

Michigan Society of American Foresters

Spring Conference, 2016

People in the Forest
The Importance of
Communication Skills in Forestry

March 17th and 18th, 2016

Houghton, Michigan



"People in the Forest"

Conference Agenda (all times in EST)

This program has been reviewed and is approved for professional CFE credits by the Society of American Foresters for 8.5 Category 1 credits.

Thursday, March 17 th	8:00 - 8:40	Registration and Breakfast
	8:40 - 8:45	Welcome to Houghton, Dr. Terry Sharik , Michigan Technological University
	8:45 - 9:00	Dr. Tara Bal , UP Chapter Chair - <i>Conference Overview: Communication Importance</i>
	9:00 - 9:40	Matt Menanshes , SAF CEO, Keynote Speaker, <i>The Future of Forestry and the Forestry Profession: The Conversation about Forestry is Evolving</i>
	9:45 - 10:45	Susan George , Weyerhaeuser, <i>Interviewing Skills and Resume Critiques for Forestry Professionals</i>
		Break
	11:00 - 11:20	John Pepin , Michigan DNR, <i>Communicating your message to the media's readers, listeners and viewers</i>
	11:25 - 11:45	Maria Janowiak , USDA Forest Service, NIACS, <i>How to talk about Climate Change</i>
	11:50 - 12:10	Scott Robbins , <i>The Michigan Forest Products Council</i>
	12:10 - 12:45	Lunch
	12:35 - 12:45	Michigan Registered Forester Update
	1:00 - 1:30	UP and LP Chapter Meetings –all are welcome to attend
	1:30 - 2:15	State Society Meeting – all are welcome to attend
		Break
	2:30 - 2:50	Tom Hittle , Steigerwaldt Land Services, <i>Communication- A Perspective from Land-owners and the Forestry Community</i>
	2:55 - 3:15	Marlanea French-Pombier , USDA Forest Service, <i>Importance of Public Involvement in Managing our National Forests</i>
	3:20 - 3:40	Dr. Audrey Mayer , Michigan Technological University, <i>Information and Management Goals of Family Forest Owners in the Upper Peninsula</i>
		Break
	4:05 - 4:25	Dr. Jim Cantrill , Northern Michigan University, <i>Heading off Forestry Management Conflict: Lessons from the Field of Environmental Communication</i>
	4:30 - 4:50	J.R. Richardson , Michigan Natural Resources Commission, <i>Stories of the Deer Wintering Complexes</i>
	5:00 - 6:00	Social hour
	6:00 - 9:00	Banquet and raffle at the Magnuson Inn
Friday, March 18 th	7:00 - 7:50	Breakfast on your own
	7:50 - 8:00	Introduction and National Convention Highlights for 2016, Julie Peltier , WI DNR
	8:00 - 8:20	Dr. Willie Melton , Michigan Technological University, <i>Communication: Always about Self and Other</i>
	8:25 - 8:50	Scott Zerbel , TV 6, <i>Getting Your Message Out: Working with the Press</i>
	8:55 - 9:20	David Miller , MI Conservation Officer, <i>Deescalating conflict and recognizing threats</i>
	9:20 - 9:40	Gordy Mouw , <i>SFI and the Programme for the Endorsement of Forest Certification</i>
		Break
	10:00 - 12:00	- Presentations and Panel Discussion: Certifications and Other Options Scott Robbins , Tree Farm and SFI, MI Forest Products Council Mike Smalligan , Tree Farm, MDNR Tina Hall , FSC, The Nature Conservancy Stephen Shine , Forestry Assistance Program and Qualified Forest Program, MDARD Gordy Mouw , SFI, PEFC
	12:00 - 1:00	- Break for a Working Lunch, Summary & Closing Statements

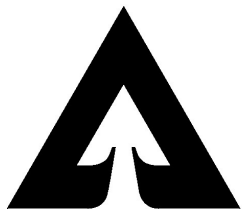
Afternoon Event in the same space!

Tree Farm Inspector Training, Mike Smalligan, MI DNR, 3.5 hours, no cost.

Michigan Tech

Michigan Technological University

School of Forest Resources and
Environmental Science



Weyerhaeuser



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Sponsors, MI SAF Spring Conference, 2016

“People in the Forest”

The importance of communication skills in forestry

Forestry is more than just good management and cruising timber. We often take for granted the day-to-day human interactions we have, let alone the message we are sending to the broader public. The perils of poor communication can be high, but the rewards when understanding your audience and thoroughly conveying your message can be even higher. The goal of this conference is to hear from professionals who have seen communication between individuals in the forestry community at its best, and at its worst. They will provide ideas and recommendations that can be used not only in your career, but in your personal lives as well. We will hear from leaders of numerous certification programs, natural resource work groups, members of local law enforcement, and individuals who study the science of communication. How do you talk a landowner out of doing something unethical? How do you convince the public that trees should be cut or conserved? How do you discern which certifications are appropriate? Have you ever felt like you could have negotiated something better? We’ve invited people from all sectors of the forestry community to help answer these questions and we want to hear your input! Join us and learn what they have to say.

Topics for Discussions

- How does the public (landowners) perceive forestry now and in the future?
- What can social media do for your company?
- How do you approach strangers in the woods?
- How can you be sure to benefit during interviews? negotiations?
- What are key words or ‘buzz’ words to ignore when discussing potentially contentious issues, such as climate change?
- How well can you compare and contrast different options for landowners?
- What should you know about writing a press release?



SAF student members helping out with registrations (2016).

People in the Forest

Michigan Society of American Foresters

March 17—18, 2016



Matt Menashes - Keynote Speaker

“The Future of Forest and the Forestry Profession:
The Conversation About Forestry is Evolving.”

mattm@safnet.org

Matt Menashes is the new CEO of the Society of American Foresters. Matt brings 15 years of association leadership experience and a background in fisheries, coastal and marine policy, and outdoor recreation to his work with SAF.

From September 2010 to June 2014, Matt was the Director of Operations for the Association of Fish and Wildlife Agencies (AFWA), which represents North America’s fish and wildlife agencies in advancing sound, science-based management and conservation of fish and wildlife and their habitats in the public interest. While with the Association, Matt served as policy advisor to the National Fish Habitat Partnership and worked to establish the National Fish Habitat Fund, the charitable arm of the partnership.

Previously, Matt served as Executive Director of the National Estuarine Research Reserve Association (NERRA) which represents the state agencies and universities that operate the nation’s 27 estuarine research reserves in partnership with the National Oceanic and Atmospheric Administration (NOAA). From 2000 through 2008, Matt was President/CEO of the Paddlesports Industry Association, a trade association representing the manufacturers, retailers, and outfitters of canoes, kayaks, and rafts. Additional experience includes nearly seven years with NOAA. Matt has served on the boards of the American Canoe Association, Paddler Magazine, and the International Whitewater Hall of Fame.

Matt has a bachelor’s degree in political science and a master’s degree in marine policy from the University of Delaware, his home state. Matt thinks the best places to paddle are the Middle Fork of the Salmon River in Idaho and the Boundary Waters Canoe Area in Minnesota. He also enjoys nights at Nationals Stadium. Matt, his wife Emily and son Eben reside in Silver Spring, Maryland.

Michigan Society of American Foresters - 2016 - Contacts

Chair, Georgia Peterson, petersog@msu.edu

Secretary, Lisa Parker, parke204@msu.edu

Treasurer, Lee Mueller, muellerl@gmail.com

Upper Peninsula Chapter

Chair, Tara Bal, CF, tlbal@mtu.edu

Vice-Chair, Amber Oja amber.oja@weyerhaeuser.com

Secretary/Treasurer, Lauren Rusin, lauren.rusin@steigerwaldt.com

Lower Peninsula Chapter

Chair, Tricia St. Pierre, stpierret1@michigan.gov

Vice-Chair, Mike Smalligan, smalliganm@michigan.gov

Secretary/Treasurer, Ben Stein, Bejamin.s.stein@gmail.com



Presenter Biographies

People in the Forest

Hosted by the Michigan Society of American Foresters

March 17—18, 2016



Jim Cantrill

Professor & Department Head, Communication & Performance Studies
Northern Michigan University
jcantril@nmu.edu

Dr. Jim Cantrill received his Ph.D. from the University of Illinois – Urbana in 1985 and has authored or co-edited four books, 13 text chapters, 23 journal articles, 14 technical papers for agencies and institutions, and more than 50 conference papers more-or-less related to environmental communication and natural resource policy. He has developed a reputation as an international expert on environmental communication and, along with colleagues from around the world, was instrumental in the creation of conservation psychology as a distinct disciplinary focus in the social sciences. Consulting for organizations such as the U.S. Environmental Protection Agency, the National Park Service, and the Brazilian government, he has also received grant funding from a range of sources including the U.S. Forest Service, the Great Lakes National Program Office, and the Michigan DEQ. Partially in recognition of his scholarship, Jim was selected as the President of the Environmental Communication Division of the National Communication Association and received the Distinguished Faculty Award from Northern in 2001 and an Excellence in Scholarship award from the same institution in 2009.



Marlanea French-Pombier

Forest Planner
USDA Forest Service, Ironwood, Michigan
mfrenchpombier@fs.fed.us

Marlanea French-Pombier is the Forest Planner for the Ottawa National Forest. She has 17 years of experience with the USDA Forest Service. She oversees, and participates in, the development of resource management projects, which includes incorporation of public input as part of required environmental analysis. Marlanea has a B.S. degree in Wildlife Ecology and Management from Michigan State University.



Susan George

Sr. HR Manager—Atlanta, Georgia
susan.george@weyerhaeuser.com

With over 20 years of experience in Human Resources, Susan George has consulted, coached and facilitated development programs in a variety of public and private organizations. She joined Plum Creek in 2011, managing corporate relocation, Timberlands recruiting and supporting Atlantic and Gulf South Timberlands and the Operations Support group. She moved south early in life and considers Greenville, S.C. home. She holds a MS in Public Administration and a BS in Journalism and Public Relations from the University of South Carolina. In her free time, she serves on the Serenbe community theater board and donates career coaching services.



Tom Hittle, ACF

Senior Vice President, Project Coordination and Business Development
Steigerwaldt Land Services
tom.hittle@steigerwaldt.com

Tom Hittle serves as Senior Vice President, Project Coordination and Business Development at Steigerwaldt Land Services, Inc. He has over 30 years of forestry consulting experience and served as Steigerwaldt's Forestry and GIS Operations Director for 15 years prior to his current position. In this previous role he was responsible for management on over 350,000 acres of client-owned timberland. Tom's experience includes due diligence for timberland acquisitions, resource analysis and forest management planning, systems development and implementation, and management scenario modeling on a variety of consulting projects across the United States. Tom serves on the Wisconsin Governor's Council on Forestry, and was State Chair for the WI SAF in 2014 and 2015. He is Vice Chair of the Wisconsin Chapter of the Association of Consulting Foresters, and a Michigan Registered Forester. Tom has a Bachelor of Science degree in Forest Management from the University of Wisconsin-Madison.



Christine "Tina" Hall

Director of Land Resources, Michigan Chapter
The Nature Conservancy
chall@tnc.org

Christine directs all protection, fire, outreach, and stewardship management in the Michigan Chapter as well as overseeing the Two Hearted Watershed Working Forest Project. Christine's background is in forest management and she has researched and written on working forest easements for several years. She assists in management of the TNC-FSC certificate which is over 7 states. Christine received a double B.A. (magna cum laude, 1983) in Biology and Environmental Studies from American University, and a M.S. and Ph.D. in Natural Resources Management from the University of Maryland (1986, 1989). She has been with The Nature Conservancy since 1989.



Maria Janowiak

Deputy Director
Northern Institute of Applied Climate Science
USDA Forest Service, Houghton, Michigan
mjanowiak02@fs.fed.us

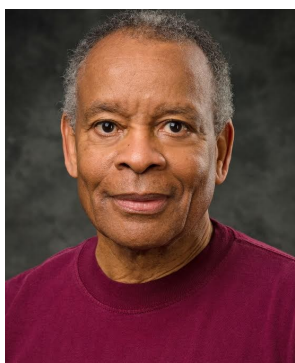
Maria Janowiak worked with the Northern Institute of Applied Climate Science since 2007, where her work focuses on translating science related to climate change and forests into usable information, resources, and tools for forestry and conservation professionals. Maria coordinates the New England Climate Change Response Framework project and has helped to develop dozens of real-world examples of climate change adaptation. She has a B.S. and M.S. in Forestry from Michigan Tech.



Dr. Audrey Mayer

Associate Professor of Ecology and Environmental Policy,
Michigan Technological University
almayer@mtu.edu

Dr. Mayer has a joint appointment with the Department of Social Sciences and the School of Forest Resources and Environmental Science. Her research fits generally within the framework of multidisciplinary sustainability science, developing and testing sustainability indices for their utility to manage dynamic human-environmental systems from local to global scales. She also looks at the impact of economic trade on the sustainability of these systems, the so-called "leakage" effect, and its impact on local ecosystems, the "boomerang" effect. Finally, she is interested in using economic incentive policies and landscape-scale management tools to safeguard forest ecosystem services, commonly referred to as "payment for ecosystem services" (PES). Her training and experience is multidisciplinary, split between ecology and policy, as well as some natural resource economics. Audrey has a doctorate from the University of Tennessee and has conducted field work in the coastal sage scrub in southern California, the Florida Everglades, urbanized watersheds in Cincinnati, protected natural areas throughout the Midwest, and the boreal forest in Finland and Russia.



Dr. Willie Melton

Professor Emeritus of Social Sciences,
Michigan Technological University
wimelton@mtu.edu

Dr. Melton is a sociological social psychologist with a special interest in human behavior as a product of the shared meanings constructed from social interactions. His formal education at the undergraduate (Northern Illinois University), master and doctorate (Washington State University) levels included concentrations in sociology, psychology and anthropology. Dr. Melton retired from the faculty of Michigan Technological University after thirty-two years teaching. His ongoing academic and research interests include social identity, social values and beliefs, intergroup relations, and patterns of structured inequality. His professional affiliations include the American Sociological Association, Association for Psychological Science, Midwest Sociological Society, and the National Council on Family Relations.



David Miller

Michigan Conservation Officer
MillerD10@michigan.gov

Conservation Officer David Miller began his twenty six year law enforcement career in 1990. He graduated from Northern Michigan University with a Bachelor degree in Law Enforcement, and a minor in Psychology. He initially served six years with the Michigan State Police, stationed at the Jackson, New Buffalo, and Bridgeman Posts. In 1996, he was commissioned by the Michigan Department of Natural Resources as a Conservation Officer stationed in Menominee County. In 1997 Officer Miller transferred to Baraga County where he currently serves. As a Conservation Officer he is responsible for enforcement of natural resource laws as well as any state or federal laws in the capacity of a fully commissioned peace officer. Along with being fully commissioned by the U.S. Fish & Wildlife Service, Officer Miller has served on various special assignments and served as training officer for fire arms tactics, ORV enforcement, snowmobile enforcement, marine navigation, and field training.



Gordy Mouw

Verso Corporation, Stevens Point, WI
Gordon.Mouw@versoco.com

Gordy Mouw is the Fiber Certification and Resource Manager for Verso Corporation. He is responsible for all forest certifications, CoC's and overall fiber environmental compliance within Verso. Gordy is a graduate of Michigan Technological University with a B.S. in Forestry. After working in Forest Management Gordy joined Stora Enso in 2004 as a Wood Buyer. A year later, he became the Environmental Manager for Stora Enso completing certification for 17 mills across the globe. A few companies later, he continues to work in his current role. He is a member of several industry associations, including National Operating Committee of American Tree Farm, Wisconsin Forest Sustainability Framework, AF&PA Wood Resource Committee, and NCASI Forest Environment & Sustainability Task Group, Wisconsin and Michigan SIC Chair. He is married to his wife Julie and has two kids, Brett and Monty.



John Pepin

Deputy Public Information Officer,
Michigan Department of Natural Resources
PepinJ@michigan.gov

John Pepin joined the Michigan Department of Natural Resources as its deputy public information in June 2015, after working for 21 years as a staff writer and photographer with The Mining Journal, the Upper Peninsula of Michigan's largest daily newspaper. Beyond his newspaper writing, Pepin's media background also includes freelance articles and photos, which have appeared in many local, regional and national magazines and newspapers including The Timber Producer, National Parks and Michigan Out-of-Doors. Pepin has also worked in radio and television and created two documentary films; one on German prisoner of war camps in Michigan's Upper Peninsula during World War II and another on the story behind Otto Preminger's 1959 classic motion picture, Anatomy of a Murder, which was filmed in Marquette County, Michigan. Pepin earned bachelor's and master's degrees from California State University, Northridge.



J. R. Richardson

Natural Resources Commission and Timber Advisory Council
jr.richardson@pmpowergroup.com

J.R. Richardson is the chair of the Michigan Natural Resources Commission and the Timber Advisory Council. He earned a chemical engineering degree from Michigan Tech, and is a lifelong resident of the UP. In his 31-year career in the paper industry, he worked as a union coal handler, paper machine laborer, recovery boiler operator, process engineer, engineering supervisor, production supervisor and quality and environmental manager. Richardson ended his paper industry career as an operations and technical manager for Smurfit-Stone Container Corporation. In 2007, he joined New York-based Traxys Corporation, an organization working to create renewable energy alternatives for producing power in the UP. While working in the forest products industry, Richardson has been a leader in developing safe, profitable, environmentally friendly processes and procedures. He directed the development of an environmental management system that led the way to Michigan's Clean Corporate Citizen designation for the Ontonagon paper mill. For his work, Richardson has been honored by the Michigan DNR, the Michigan Manufacturer's Association, Champion International and many others.



Scott Robbins

SFI/ Forest Policy Director, Michigan Forest Products Council
srobbins@michiganforest.com

Scott Robbins of White Pine, MI accepted the position of SFI/Forest Policy Director with the Michigan Forest Products Council in September of 2011. Robbins received formal forestry education at MTU from 1972-1974 and has had many forestry related positions throughout a 37 year carrier. Beginning in 1975 in Marquette, MI with various log procurement positions at two local sawmills, he then began in 1979 with various owners of the pulp and paper mill in Ontonagon, MI. Robbins spent most of 2007 in wood procurement at Missoula, MT. Most of 2009 and 2010 he was in Virginia in wood procurement management positions. His years of experience uniquely position him for his duties currently with the MI Forest Products Council, SFI-SIC and the industry as a whole. Having chaired and served on many committees during his years in the Michigan forest industry, he knows firsthand where we have come from and through coordination with our members, where we need to go in the future. His experience in the southeast and mountain west also allow for additional perspective. Robbins is located and based out of the Lansing area with many duties that cover the entire state.



Stephen Shine

Manager of the Conservation Programs Unit
 Michigan Department of Agriculture and Rural Development
shines@michigan.gov

Steve lives on the family farm in Haslett, MI. He owns a tree farm which is managed with an NRCS Forest Management Plan. Steve is a Michigan State University graduate from the College of Agriculture and Natural Resources. Steve has been with the Michigan Department of Agriculture and Rural Development for 26 years managing programs delivered through Conservation Districts; the Conservation Reserve Enhancement Program (CREP), the Forestry Assistance Program (FAP), Habitat Incentive Program (HIP), Deer Habitat Improvement Program (DHIP), to name a few. Steve represents the Department on the Forest Management Advisory Committee, Timber Advisory Committee, and Tree Farm Committee. He enjoys hunting, fishing, hiking, camping, running and hockey.



Mike Smalligan

Forest Stewardship Coordinator
Department of Natural Resources, Lansing, MI
SmalliganM@michigan.gov

Mike Smalligan is the Forest Stewardship Coordinator for the MI DNR. The Forest Stewardship Program, funded by the USFS, connects landowners with 130 professional foresters and 10 wildlife biologists in the private sector to develop a Forest Stewardship Plan to help them manage, protect, and enjoy their forest. Mike is committed to administering a government program with common sense, customer service, continual improvement, and strong public-private partnerships. Prior to joining the DNR in 2014, he operated Smalligan Forestry LLC providing consulting forestry services for private forest landowners in the southern Lower Peninsula from 2008 through 2013. Mike also worked concurrently as a Research Assistant at the MSU Department of Forestry between 2001 and 2013. Mike has been a member of SAF since 2007 when he completed his M.S. in Forestry at MSU. He is a Registered Forester, Technical Service Provider, Tree Farm Inspector, and QDMA Land Certification Inspector. He serves on the board of the Michigan Forest Foundation and is the Vice-Chairman of the Michigan Tree Farm Committee.



Scott R. Zerbel, BS, MAE

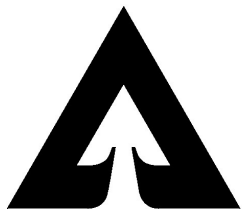
Creative Services Manager
WLUC-TV6/Marquette/NBC, FOX
szerbel@chestv.com

Scott currently oversees the development of successful marketing ideas for station clients on-air and online as the Creative Services Manager for TV6. He has over thirty years of professional broadcast television experience in production, programming, news, marketing, community relations, and creative services. Scott earned a Master of Arts in Education (1985) and a Bachelors of Science (1983) majoring in Broadcasting from Northern Michigan University and also has twenty years of teaching experience at the University level. His experience makes him a great person to answer questions about commercial production, press releases, interviewing, video projects, editing and expense budget estimation for productions. Scott has also won many awards including seven National Telly Awards, sixteen Michigan Association of Broadcasters Awards, seven Michigan Associated Press Awards, two National Association of Broadcasters Iris Awards, and a National Finalist Vision Award.

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