students. For more information, visit [LearnForests.org](http://LearnForests.org).

## Natural resources education conference highlights research

After two years of virtual programming, OFRI held its Natural Resource/Career Technical Education Conference for Oregon high school teachers in person once again, at The Oregon Garden in Silverton.



More than 100 teachers from across the state attended the two-day conference aimed at connecting educators and helping them receive professional development in forest and natural resource education. It featured a new format in which researchers from Oregon State University paired up with community college faculty to deliver conference sessions together. The researchers presented their findings, and community college faculty members

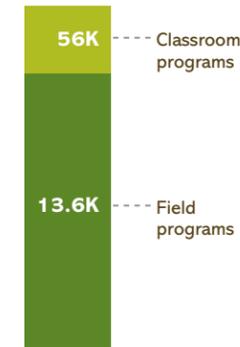
modeled lessons aligned with that research. Topics covered in the sessions included forest pollinators, black bear denning habits and forest fire recovery.

OFRI worked closely with Oregon State University's Oregon Natural Resources Education Program to organize the conference, which was designed primarily for teachers whose schools offer an accredited natural resource education program.

### STUDENTS REACHED

Number of student participants statewide

69.7K TOTAL



FY 2022-23

OFRI sponsors classroom forest education programs through Talk About Trees, and field forest education programs through the Oregon Garden Natural Resources Education Program and Forests Today & Forever, among others. Additionally, OFRI reimburses schools for bus transportation for forest field trips.

### KID-FRIENDLY SITE TEACHES ABOUT FIRE PREVENTION

To help children learn about fire prevention, OFRI created a kid-friendly website called *Fire Among Us*.

The site, which is targeted to older elementary school and middle school students, was developed by OFRI with assistance from K-12 educators and fire prevention experts. Amusing comics with talking bears and trees, along with short videos, are used to cover topics such as the fire triangle, how to put out a campfire properly, and using fireworks safely.



### HIGH SCHOOL FORESTRY CURRICULUM UPDATED

OFRI released a new digital edition of its popular high school curriculum, *Inside Oregon's Forests*.

The updated curriculum is designed to help students build a deep understanding of Oregon's forests through engaging, standards-based lessons. It's organized around seven modules that focus on topics and concepts from OFRI's forest education conceptual framework, the *Oregon Forest Literacy Plan*, which was updated in 2022.

The new edition of *Inside Oregon's Forests* includes updates for cultural relevance and inclusiveness; revised and updated background information, especially related to climate change and fire; updated maps, student page resources and web links, plus additional resources to support the lessons; and updated connections to state standards for science, English language arts and math.



### OREGON ENVIROTHON RETURNS TO FULLY IN-PERSON EVENT

The annual Oregon Envirothon, a natural resources knowledge competition that OFRI hosts at The Oregon Garden in Silverton, shone through an overcast day on May 5.

This year, the event was held fully in person, with more than 90 student participants from high schools across Oregon. The competition tested the skills of small teams of students in various ecological disciplines, including aquatics, forestry, wildlife, and soils and land use. Students also gave oral presentations

and were tested on their knowledge of this year's current issue, "Adapting to a Changing Climate."



The Rogue Pack Alpha team from Medford's Logos Public Charter School won the 2023 Oregon Envirothon, advancing to the NCF-Envirothon. They placed 13th out of 49 teams at the larger competition, which was held July 23-29 in New Brunswick, Canada.

Below, from left:

(Previous page) High school students from across Oregon tested their natural resources knowledge and skills in the 2023 Oregon Envirothon competition organized and sponsored by OFRI.

(Previous page and this page) OFRI offers an outdoor school for Marion County students as part of a coalition of organizations dedicated to environmental education.

To support the PAWS (Plants Animals Water Soil) outdoor school, OFRI produced the *Nature Notes* student workbook, which features a variety of activities to help students learn about the natural environment.



### BUG EXPLORATION

Find a bug to look at, and investigate its appearance.

WHAT TYPE OF MOUTH PARTS DOES YOUR BUG HAVE?			
Sponging	Chewing (beetle)	Piercing-sucking (mosquito)	Siphoning
WHAT TYPE OF FOOD DOES YOUR BUG EAT?			
Bugs	Leaves	Pollen or nectar	Animals
HOW DOES YOUR BUG GET AROUND?		WHAT DOES THE SURFACE LOOK LIKE?	



◀ **Jerry Anderson**  
Chair  
Manulife Investment  
Management



**Dan Newton** ▶  
Vice Chair  
Newton Forestry LLC



◀ **Jennifer Beathe**  
Starker Forests Inc.



**Paul Betts** ▶  
Miami Alternatives LLC



◀ **Gordon Culbertson**  
Whitewater Forests LLC  
(small woodland owner)



**Dr. Thomas DeLuca** ▶  
Oregon State University  
College of Forestry  
(dean)



◀ **Dr. Kristopher Elliott**  
Oregon State  
University Extension  
(public representative)



**Mark Giustina** ▶  
Giustina Land & Timber



◀ **Mike Hicks**  
IAM-AW District  
W24 (employee  
representative)



**Garren Hitner** ▶  
Century Forest  
Management



◀ **Kristin Rasmussen**  
Hampton Lumber &  
Family Forests



**Madeleine  
Thompson Rudolph** ▶  
Thompson Tree Farm



◀ **Brian Trenholm**  
Weyerhaeuser

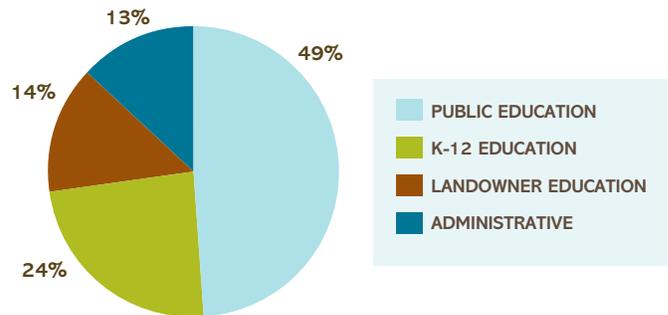


**Kyle Abraham** ▶  
Oregon Department  
of Forestry (liaison)

## OFRI board of directors

OFRI is governed by a board made up of 11 voting members appointed by the state forester, plus two non-voting members. Board members represent timber producers, small woodland owners and forest products industry employees. Non-voting members include a public representative and the dean of the Oregon State University College of Forestry. An Oregon Department of Forestry liaison assists the board.

### ADMINISTRATIVE COSTS VS. PROGRAM COSTS



In each of the past 21 years, OFRI has received the state controller's "Gold Star" award for timely and accurate financial reporting.

### OFRI STAFF

- Inka Bajandas**, Public Outreach Manager
- Jordan Benner**, Senior Manager of Public Outreach
- Norie Dimeo-Ediger**, Director of K-12 Education Programs
- Rikki Heath**, Environmental Educator
- Jim Paul**, Executive Director
- Kathy Storm**, Senior Manager of Business Operations
- Julie Woodward**, Director of Forestry

**OFRI MISSION STATEMENT** The Oregon Forest Resources Institute supports and enhances Oregon's forest products industry by advancing public understanding of forests, forest management and forest products.



**Oregon Forest  
Resources Institute**

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