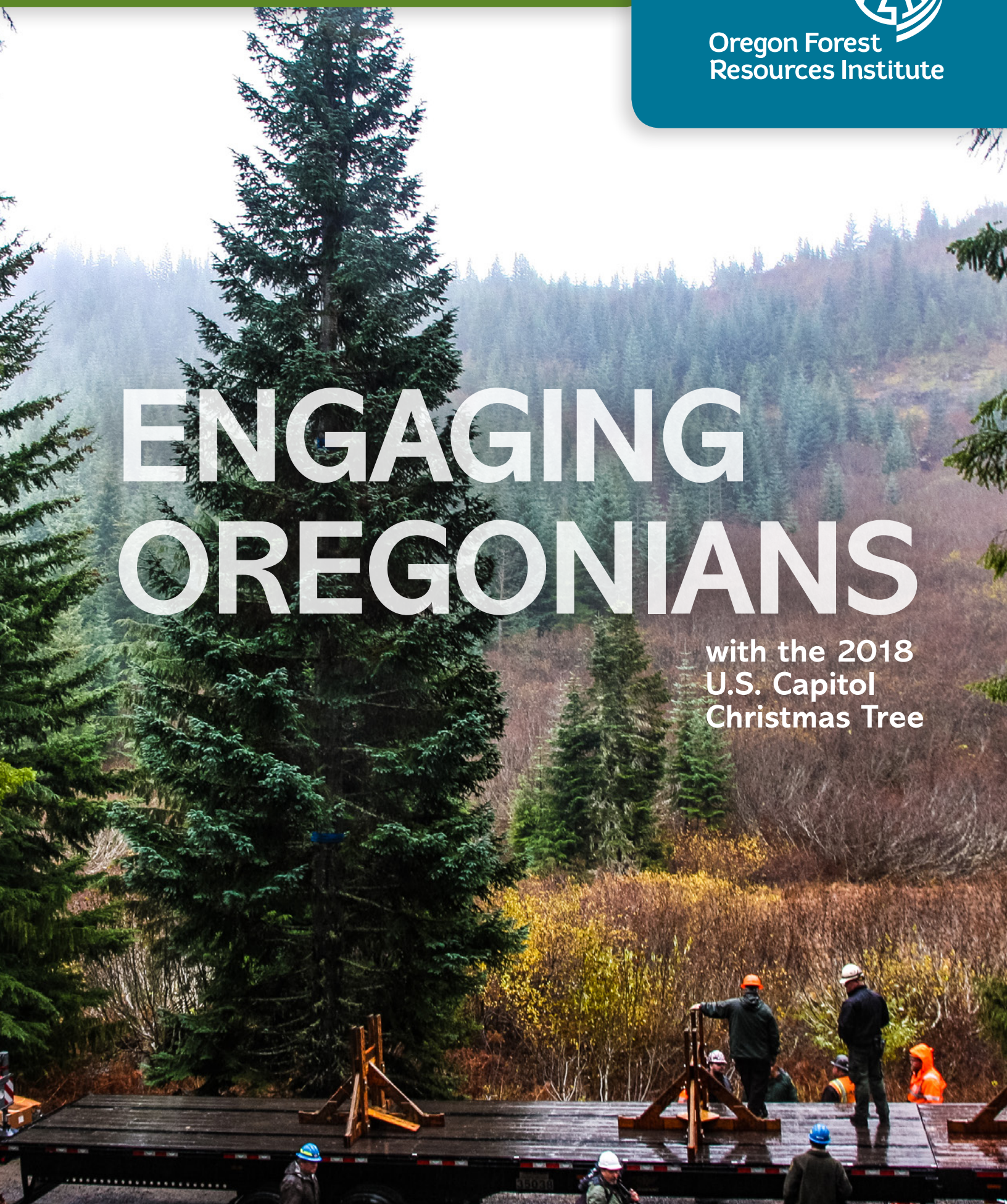




Oregon Forest
Resources Institute

ENGAGING OREGONIANS

with the 2018
U.S. Capitol
Christmas Tree



Capitol tree engages Oregonians

Oregonians embraced the 2018 U.S. Capitol Christmas Tree, which came from the Willamette National Forest. Affectionately referred to as “The People’s Tree,” it inspired citizens to put the state’s best foot forward on the national stage.

I was privileged to be there when the tree was cut (on cover) and when it was lit on the West Lawn of the Capitol by Brigitte Harrington, a fourth-grade student from Hillsboro, who won the governor’s essay contest. She endeared herself to everyone with her poise and her love of Oregon.

As the tree made its way to the U.S. Capitol, traveling the reverse path of the Oregon Trail, thousands of people signed a giant banner and participated in festivities in 25 communities along the route.

In addition to “The People’s Tree,” Oregon also supplied 75 smaller companion trees for offices and federal agencies in D.C. Each featured a handmade, quilted tree skirt, including a 14-footer made by the Gone to Pieces Quilt Guild of McMinnville. The 10,000 ornaments created by schoolchildren and citizens also reflected Oregon’s many geographic regions.

The entire project touched on all the work being done by the Oregon Forest Resources Institute (OFRI) – from a curriculum for fourth-grade students (see page 6) to site preparation for landowners to an opportunity for all Oregonians to engage with forestry and recognize the importance of trees to our state. We are so grateful for the Papé Group, which was the presenting sponsor as part of their 80th-year celebration.

OFRI proudly sponsored “The People’s Tree,” and it was wonderful to watch Oregonians come together and support one of this state’s greatest resources: our forests.

— Quincy Powers, chair, OFRI board of directors



OFRI by the numbers

MAJOR REPORTS

- 2019 Forest Report: An Economic Snapshot of Oregon's Forest Sector

NEW OR UPDATED PUBLICATIONS

- Carbon and Forestry – a topic sheet explaining the connection between forests and carbon storage
- Fire and Forestry – a topic sheet explaining the role of fire in forestry
- Into the Forest (Spanish translation) – a Spanish-language student workbook and teacher guide providing an overview of Oregon forests
- K-12 Forest Education Opportunities – a directory of field sites and ongoing forestry programs for Oregon educators and their students
- Oregon Forest Facts 2019-20 Edition
- Rediscovery Forest student journal update
- Understanding Eastside Forests – an illustrated guide for forest landowners and others interested in the management of eastside forests
- Wood Stands Tall – a brochure for design and construction industry professionals
- Wildlife in Managed Forests: Fisher and Humboldt Marten – a guide with scientific background and solutions for managing landscapes

DIGITAL

- Blog visits: 10,999
- Facebook likes: 5,047
- Instagram followers: 730
- Twitter followers: 1,253
- YouTube views: 4,965,000

VIDEOS

- Forest Proud Oregon, featuring seven Oregonians who work in the forest sector
- Mass timber profiles focused on designing buildings, creating cool workspaces, and benefits over steel and concrete construction

EVENTS

- Career-related presentations/ events for students: 74
- Community outreach presentations: 23
- Conference booth displays: 16
- Conferences or forums, sponsored or co-sponsored: 11
- Forest tours: 4
- Landowner workshops and events: 66
- Oregon Envirothon 2019 high school natural resource knowledge competition: 170 students + 50 advisers and volunteers
- Participants at mass timber tour for K-12 educators: 26
- OFRI-sponsored students at Pacific Logging Congress show: 450

MEDIA OUTREACH

- Number of contacts with news media: 35
- Number of news releases: 4



LANDOWNER EDUCATION

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

OFRI co-sponsors SAF National Convention

More than 2,000 forestry professionals from around the U.S. gathered in Portland last October for the Society of American Foresters (SAF) National Convention, co-sponsored by OFRI under the theme “Intersection of Science and Policy in Forest Management.”

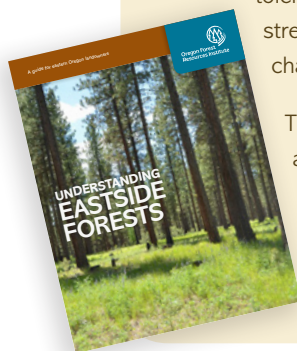
Forest Proud Oregon, a video featuring seven Oregonians whose work is connected to forests, debuted during the opening ceremony. It showcased the team effort to sustainably manage the state’s vast forests, now and into the future. The video is on OFRI’s website and YouTube channel.

The event highlighted urban forestry, wildland fire policy, trends in natural resource management and ways to transform government policies. OFRI staff collaborated on a mass timber building tour for participants, hosted an informational booth at the expo and offered a forestry education session led by Oregon high school teachers.

Speakers coordinated by OFRI’s Wildlife in Managed Forests program presented the “Forest Management and Wildlife in Working Forests” session, which delivered current science and research to a full room. More than 300 speakers overall addressed topics including urban forestry and women-owned woodlands.

EASTERN OREGON FORESTS HIGHLIGHTED IN REPORT

The newly updated *Understanding Eastside Forests* report provides detailed information on topics relevant to the forests of eastern Oregon, including the area’s geology and ecology, the major forests types, tree tolerances to environmental stresses, and disturbance and change in eastside forests.



This resource for landowners also covers forest management, and was adapted by OSU College of Forestry’s Steve Fitzgerald from an OSU Extension Service manual.

66 OFRI-supported landowner training sessions

6,327 Participants in training workshops or activities

1,600 *Forest Landowner’s Guide to Education Opportunities* distributed

Below, from left:

Forest Proud Oregon, a video showcasing Oregonians who work in the forests, can be found on OFRI’s website and YouTube channel.

Through OSU Forestry Extension’s Master Woodland Manager program, landowners can receive intensive forest management training.

Director of Forestry Mike Cloughesy received the OSU Outstanding Alumni Award and the Hagenstein Family Achievement Award.

OFRI’s Board of Directors toured OSU’s College of Forestry sites in October.



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.



Updated economic report details forest sector impact

OFRI commissioned the 2019 *Forest Report*, an extensive review of Oregon's forest sector by economists from Oregon State University and the University of Idaho. The forest sector continues to rank among the top economic drivers in Oregon, comprising nearly 4% of the state's gross domestic product.

The analysis, more than 100 pages long, updates a previous economic report and includes detailed information on Oregon's forest resource and supply, forest products manufacturing and markets, forest health and risks, present and emerging trends, employment and wages, and economic contributions of the forest sector to the Oregon economy, including state- and county-level data.

A 12-page summary, *Oregon's Forest Economy*, provides the highlights of the

Below, from left:

A tour highlights equipment and practices for safe aerial application on forest lands.

A topic sheet explains how forests and carbon storage are connected.

The 2019 International Mass Timber Conference in Portland included more than 70 exhibitors.

Mike Cloughesy responds to questions on OFRI's first Facebook Live event, "Ask a Forester."

DIGITAL REACH

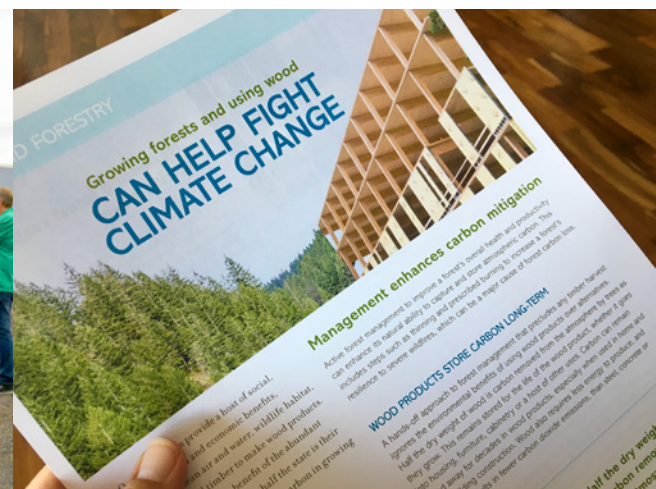
Average monthly web visits	16,212
Total blog visits	10,999
Total YouTube views	4,965,000
Facebook likes	5,047
Twitter followers	1,253
Instagram followers	730

FY 2018–19

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.



full report and includes key graphics. The full report and summary are available at TheForestReport.org.



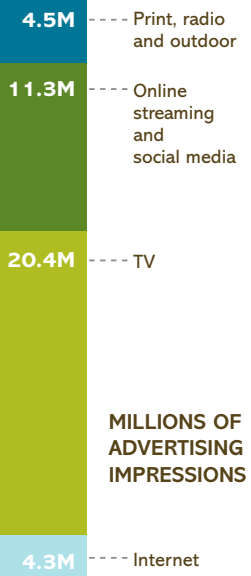
GROWING FORESTS FOREVER

Every year, 40 million young trees are planted in Oregon's forests. State law requires planting seedlings after a timber harvest, and more trees are planted than are harvested annually. OFRI's signage program reminds the public that forest landowners replant trees after timber harvest.



EDUCATIONAL ADVERTISING IMPRESSIONS

40.5M TOTAL



MILLIONS OF ADVERTISING IMPRESSIONS

FY 2018-19

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

WOOD STANDS TALL

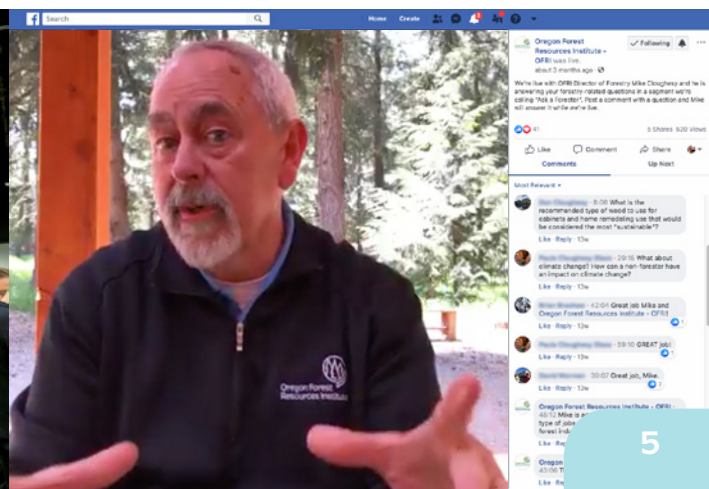
Oregon's mass timber received international recognition in March as industry professionals visited mass timber buildings and manufacturers during three tours supplementing the 2019 International Mass Timber Conference in Portland, which is known as "the center of intellectual capital for mass timber."

The event attracted more than 1,600 professionals from over 30 countries. It will return for a fifth year in 2020. OFRI sponsored a tour with stops at Freres Lumber's mass plywood manufacturing facility in Lyons and at the Oregon Forest Science Complex project at Oregon State University in Corvallis.

NEW OREGON FOREST FACTS 2019-20 EDITION AVAILABLE

OFRI published *Oregon Forest Facts 2019-20 Edition*, a compilation of updated facts about Oregon's forests and their social, environmental and economic impact. This detailed biennial guide serves as a well-used, popular resource with information on a diverse mix of forest topics, including forestland, timber harvests, water quality, fire, forest-sector jobs and the Oregon Forest Practices Act.

The updated version is available for order on OFRI's website or electronically at OregonForestFacts.org.



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.

Christmas tree guide engages elementary school students

For the second time, a tree from Oregon was displayed on the West Lawn of the U.S. Capitol, a truly special honor.

The noble fir from the Willamette National Forest became the 2018 U.S. Capitol Christmas Tree and journeyed 3,000 miles from Sweet Home to Washington, D.C., a reverse of the Oregon Trail.

With that historic reference in mind, OFRI staff created an instruction guide for third- and fourth-grade teachers, complete with detailed information, maps related to the U.S. Capitol tree program, and charts and graphs about the importance of Christmas trees in Oregon. OFRI mailed the resource to public school teachers throughout the state and offered it online to teachers nationwide.

The four-page guide suggested numerous activities, discussion questions and interactive ideas designed to meet education standards. Teachers could engage students through the Governor's Essay Contest, hands-on activities comparing trees at a nearby park, and activities that required math and computer skills to track the Oregon tree in real time.



MASS TIMBER LESSONS



Oregon high school teachers learned about the significance of mass timber in June, at a tour designed specifically for them. The 26 educators visited the mass timber exhibit at the World Forestry Center, toured a school being built with mass timber in Vancouver, Wash., and heard presentations from TallWood Design Institute and OFRI about mass timber and carbon. A second day at Mt. Hood Community College focused on curriculum development for the educators' classrooms.



AT THE LOGGING CONFERENCE

Thanks to OFRI, OSU and partners, more than 450 high school students visited the 8th Live In-Woods Show, "Reaching Out to the Next Generation," put on by the Pacific Logging Congress. Participants got a firsthand look at forest-sector career paths, talked with forest professionals and observed high-tech logging demonstrations featuring automation and aerial drones.





TEACHERS LEARN ABOUT FORESTRY

OFRI sponsored 60 high school teachers who participated in the national Society of American Foresters National Convention in October. Teachers attended forest research and management sessions. They also collaborated with OFRI to present sessions focused on "Connecting Students, Schools, Colleges and the Forest Sector."

Meanwhile, forestry professionals learned about "Critical Pathways in Forestry Education." OFRI staff developed both education-themed sessions.

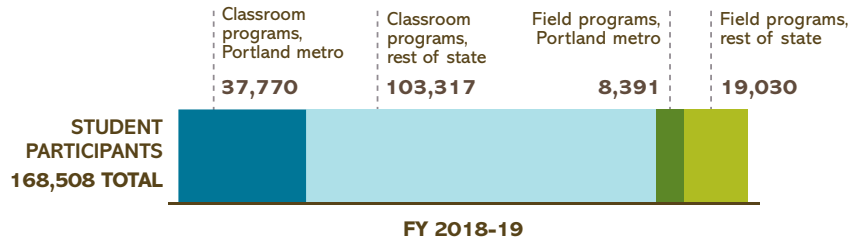
FOREST EXPLORATION

The Oregon Garden Natural Resources Education Program, presented by OFRI, provides many students with their first opportunity to explore a forest. This year, nearly 60% of the fourth- to sixth-grade students who visited the Rediscovery Forest came from Title 1 schools, which serve a high percentage of families with lower incomes.

A student from Lebanon's Pioneer School said, "My favorite part was exploring the forest. I learned that there are different types of trees and habitats."



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.

PUBLICATION OFFERS HANDS-ON LESSONS

Students in sixth through eighth grade can learn all about the animals, birds, mammals and insects that populate Oregon forests through *Life in the Forest*, an OFRI publication that provides engaging lessons about forest wildlife aligned with Next Generation Science Standards.

The student publication and teacher guide put students in the role of a scientist by using actual research examples, describing the reason for the research, and providing opportunities to analyze data from the study. This format uses a new approach to teaching science, engaging students with critical thinking skills as they review data and draw conclusions.



Below, from left:

A noble fir from the Willamette National Forest was chosen to be the U.S. Capitol Christmas tree in 2018.

OFRI offers numerous educational materials to help teachers provide forest lessons.

High school students learned about forest-sector career paths at the 2019 Live In-Woods Show.

The 2019 Oregon Envirothon brought high school students to The Oregon Garden for a natural resources competition organized by OFRI.

OFRI updated its Spanish-language curriculum, producing current versions of its *Into the Forest* and *Forest Essays* publications.





◀ **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
(interim dean)



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)

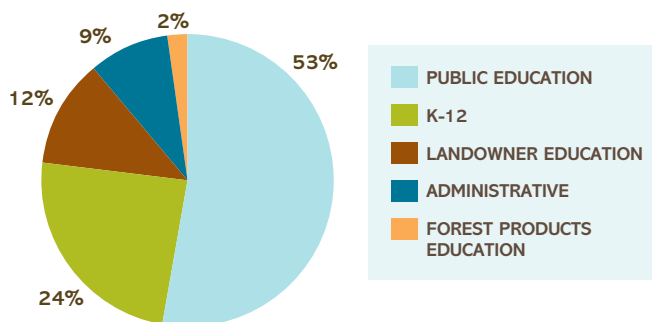
◀ **Lena Tucker**
Oregon Department
of Forestry (liaison)



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

OFRI STAFF An eight-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
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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