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social sciences

Hansel and Gretel Walk in the Forest, Landowners Walk in the Woods: A Qualitative Examination of the Language Used by Family Forest Owners

Kyle Andrejczyk, Brett J. Butler, Mary L. Tyrrell, and Judith Langer

In 2007, a series of focus groups with family forest owners was conducted as part of a social marketing initiative with the aim of increasing conservation activities on private forestlands. Participants in the study were asked how they perceive and experience their land and how they understand certain terminology used by forestry professionals. Results show that family forest owners possess a stewardship ethic and perceive their land as a means of self-actualization. The results also provide information for forestry groups seeking to craft effective, resonant messaging in their landowner outreach efforts. By adapting to the language and meanings used by family forest owners, forestry professionals can more effectively convince family forest owners of the need to adopt scientifically sound land management practices.

Keywords: family forest owners, focus group interviews, interpretative phenomenological analysis, non-industrial private forest owners, social marketing

Family forestlands present a major conservation challenge: how to com-

States. This is what Straka (2011) refers to as the “small forest ownership problem.”

further, how can they be convinced of the need to practice scientifically based forest management on their land and to keep forests as forests?

Recognizing these issues, a group of stakeholders from across the forest conservation community organized the Sustaining Family Forests Initiative (SFFI) in 2003. SFFI uses a social marketing approach (Kotler et al. 2002) to encourage family forest owners to take steps to conserve and sustainably manage their land.¹ The basic approach is to assist natural resource professionals to craft effective and relevant messaging, outreach campaigns, and programs with the as-

education and communication

Message Framing Matters: Communicating Climate Change with Forest Landowners

Shelby A. Krantz and Martha C. Monroe

To enhance their livelihoods and important ecosystem services, forest landowners in the southeastern United States could benefit from being aware of the potential impacts of future climate changes on their forests. Communicating information about climate risks, however, is challenging. This study explored the effect of message frames in videos on forest landowners' attitudes and intention to implement forest management practices for adapting to potential climate changes. Videos were sent electronically to landowners with a prevideo and postvideo surveys. Although the four videos motivated modest intention to act, only those that included stewardship values in their message framing resulted in increased feelings of efficacy. Perceived similarities between the viewer and the speaker were important for the viewer to trust the speaker, and when values portrayed in the video aligned with viewers' values, the viewers were more apt to like the videos, trust the speakers, and express an intention to act.

Keywords: forest landowners, climate change, homophily, message framing, trust, video, attitudes, values

Global climate change is arguably the most pressing environmental issue of our time. Climate change has the potential to alter ecosystems worldwide. Despite the Intergovernmental Panel on Climate Change's latest report, which has deemed human-induced climate change

2007, Center for Research on Environmental Decisions [CRED] 2009, Moser 2010, Kahan et al. 2011). The polarization of this issue can be traced to many things, including both human nature and cultural pressures (Marshall 2014, Kahan 2015).

Although we are not yet able to fore-

term. Climate change is also expected to enhance disturbances experienced by the forestry sector in the Southeast, such as increased spread of nonnative plants, insects, and pathogens (Melillo et al. 2014). The southern United States produces more timber than any single country in the world (Wear and Greis 2012). Approximately 58% of southern forests are owned by nonindustrial private forest landowners (NIPFLs) (Butler and Wear 2013), and about 40% of them rely on timber for their livelihoods (Butler et al. 2007). These same forests also provide important regional ecosystem services such as water purification, wildlife habitat, carbon sequestration, and air quality regulation (Millennium Ecosystem Assessment 2005). Because changes in the climate may affect forest productivity, NIPFLs are an important audience for cli-

An Outsider's Perspective on the Future of Forestry and the Forestry Profession

Conversation About Forestry is Evolving

Matt Menashes, CEO
SAF



Why am I an Outsider?

- ▶ I'm not from Michigan

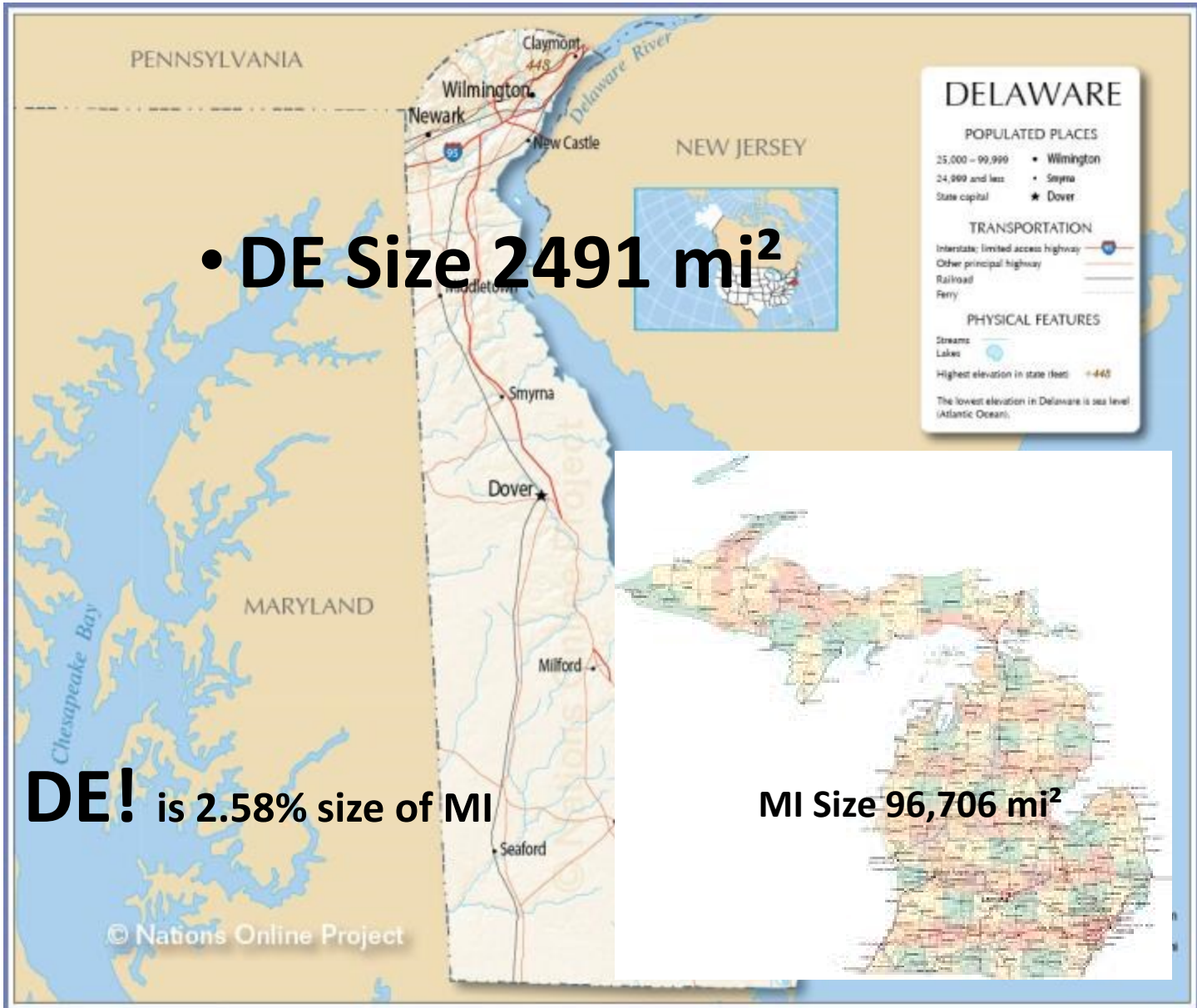




• DE Size 2491 mi²

DE! is 2.58% size of MI

MI Size 96,706 mi²








Trade report: Michigan exports \$55.8B in goods, ranks 6th in export jobs

By CHAD HALCOM



 SHARE

Nonauto Manufacturing

Economy

Trade

Michigan companies exported \$55.8 billion of trade goods to other countries in 2014, up 55 percent from a decade earlier, according to **U.S. Department of Commerce** statistics released today in advance of efforts to forward a trade bill in the Senate.

Some 14,843 companies in Michigan exported goods last year, and the state ranks sixth in the country for jobs supported by exports, at 270,927 out of 11.7 million direct and indirect jobs nationwide, according to the "**United States of Trade**," a joint report of Commerce and the **Office of the U.S. Trade Representative**.

The state jobs number has grown each year since it was 208,855 in 2009, and Michigan accounted for nearly 4 percent of all U.S. jobs directly supported by exports in 2014, according to [a separate report today](#) by the **International Trade Administration**, a bureau of Commerce.

Michigan also ranked eighth among states for total value of goods exported and ninth in total goods-exporting companies, according to the report. About 71 percent of that export trade, or \$39.5 billion of goods, was destined for one of the 11 countries with which U.S. officials have been trying to finalize a Trans-Pacific Partnership trade agreement.

"This report ... tells the story of American small businesses that will benefit from tearing down trade barriers in markets around the globe, this is where we see a lot of opportunity for growth and more trade supported jobs," U.S. Trade Representative Ambassador Michael Froman said in a statement. "With the Trans-Pacific Partnership we have a once-in-a-generation chance to unleash the economic potential of American small businesses and to level the playing field for our workers."

The Senate Finance Committee is expected as early as this month to consider legislation that

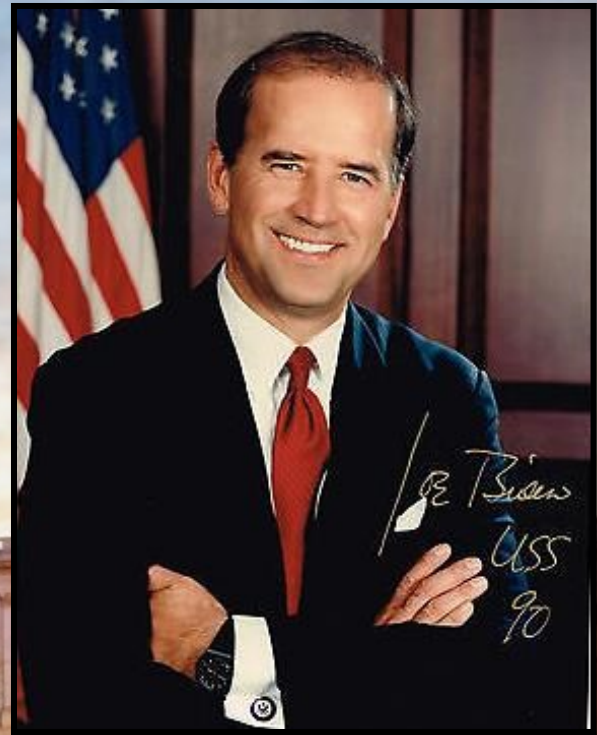


Why am I an Outsider?

- ▶ Natural resources was not my first interest or profession

Politics Was my First Choice





Why am I an Outsider?

- ▶ Natural resources was, however, always on my mind

Water Speaks to Me











Why am I an Outsider?

- ▶ Clearly, Outdoor Recreation was on My Mind Too

Water is Fun!







Why am I an Outsider?

- ▶ Association Management is
Now My Profession

I Enjoy Working for the
Common Good



Collaborative
research

Coastal training
for smart decisions

Education for an
informed public

Protecting land
for the future

Collaborative
project toolkit

INSIDE THIS TOOLKIT

Planning

- Frame your project
- Build your team
- Choose your approach
- Budget for success

Doing

- Manage your project
- Collaborate with stakeholders
- Communicate

Wrapping up

- Share your work
- Evaluate your project
- Continue to collaborate

COLLABORATIVE PROJECT TOOLKIT



Collaboration may be key to understanding and managing coastal and estuarine environments, but no one ever said it would be easy. Reserve-based projects routinely involve a mix of scientists from different disciplines, public officials and agencies, partners from nongovernmental organizations, educators, students, and citizens. Bringing such diverse partners and stakeholders together for a common purpose can be challenging, time consuming, and resource intensive.

This toolkit was created to help. It is designed to support large teams working on complex natural resource problems that can only be addressed by working across disciplinary, organizational, and cultural boundaries. It includes best practices, case studies, templates, and other resources to improve project design and management, engage diverse stakeholders, and enhance communication among all involved. While it is more appropriate for projects that take place over the course of a few years, it includes information that will be relevant for a range of scenarios. It is also a resource for funders interested in supporting successful, collaborative projects to address complex problems.

The content and design of this toolkit is based on the cumulative experience of grant-funded research projects from across the National Estuarine Research Reserve System from 2009 to the present. These projects involved hundreds of partners from the public and private sectors, including academic experts from the fields of collaborative science, seasoned educators, and outreach and training veterans. [Learn more about how this toolkit came together.](#)

BROWSE ALL:

BEST PRACTICES

CASE STUDIES





ASSOCIATION of FISH & WILDLIFE AGENCIES



Partners put projects on the map

Explore the Partnerships that make up the National Fish Habitat Action Plan

NATIONAL FISH HABITAT PARTNERSHIP



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Contacts, mission, Board resources and events

Partnerships
Partnerships working across the U.S.

News
Fish Habitat Partnership news

Waters to Watch
Featured Partnership Projects

Science & Data
Science and Data Resources and Reports

Home » 2012 Waters to Watch

2012 Waters to Watch

Table Rock Lake, Missouri

Table Rock Lake and Lake Taneycomo are located in the White River Hills region of the Ozark Plateau along the Missouri-Arkansas border. At conservation pool, Table Rock Lake encompasses 43,100 acres with 745 miles of shoreline, and Lake Taneycomo covers just over 2,000 acres. Table Rock Lake is the second largest of five reservoirs in the upper White River drainage basin which covers over 5,000 square miles in both Missouri and Arkansas. The U.S. Army Corps of Engineers estimates the recreational use of the lake at between 40 and 50 million visitor visits annually with the economic value of the fishery estimated at \$41 million (1997)

- Waters to Watch**
- All Waters to Watch
 - 2015 Waters to Watch
 - 2014 Waters to Watch
 - 2013 Waters to Watch
 - 2012 Waters to Watch
 - 2011 Waters to Watch
 - 2010 Waters to Watch
 - 2009 Waters to Watch
 - 2008 Waters to Watch
 - 2007 Waters to Watch

The 10 Waters to Watch list, assembled by the nation's leading authorities on aquatic conservation, is a collection of rivers, streams and shores that

So, Why am I an Insider?

- ▶ Very Few Get to Serve an Entire Profession
- ▶ We All **ARE** the Forestry and Natural Resource Profession



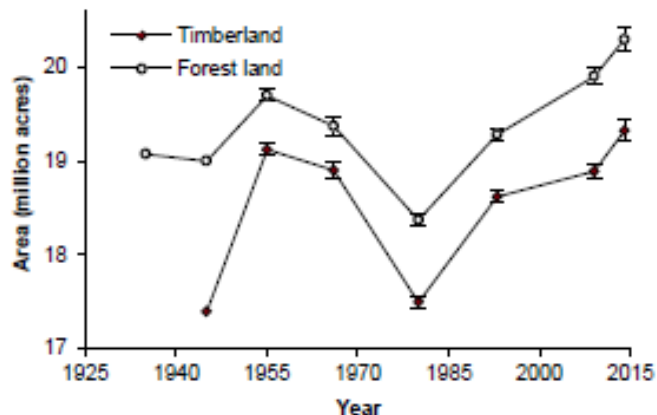


Figure 1.—Forest land and timberland by year, Michigan.

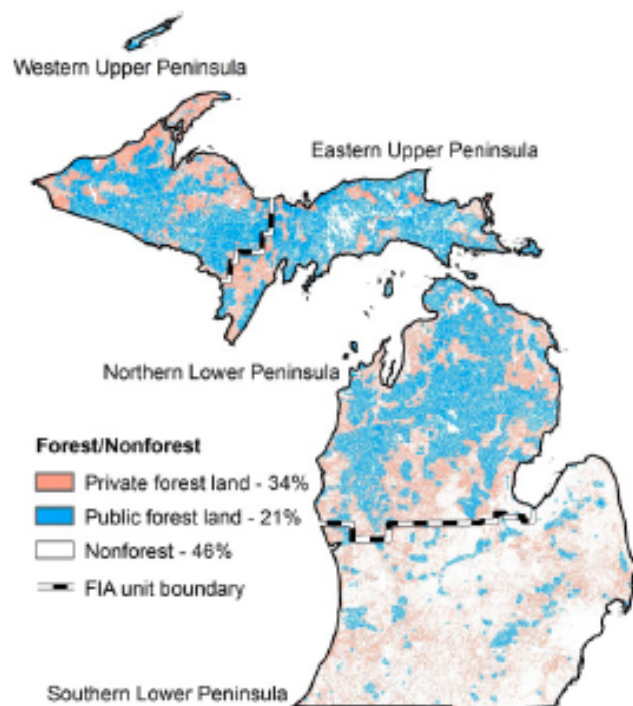


Figure 2.—FIA unit boundaries and area of forest/nonforest with forest identified by major ownership group, Michigan 2014.

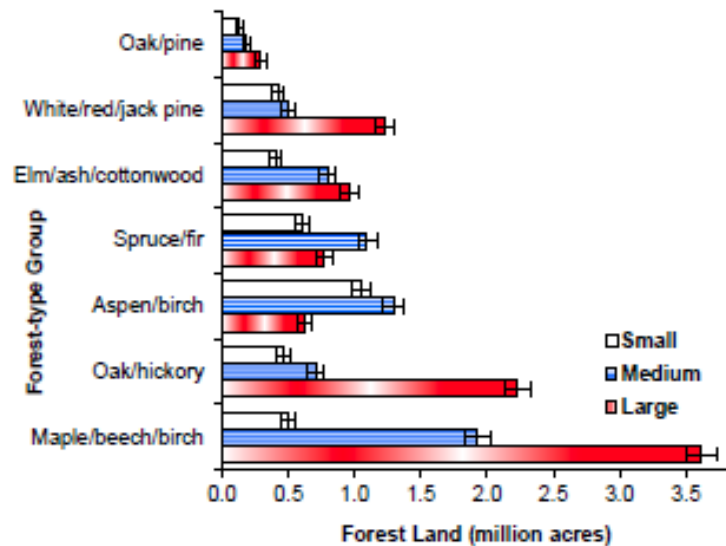


Figure 3.—Forest land by stand-size class (based on small, medium, and large trees) for top seven forest-type groups, Michigan 2014.

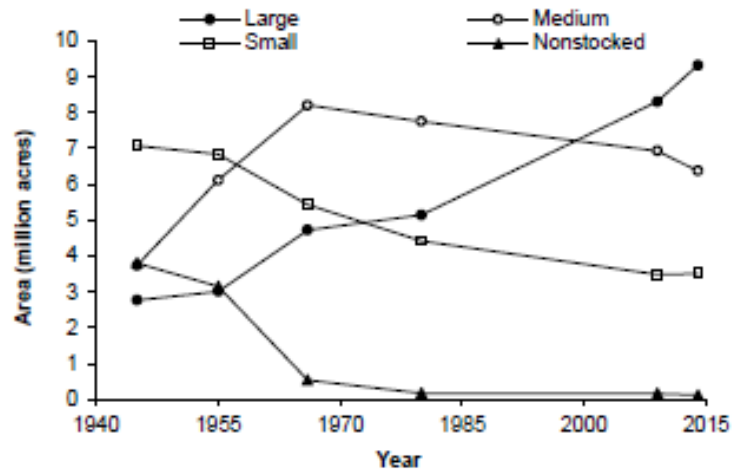


Figure 4.—Timberland by stand-size class and year, Michigan.

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How healthy are Michigan's forests? New report highlights the good and the bad

BY ROXANNE WERLY | WEDNESDAY, FEBRUARY 4TH 2015



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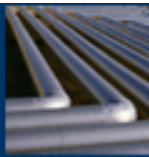
C

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NORTH

TRENDING

Special Report:
brothers recon
more than 40 y



[<< Back to E&E Publishing index page.](#)

ENDANGERED SPECIES:

Obama admin poised to break delisting record

Corbin Hiar, E&E reporter

Greenwire: Friday, May 29, 2015

The Obama administration intends to remove more recovered species from the federal lists of endangered and threatened wildlife and plants than all previous administrations combined, according to a recently released White House regulatory plan.

The target -- set tentatively for the end of September -- has divided advocates and critics of the Endangered Species Act, the landmark law that established processes for adding imperiled species to the lists and removing them when they are no longer at threat of extinction.

Under President Obama, the Fish and Wildlife Service has delisted 12 species -- already more species declared recovered than in any single administration since ESA was enacted in December 1973.

The regulatory agenda released by the White House last week set out dates by which the administration hopes to finalize rules that would remove ESA protections from seven additional species.



[ECOS](#) / [Species Reports](#) / [Species occurrence by state](#) / Listed species believed to or known to occur in Michigan

Listed species believed to or known to occur in Michigan

Notes:

- As of 02/13/2015 the data in this report has been updated to use a different set of information. Results are based on where the species is believed to or known to occur. The FWS feels utilizing this data set is a better representation of species occurrence. Note: there may be other federally listed species that are not currently known or expected to occur in this state but are covered by the ESA wherever they are found; Thus if new surveys detected them in this state they are still covered by the ESA. The FWS is using the best information available on this date to generate this list.
- This report shows listed species or populations believed to or known to occur in Michigan
- This list does not include experimental populations and similarity of appearance listings.
- This list includes species or populations under the sole jurisdiction of the National Marine Fisheries Service.
- Click on the highlighted scientific names below to view a Species Profile for each listing.

Listed species -- 25 listings

Animals -- 17 listings

Status	Species/Listing Name
E	Bat, Indiana Entire (Myotis sodalis)
T	Bat, Northern long-eared (Myotis septentrionalis)



Forest Health Highlights 2015

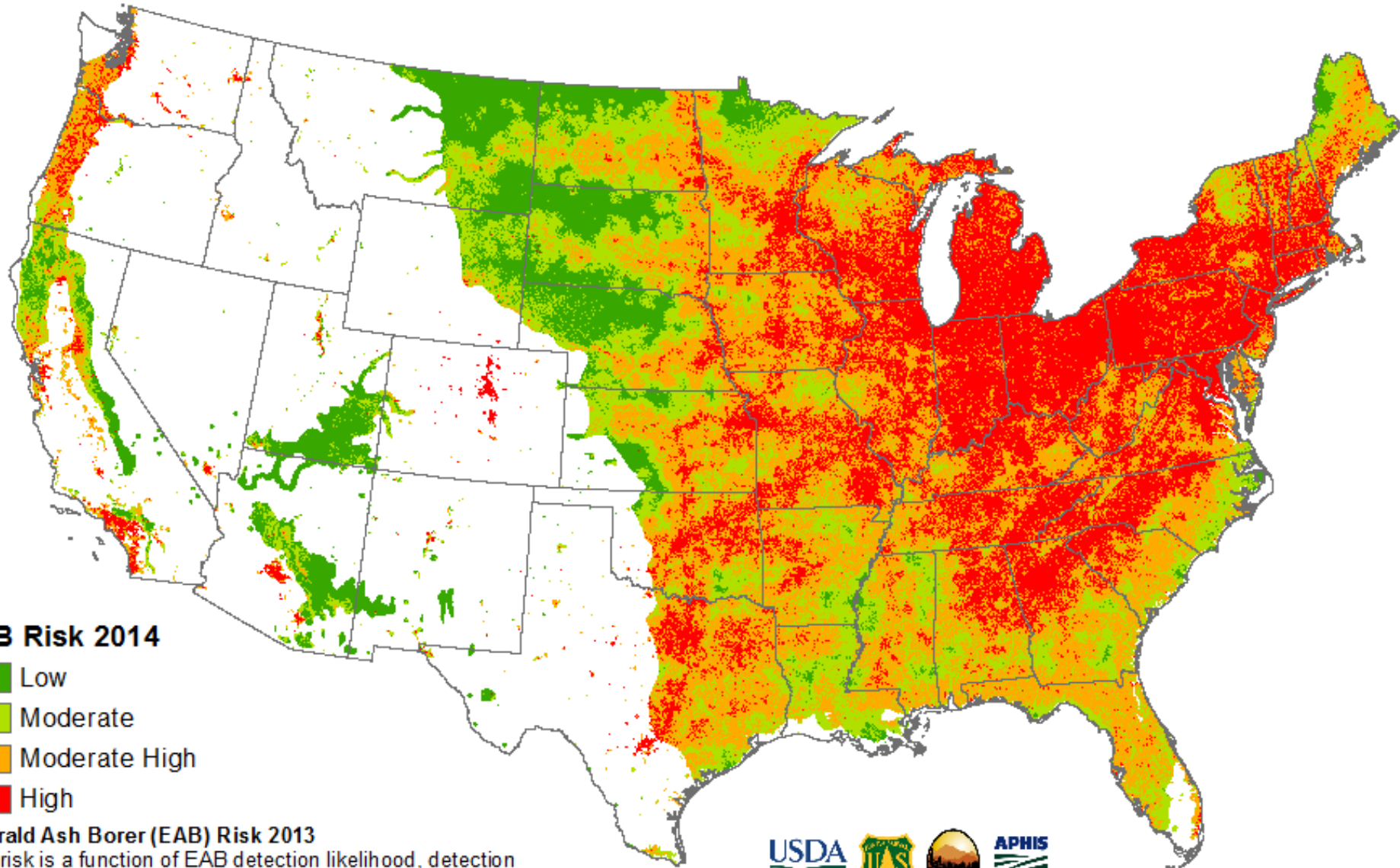
Michigan Department of Natural Resources





Emerald Ash Borer (EAB) Risk 2014

Agrilus planipennis Fairmaire



EAB Risk 2014

- Low
- Moderate
- Moderate High
- High

Emerald Ash Borer (EAB) Risk 2013

EAB risk is a function of EAB detection likelihood, detection uncertainty, and potential introduction locations. Potential introduction locations include campgrounds, rest areas, and other locations identified by state cooperators. Introduction sites



0 50 100 200 300 400 500

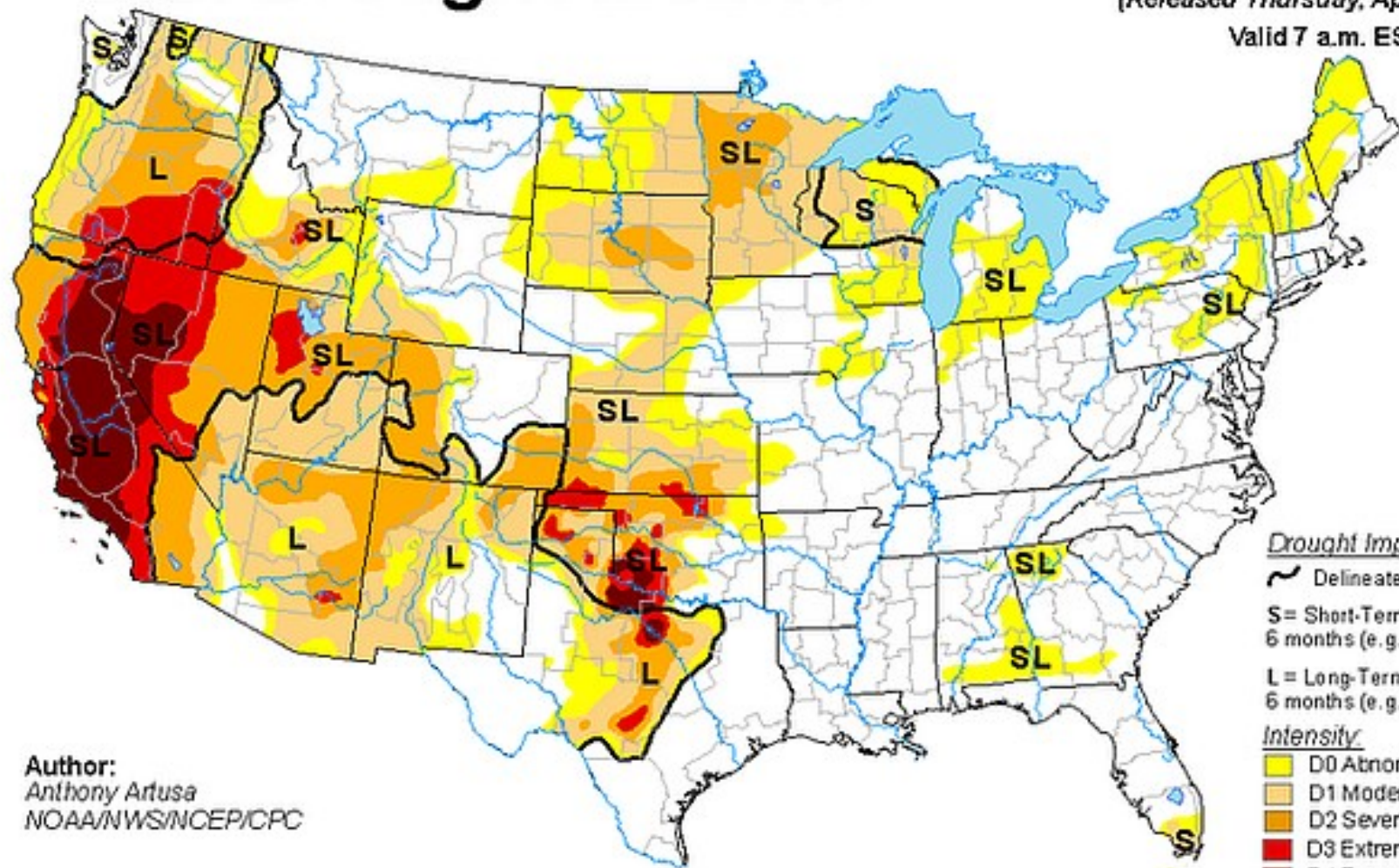
Map produced by FHTF

U.S. Drought Monitor

April 28, 2015

(Released Thursday, Apr. 30, 2015)

Valid 7 a.m. EST



Drought Impact Types:

~ Delineates dominant impacts

S= Short-Term, typically less than 6 months (e.g. agriculture, grasslands)

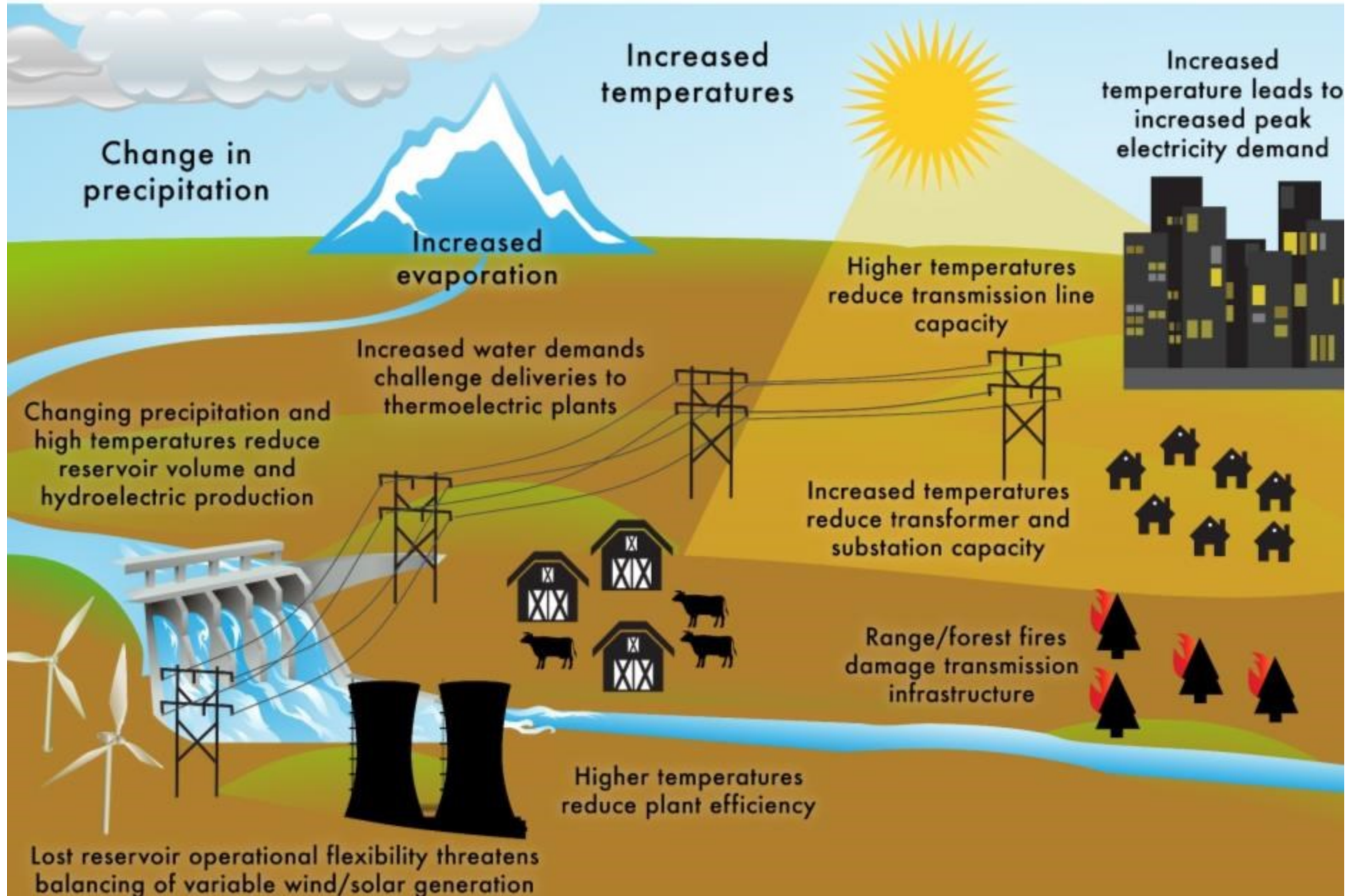
L= Long-Term, typically greater than 6 months (e.g. hydrology, ecology)

Intensity:

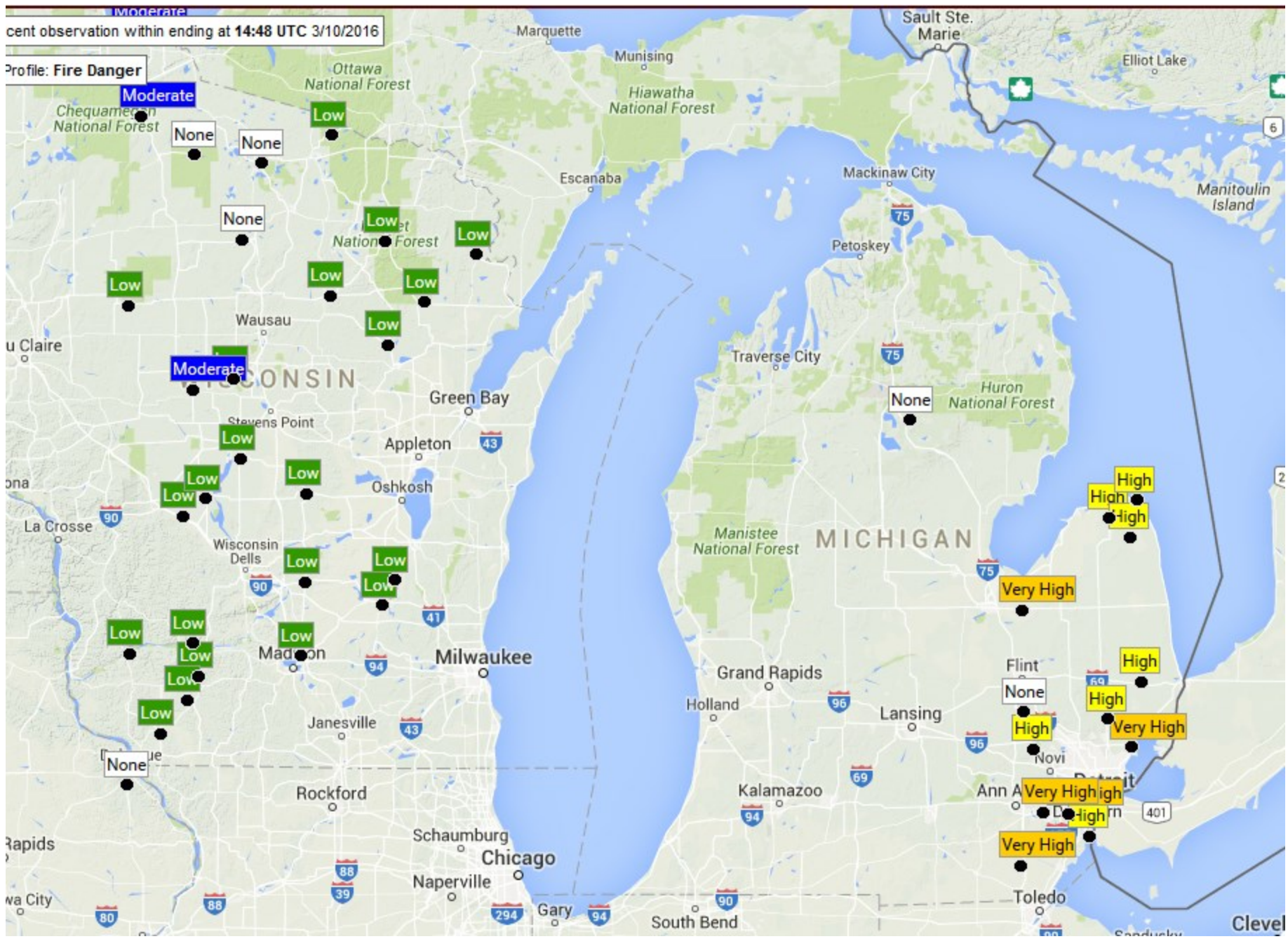
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

Author:
Anthony Artusa
NOAA/NWS/NCEP/CPC

Compounding impacts of drought

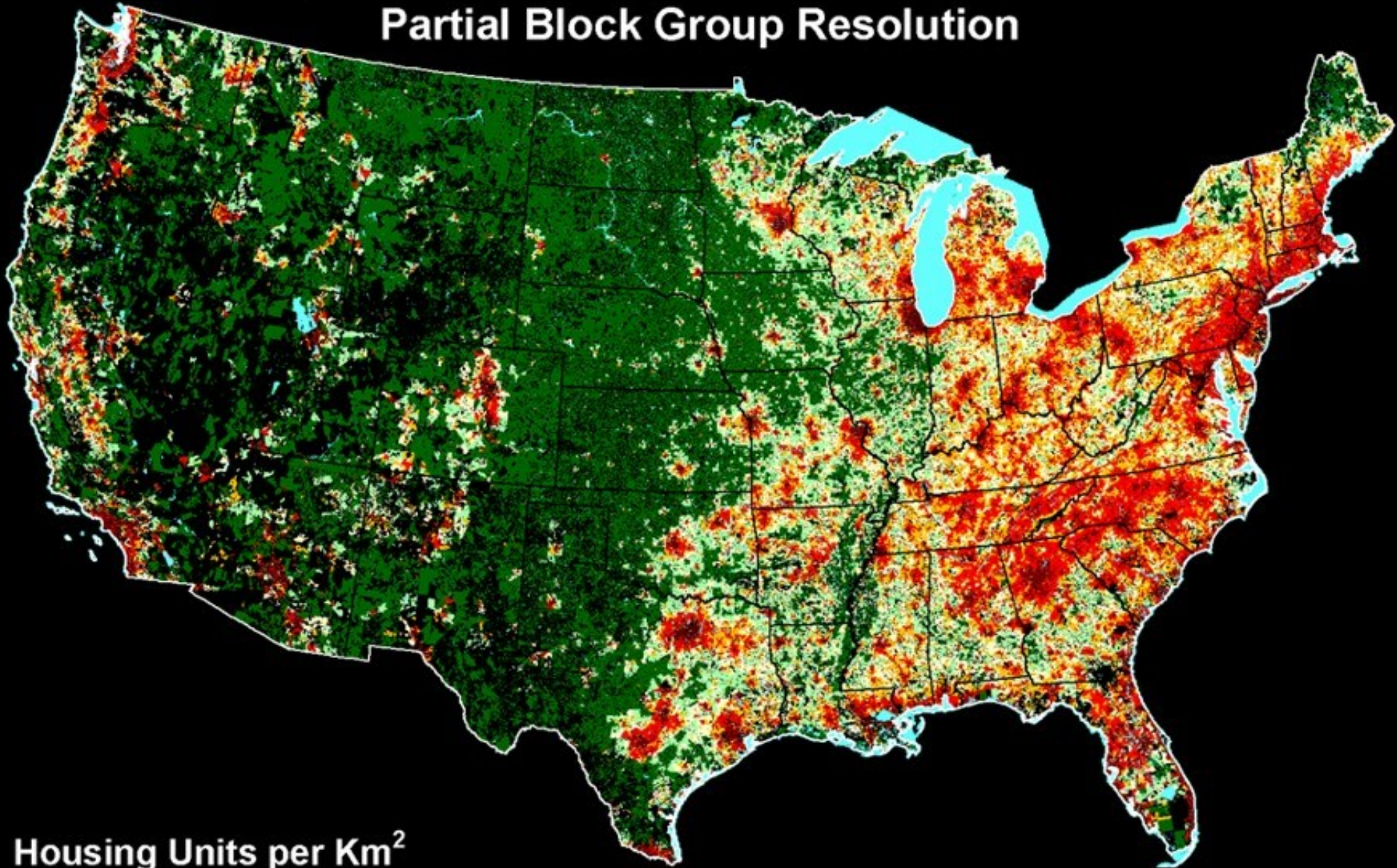






Projected Housing Density 2030

Partial Block Group Resolution



Housing Units per Km²





WISCONSIN'S
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GLOBAL MASS EDITION HALF SHEET 22

**TOO MUCH TRASH!!!
EARTH COVERED**

**BNI CEO
DECLARES
GLOBAL
EMERGENCY**





MAKING A DIFFERENCE THAT COUNTS

When you support The Greening of Detroit it all adds up to a greening tomorrow for our community.

449,536

Youth employment hours worked since 1998



85,000

Trees planted since 1989



14,000

Children participating in education programming since 1998



1,514

Gardens created or supported since 2003



618

Adults trained in green careers since 2010

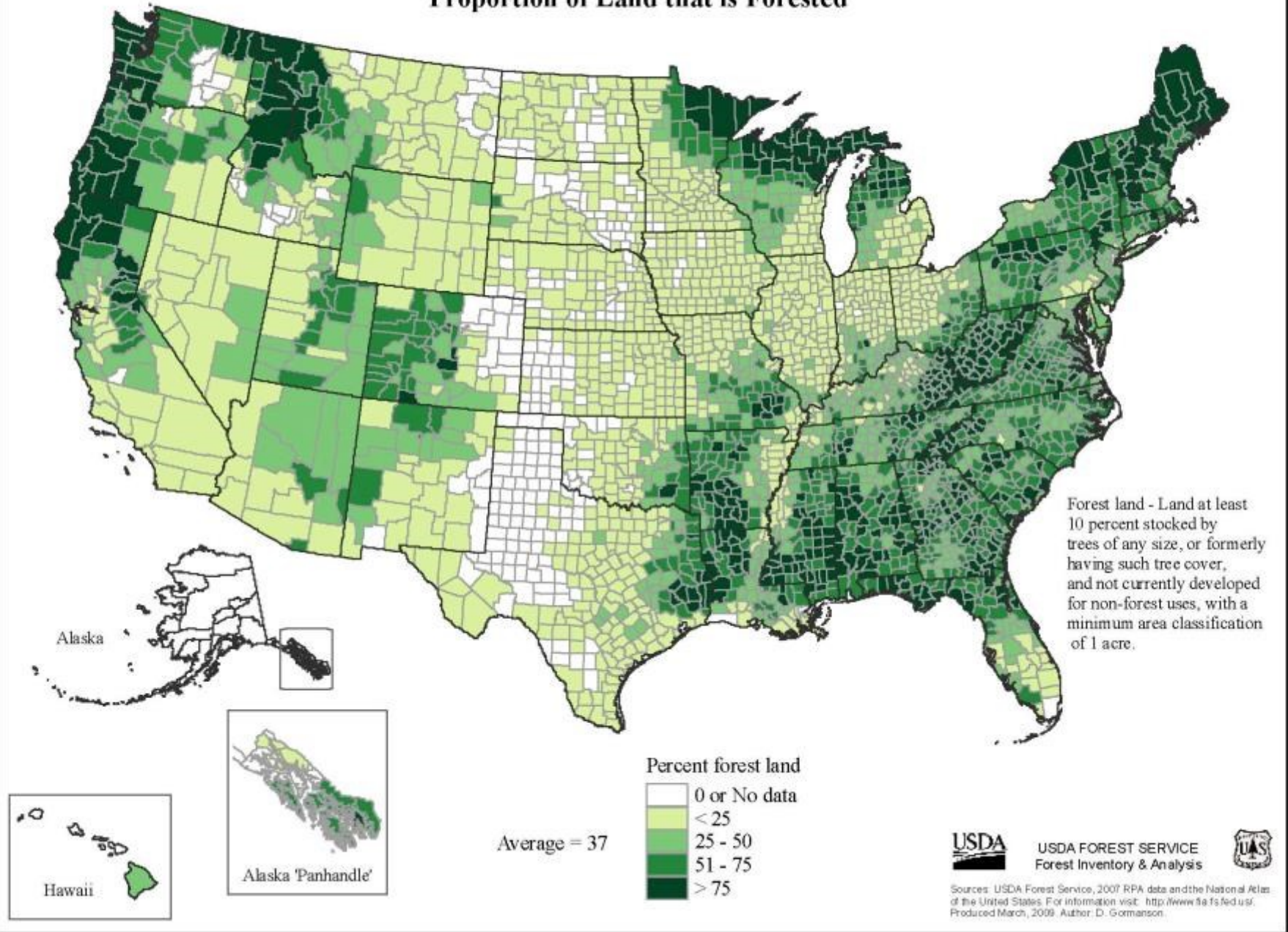


WHO WE ARE

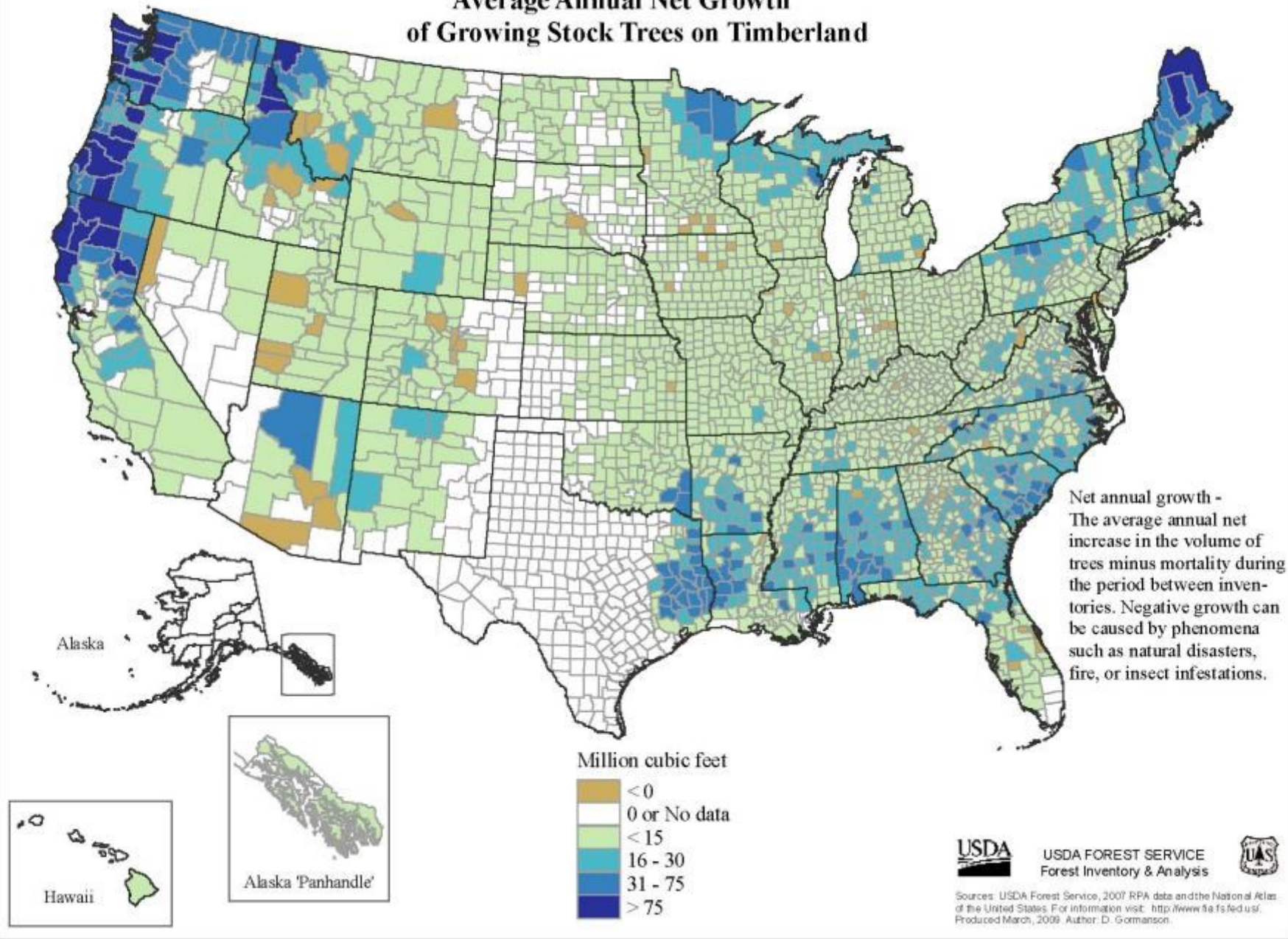
The Greening of Detroit is a well-established nonprofit resource agency with a history of successful and progressive initiatives in helping provide hope for the future of the city of Detroit.



Proportion of Land that is Forested



Average Annual Net Growth of Growing Stock Trees on Timberland



What Does the Future Hold?

- ▶ **Continued risks to forest health** that make our work more challenging
- ▶ **Possible shift in land ownership** that could challenge the current conventional model of TIMOs and REITs
- ▶ **Changing demographics in the US** and implications for who the next generation of foresters will be and the next generations of landowners will be
- ▶ **Increased challenges from a fractious political sphere** and the political paralysis that could obtain
- ▶ **Increased funding from adoption of carbon markets** could provide for improvements in forest health
- ▶ **Improved understanding of science by the public** could make our work more effective
- ▶ **Increased involvement by the public** could make our work more complex



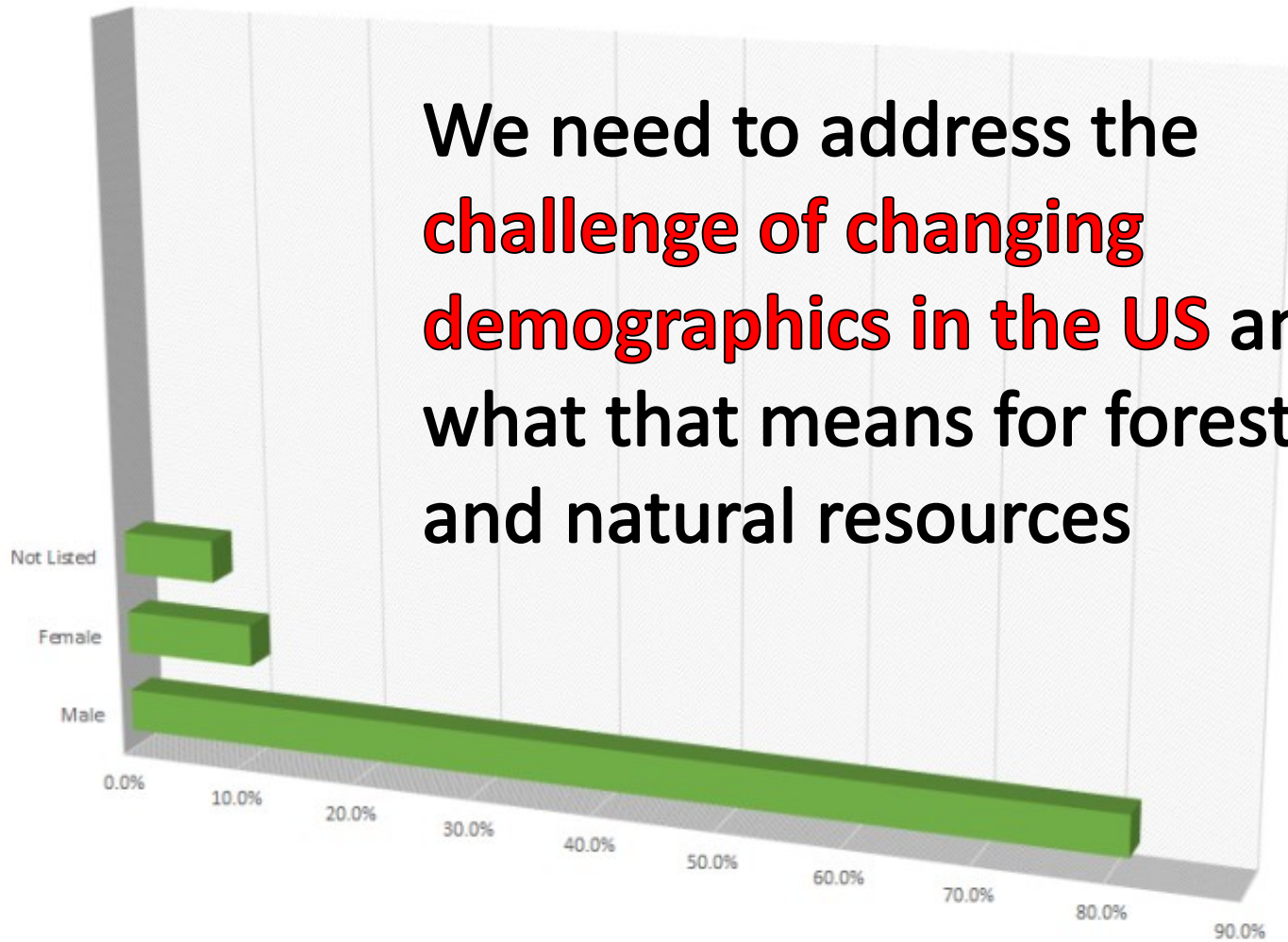
Things We Must Work On

- ▶ We need to recognize and **fundamentally value the interpersonal relationships** that make forestry and natural resource management work
- ▶ We need to address the **challenges of the changing demographics of the US** and what that means for forestry and NR
- ▶ We need to be responsive to a **generation that wants to be involved**
- ▶ We need to **re-examine the governance principles** and paradigms we operate under
- ▶ We **need the financial resources** to make our work effective
- ▶ We need to **ensure science is not isolated from policy**
- ▶ We **must continue to be collaborative**



SAF Member Gender

We need to address the **challenge of changing demographics in the US** and what that means for forestry and natural resources



	Male	Female	Not Listed					
Series1	81.5%	10.8%	7.7%					



We need to be responsive to a **generation that wants to be involved**



We must continue to be collaborative



**Collaborative Forest
Landscape Restoration Program**

**evolving
FORESTRY**

POLICY PERSPECTIVE

Governance Principles for Wildlife Conservation in the 21st Century

Daniel Decker¹, Christian Smith², Ann Forstchen³, Darragh Hare¹, Emily Pomeranz¹, Catherine Doyle-Capitman¹, Krysten Schuler¹, & John Organ⁴

¹Cornell University, Ithaca, NY, USA

²Wildlife Conservation Institute, Ft.

³Florida Fish and Wildlife Conservation Commission, Tallahassee, FL, USA

⁴U.S. Geological Survey, Cooperative Fish and Wildlife Research Units, Reston, VA, USA

We need to re-examine the governance principles and paradigms we operate under

Keywords

Wildlife governance; public trust; wildlife conservation; wildlife management; wildlife institution.

Correspondence

Ann Forstchen, 100 8th Avenue South,
St. Petersburg, FL 33701.
Tel: 727-502-4765
Fax: 727-893-2947
E-mail: Ann.Forstchen@myFWC.com

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Abstract

Wildlife conservation is losing ground in the U.S. for many reasons. The net effect is declines in species and habitat. To address this trend, the wildlife conservation institution (i.e., all customs, practices, organizations and agencies, policies, and laws with respect to wildlife) must adapt to contemporary social-ecological conditions. Adaptation could be supported by clear guidelines reflecting contemporary expectations for wildlife governance. We combine elements of public trust thinking and good governance to produce a broad set of wildlife governance principles. These principles represent guidance for ecologically *and socially* responsible wildlife conservation. They address persistent, systemic problems and, if adopted, will bring the institution into line with modern expectations for governance of public natural resources. Implementation will require changes in values, objectives, and processes of the wildlife conservation institution. These changes may be difficult, but promise improved wildlife conservation outcomes and increased support for conservation. We introduce challenges and opportunities associated with the principles, and encourage dialogue about them among scientists, practitioners, and other leaders in U.S. wildlife conservation. The principles alone will not change the course of conservation for the better, but may be necessary for such change to occur.

Governance Principles

- ▶ Adaptive and responsive to citizens' current needs while being forward-looking
- ▶ Seek and incorporate multiple and diverse perspectives
- ▶ Apply social and ecological science, citizen knowledge, and **trust administrators' judgment**
- ▶ Produce multiple, sustainable benefits for all
- ▶ Ensure **trust administrators are responsible for maintaining and allocating benefits**
- ▶ Governance will be publicly accessible
- ▶ Ensure trust administrators are publicly accountable
- ▶ Include means for citizens to become informed and engaged
- ▶ Include **opportunities for trust administrators to meet their obligations in partnerships** with non-government entities
- ▶ Facilitate collaboration and coordination across ecological, jurisdictional, and ownership boundaries.



Daniel Decker, et al. Governance Principles for Wildlife Conservation in the 21st Century. Conservation Letters, 2015. OPEN ACCESS.

We need to
**ensure science
is not isolated
from policy**



Wildfire Funding Fix

Farm Bill Programs

We need the financial resources to make our work effective

Collaboration with Other Agencies

**Increased Appropriations for USFS R&D
Including FIA**

Blue Ribbon Panel on Sustaining America's Diverse Fish and Wildlife Resources



We All Must Work Together

- ▶ Each part of the forestry community has its challenges
- ▶ We have to be complementary to be effective
- ▶ We must break down barriers to collaboration
- ▶ We must work for our COMMON GOOD
- ▶ You all are setting a standard here in MI





“Organized human society cannot succeed and excel without the **full-fledged participation of every individual in that society**. A society that does not allow . . . full-fledged participation suffers . . . Their economy suffers . . . Their scientific and technical strength suffers. All these depend on the . . . **participation of motivated individuals.**” **George Brown**



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