



Oregon Forest
Resources Institute



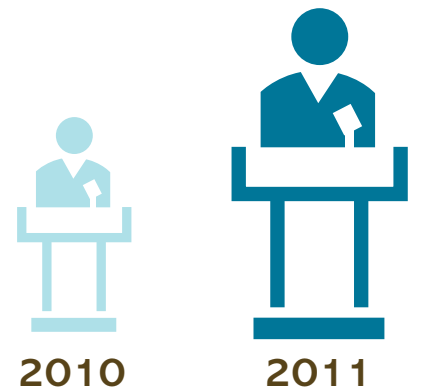
TELLING THE STORY

..... 2010-11 ANNUAL REPORT

Public Education

TELLING THE STORY OF OREGON'S FORESTS

Public education is at the core of OFRI's mission. We're dedicated to helping Oregonians understand how the state's forest resources contribute to the social, environmental and economic needs of present and future generations. In 2010-11, OFRI's diverse approaches to public education included educational advertising, publications, our website, the speakers bureau, conferences and workshops.



PORTLAND TIMBERS SPONSORSHIP

Putting an extra kick into advertising

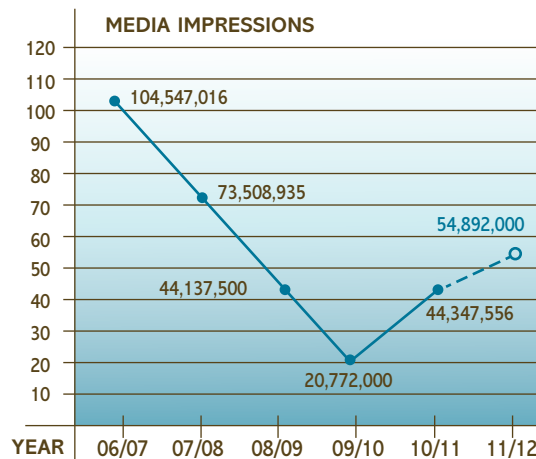
We took advantage of a unique educational opportunity this year by becoming a limited sponsor of the Portland Timbers' inaugural season in Major League Soccer. At publication, the new MLS club had sold out 14 consecutive home games. Sponsorship allows OFRI to expose younger audiences to messages about laws requiring replanting after harvest as well as protections for water, fish and wildlife. Fans see these messages through ads in programs and on concourse signs, the TimberVision screen and the Timbers' radio network.



Bob and Kirk Luoto, third- and fourth-generation loggers

COMBINED MEDIA IMPRESSIONS

Advertising rebounds



Our efforts to reach Oregonians through paid media are recovering after two years of reduced budgets. In 2010-11, many more people heard forest messages through broadcast and cable television, Internet ads, an Oregon Public Broadcasting radio sponsorship, billboards and field signs at Portland Timbers matches. In 2011-12, we expect our educational advertising to make more than 54 million impressions.

TV ADVERTISING

TV remains top channel

More than 24 million television viewers. That's the number of looks, or "impressions," viewers got of OFRI's two TV ads in 2010-11. We continued running our popular TV

spots, created in 2009, that show generations of Oregon forest owners and workers. OFRI's 2011-12 budget includes a 70 percent increase for paid educational advertising.

106,397 Publications Distributed

WE PRODUCED FIVE NEW PUBLICATIONS IN 2010-11 AND CURRENTLY OFFER 67 PUBLICATIONS ONLINE AT OREGONFORESTS.ORG.

PUBLIC AWARENESS

What does state law require?

Research shows that many Oregonians are aware that state law requires protecting fish and wildlife during timber harvest on private lands, and replanting trees afterward. They are slightly less certain that the law requires protecting streams and water resources.



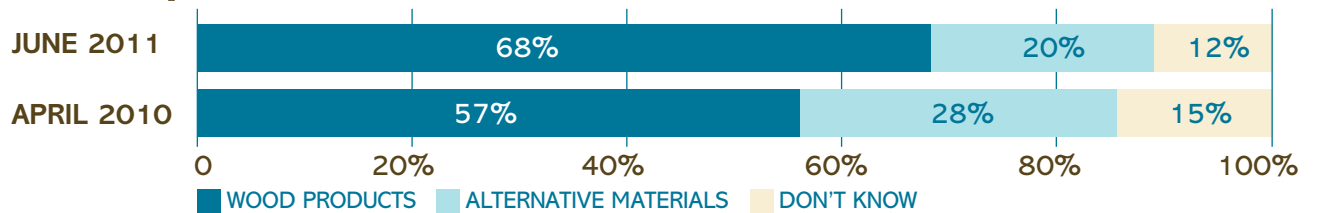
SPEAKERS BUREAU PRESENTATIONS

Engaging people

OFRI began rebuilding its speakers bureau in 2010-11, with OFRI personnel and volunteers making 79 presentations reaching 2,446 people. This is 106 percent more people than were reached in 2009-10.

OREGONIANS SAY WOOD IS GOOD

Wood products vs. alternative materials



Oregonians prefer wood as a building choice. A poll taken by OFRI in spring 2011 showed 68 percent of respondents were likely to choose wood over alternatives such as steel, plastic and cement, an 11-percentage-point increase over 2010 polling data.



K-12 Education

TELLING THE STORY TO THE NEXT GENERATION

OFRI is the leading coordinator of K-12 forestry education in Oregon. Our programs bring students and teachers into the field for high-quality, hands-on learning experiences. Popular classroom presentations such as "Talk About Trees" are lively and fun. Workshops for teachers, forestry education materials, and forest-sector career awareness presentations are all designed to educate the next generation of Oregon's citizens about forests and their importance. Statewide, more than 155,000 students participated in classroom and field forestry programs in 2010-11. OFRI's forest education program garnered more than \$25,000 in grants, equipment and in-kind donations.



REDISCOVERY FOREST

A demo-forest dynamo

More than 10,000 students, teachers, adult chaperones and forest landowners heard the forest story in an actual forest. Our Rediscovery Forest at The Oregon Garden in Silverton brings to life forest formation, forest sustainability, wildlife habitat and more. Hands-on K-12 programs offer science-based lessons on more than a dozen topics.



20,958

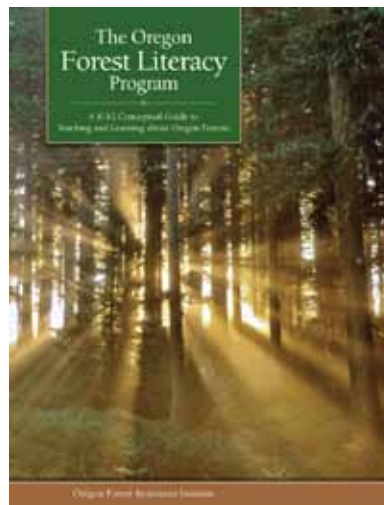
STUDENTS BUSED TO FIELD TRIPS

Our bus-reimbursement program ensures that students are exposed to forestry education.

FOREST LITERACY PROGRAM

What, why, how?

OFRI asks students and teachers: What should you know about trees, why are forests important, and how does forest management work? We spearheaded a unique program to set standards for forestry literacy. A "Learn and Serve Leadership for Sustainability" grant from the Oregon Department of Education provided funding. Partners, resource specialists and educators all collaborated to develop the program.



PLT GOLD STAR AWARD

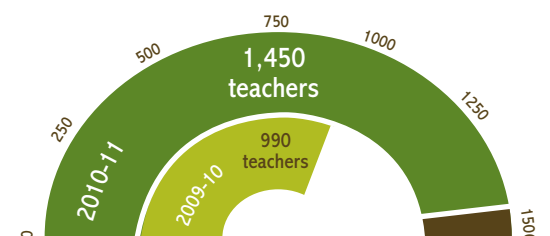


OFRI's commitment to forestry education earned Project Learning Tree's top award, presented by the American Forest Foundation.

WORKSHOPS AND CONFERENCES

Teach the teachers

We provide support for the Oregon Natural Resources Education Program's workshops for teachers statewide. More than 1,450 teachers participated this year, and the number of students reached exceeded 90,000.



Forest Landowner Education

LEVERAGING PARTNERS TO SPREAD LEARNING

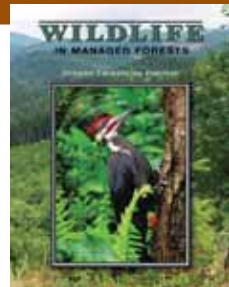
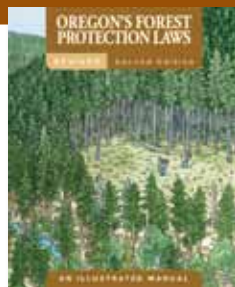
We are committed to providing training and educational programs for forest landowners. Instruction and leadership development programs for family forest landowners help conserve working forests. For example, we're working with partners from industry, government, academia and nonprofit organizations to help landowners develop their own forest management plans. And we're conducting joint strategic planning to coordinate forest landowner education programs.



Mike Cloughesy,
OFRI Director of Forestry

SPECIAL PUBLICATIONS:

**OREGON'S FOREST PROTECTION LAWS;
OREGON FORESTS AS HABITAT**



Family forestland owners

More than 2,400 of Oregon's 62,500 family forestland owners attended OFRI-sponsored training, technical support sessions, workshops and conferences such as Tree Schools.



Nicole Strong,
Director, Master Woodland Manager Program

MASTER WOODLAND MANAGER PROGRAM

Expanding the reach of OSU Forestry Extension

We help expand the reach of OSU Forestry Extension by supporting the training of Master Woodland Managers. In return for 85 hours of free instruction, MWMs volunteer to help neighbors with basic forestry planning and decision making, provide leadership and assist in educational events. On average, MWMs contribute 3,600 hours of service annually, reaching more than 13,000 people. This year 35 new MWMs joined the program.

SUNSET HIGHWAY SIGNAGE

Driving home the story

Travelers along Highway 26 now learn about working forests thanks to new signs installed by OFRI in cooperation with The Campbell Group. Along with a billboard and a permanent exhibit, the signs highlight state requirements for replanting after harvest, as well as protecting water and wildlife habitat.



The Oregonian

"THE REPORT, 'FEDERAL FORESTLAND IN OREGON,' OUGHT TO BE REQUIRED READING

of policymakers in a state with 30 million acres of forests, including 18 million acres owned and managed by the federal government." —*The Oregonian*, Aug. 31, 2010

The report is available at Oregonforests.org

FOREST INTERPRETATION

Forestland board tour

A throng of community leaders got a close-up view of dry-side federal forest problems, as well as promising solutions, during the 2010 OFRI board tour. The annual field trip took directors and some 70 public officials to sites where active management is making a difference for imperiled federal forestlands, a major OFRI theme.



Collaboration builds bridges

We serve as collaborator, convener and facilitator within the Oregon forest sector and broader business community. We've built relationships and partnerships with 75 diverse groups, including the Federal Forestland Advisory Committee, the Biomass Working Group and the Oregon Cluster Network.

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