

2009-2010
OFRI ANNUAL REPORT



**CREATING
LEVERAGE**

Creating leverage

by Paul Barnum, executive director

Some time ago, the forest sector came to the same realization as the Greek physicist Archimedes: leverage helps. In order to achieve consistent and effective public outreach and landowner education, the sector would have to leverage its efforts. Thus, the Oregon Forest Resources Institute was created in 1991, funded by a dedicated forest products harvest tax and governed by a board of directors that represents forest landowners, employees, academia and the general public.

One definition of leverage is “an assisted advantage.” In the physical world, to move a heavy weight you can use any number of tools, such as a pulley, a crowbar or a peavey, for mechanical advantage. Within the broad forest sector, OFRI’s tools move the weight of public opinion in the state of Oregon to create an environment conducive to sound forest management. Our own toolbox includes educational advertising, K-12 education programs, publications, OFRI’s website and our landowner training programs.

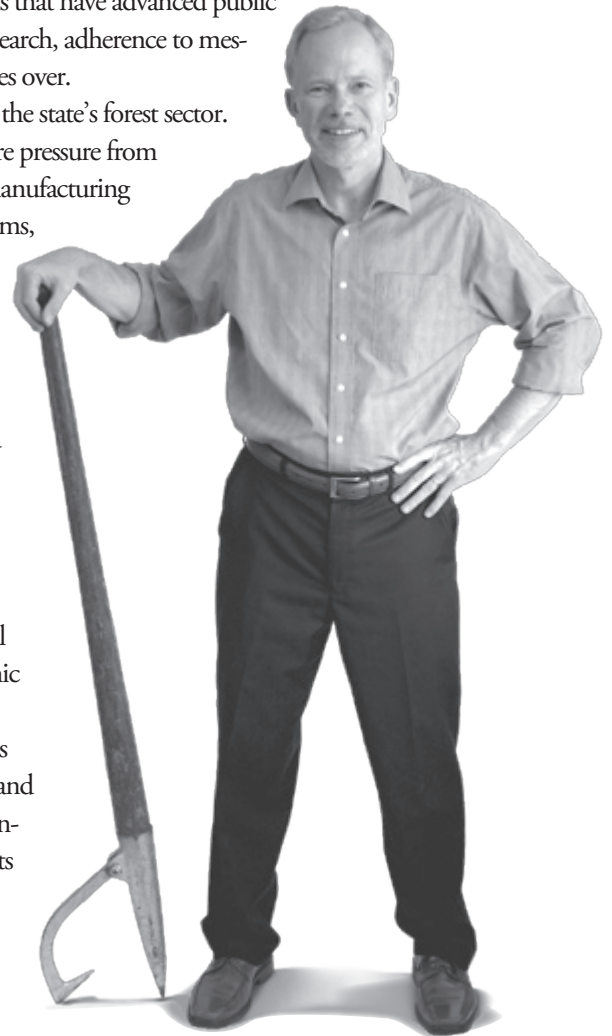
Over nearly 20 years, OFRI has consistently moved plenty of weight. Through disciplined strategic focus, the Institute has invested in educational and communication products that have advanced public understanding of forests and forestry. Through the use of public opinion research, adherence to message and collaboration with others, OFRI has multiplied its value many times over.

Increasingly, OFRI has become the primary communications tool for the state’s forest sector. For a number of reasons – changing ownership, increased competition, more pressure from investors, etc. – many forest landowner organizations and wood products manufacturing firms have dropped their public affairs and communications staffs. A few firms, such as Starker Forests and Port Blakely, still maintain forest education specialists. Regional organizations, such as Hopkins Demonstration Forest Forests Today & Forever, Douglas Timber Operators, the Southern Oregon Timber Industry Association and others, play vital roles. For state-wide outreach, however, the sector relies on OFRI.

That work is still needed. For a time, public opinion regarding forestry seemed to be all over the map – even off the map. Today, from our *2010 Values and Beliefs Study*, we see a growing convergence of public opinion. Oregonians greatly value their forests – for their beauty, scenery, cleanliness, green color, size and density, and for simply being forests. Eight in 10 think the forests should be managed to achieve both economic and environmental values. Six in 10 agree that timber harvest is a historically important economic enterprise that should continue to receive emphasis from our leaders.

Most important, Oregonians view steady and reliable communications about forest management as integral to their support for sustainable timber and biomass industries in the state. They need to know that forests are being managed for health and to improve the state’s economy, but also that these forests will be here for future generations.

OFRI’s mission to inform and educate Oregonians about stewardship of our forests fits well with public expectations. This annual report lays out for OFRI’s stakeholders exactly how we’re using the funds entrusted to us to accomplish the mission. We are proud of our accomplishments, but we are never satisfied. The need for communication is as great now as when OFRI began. To paraphrase our Greek friend, we just need to keep finding longer and stronger levers.



Invented by Maine blacksmith Joseph Peavey in 1858, the “peavey” was the logger’s all-purpose leverage tool, used to roll logs, break jams, pry rocks and tighten chains. (Peavey courtesy of the Forest History Center, Salem)

CREATING LEVERAGE



Archimedes, the Greek mathematician and physicist of the classical period, knew what every child figures out sooner or later: Given a long enough and strong enough bar and a fulcrum, you can lift something much heavier than you could without it. Archimedes wrote it down, and in doing so defined some of the principles of physics upon which we depend today.

But leave it to a politician to turn a useful tool like the lever into a metaphor. It was Daniel Webster, the American statesman of the early 19th century, who said that the “mind is the great lever of all things.” He was talking about ideas, of course, and good ideas are the basis of the leverage used by OFRI to educate the public and landowners about sound forest management.

This year, in the face of a continued decline in revenues, OFRI’s programs depended on such leverage to make efficient use of limited resources and yield higher returns.

The power to act effectively

OFRI commits the largest portion of its budget to public education. What would be impossible for one forest landowner to do is entirely possible when forest landowners pool their resources. So in the area of educational advertising, for example, OFRI leverages the pooled resources of the forest products harvest tax to reach Oregonians with messages about replanting and protecting forest resources. This year, for the first time, we featured a father-son pair of third- and fourth-generation loggers, Bob and Kirk Luoto, as they described their commitment to the land and environmental protection. Our other ad, which featured an actress representing Oregon’s small woodland

owners, received a national Telly Award for outstanding creative production. Combined with radio, print and Internet advertising, OFRI’s educational advertising efforts leveraged more than 20 million impressions on Oregonians throughout the state.

A lift for landowners

OFRI was formed, in part, to help forest landowners. No single organization can possibly tackle the job of comprehensive education – that is, teaching landowners throughout the state all that’s important to know about Oregon’s forests and sound forest management. With our allies, OFRI marshals a shared effort into a much greater result than any one organization could achieve individually.

“

Give me a place to stand and a lever and I will move the world.

”

Archimedes, astronomer, mathematician, physicist – 287-212 B.C

“**Mind is the great lever of all things.**”

Daniel Webster, statesman and politician – 1782-1852

The Master Woodland Manager program, conducted by Oregon State University Forestry Extension Program and supported by OFRI, demonstrates how this works. Each year, the program trains about 45 landowners, each of whom commits to provide 80 hours of future training time to MWM newcomers. Unsurprisingly, most contribute more.

These newly trained volunteer landowners work with watershed councils, publish newsletters, conduct tree farm tours, get involved in the political arena, teach youth groups, become public speakers about forestry, create databases of forestry information and demonstrate forestry practices. Last year's group alone volunteered 3,800 hours. Since the program's inception 25 years ago, it is estimated that MWMs have donated 56,000 hours.

Nicole Strong, the program's coordinator, comments, “The program has increased exponentially over the last 15 years because of OFRI's support. These volunteers strengthen their communities and help landowners find ways to pass on their knowledge of forests from generation to generation.” The program has been so successful it has been emulated in 13 states and Australia.

Simply put: doing more with less

With fewer OFRI employees this year, one approach to leveraging existing staff resources is to use contractors who supplement the agency's in-house talent and handle segments of OFRI's program work. They work on an as-needed basis, out of their own offices, and OFRI benefits from their expertise in concentrated doses.

Similarly, in its role as a thought leader OFRI is able to draw upon other professionals and front-line employees from academia, government and the conservation community to achieve goals. For example, the writing and production of OFRI's *Federal Forestland in Oregon* special report pulled together a wide and disparate group of people to interpret and assemble a body of technical knowledge on poor forest health and potential solutions for publicly owned lands in a form the average person could understand.



OFRI's accomplishments in 2009-10

Public education

Reaching the public through the media is generally an expensive proposition, made more challenging as a tough economy and reduced budgets prevailed for a third year. Yet OFRI was able to leverage financial adversity to find new and better ways to communicate.

For instance, OFRI's 18-year tradition of publishing printed newsletters and mailing them to stakeholders came to an end. The costs were simply too high, even without color printing. But a team effort in solving the problem resulted in a new e-mail format for OFRI Outlook that can be accessed on portable devices such as iPhones and BlackBerries. Printing and postage costs have been eliminated, and OFRI Outlook and OFRI News now communicate with full color, more images and tighter writing. Both newsletters also provide electronic links to deeper information.

That change led to a major overhaul of OFRI's database, which was designed in the past to serve audiences via postal service. The newly refreshed database uses updated software with enhanced functions to contain much-improved information for communicating with stakeholders. Other public education work in the 2009-10 fiscal year included:

Broadcast television advertising

Similar to past years, OFRI focused its media buying in ways to make the most of scarce advertising dollars. Research shows that without our educational advertising, audience knowledge and awareness dwindle rapidly about key provisions in Oregon's Forest Practices Act, such as protections for fish and wildlife habitat, water resources and replanting after harvest. Advertising was directed at urban adults ages 18 through 55.

Two new television spots were produced. One using actors features "Carla," a family forestland owner, and her daughter, talking about trees planted by her dad. Another ad, "Bob and Kirk," features the Luotos, a real-life father-and-son logging team that represents a third and fourth generation Oregon logging family.

OFRI's advertising agency, Cappelli Miles [Spring], augmented paid advertising with donated television ads contributing 1.8 million impressions.

Print advertising

A print ad appeared in the July 2010 issue of *Better Homes and Gardens*, designed to complement and support the messages in OFRI's new "Bob and Kirk" educational television spot. Just as in the bonus TV ads, this well-placed print ad was part of a donated media package arranged by our ad agency, which leveraged its buying power among several clients to aid OFRI.



Four editions,
OFRI Outlook

12 editions,
OFRI News

1,700 records
updated

17.1 million paid
TV impressions

1.8 million bonus
TV impressions

125,000
print impressions

797,600
radio impressions

3,513,000
Internet impressions

24,816 visitors to
Oregonforests.org

More than
90,000 hits

39,600 mailed and
e-mailed

1,185 people served

Radio and Internet advertising

OFRI revived its radio programming sponsorship on the Oregon Public Broadcasting radio network with a buy heard in most of the state. Similarly reaching an Oregon-wide audience, OFRI purchased Internet advertising in a targeted buy of several websites, plus a special buy on *The Oregonian's* website, Oregonlive.com. The OPB sponsorship and Internet purchase were designed to complement our television purchase and drive people to our website, Oregonforests.org.



Website

OFRI's major updates this year included a substantial increase in video offerings and capabilities. The *Forest Fact Breaks* project introduced five brief animated videos aimed at young audiences. The productions are based on topics OFRI research and site analytics have shown to be of high interest. The interactive video library project brought together all of OFRI's past advertising and special video projects. Three newly produced Web videos go behind the scenes to enhance understanding of our television ads.



The website's technical horsepower was beefed up so it can handle streaming videos originating on our site. In the past, viewers were shuttled to YouTube, from which they rarely returned to Oregonforests.org. In the works: a major reset of the website's messaging and architecture, based on a comprehensive third-party website analysis. The change will generate a shift from talking to the forest sector to communicating with the general public.



YouTube Web exposure

More people are viewing OFRI's offerings, which are also stored on YouTube. These include 16 educational television spots.

OFRI Outlook and OFRI News

OFRI Outlook is the Institute's principal newsletter, reporting quarterly on our programs and important forestry news. During the past fiscal year, three editions were printed and mailed, and the first Web-based version was e-mailed to stakeholders. OFRI News is a brief monthly e-mail newsletter that promotes future events, with links to OFRI programs and other useful forestry websites.



Speakers Bureau

OFRI staff and trained volunteers bring current forestry topics to civic groups and professional organizations around the state. This year they spoke to 33 groups, with timely presentations ranging from fire risks to Oregon's forests in the 21st century.

Conference co-sponsor

OFRI continued its long-standing support of the Starker Lecture Series at Oregon State University. This year the series took an in-depth look at the growing prominence of ecosystem services from farms and forests. OFRI also co-sponsored two conferences on forest health. “The State of the State” was held in conjunction with the OSU College of Forestry. “Wildlife in Managed Forests” was conducted with the Oregon Society of American Foresters and the Oregon Chapter of The Wildlife Society.

Forest tours

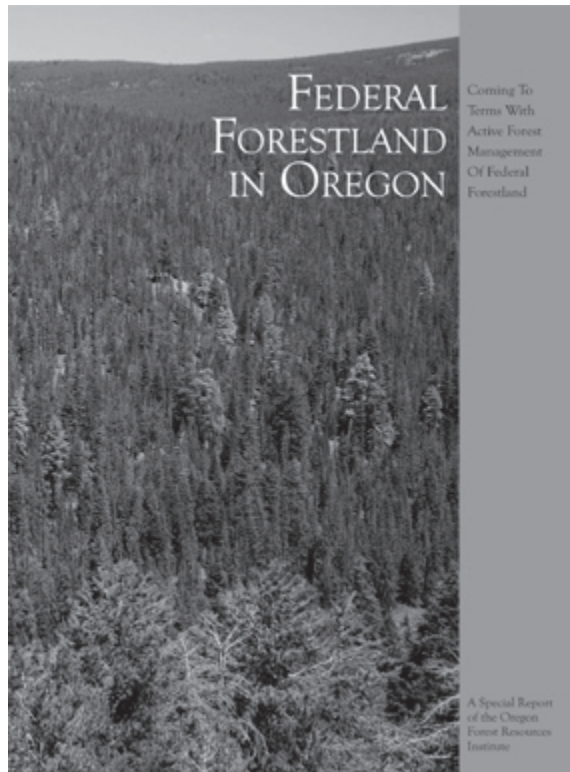
Tours included scheduled field trips, forest demonstrations, mill visits and more. Through these tours, members of the public learn about forest practices and have the opportunity to ask questions of landowners and forest experts.

Publications

OFRI continues to refine its library of publications – including guides, special reports, studies, fact sheets and landowner handbooks – all of which are now available in PDF download format. Outdated publications are regularly removed, and plans are underway to update useful publications containing out-of-date statistics. OFRI offers all its printed publications free of charge; however, we also actively encourage people to use online PDF versions to save mailing and printing costs.

A new special report was added to the library. *Federal Forestland in Oregon – Coming to Terms with Active Forest Management of Federal Forestland* represents a partnership with a broad stakeholder group over the past year to help the state influence public policy and collaborative solutions on Oregon’s dry-side federal forestlands.

A new publication in OFRI’s Wildlife in Managed Forests series, *Stream-Associated Amphibians*, shows how landowners can identify and foster habitat for key riparian amphibian species.



1,610 conference participants

780 people served

59,742 publications distributed

OFRI’s Values and Beliefs Study, conducted in spring 2010, shows that Oregonians value their forests for a broad range of environmental, social and economic values.

OFRI's accomplishments in 2009-10

Teacher/K-12 education

A teacher. A bus. A wood magic show. A rediscovery forest. An environmental competition. Perhaps nowhere is leverage more apparent than in OFRI's K-12 programs, where each resource is maximized and multiplied over student days, school years, even careers and lifetimes.

From OFRI's beginning, "teach the teacher" has been the cornerstone. One teacher's career will engage thousands of students. A study curriculum can serve as the basis for classes and workshops year after year. Bus money leverages forestry curriculum into full-day forestry tours for 22,000 students, teachers and parents. Programs funded in whole or in part by OFRI included:

Extensive teacher training

Helping teachers increase their knowledge about forests, and providing them the methods to incorporate that knowledge into their classrooms, continues to be a focus. OFRI contributes significant funding to one-day and multi-day workshops presented by the Oregon Natural Resources Education Program. More than 800 teachers took part in 2009-10. OFRI staff presented sessions about our programs to 100 teachers at the North American Association for Environmental Education conference held in Portland. The Rediscovery Forest at The Oregon Garden hosted workshops for more than 100 educators.

Talk About Trees

Interactive classroom presentations and hands-on activities encourage pre-K through eighth-grade students to be curious about Oregon's forests. OFRI's teacher guides and student handbooks enhance the experience.

Wood Magic

A "wood magician" traveling throughout the state engages third- and fourth-grade students through a lively program about the wonders of wood. Teachers receive lesson plans about wood uses and properties.

Rediscovery Forest

Day programs at the Rediscovery Forest at The Oregon Garden in Silverton offer K-12 students a chance to explore and learn about Oregon's forests. Sessions range from Tree Identification and Animal Tracking to Forest Ecology and Management. OFRI's programs hosted more than 3,700 students, including more than 400 home-school students participating in a Home School Day with their families.

Careers in Forestry

High school students get current information about high-tech forest-sector jobs that pay above-average wages. Last year's program reached 2,650 high school students through 104 classes and five career events. In a post-program survey, 87 percent of teachers noted that at least one student out of every class was interested in exploring a career in forestry based on the presentation. Five chapters of the Oregon Society of American Foresters hosted student outreach events or sent a speaker to a Careers in Forestry classroom presentation.

More than
1,000
teachers

141,802 students

12,060
students

3,700 students;
900 teachers and
parents

2,650
students

Career Fair and Forestry Career Development Day

The World Forestry Center and OFRI presented a Career Fair where 125 high school students met with professionals in the field to learn about forestry careers. In addition, Forestry Career Development Day attracted 100 high school students from across Oregon who are involved in Future Farmers of America. OFRI co-sponsored the event, held at the Tiller Ranger District in the Umpqua National Forest.

National Engineers Month

OFRI partnered with the Business Education Compact and 13 forestry organizations to send 19 forest engineers to K-12 classrooms around the state to talk about engineering careers in the forest sector. Engineers representing academia, state agencies and private companies spoke to more than 1,600 students in 20 schools. They described the rewards and opportunities of becoming an engineer while relating how math and science skills fit into real-world forestry jobs.



Oregon Envirothon

“Protection of Groundwater through Urban, Agricultural and Environmental Planning” was the theme of Oregon Envirothon 2010. Thirty teams of five students each from across the state tackled the fun and challenging day-long competition, held at The Oregon Garden. They were accompanied by 50 teachers, adult coaches and volunteers.

Forestry education field trip reimbursement program

OFRI provides funding that enables students to take part in forestry education programs offered by OFRI and its partners. This includes programs offered at the Tillamook Forest Center, the Rediscovery Forest at The Oregon Garden, the World Forestry Center, Oregon State University and the Oregon Logging Conference.

Publications

OFRI's publications are designed for student learning and teacher support, and cover the entire spectrum of K-12 students. Offerings include a variety of publications, posters, DVDs, guides, forest fact sheets and two special career reports. Many are available online at Oregonforests.org.

Forestry for the Classroom

OFRI's electronic newsletter for teachers, Forestry for the Classroom, is distributed three times per year. It provides educators with updates on forestry programs and publications for their students.

Grants

OFRI's K-12 forestry education program benefited from two grants awarded in the past year. The Oregon Department of Education awarded a three-year, \$38,000 Learn and Serve grant. The Goodmonson Family Fund of the Oregon Community Foundation continued its support of educator workshops at the Rediscovery Forest with a \$9,500 grant.

225 students

1,600 students,
19 forest engineers

200 high school
students and teachers

18,867 students;
3,181 teachers and
parents

31,122 publications
distributed to
teachers

3,122 teachers
subscribed

\$47,500 received
in grants

OFRI's K-12 programs help keep forests and forestry relevant to students and teachers.

OFRI's accomplishments in 2009-10

Landowner education

Volunteers provide the leverage in landowner education. Experts offer their time and knowledge, and landowners spend hundreds of hours to be trained and then share what they've learned with others. OFRI's support of these wide-ranging programs extends continuing education efforts far and wide to help landowners keep their forests in forestland. Popular programs included:

Practical Applications of Wildlife Management on Working Forests conference and workshop

OFRI partnered with the Society of American Foresters and the Oregon Chapter of The Wildlife Society to offer a one-day workshop in Eugene on working forests. Participants included more than 175 wildlife biologists, foresters, students, family forestland owners and representatives from environmental organizations. They interacted with experts on elk, deer, songbirds, amphibians, rare plants, invasive species and more. A Species Fair enhanced networking among participants from state, federal and private agencies.

Master Woodland Managers

OFRI supports the OSU Master Woodland Manager program, where more than 350 volunteers have been trained to assist other landowners. Training for 27 new volunteers took place in Polk, Yamhill and Marion counties. A Master Woodland Manager mini-college was held in Corvallis, where 83 volunteers attended in-depth sessions both in classrooms and in the field.

Landowner workshops

OFRI funded and directed 15 workshops around the state that featured diverse forest management topics including management planning, succession planning, aspen management, orienteering, wildlife management, forest tools and reforestation.

Extension forestry landowner education

Popular one-day mini-colleges known as Tree Schools provide a broad array of forestry landowner education. Sponsored by OFRI in partnership with OSU Extension Service, the programs offer more than 20 classes and field trips on numerous forest-management-related topics. In 2010, Tree Schools were held in Baker, Clackamas, Douglas and Klamath counties. OFRI also co-sponsored a Forest Health conference along with the OSU College of Forestry, "The State of the State."

Hopkins education consortium

OFRI co-sponsors tours and workday sessions at the Hopkins Demonstration Forest. Tours compare methods of forest harvesting and discuss the differences between managed and unmanaged forests.

175 landowners,
wildlife biologists,
students and forest
managers

110 MWM
volunteers

372
landowners

1,002
landowners

3,000
landowners,
K-12 and public

Landowner forestry tours

The Oregon Small Woodlands Association's "Howdy Neighbor" tours offer new landowners a chance to learn the basics of forest management through visits to established tree farms. The Oregon Tree Farm System's "Tree Farmer of the Year" tour shares the expertise of a winning operation. OFRI co-sponsors these and many other forest tours throughout the state.

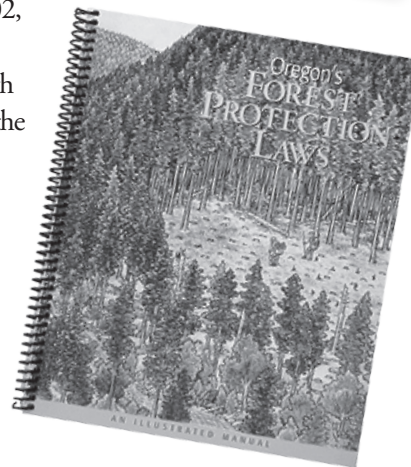
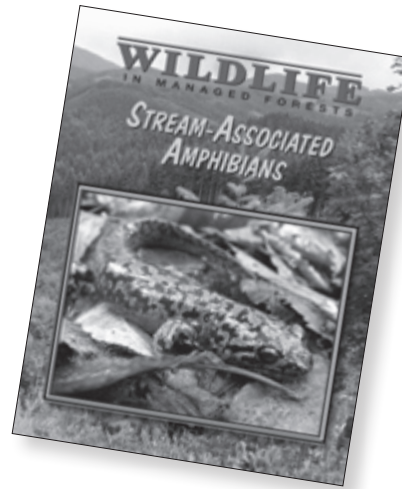
Publications:

Wildlife in Managed Forests: Stream-Associated Amphibians

One-quarter of amphibians in the Northwest depend on headwater streams for food, cover and breeding habitat. Most of these headwaters originate in forestland. How do forest management choices affect this sensitive class of species? The new publication, *Stream-Associated Amphibians*, introduces readers to the common amphibians of the region and explores the relationship between forest management and amphibian health.

Oregon's Forest Protection Laws: An Illustrated Manual (New edition)

This richly illustrated manual, originally published in 2002, helps landowners and operators understand the Oregon Forest Practices Act and its rules. During 2009-10, OFRI worked with the Oregon State University Forestry Extension Program and the Oregon Department of Forestry to revise the book and bring it up to date with current rules and language. A new version is scheduled for publication in fall 2010.



OFRI's continuing training and education programs help landowners make the most of their working forests.

OFRI's accomplishments in 2009-10

New science and innovation

Inventiveness is always welcome, more so in difficult times. Forestry is a continually changing field, and people look to science for answers and new ways of doing things. OFRI's support creates leverage for researchers, thinkers and innovators to get a start, continue their work, develop ideas and bring them to fruition. OFRI staffs committees that delve into fresh approaches, sponsors conferences that explore emerging issues, and publishes science findings to spread the word. In this era of climate change and the search for sustainability at every turn, seed money and early support are investments in the future. OFRI's recent work includes:

Green building collaboration

OFRI was part of an unprecedented collaborative effort examining wood as an environmentally preferred green building material. This past year OFRI hosted a Green Building Update workshop for the forest sector. Presenters reviewed the research on how architects and builders use green building information, gave an update on green building certification programs and discussed environmental marketing efforts. Project collaborators included Portland State University's Institute for Sustainable Solutions, the University of Oregon School of Architecture and Allied Arts, the Oregon Wood Innovation Center, and Oregon Built Environment and Sustainable Technologies Center.

Dynamic Forest Ecosystems summit

OFRI supported a Dynamic Forest Ecosystems summit hosted by the Oregon Board of Forestry. The gathering was a culmination of four workshops and a white paper that explored how current land management, laws and rules may not adequately address the ways ecosystems change over time. The summit examined how dynamic ecosystem concepts can be used in developing forest policy related to the state's Private Forests, State Lands and Fire programs.

Green building
potential

Dynamic Forest
Ecosystems summit

*OFRI's commitment to new science and innovation
helps germinate fresh new forestry ideas.*

Administration

Weathering budget cuts

The 2009-10 budget was reduced 7 percent from the previous year, when two positions were eliminated. Staff salaries were frozen and remain frozen for a second year. OFRI downsized office space and decreased funding for K-12 education programs, forest tours and publications. Funding for educational advertising, which already had been significantly reduced, was increased, as well as funding for changes in the website. Staff have cautiously administered their program budgets quarter-by-quarter to align spending with revenues while at the same time maintaining key programs that reach the most people.

Awards



Julie Woodward, OFRI's forest education program manager, was named Forester of the Year by the Oregon Society of American Foresters at their banquet in April. Presented annually, the award recognizes an OSAF member for applying professional skills to the advancement of forestry in Oregon, and public service that benefits the local community or a larger segment of society.

Kathy Storm, OFRI's manager of business operations, was awarded a Gold Star Certificate from the State of Oregon for outstanding financial reporting.



OFRI “bus” headed in the right direction

by Pete Sikora, board of directors, chair

When I became chair in August 2008, the Institute was facing perhaps its greatest challenge since formation. The housing market had collapsed. New-home building had dried up, and with it much of rural Oregon’s economic fortune. Timber harvest fell to levels not seen since the Great



Depression. OFRI’s budget reflected this, as harvest receipts dropped from \$3.8 million in 2006-2007 to \$2.4 million in 2009-10. To compound matters, we had just hired a new executive to replace the founding executive director, who had retired. Ratepayers were nervous about the economic outlook and whether OFRI still had the chops to advance public understanding of Oregon forests and forestry.

Thanks to strong leadership from both the new executive director and the board, OFRI responded positively to the challenges by reducing staff, restructuring position descriptions, cutting overhead and refocusing limited resources on core strengths: educational advertising, K-12 education and landowner training. The board set percentage targets for OFRI’s program areas and for administration, leaving no question regarding the board’s priorities. For administration, which includes non-program expenses such as office management, rent, utilities, postage and travel, we said we wanted to spend no more than 15 per-

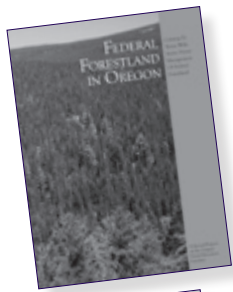
cent of the budget. What that means is that 85 cents of every harvest-tax dollar goes to programs that deliver on OFRI’s core objectives of a well-informed public, landowners who understand the public’s expectations for forest stewardship, educators who value and use forestry education curricula, and a growing, skilled forestry workforce.

It takes serving on the OFRI board to appreciate the staff’s passion for the work. In his book *Good to Great*, which describes how companies achieve enduring greatness, Jim Collins talks about getting the right people on the bus. That is, Collins believes that the right team members are key to adapting to a changing world. “If you have the right people on the bus,” he states, “the problem of how to motivate and manage people largely goes away. The right people don’t need to be tightly managed or fired up; they will be self-motivated by the inner drive to produce the best results and be part of creating something great.”

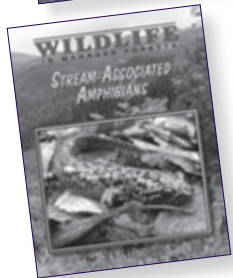
In OFRI’s staff, we have the right people on the bus. In OFRI’s board, we have the right people providing direction and making sure the bus stays on the road to success. In OFRI’s ratepayers, we have people who value OFRI’s important education and communication roles, and who expect results. These are the levers that ensure OFRI delivers on its mission.

It’s been a great ride the past two years – at once both daunting and exciting. I believe the results in this report give OFRI’s investors renewed confidence that the bus is in good shape, in capable hands and heading the right direction.

Featured new publications



Special report:
Federal Forestlands in Oregon



Special report:
Wildlife in Managed Forests: Stream-Associated Amphibians



Updated edition:
Oregon's Forest Protection Laws: An Illustrated Manual (Fall 2010 release)

Oregonforests.org

OFRI's website has undergone technical upgrades in anticipation of a major overhaul of content and site organization during the 2010-11 fiscal year. Website visitors still can download or order more than 60 publications. Five new *Forest Fact Break* animated videos – at 90 seconds apiece – tackle forestry subjects such as reforestation, forest fires, clearcutting, replanting and photosynthesis, topics that research shows are important to our audiences. OFRI's current and past advertising now downloads directly from the website, and three new behind-the-scenes videos give visitors greater context for our educational advertising programs. Past editions of OFRI's Web-based newsletters, OFRI Outlook, OFRI News and Forestry for the Classroom, are all available. During the current fiscal year, the content and organization of Oregonforests.org will be greatly revised to better reflect the needs of the public at large concerning Oregon's forests.



OFRI: Forestry education and public awareness

The Oregon Forest Resources Institute was established in 1991 by the Oregon Legislature to improve public understanding of the state's forest resources and to encourage environmentally sound forest management through training and other educational programs for landowners. OFRI is funded by a dedicated harvest tax on forest-product producers.

Current board of directors


OFRI's board includes representatives of small (Class 1), medium (Class 2) and large (Class 3) forest-product producers, plus small woodland owners and forestry employees. Most board members are appointed by the Oregon State Forester. By statute two *ex officio* members sit on OFRI's board: the dean of the Oregon State University College of Forestry and a public representative appointed by the president of the Oregon Senate and the speaker of the Oregon House of Representatives.

Class 1:

-  Sara Leiman, Coast Range Conifers
-  Wade Mosby, Collins Companies

-  Ron Stuntzner, Stuntzner Engineering & Forestry

Class 2:

-  Jake Gibbs, Lone Rock Timber Company

-  Pete Sikora (outgoing chair), Giustina Resources

-  Calli Daly, Koch Companies Public Sector

Class 3:

-  W. Ray Jones, Stimson Lumber Company

-  Greg Miller (incoming chair), Weyerhaeuser Company

-  Steve Zika, Hampton Affiliates

Small Woodland Owners Representative:

-  Anne Hanschu, Little Beaver Creek Tree Farm

Employee Representative:

-  Bill Kluting, Carpenters Industrial Council

Public Representative: (non-voting)

-  Jennifer Allen, Portland State University

By statute: (non-voting)

-  Hal Salwasser, dean, College of Forestry, Oregon State University



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