

**Great Lakes Forest Alliance  
Crisis or Opportunity Conference '08  
Breakout Session Notes**

Summary

Analysis of the data generated through the small group breakout session revealed the following top issues and actions. These issues and actions were identified based on the frequency with which they were mentioned in the documented comments and the priority that groups placed on them in the breakout session exercise.

Topmost Issues:

- Bioenergy & Biomass
- Carbon
- Ecosystem Services
- Forest Certification
- Green Building
- Market Development
- Transportation Infrastructure
- Working Forests

Topmost Actions:

- Support PR & Education Campaigns
- Advocate for Policy Change
- Support Needed Research
- Expand Partnerships
- Promote Regional Collaboration

The above list of issues and actions is by no means comprehensive, but it does provide a starting point for further honing in on specific initiatives for the Great Lakes region.

The raw data from each breakout session group follows.

## Raw Data

<b>Breakout Room: CD North</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Forest resource product industry needs to step up to plate for promoting and educating on certification	10
Need to better market forest resources products to sustainable management	5
Time to really examine our communication so it really connects with younger generation to the same degree Disney does. Needs to be professionally done (not by us)	4
Need to obtain the money resources and commitment to professional education/market (branding) sustainable forest resource management. Hire professionals to do it, not us – both adult and youth	4
Take advantage of positive msg. currently occurring for renewable products. Wood is finally being recognized; how do we build on the momentum?	3
Need to put in a regional context the impacts of carbon in meaningful context – i.e. equal to 3M car emissions as well as impacts of decision. Less carbon if we/more carbon if we don't	3
Need to address getting wood biomass to market. It is being passed by because difficulties in extraction and transportation as compared to wind, etc.	1
Need to figure/strategize how we are going to be engaged in emerging standards for green building, carbon credits	1
Shortage of forest resources professionals and extractors in near future. Forest resources is a "have-not" profession	
Need to emphasize all the different products, using them for the greatest value, and efficiently extracting and transporting	
Need to bring delivering the sustainable forest resources management message down to the individual basis	

<b>Breakout Room: CD South</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Increase conservation easements to ensure large working forests remain intact. Ensure easements include a working forest provision (keep the forest as a land cover, keep forestry as a land use (decrease fragmentation, etc.)	6
Better understanding of how carbon credit markets work – ccx. Engage in identifying opportunities and ensure forests are understood and considered as carbon resources– increase market opportunities for ecosystems	6
Understand the impacts of removing biomass on landscape/ecosystem. Develop guidelines for sustainable levels (Northern states biomass are in the process of developing guidelines)	6
Continue promotion and use of conservation education outreach/public perception – understand values of wood – educate	5
Include NIPF lands under certification (increase availability of certified stumpage)	4
Promote education template for training on Green building. system/provider/user	4
Expand opportunities for other “products” sales (non-traditional)	4
Promote Green building , including wood and engage public	3
Increase stumpage available on public lands; implementation plans do what you say	1
Fuel availability, money, forest economy	1
Understand potential of biomass harvesting (money)	
Grow public’s “sense,” of the value of wood and wood products for example, building benefits	
Bio-economics, -energy,-product facilities; increasing partnerships; public/private	
Develop local economic clusters for wood products, for example, Aitkin County, MN	

<b>Breakout Room: CD East</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Parity pursued for program subsidies – equal opportunities for each sector (creative thinking needed)	6
Increase efficiency of moving products: Infrastructure/vehicle & Cultural mind shift	5
Develop systems to extract biomass using current harvesting equipment – need somewhere to take it to	3
Use GL Forest Alliance to open dialogue with Leed – turn wood into positive	3
Increase public awareness about “greenness” of wood – marketing to public/buyers, and elected officials	3
Add value to forests – ecosystem services, for example, water	3
Keep working forests profitable – worth keeping in forest – fiber supply	3
Biomass – initiative provides hierarchy of values to use wood sources – create strategy to implement – use science-based solutions	3
Creative ideas to work with small landowners; advocate for “Energy Star” system for wood (rebates/tax incentives, for example, carbon credits); finance/training for independent harvesters and contractors	3
Develop silviculture systems that utilize native plant communities and increase productivity	2
Long-term guidelines and incentives for working landowners	

<b>Breakout Room: CD West</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Strategy to jointly (not detrimental to any) develop markets, complementary, not competitive	8
Broad educational effort (landowners/younger generation)	7
Encourage certification and provide additional cost-share money to encourage investment in land	6
Maintenance of large blocks of forest lands (prioritize)	5
Targeting/age-appropriate information packaging	2
Creation of a Lake States Forest Council	2
Use and promotion of woody biomass	2
Engage and embrace environmental community	2
Encourage maturation of markets (carbon, eco-services)	1
Engage non-traditional partners (for example, invite to conference)	1
Use a suite of policy tools to accomplish goals (local, statewide, regional)	1
Education regarding the benefits of using wood	

<b>Breakout Room: GT North</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Support build-on green building movement and create bridges between the "green building" and primary/secondary wood-using industries	5
Partnerships are essential consumer to user; end Lone Ranger syndrome	1
Reduce taxes specific to landowners and forest industry; where government is involved, incentivize landowners, farmers, and forest owners to do the right thing	1
Look toward the agriculture model to build successes into forestry interests and industries. Forest product industry needs to change, internally and externally to compete	1
Drive home the idea that "wood is good"	
More lobbying from all interests to the Legislature	
Supply studies need to be completed right away, and strategies need to be defined	
Reconnect society to these issues, etc.	

<b>Breakout Room: GT South</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Get governors, premier and legislators engaged – top leadership; remove barriers, constant battle, not just once, change in leadership, start over; message the people agree on for all to follow	7
Create a “green brand” for the Great Lakes Region as a way to bring stakeholders together; the process of defining the brand builds cohesiveness	7
Remove barriers, for example, public policies, etc., to build regional cohesiveness; define who we are, and provide education	5
Focus on being regionally significant first, for example, “green standards,” market connections, global competitiveness next	4
Promote and capitalize on the value of green (change contrarian thinking intellectually with common sense) to build acceptance	3
Get engaged to define what ecological services and values are	2
Strategy to secure funding sources to implement defined strategies/actions of a regional approach (engage top officials)	2
Engage rural communities, appropriately scale new enterprises so rural communities benefit	1
Engagement of all players to bring different things to the table	0

<b>Breakout Room: GT East</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Develop coordinated comprehensive communication on plan, for example, water-tailored message	8
Promote "green"/forest programs and educate public (buyer) and other organizations	7
Regional policy forum for "hot topics": carbon trading, LEED, etc., transportation	6
Youth/teacher exposure to natural resources (for example, CCC) at high school or earlier (for example, Pat Moore)	5
Government/industry support for biological information to support sustainable forestry and speaker for John O.	4
Outreach of forest renewability/carbon factor information to public	2
Maintaining logging capacity/issues, wages, retirement, equipment costs	2
Work to get policymakers to move quickly on issues, for example, wood basket	2
Develop speakers' bureau	2
Private and public land managers need to move products onto market	2
Work with regional and congressional delegations	
Explore incentive program, for example, Energy Star	
Develop and advocate for sustainable energy standard	

<b>Breakout Room: GT West</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Continue to help identify and address industry infrastructure issue, i.e. rail	6
Help identify affordable ways to certify XIPF lands	6
GLFA should take a lead in developing materials to help inform industry on GB/LEED topics. "Help industry" speak the language.	6
Public education and awareness of sustainable forestry vis-a-vis carbon. Help improve reputation of forest industry	5
Help educate public on certification – purchasing certified products	5
Continue to help industry build on certification and efforts/past successes	4
Help industry understand continuous improvement processes as they relate to certification, efficiencies	3
GLFA help convene discussions/forums on how to integrate new information on landowner dynamics into program delivery	2
Help educate general public on using wood waste to contribute to energy needs	1
Help improve private/public partnerships to fund and promote forest products research and development	1
Help communicate value-add of forest management to general welfare of population	

<b>Breakout Room: Meeting Room K</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Coordinated communication strategy – value of forests	5
Evaluate intensified silviculture to compete with other regions in world and U.S. – state/crown/private; flexibility, tax incentives	3
Supported key points on key issues – that anyone can use to speak with authority to professionals	3
Marriage of forest industry and conservation to promote value of forests (side-by-side articles)	2
Proactive education, marketing on issues of importance	2
Reach out to groups we usually don't work with	2
Market to consumer – social perception\behavior, (MADD, for example) – change perception of wood	
Tell climate change story – value of forests – wood in green buildings, tree planting, etc.	
Engage universities/colleges/high schools/elementary with presentations	
Support for federal land FSC certification	
Search out new funding options	

<b>Breakout Room: Meeting Room L</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Regional efforts to engage private forest landowners	6
Support forest-based education (forestry-focused) <ul style="list-style-type: none"> <li>• Public education and awareness</li> <li>• Professional education</li> </ul>	4
Help create and promote messages that increase public understanding of ecological/environmental benefits of wood as material, and forest ecosystem services and benefits	4
Organize working groups on key topics: Ecosystem services – marketing	4
Organize working groups on key topics: Prioritize investments (in terms of research and education)	4
Organize working groups on key topics: Sustainability of biomass for energy	3
Repeat conference again in two to three years	2
Address parcelization/fragmentation – form partnerships to utilize conservation easements	2
Organize working groups on key topics: Carbon exchange	1
Address lack of information about available resources across ownerships	
Facilitate information sharing and regional efforts, for example, regional work group to promote carbon exchange	
Organize working groups on key topics: Green building/marketing	
Organize working groups on key topics: Chain of custody (certification)	
Organize working groups on key topics: Articulate information on life cycle assessment	
Promote consolidation of various certification programs and other assistance programs	

<b>Breakout Room: Meeting Room M</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Greater exposure of these topics/issues to public; inform public (stop talking to ourselves) of full carbon and forest management story	10
Figure out how to build on common regional interests/solution to wood supply issues – government adoption	7
Get a good definition of “bioeconomy” and how forest-based industries fit in. Capture public imagination and focus	6
Expand* vital forest – vital community model – *Blandin Foundation	5
Develop markets for all elements of ecosystem services	5
Establish private-public partnership to look holistically at range of issues in ecosystem services (analogy – transit authorities)	
<b>Additional Ideas</b>	
1. Wood supply online investment; need consistent, adequate supply	
2. Need to better utilize logging capacity – year-round logging	

<b>Breakout Room: Meeting Room N</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Comprehensive tax and funding policy package presented to government by GLFA	5
Focus on truly enabling research and development around forest management <ul style="list-style-type: none"> <li>• Identify sustainable harvest levels with intensive forest management</li> <li>• Carbon and other footprints</li> <li>• Monitoring parcelization and fragmentation</li> </ul>	5
Open up national forests to sustainable forest management	5
Identify and provide a framework to capture the value of ecosystem services to add to the return on investment to landowners and create strong incentives for owners to maximize the ecosystem services the land provides	4
How do you overcome social continuity barriers? <ul style="list-style-type: none"> <li>• Consistent messages</li> <li>• Improve operating environment</li> </ul>	4
Need more work to provide indication of full potential of resources we have available <ul style="list-style-type: none"> <li>• Fibre</li> <li>• Physically available resources</li> <li>• Margins</li> </ul>	4
Use of state lands as a means of stabilizing supply (offset unplanned events and/or shortages)	3

<b>Breakout Room: Meeting Room O</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Increase availability of certified wood <ul style="list-style-type: none"> <li>• Help small landowners become certified</li> <li>• Benefit: Further decrease carbon</li> <li>• State government programs to help – (outreach), for example, group certification</li> </ul>	7
Support and development of bioharvest guidelines <ul style="list-style-type: none"> <li>• Ensure certified products in market</li> <li>• Transition from paper economy to biofuels – 1 vote</li> </ul>	6
Promote the recognition of the economic value of environmental services	5
Promote the recognition of the economic value of environmental services: Educational materials on forests as a carbon sink	4
Promote the recognition of the economic value of environmental services: Reconcile resource base with intended use; avoid unintended consequences	3
Challenge: Connect people to the forest <ul style="list-style-type: none"> <li>• Recognize problems</li> <li>• Outreach to establish new partnerships</li> </ul>	1
Support and development of bioharvest guidelines: Transition from paper economy to biofuels	1
Promote the recognition of the economic value of environmental services: Promote the focus of bioenergy development on existing resources	1
Support and development of bioharvest guidelines: Ensure certified products in market	

<b>Breakout Room: Meeting Room Q</b>	
<b>Action/Strategy</b>	<b>Votes</b>
Industry PR regarding forests' industry as an environmental activity	7
Facilitate development of a "great" economy which crosses state/national borders	6
Develop a "green" wood products' icon	5
Green building education program	3
Promote Great Lakes basin as an "area"	2
Promote intensive silviculture and strategies to improve the quantity of trees	2
Inventory of assets and inventories SWOT	2
Ensure a steady and reliable supply of timber to the industry	2
Improve transport systems, and work toward compatible regulations	2
Wood promotion campaign	2
Who carries the message that forestry is good – long-term effort	1
Rational energy policy nationwide	1
Promote forestry as a career	1
Produce information piece showing relative value of wood/wood products	1
Engage environmental groups as partners	1
Ensure logger financial viability	
Ensure private NIF ownership	

Additional Notes Not Attributable to a Group	
<b>Action/Strategy</b>	<b>No. Votes</b>
Need better outreach education and marketing (public relations) to capture the entire industry	9
Market and make connection between carbon and good forestry and the idea wood is good	5
Logging and logging infrastructure needs attention similar to farmer and farming infrastructure – outreach	1
Consider books for children to build understanding and counter misinformation	