



Oregon Forest
Resources Institute

BUILDING OREGON'S FUTURE



OFRI by the numbers

MAJOR REPORTS

- *Forest to Frame: Advanced Wood Products – Oregon Leads Innovative Mass Timber Movement*

NEW OR UPDATED PUBLICATIONS

- *A Guide to Priority Plant and Animal Species in Oregon Forests* – updated and redesigned for forest landowners and managers
- *Ensayos de Bosque: Grados 4-5* – bilingual student workbook with Spanish translations of OFRI's *Forest Essays*
- *Family Forests* – resource guide for family forest landowners, updated for 2017-18
- Instruction guides for *Find Your Path*, a student workbook about forest-sector careers, and "Oregon's Forests" and "Where's All the Carbon?" classroom posters
- *Oregon Forest Facts 2017-18 Edition*

VIDEOS

- *Build a House; Frame a Future* – video about a Springfield/Eugene Habitat for Humanity project sponsored by the American Forest Resource Council
- *Find Your Path* – forest-sector career videos on YouTube (16)
- *Find Your Path* DVD

EVENTS

- Career-related presentations/events for students: 120
- Community presentations: 42
- Conference booth displays: 19
- Conferences or forums sponsored or co-sponsored: 19
- Forest tours: 6
- Landowner workshops: 68
- Oregon Envirothon 2017 high school natural resource knowledge competition (200 students)
- Tillamook County sustainable forestry tour for high school teachers (19 participants)
- Wood building tours: 9

MEDIA OUTREACH

- Number of contacts with news media: 26
- Number of news releases: 12

Toward a sustainable future

Since its formation by the Oregon Legislature in 1991, OFRI has advocated for sustainable forest management. Back then, the word “sustainable” did not have the weight it now enjoys, but the theme in our founding legislation is clear. It calls on OFRI to support efforts by landowners to “practice good stewardship of the land” and “protect water and other public resources to the maximum extent practicable.” Another section asks OFRI to “encourage, facilitate and assist private forest landowners to meet or exceed state and federal regulations.”

The same legislation calls on OFRI to increase public understanding of “the use and benefits of forest products.” But for most of our 25-year history, we’ve focused on forestry and haven’t talked much about products. That equation is changing.

With its innovative spirit and sustainable forest resources, Oregon has become the epicenter of the most significant disruption of building technology since steel and concrete altered urban skylines. Mass timber, including cross-laminated timber or “CLT,” is gaining attention among architects, engineers and contractors. And at the center stands OFRI, leading the way to help Oregonians embrace the new forest-to-frame ethic.

Wood’s lower embodied energy and higher embodied carbon is part of the solution to the effects of population growth, climate change and bridging the urban-rural divide. Adding forest products to our education mix does not take away from our mission to increase understanding of sustainable forestry. In fact, it’s a natural fit.



Dave Furtwangler, chair,
OFRI board of directors and
Paul Barnum, executive director



Partnering to educate landowners

OFRI collaborated with an innovative partnership of government, nonprofit and private organizations to enhance the Institute's Landowner Education program.

The Partnership for Forestry Education is dedicated to educating Oregon forest landowners. OFRI worked with PFE members to update the *Family Forests* resource guide, educate southern Oregon woodland owners about reducing wildfire risk, and maintain KnowYourForest.org – an educational website for family forest landowners.

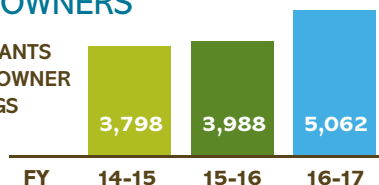
The 16-page *Family Forests* guidebook provides information about technical, financial and educational resources for Oregon's family forest landowners, including programs offered by OFRI and the 14 other members of the partnership.

OFRI also worked closely with the Oregon

State University Extension Service and the Oregon Department of Forestry, both partnership members, on "My Southern Oregon Woodlands," a fire-risk-reduction outreach campaign for landowners in Jackson and Josephine counties.

EDUCATING MORE LANDOWNERS

PARTICIPANTS
IN LANDOWNER
TRAININGS



In 2016–17, OFRI supported more landowner trainings than ever before, increasing the total number of participants by 27 percent over 2015–16.

BELOW, left: The Defrees family of northeast Oregon, who won the American Tree Farm System's 2016 National Outstanding Tree Farmer of the Year award, appears on the cover of OFRI's *Family Forests* resource guide. Center: OSU Extension's forestry education program is among the resources included in *Family Forests*. Right: *A Guide to Priority Plant and Animal Species in Oregon Forests* is designed specifically for forest landowners and managers.

SILVICULTURE WEBINARS

A four-part webinar series co-sponsored by OFRI featured foresters, silviculturists and forest engineers discussing different silvicultural methods used for timber harvesting in the Pacific Northwest. The live webinars, geared to foresters, loggers and woodland owners, included speakers who compared and contrasted different timber harvest methods, along with the varying approaches to planning and conducting harvest operations.

SPECIES GUIDE UPDATED

OFRI updated and redesigned its guide to forest plants and animals specifically to aid forest landowners and managers in creating and maintaining habitat for species with state and federal protections. *A Guide to Priority Plant and Animal Species in Oregon Forests* focuses on species with special status found in Oregon's forested habitats, including those protected under the Endangered Species and Oregon Forest Practices acts.



OFRI encourages sound forestry by helping educate Oregon's more than 60,000 family forest landowners.

LANDOWNER
EDUCATION

OFRI works to advance public understanding of the social, environmental and economic importance of Oregon's forests.

PUBLIC EDUCATION

Reaching outside Oregon

OFRI's work to educate the public about forests, forest management and forest products extended beyond Oregon this year.

The Institute helped shape public messaging about the forest sector across the continent as a member of the North American Forest Partnership, a diverse group of forest-related companies and organizations from throughout the U.S. and Canada. NAFFP launched walkinthewoodswith.us, a new

website that features OFRI-produced content. In addition, OFRI Executive Director Paul Barnum served as chairman of NAFFP's communications committee and is now a member of its board.

OFRI also co-sponsored the pilot episode of *America's Forests with Chuck Leavell*. The 13-part national television series starring Rolling Stones keyboardist and Georgia tree farmer Chuck Leavell explores forest-related topics across the country. With OFRI support, the pilot was filmed in Oregon and premiered on Oregon Public Broadcasting.

OREGON FOREST FACTS GOES DIGITAL

In conjunction with publishing the *Oregon Forest Facts 2017-18 Edition*, OFRI launched a new mobile-friendly website offering the latest data about Oregon's forests and forest-based economy. OregonForestFacts.org serves as a detailed reference guide to Oregon's forest sector. It features data from the *Oregon Forest Facts* booklet, including maps, graphs and statistics about forestland ownership, timber harvest, forest-based employment and wood products production.

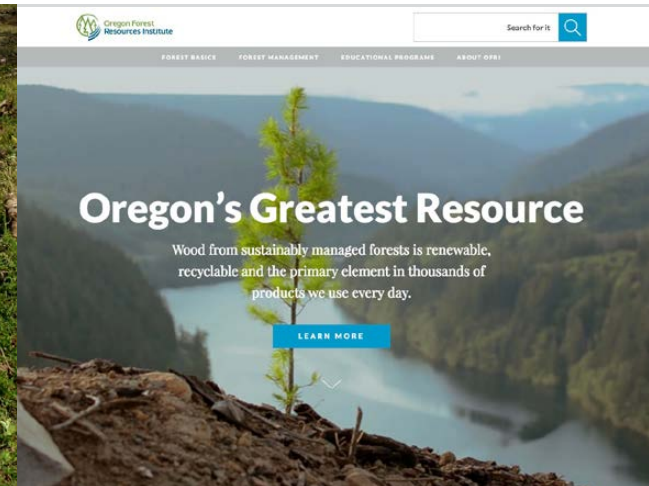


VIDEO CELEBRATES HABITAT BUILD

OFRI produced a video documenting the construction of a Springfield/Eugene Habitat for Humanity house sponsored by the American Forest Resource Council. The *Build a House; Frame a Future* video highlights the forest sector's contributions to the project. AFRC represents forest landowners and lumber manufacturers in five Western states, many of whom donated locally produced wood products to help build the new home.

BELOW, left: With OFRI support, the new TV show *America's Forests with Chuck Leavell* filmed its pilot episode in Oregon. Center: OFRI's "planted" signs remind the public that forest landowners replant trees after timber harvest. Right: OFRI updated its main public website, OregonForests.org, for easy access on desktop and mobile devices.

OPPOSITE PAGE, bottom left and center: The OFRI board's annual tour for elected officials visited private and public forestland near Roseburg to discuss the range of timber harvest methods used in Oregon. Right: OFRI staff volunteered on a Habitat for Humanity project in Springfield sponsored by the American Forest Resource Council.

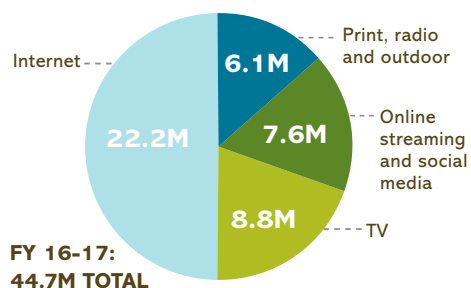


EXPANDED ONLINE PRESENCE

OFRI's social and digital media presence continued to grow this year. Total views on the Institute's YouTube page shot past the 2 million mark, and the OFRI Facebook and Twitter accounts gained hundreds of new "likes" and followers. Annual visits to the OFRI blog also increased this year to more than 7,600.

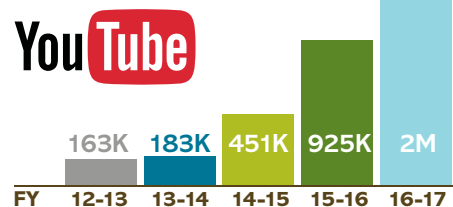
EDUCATIONAL ADVERTISING IMPRESSIONS

MILLIONS OF ADVERTISING IMPRESSIONS



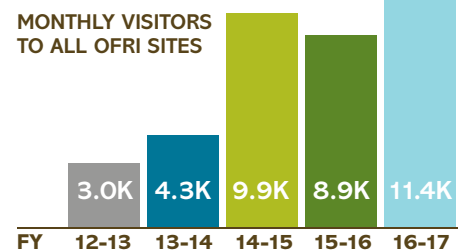
OFRI's educational advertising includes TV, radio, billboards and internet, with an increasing focus on social media.

YOUTUBE VIEWS TOP 2M



Total views on OFRI's YouTube channel, [youtube.com/user/oregonforests](https://www.youtube.com/user/oregonforests), exceeded 2 million in 2016-17.

WEB TRAFFIC JUMPS

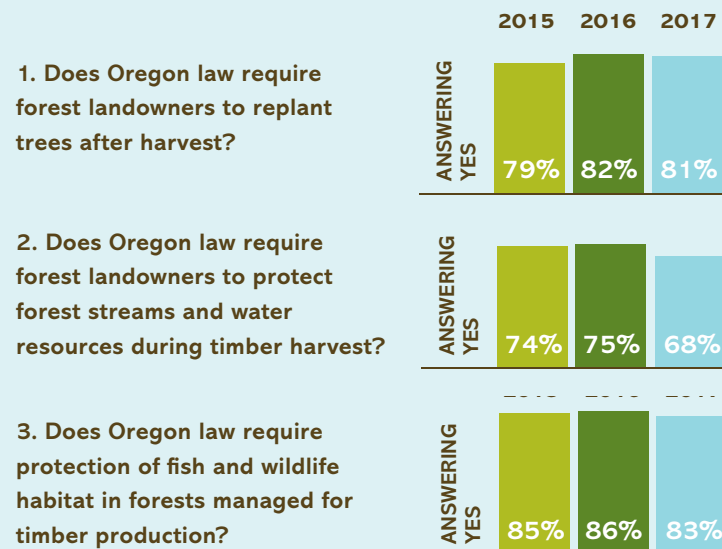


The average number of monthly visitors to all of OFRI's websites – OregonForests.org, LearnForests.org, KnowYourForest.org, OregonForestLaws.org and WhyBuildWithWood.org – continues to increase.



PUBLIC POLLING RESULTS

OFRI's annual polling shows public knowledge of Oregon's forest protection laws remains high. Media coverage over the past year about lead in tap water and other water quality issues potentially contributed to more "don't know" responses to the water resources protection question.



OFRI promotes the use of traditional and innovative Oregon wood products.

WOOD PRODUCTS EDUCATION

Report highlights mass timber trend

Oregon is setting the pace for the nation in mass timber manufacturing, design and construction. A special report OFRI published this year offers insights from the architecture, engineering and construction communities on this burgeoning trend.

The 20-page *Forest to Frame* report profiles Oregon developers, architects and contractors who are at the forefront of using advanced wood products such as cross-laminated timber to build multistory structures — even skyscrapers — almost entirely with wood.



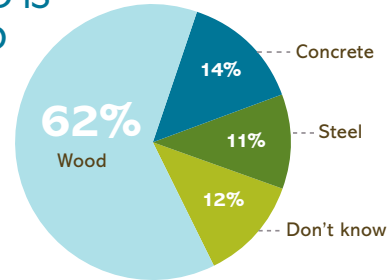
Other topics covered in the report include groundbreaking research in Oregon demonstrating the

safety of mass timber buildings, the many environmental benefits of building with wood, and how its use for construction supports economic development in Oregon's rural timber towns.

TALL WOOD BUILDING EXHIBIT

A new OFRI-sponsored exhibit at the Albina Yard building in Portland offers a glimpse into the design process and performance testing for Framework, a planned 12-story building in the Pearl District that will be the tallest mass timber high-rise in North America. An enhanced version of "The Future of Tall" exhibit, created by Framework architect LEVER Architecture with OFRI support, is scheduled to open in fall 2017 at the World Forestry Center.

WOOD IS GOOD



OFRI's annual public polling asked which building materials are better for the environment. More respondents chose wood than any other material.

MASS TIMBER EVENTS HELD IN PORTLAND

OFRI helped plan Forest Business Network's 2017 International Mass Timber Conference in Portland, as well as the Oregon Mass Timber Summit, a concurrent event hosted by Gov. Kate Brown. The two events attracted nearly 1,000 attendees from across the country and world. More than 100 people participated in a pre-conference tour, sponsored and organized by OFRI, of Portland mass timber buildings.

BELOW, left and center: Renderings of Framework, one of the projects featured in OFRI's *Forest to Frame* report. Right: OFRI Director of Forest Products Timm Locke traveled to England last fall on a trip sponsored by the Softwood Export Council to learn about how mass timber construction became widely adopted there.

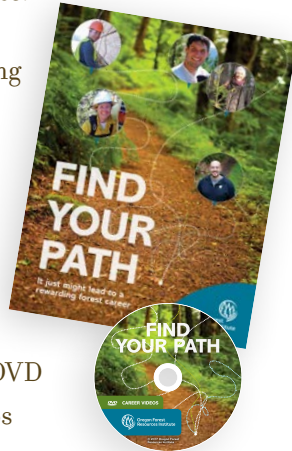


Focusing on careers

To help middle- and high-school teachers inform their students about career paths in Oregon's forest sector, OFRI provides a suite of educational resources.

This includes producing a DVD this year with the full collection of videos in OFRI's *Find Your Path* series, which profiles people who work in the forest sector. The DVD contains 16 brief videos highlighting what a day on the job is like and what kind of education and experiences are needed for a variety of forest-related careers, including field forester, forest engineer, logger, mill operator, recreation manager and wildlife biologist.

OFRI also published an instruction guide to



help teachers incorporate the *Find Your Path* student workbook, which profiles 19 different Oregonians with forest-related professions, into their classroom curriculum.

FIELD PROGRAM PROVES POPULAR

More than 5,700 students participated this past year in OFRI's forest field education program. The Oregon Garden Natural Resources Education Program offers free field trips for fourth- through sixth-grade students to learn about Oregon's forests and natural resources while visiting OFRI's Rediscovery Forest inside The Oregon Garden in Silverton. The 15-acre managed forest provides students with opportunities for outdoor learning and applying scientific concepts.

BELOW, left: OFRI redesigned LearnForests.org, a site for K-12 educators that organizes resources for teaching about Oregon's forests by grade level. Center: Some 200 high school students participated in the 2017 Oregon Envirothon, a natural resources competition organized by OFRI at The Oregon Garden. Right: OFRI offered a field tour in Tillamook County for high school instructors to learn about sustainable forestry and wood products manufacturing.

FIELD TRIP PARTICIPANTS

TOTAL	28.8K	31.0K	29.9K	31.6K
ADULTS	4.7K	5.6K	4.8K	5K
STUDENTS	24.1K	25.4K	25.1K	26.6K
FY	13-14	14-15	15-16	16-17

OFRI reimbursed busing costs for more than 400 forest field trips in 2016-17, and the total participants in OFRI-sponsored field trips rose.

BILINGUAL WORKBOOK PUBLISHED

OFRI published a new bilingual student workbook that can be read in both Spanish and English. *Ensayos de Bosque: Grados 4-5* features four one-page essays from OFRI's *Forest Essays* collection for fourth- and fifth-grade students that have been translated into Spanish. Each essay addresses a topic related to Oregon's forests and is followed by reading comprehension questions in both languages.

OFRI provides curriculum materials, teacher workshops and field-trip opportunities aimed to increase forest literacy among K-12 students.

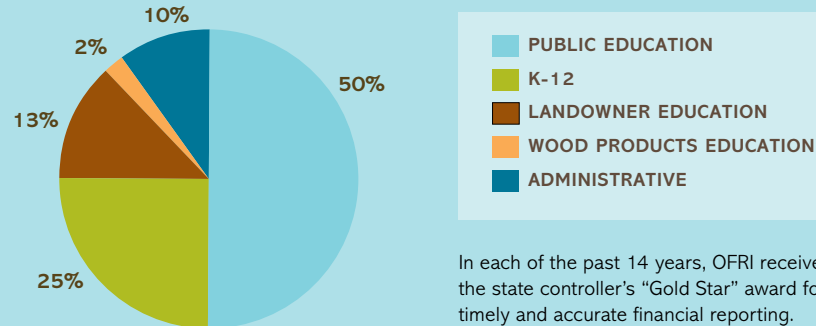
K-12
EDUCATION



OFRI Board of Directors

A 13-member board of directors governs OFRI. Board members represent timber producers, small woodland owners and industry employees. *Ex officio* 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 14 years, OFRI received the state controller's "Gold Star" award for timely and accurate financial reporting.



Dave Furtwangler
Chair
Cascade Timber Consulting Inc.

Quincy Powers
Vice Chair
Powers Ranch Co.

Audrey Barnes
Nickel Mountain LLC (small woodland owner)

Tyler Freres
Freres Lumber Co. Inc.

David Hampton
Hampton Lumber

Matt Hegerberg
WyEast Timber Services LLC

Jim Hunt
Campbell Global LLC

Thomas Maness
Oregon State University College of Forestry (dean)



Steve McNulty
Weyerhaeuser Co.

Jennifer Phillippi
Perpetua Forests Co.

Randy Schild
Tillamook School District (public representative)

Eric Schooler
Collins Companies

Mike Sullivan
Association of Western Pulp & Paper Workers (employee representative)

Nancy Hirsch
ODF Liaison

OFRI MISSION STATEMENT

The Oregon Forest Resources Institute is dedicated to advancing the public's understanding of how forest stewardship meets the social, environmental and economic needs of both present and future generations.

OFRI staff

A nine-person staff delivers OFRI programs:

Inka Bajandas
Public Outreach Manager

Paul Barnum
Executive Director

Jordan Benner
Senior Manager of Public Outreach

Mike Cloughesy
Director of Forestry

Norie Dimeo-Ediger
Director of K-12 Education Programs

Rikki Heath
Environmental Educator

Timm Locke
Director of Forest Products

Kathy Storm
Senior Manager of Business Operations

Julie Woodward
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