



Oregon Forest
Resources Institute

FOREST PROUD

Let's be Forest Proud

Perhaps you've seen or heard the phrase "Forest Proud." Those two simple words should resonate with all Oregonians – and especially those who work in our forests and mills.



Forest Proud captures the pride forest professionals feel about the work they do caring for Oregon's forests, conserving fish and wildlife habitat, protecting water, sustaining forests for future generations, and making innovative, environmentally friendly forest products.

To celebrate that pride, OFRI launched a new initiative we're calling Forest Proud Oregon. Designed for the 61,000 or so Oregonians with forest-related jobs, the Forest Proud educational materials highlight the many reasons they should be proud to be a part of Oregon's forest sector.

As we look back on OFRI's accomplishments over the past year, there are many reasons to be Forest Proud. OFRI won a two-year, \$250,000 federal Wood Innovation Grant, built strong partnerships that enhance K-12 forest education across the state, and updated a comprehensive manual to help landowners meet Oregon's forest protection laws.



We're also proud to announce the hiring of a new executive director, Erin Isselmann, following the retirement of Paul Barnum after 10 years at the helm of OFRI. We wish Paul well in his retirement, and are excited to have Erin on board leading OFRI. Looking to the

future, all of us at OFRI are enthusiastic about the charge to be Forest Proud of the hardworking Oregonians who are stewards of this state's greatest resource: our forests.

— Quincy Powers, chair, OFRI board of directors

OFRI by the numbers

MAJOR REPORTS

- *Impacts of Oregon's 2017 Wildfire Season – Time for a Critical Conversation*

NEW OR UPDATED PUBLICATIONS

- *Oregon's Forest Protection Laws* – revised third edition of the illustrated manual detailing how to comply with Oregon forest laws
- *Welcome to Oregon's Forest Sector* – handbook for Oregonians who are new to working in the state's forest sector
- *Forest to Frame Instruction Guide* – teacher's guide to using the OFRI report *Forest to Frame* in the classroom
- *Herbicides and Forestry* – topic sheet for policymakers explaining why foresters use herbicides
- *Clearcutting and Forestry* – topic sheet for policymakers explaining why foresters use clearcutting to harvest timber
- *Pollinators and Forestry* – topic sheet for landowners on managing forests for pollinators

DIGITAL

- Blog (8,524 visits)
- Facebook (3,967 likes)
- Instagram (502 followers)
- OregonForests.org/ForestProud – new educational webpage for Oregon's forest-sector workforce
- Twitter (1,048 followers)
- YouTube (2.2 million views)

VIDEOS

- "Big Idea" and "It's Our Future" educational advertising

- *Mass Timber Work Spaces* video interview with Portland-based developer Noel Johnson
- Educational videos for forest landowners on fire safety and taxes (3)
- *Forest Sector Contributions* video interview with Tillamook School District Superintendent Randy Schild
- *Wildlife and Forest Management* video interview with OFRI's contract wildlife biologist, Fran Cafferata Coe

EVENTS

- Career-related presentations/ events for students: 69
- Community outreach presentations: 26
- Conference booth displays: 19
- Conferences or forums sponsored or co-sponsored: 12
- Forest Carnivore Symposium (200 participants)
- Forest tours: 5
- Landowner workshops and events: 66
- Oregon Envirothon 2018 high school natural resource knowledge competition (175 students)
- Sustainable forestry tour for K-12 educators (40 participants)
- Wood building tours: 8

MEDIA OUTREACH

- Number of contacts with news media: 23
- Number of news releases: 9
- Number of opinion columns placed or assisted with in Oregon newspapers: 10

LANDOWNER EDUCATION

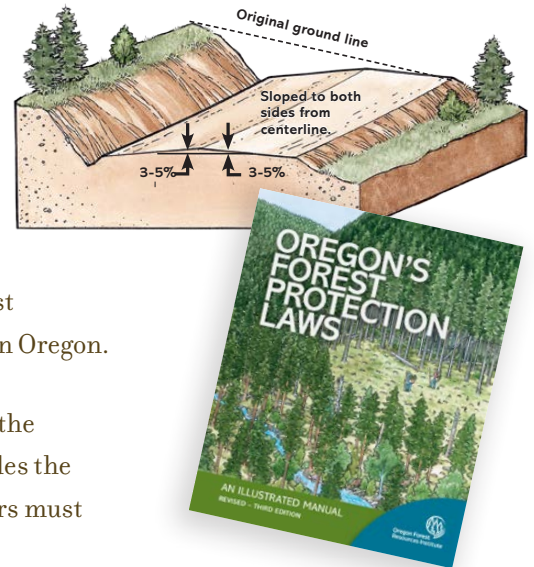
OFRI encourages sound forestry by helping educate landowners and forest professionals. For more information, visit KnowYourForest.org.

Forest practices manual updated

In response to a number of science-based changes to Oregon's forest protection laws, OFRI updated its comprehensive guide to forest management.

The revised third edition of *Oregon's Forest Protection Laws – An Illustrated Manual* offers detailed information that helps loggers, forest landowners and managers ensure they are meeting or exceeding the rules outlined in the Oregon Forest Practices Act, which governs how forestry is practiced on state and private forestland in Oregon.

Originally passed in 1971, the Act has since been changed dozens of times to ensure the regulations are in line with the latest scientific findings. The updated manual includes the most recent changes, such as increasing the size of tree and vegetation buffers loggers must leave around many salmon, steelhead and bull trout streams.



VEGETATION MANAGEMENT CONFERENCE

OFRI co-sponsored the inaugural Pacific Northwest Forest Vegetation Management Conference, hosted by the Western Forestry and Conservation Association. About 180 foresters and forest landowners attended the conference that focused on forest vegetation management and best practices for herbicide application. OFRI's sponsorship helped reduce conference registration fees for Oregon small woodland owners.

VIDEOS FOR LANDOWNERS

In conjunction with updates to OFRI's KnowYourForest.org website for forest landowners, the Institute produced three new informational videos featuring experts from the Douglas Forest Protective Association, Keep Oregon Green, the Oregon Department of Forestry and the Oregon State University Extension Service. Two of the videos offer tips for making forestland, homes and property fire-safe. A third highlights special business and tax considerations for Oregon forest landowners.

Below, from left:

About 200 people attended the OFRI Wildlife in Managed Forests – Forest Carnivores Symposium for forest landowners and wildlife biologists.

Keep Oregon Green President Kris Babbs is featured in an OFRI-produced educational video on fire safety for landowners.

OFRI co-sponsored the 2017 Oregon Tree Farm System's Outstanding Tree Farmer of the Year Tour at the Cafferata Family Forest in Lane County.



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.



Below, from left:

State elected officials were among the roughly 50 people who attended an OFRI board-sponsored tour of Portland-area mass timber buildings.

For Arbor Day, OFRI teamed with local forest-products companies and associations to give away 600 tree seedlings at the Beaverton Farmers Market.

A new interpretive sign inside OFRI's Discovery Pavilion explains how the covered outdoor classroom in Silverton was built using donated Oregon-grown wood.

OFRI helped support landscape ecologist Paul Hessburg's "Era of Megafires" talk at the World Forestry Center in Portland.

OFRI's new educational ads highlight advanced wood products.

Forest Proud initiative launches

A new educational program OFRI developed this year will help inform the approximately 61,000 Oregonians with forest-related jobs about contemporary forestry practices and instill a sense of pride for their work in the state's forest sector.

Forest Proud Oregon is designed for forest-sector employees whose work doesn't involve hands-on activities in the forest. The program offers a variety of educational materials for sector employers to distribute

NEW ADS HIGHLIGHT WOOD INNOVATION

OFRI produced two new educational advertisements that underscore the connections among Oregonians, Oregon's sustainably managed forests, and innovative structures built with locally made wood products. The Institute launched new messaging this year for the 30-second video ads, which aired in television markets statewide as well as online, in response to the surge of construction in Oregon using mass timber building products such as cross-laminated timber.

to their workforce that highlight current forest-sector practices and values. Materials include fact sheets, a booklet for employees who are new to the sector, posters and slideshows for display in work areas.

All the Forest Proud materials reinforce key reasons employees can be proud to work in Oregon's forest sector, helping give them the confidence to positively represent the sector to friends and neighbors, and recruit new employees into the sector.





REPORT ON FIRE IMPACTS

Oregon's 2017 fire season will be remembered as one of the worst on record. A 25-page report OFRI published this year called *Impacts of Oregon's 2017 Wildfire Season – Time for a Crucial Conversation* details the far-reaching effects of large fires that blanketed the state in smoke. It calls for charting a course wherein Oregonians can co-exist with fire while simultaneously mitigating how it affects our economy and health.

DIGITAL REACH

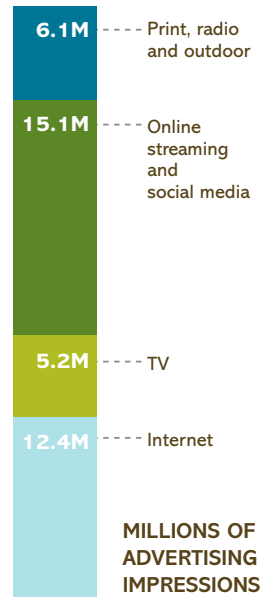
Average monthly web visits	11,245
Total blog visits	8,524
Total YouTube views	2,222,716
Facebook "likes"	3,967
Twitter followers	1,048
Instagram followers	502

OFRI continues to expand its social and digital media presence with five active websites, a blog, millions of views on its YouTube channel and a growing number of followers on Facebook, Twitter and Instagram.



EDUCATIONAL ADVERTISING IMPRESSIONS

38.8M TOTAL



MILLIONS OF ADVERTISING IMPRESSIONS

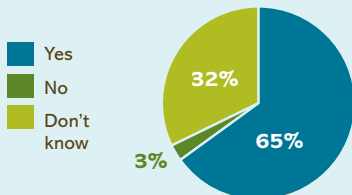
FY 2017-18

OFRI's educational advertising appears on TV, radio, billboards and the internet, with an increasing focus on online streaming and social media placements.

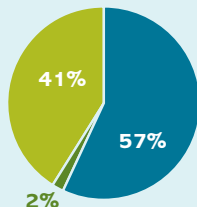
PUBLIC POLLING RESULTS

OFRI's annual polling shows public knowledge of Oregon's forest protection laws remains high; however, a new online polling methodology this year revealed a significant percentage of "don't know" responses. This underscores the need for continued public education about the basics, such as Oregon's law that requires replanting trees after a timber harvest.

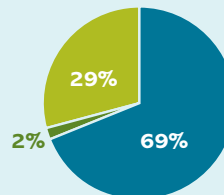
1. Does Oregon law require forest landowners to replant trees after harvest?



2. Does Oregon law require forest landowners to protect forest streams and water resources during timber harvest?



3. Does Oregon law require protection of fish and wildlife habitat in forests managed for timber production?



WOOD PRODUCTS EDUCATION

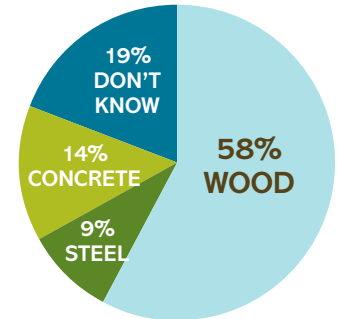
OFRI promotes the use of traditional and innovative Oregon wood products. For more information, visit WhyBuildWithWood.org.

OFRI receives USDA grant

A \$250,000 grant the U.S. Department of Agriculture awarded to OFRI this year will support its Wood Products Education Program. The two-year Wood Innovation Grant was part of almost \$8 million the USDA Forest Service awarded to companies and organizations across the country for projects that expand and accelerate wood-product and wood-energy markets.

OFRI will use the grant funds for a number of new initiatives. These include hands-on mass timber installation training for Oregon high school students, and an educational outreach program to help architects and engineers better understand the many benefits of building commercial structures with wood. The grant will also help fund a study examining the economic and environmental impacts of wood construction.

WOOD: A POPULAR CHOICE



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

WOOD BUILDING TOURS

This year OFRI organized eight tours of newly completed or under-construction mass timber commercial buildings in the Portland area, for groups that included policymakers, building officials and visitors from Australia and Thailand. Among the wood building tours conducted in the past year were an OFRI board-hosted tour for elected officials, which about 50 people attended, and a 40-person tour for the Oregon Department of Forestry's leadership team.

MASS TIMBER RISING SUMMIT

OFRI co-sponsored the Mass Timber Rising Summit, a conference held at Eastern Oregon University highlighting how the Blue Mountains region's workers and forests can benefit from the mass timber construction boom. It featured presentations by mass timber experts and a forest field trip focused on the ties between forest restoration in eastern Oregon and mass timber. Summit sponsors included the Forest Business Network, the Oregon Board of Forestry and Wallowa Resources.

Below, from left:

The World Forestry Center opened an OFRI-sponsored exhibit on tall wood buildings and mass timber construction called "The Future of Tall."

OFRI helped plan the Forest Business Network's 2018 International Mass Timber Conference in Portland, which was attended by more than 1,200 people from 21 countries.

OFRI successfully petitioned Gov. Kate Brown to proclaim Oct. 15-21, 2017, as Oregon Forest Products Week.



K-12 EDUCATION

OFRI provides curriculum, classroom materials, teacher workshops and field-trip opportunities to increase forest literacy among K-12 students. For more information, visit LearnForests.org.

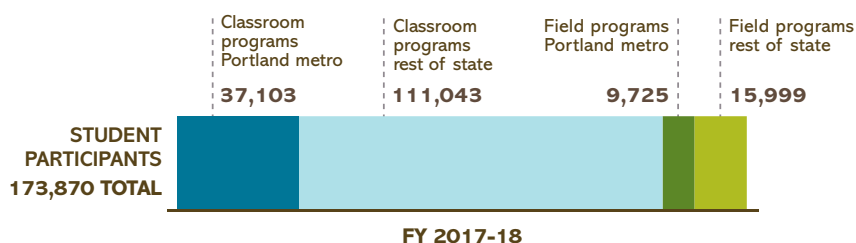
Supporting forestry programs

A growing number of Oregon high school forestry and natural resources education programs are receiving OFRI support to help train the next generation of forest professionals.

Teachers from more than 60 schools have participated in professional development offered through a statewide program of study for high school forestry and natural-resources education. OFRI coordinates the program in partnership with the Oregon Department of Education, the forestry programs at Oregon State University and six Oregon community colleges, and multiple forest-sector partners.

In addition to teacher professional development, OFRI provides participating schools with curriculum and classroom materials. The program also helps connect students with opportunities to continue their forestry education in community college or at OSU.

STUDENTS REACHED



OFRI sponsors classroom and field-forest education programs offered through Forests Today & Forever, Talk About Trees, the Tillamook Forest Center, the Oregon Garden Natural Resources Education Program and Port Blakely Tree Farms, among others.

FOREST TO FRAME GUIDE PUBLISHED

OFRI published a new instruction guide for high school teachers that serves as a companion to the Institute's *Forest to Frame* report, which profiles Oregon developers, architects and contractors at the forefront of using cross-laminated timber and other advanced wood products to construct multistory buildings. The guide offers additional activities and background information to help teachers incorporate *Forest to Frame* into their classroom curriculum.

Below, from left:

Thank-you note from a participant in OFRI's Oregon Garden Natural Resources Education Program, a field-forest education program that reached some 5,700 fourth- through sixth-grade students in 2017-18.

175 students from 14 high schools participated in the 2018 Oregon Envirothon, a natural-resources competition organized by OFRI at The Oregon Garden.

OFRI organized a field tour in Lyons for about 40 Talk About Trees and Oregon Natural Resources Education Program facilitators to learn about sustainable forestry and wood products manufacturing.





◀ **Quincy Powers**
Chair
Powers Ranch Co.



Tyler Freres ▶
Vice Chair
Freres Lumber Co. Inc.



◀ **Jerry Anderson**
Hancock Forest
Management



Audrey Barnes ▶
Nickel Mountain LLC
(small woodland owner)



◀ **Anthony Davis**
Oregon State University
College of Forestry
(acting dean)



Chris Edwards ▶
University of Oregon
(public representative)



◀ **David Hampton**
Hampton Lumber



Matt Hegerberg ▶
Heron Timber

◀ **Steve McNulty**
Weyerhaeuser Co.

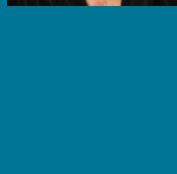
Jennifer Phillippi ▶
Perpetua Forests Co.

◀ **Casey Roscoe**
Seneca Family of
Companies

Eric Schooler ▶
Collins

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

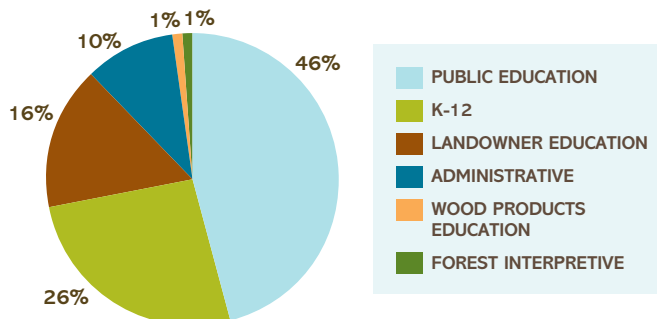
Nancy Hirsch ▶
Oregon Department of
Forestry liaison



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 15 years, OFRI has received the state controller's "Gold Star" award for timely and accurate financial reporting.

OFRI STAFF A nine-person staff delivers OFRI programs:

Inka Bajandas, Public Outreach Manager
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
Erin Isselmann, Executive Director
Timm Locke, Director of Forest Products
Kathy Storm, Senior Manager of Business Operations
Julie Woodward, Senior Manager of Forestry Education

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.



**Oregon Forest
Resources Institute**

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