



TAKING ON TOUGH ISSUES

OFRI by the numbers

MAJOR REPORTS

- *Forest Threats: Active Forest Management – Protecting Oregon's Forests for Future Generations*
- *Not So Clear-Cut: A Discussion of Timber Harvest Methods – Determined by Management Objectives, Science, Economics and Federal and State Law*

NEW OR UPDATED PUBLICATIONS

- *Explore the Forest* – third- and fourth-grade forest book and teacher guide
- “Forests of Oregon” – classroom poster
- *Oregon Forest Literacy Plan* – forest education conceptual framework for K-12 educators
- Oregon Forest Practices Act Reference Sheets – “Wildlife in Managed Forests” series
- Rediscovery Forest student journal
- Rediscovery Forest visitor brochure
- *The American Beaver* – “Wildlife in Managed Forests” series
- “Wood Stands Tall” – brochure for design and construction industry professionals

DIGITAL

- Facebook (2,214 likes)
- Twitter (272 followers)
- YouTube (924,880 views)

VIDEOS

- “Careers in Forestry: Find Your Path” forest-sector career videos (14)
- “Forest Threats” videos about forest health (5)

- “Forest to Frame” video touting the use of wood products
- “Harvest Methods in Oregon” videos about timber harvesting (3)
- “Wood is Everywhere” and “Forecast” educational advertising

EVENTS

- Bend sustainable forestry tour for high school teachers (30 participants)
- Career-related presentations/events for students: 212
- Community outreach presentations: 23
- Conference booth displays: 11
- Conferences or forums sponsored or co-sponsored: 12
- Fish passage workshops (135 participants)
- Forest tours: 5
- Herbicide best practices webinars (135 participants)
- Landowner workshops and events: 62
- Visual management/clearcutting workshops (100 participants)
- Wood building tours sponsored or managed: 4

MEDIA OUTREACH

- Number of contacts with news media: 41
- Number of news releases: 11
- Number of opinion columns placed or assisted with in Oregon newspapers: 3

To earn public trust, take on tough issues

Ours is not an easy industry to represent. We're highly visible and highly regulated, and there are people who don't like what we do. They don't like that we cut down trees. They don't like the appearance of a forest post-harvest. They don't like that we use herbicides. They believe timber harvest equates to loss of habitat and water quality.



But they do like wood. They like the way wood looks, feels and smells. They like that it's strong but lightweight, easy to work with and inexpensive relative to other building materials. They are growing to appreciate wood's positive role with regard to climate change – less embodied energy and more stored carbon than alternatives.

So how do we get people comfortable with the forestry side?

One way is to be more transparent. In OFRI's case, that means taking on tough issues such as clearcutting, herbicides and fish passage. This includes advancing public understanding of these issues along with training forest landowners in best practices.

OFRI hosted more workshops in 2015-16, reaching more forest landowners, than in any of the previous five years. Training helps landowners meet both the letter and spirit of Oregon's forest protection laws. When our forest management practices are above reproach, public trust will increase.

I'm proud of the forest sector. The work we do to protect, maintain and enhance forest resources supplies society with the wood products they love. And I'm proud of OFRI as we celebrate its 25th anniversary, for taking on tough issues to aid both public and landowner understanding.

— Jennifer Beathe, chair, OFRI board of directors

Workshops address tough topics

Three tough issues forest landowners face with the public are fish passage, clearcutting and herbicides.

OFRI tackled all three topics by co-sponsoring landowner training opportunities. These included three workshops and field tours on fish passage, four webinars on herbicides, and two workshops on mitigating the visual impact of clearcuts.

Landowner workshops in Seaside, Salem and Coos Bay introduced a total of 135 participants to the most effective ways to improve fish habitat in forested streams.

About 100 people attended visual management workshops in Springfield and Grand Mound, Wash., that helped forest managers plan timber harvests with the goal of gaining broader social acceptance.

OFRI also helped fund a series of live, interactive webinars where a total of 135 participants tuned in to learn about best practices for using herbicides on forestland.

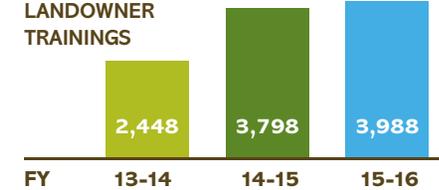
PUBLICATION FOCUSES ON BEAVERS

The latest publication in OFRI's "Wildlife in Managed Forests" series discusses beaver biology and offers recommendations for forest managers and landowners on managing forests where beavers live. The 28-page *Wildlife in Managed Forests: The American Beaver* booklet summarizes current research on the American beaver and its importance in forested landscapes, as well as the challenges and costs the animals sometimes pose for landowners.



TRAINING LANDOWNERS

PARTICIPANTS IN LANDOWNER TRAININGS



OFRI sponsored more forest landowner trainings and workshops in 2015-16, boosting overall participation.

FAMILY FOREST TOURS

With the support of a grant from OFRI, the Oregon Small Woodlands Association put on six "Neighbor to Neighbor" tours to help educate family forest landowners about sustainable forestry. The tours, formerly known as "Howdy Neighbor" tours, took place throughout the state and were hosted by small woodland owners on their properties.

BELOW left: Participants in the Seaside fish passage workshop tour a successful stream habitat improvement project on GreenWood Resources land. Right: To educate forest landowners about best practices for using herbicides, OFRI sponsored a series of four live webinars attended by about 135 foresters, managers and others.



OFRI encourages sound forestry by helping inform and train Oregon's forest landowners.

LANDOWNER EDUCATION

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

PUBLIC EDUCATION

Reports take on important issues

OFRI published two special reports this year to help the public gain a better understanding of a couple key forestry topics: forest health and timber harvesting.

The 16-page *Forest Threats* special report emphasizes the important role of scientific forest management in helping protect Oregon's forests from multiple threats, including fire, insects, invasive species and disease. The year's other special report, *Not So Clear-Cut*, discusses the range of timber harvests used in Oregon, and the motivations behind them.

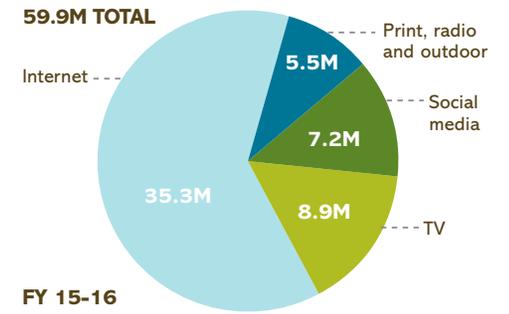
OFRI also produced companion videos on forest threats and timber harvests, to accompany the reports.



NEW ADVERTISING

OFRI created two new television spots to educate Oregonians about the varied uses of Oregon's forests and the laws that regulate forest practices. The first ad, "Forecast," talks about how Oregon weather is perfect for growing trees. The second ad, "Wood is Everywhere," notes that much of the wood Oregonians use every day comes from working forests.

EDUCATIONAL ADVERTISING IMPRESSIONS



FY 15-16 MILLIONS OF ADVERTISING IMPRESSIONS

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

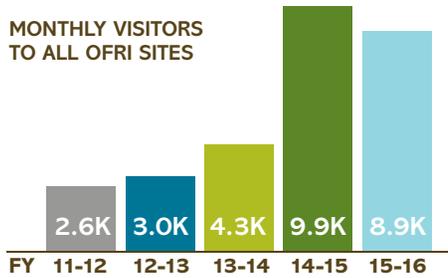
VIDEOS DISCUSS FOREST THREATS, TIMBER HARVESTS

The five-part "Forest Threats" video series aims to educate the public about the major threats to Oregon's forests, and ways to combat them with active forest management. OFRI also produced the three-part "Harvest Methods in Oregon" series examining how harvesting timber varies throughout the state. OFRI Director of Forestry Mike Cloughesy narrates the "Forest Threats" videos. In the Harvest Methods series, public and private forest managers explain three different types of timber harvest.



WEBSITE TRAFFIC

MONTHLY VISITORS
TO ALL OFRI SITES



The average number of monthly visitors to the OFRI websites OregonForests.org, LearnForests.org and KnowYourForest.org continues to grow, but traffic to OFRI's newest site, OregonForestLaws.org, dropped in 2015-16 after ads promoting it ended in 2014-15.

OPPOSITE PAGE, bottom left: The "Forest Threats" video series discusses invasive species and other threats to forest health. Right: The OFRI board's annual tour for elected officials visited the Deschutes National Forest in central Oregon to discuss collaborative efforts to restore forest health and fire-resiliency.

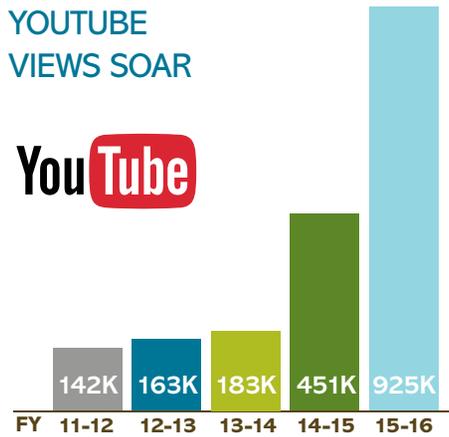
BELOW, left: OFRI launched two new television ads in 2015-16 to educate the public about Oregon's forest protection laws. Center: Clearcutting using a skyline logging system is among the timber harvest methods discussed in the *Not So Clear-Cut* special report. Right: New signs at OFRI's Rediscovery Forest aim to attract visitors to the 15-acre demonstration forest at The Oregon Garden in Silverton.



FACEBOOK "LIKES" DOUBLE

To expand the audience for OFRI's educational videos and publications, the Institute continued to increase its presence on social media, including doubling the number of "likes" on the OFRI Facebook page over the past year.

YOUTUBE VIEWS SOAR

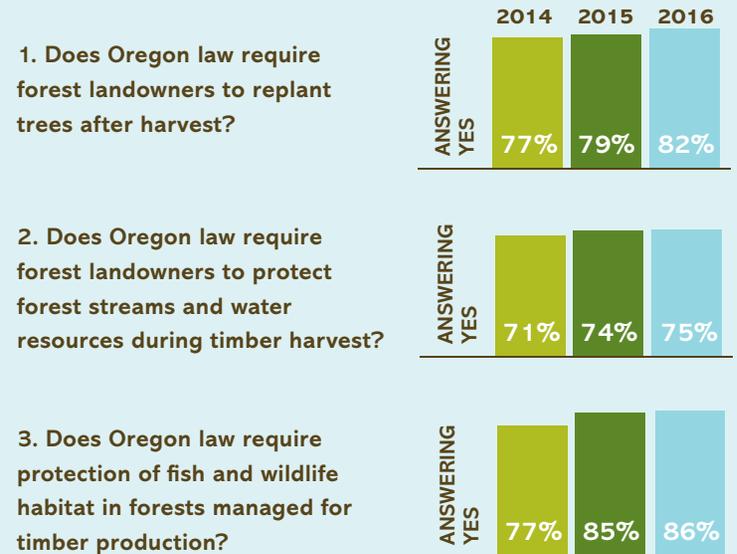


As the number of videos posted on OFRI's YouTube channel, www.youtube.com/user/oregonforests, grows, the total views have surged to nearly 925,000.



WHAT THE PUBLIC SAYS

OFRI's annual polling shows public knowledge of Oregon's forest protection laws is above or at the Institute's 75 percent goal.



OFRI promotes the use of traditional and innovative wood products.

WOOD PRODUCTS EDUCATION

Wood program launched

With the receipt of a two-year, \$250,000 U.S. Department of Agriculture “Wood Innovation Grant” and the hiring of Timm Locke as director of forest products, OFRI launched a new program promoting the use of Pacific Northwest wood products.

Locke heads OFRI’s statewide Wood Products Education program. The program aims to strengthen demand for traditional and innovative Pacific Northwest wood products among architects, engineers, contractors and developers who design, specify and construct commercial and multifamily buildings. Locke’s work has included educating design and construction industry professionals about the environmental advantages of building with wood, and promoting the use of innovative mass timber products such as cross-laminated timber (CLT).

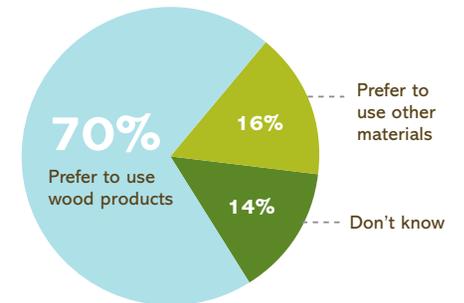
MASS TIMBER CONFERENCE OFRI helped organize the 2016 Mass Timber Conference, hosted by the Forest Business Network and WoodWorks in Portland. More than 500 people attended the event to hear a lineup of expert speakers from around the world discuss how to increase the use of wood for structures ranging from low-rises to skyscrapers. A pre-conference tour of six mass timber buildings in the Portland area coordinated by OFRI attracted 100 participants.

VIDEO TOUTS WOOD

A new OFRI video seeks to enhance public understanding of how building more structures with wood can help address pressing global challenges such as climate change. The five-minute “Forest to Frame” video highlights how advanced wood products are allowing architects and engineers to use wood as a structural component in an increasing number of mid-rise and even high-rise structures, resulting in safe, environmentally superior buildings.



MATERIAL OF CHOICE: WOOD



Annual polling shows that the general public strongly prefers using wood products because they believe wood is better for the environment than other building materials such as steel and concrete.

BELOW left: Director of Forest Products Timm Locke spoke about wood products from an OFRI booth at four conferences for design and build industry professionals. Center and right: OFRI helped organize a press conference with Sens. Jeff Merkley, far right, and Ron Wyden at Albina Yard, a Portland office building built with Oregon-made CLT.



Supporting forestry education

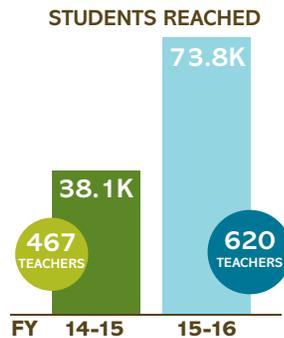
To help K-12 educators teach about Oregon's forests, OFRI provided professional development opportunities and updated its conceptual framework for teaching about forestry and natural resources.

A diverse, statewide group of teachers, academic professionals and forest resource specialists helped OFRI revise the *Oregon Forest Literacy Plan*. It provides a foundation for teaching forestry concepts that aligns with core subjects such as math, science and literacy.

OFRI also offered a series of workshops for high school teachers that culminated with a three-day tour in Bend focused on sustainable and collaborative forest management, including visits to an active timber harvest and a small-diameter log mill.

TEACHER TRAINING

OFRI sponsored more multi-day professional development workshops for high school teachers, boosting the number of students reached.



OFRI's new educational booklet, *Explore the Forest*, is for third- and fourth-grade students. The *Oregon Forest Literacy Plan* provides a framework for teaching K-12 students about forests.



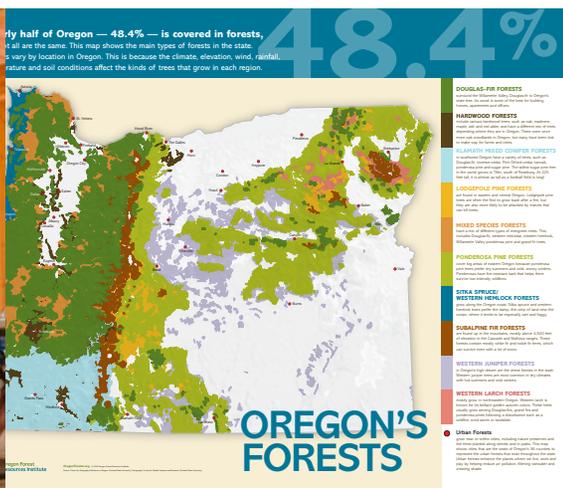
PROMOTING FOREST CAREERS

To generate interest among middle- and high-school students in forest sector careers, OFRI helped provide more than 200 career outreach programs. These reached nearly 6,000 secondary students, triple the number in 2014-15. OFRI also produced three new "Find Your Path" videos about forest-related careers that feature a stewardship forester, rolling stock maintenance manager and high school forestry teacher.

NATURAL RESOURCES EDUCATION PROGRAM DEBUTS

OFRI and The Oregon Garden jointly launched a new natural resources education program for fourth- through sixth-grade students. The Oregon Garden Natural Resources Education Program offers free student tours of the OFRI-managed Rediscovery Forest at The Oregon Garden. The tours feature a variety of hands-on activities to teach students about the importance of managed forests.

BELOW left: OFRI Environmental Educator Rikki Heath leads a student tour of the Rediscovery Forest. Center: The "Forests of Oregon" classroom poster shows the main types of forests found in the state. Right: Approximately 150 high school students from across the state participated in the 2016 Oregon Envirothon, a natural resources knowledge competition hosted by OFRI at The Oregon Garden.



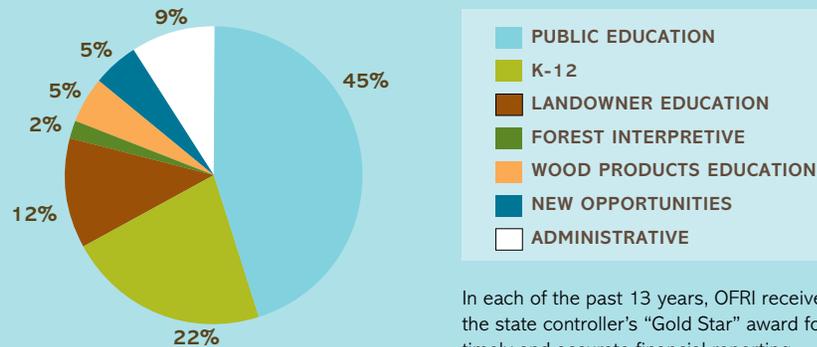
K-12 EDUCATION

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

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



Jennifer Beathe
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Starker Forests Inc.

David Furtwangler
Vice Chair
Cascade Timber Consulting Inc.

Audrey Barnes
Nickel Mountain LLC (small woodland owner)

Tyler Freres
Freres Lumber Co. Inc.

Jim Hunt
GreenWood Resources Inc.

W. Ray Jones
Stimson Lumber Co.

Bill Kluting
Carpenters Industrial Council (employee representative)

Thomas Maness
Oregon State University College of Forestry (dean)



Steve McNulty
Weyerhaeuser Co.

Jennifer Phillippi
Rough & Ready Lumber Co.

Quincy Powers
Powers Ranch Co.

Randy Schild,
Tillamook School District (public representative)

David Schmidt
Schmidt Family Forest LLC

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
Senior Manager of Forestry Education



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