

Great Lakes Forest Alliance, Inc.

Crisis or Opportunity? Conference

June 23-25, 2008

Madison, WI

Responses to Post-Conference Survey Question No. 4

Please list any additional strategies or actions that you believe are important.

"We need more wood products in the Green Market place. I work with promoting sustainable buildings in the government sector and finding products is tough. Producers of products need to improve their marketing and getting the message out. Possibly training or marketing assistance to product manufacturers."

"We have a sound base of research organizations within the GLFA that could be brought together under a task team to address research needs in a collaborative manner."

"Educating an un-informed, any many times, ill-informed urban public about the benefits of scientifically based sustainable forest management is critically important. This includes congressional people that represent urban sectors."

"Working with likeminded organizations to educate the public that science based forest management is the ultimate green policy. We all should speak with one voice!!!"

"I believe that targeted talking points (for various audiences) should be developed and disseminated as a specific strategy to advance PR/Education Campaigns. While research is important, I believe that often it is the communication and education of scientific issues to the general public that is severely lacking."

"I believe that the GLFA should undertake a major initiative to craft a model solution to the US/Canadian softwood trade dispute that is a win-win for both sides and to, as one breakout group put it, facilitate creation of a 'great economy which crosses state/national borders.' Though each of our states competes with interests in Canada, our real competitors are other nations and world regions. The GLFA is a great organization with active involvement from all regions of the Great Lakes region, with a cadre of researchers and practitioners who have working relationships with each other, and with top-level support from state and provincial governments. Substantial change comes not from incremental steps, but from bold, substantial initiatives. This organization has enormous potential, and in my view should be thinking big and acting accordingly."

"Become a more effective team that achieves intended outcomes."

"I believe that the Great Lakes forest products market is not cohesive or stable—lots of reasons for this. Forest product market development research is needed to focus on local Great Lakes forest products needs/opportunities and a global look at the various forest product niches that the Great Lakes forest product industry might develop. The research must also look at value added or secondary market segments that add to the stability and flexibility of the Great Lakes region."

“Advocate that all sectors of forestland owners keep forest products (stumpage) on the market so that industry doesn’t pull out of the Lake States.”

“The logging industry is a great unknown in this region, and that was underscored by the lack of attention paid to it by the formal presenters at the Madison conference. Yet this industry will be critical to the long term survival of the regional forest products industry and thereby the health of the regional forests. The industry will need to be vibrant and innovative to meet the challenges created by biomass markets and issues related to ecosystem services, certification, etc. Much research is needed on industry structure, technologies, and economics.”