

PLC PARTNER

SEDONA SUCCESS



This past July, PLC President Tom Holl and his wife Nurie welcomed the PLC directors to Sedona, Arizona.

The event was to begin with a reception on the front lawn of the Amara Resort and Spa. However, due to a nearby forest fire perched on the hill above the resort, and the falling ash, the event was moved inside. The group, all too familiar with this kind of thing, watched the flames flicker from the balcony where the reception was held. Luckily, the fire stayed at bay.

The next morning, the group piled into pink jeeps and went 4-wheeling up on

the red rocks of Sedona. The temperature ticked up, but the breathtaking views and up-close look of the desert back country made the high heat worthwhile. Everyone regrouped for dinner at the Amara to enjoy a great time with friends and colleagues, and President Tom Holl thanked the group for making the trek to his home state of Arizona.

The event wrapped up the next morning with both the executive board meeting and the general board meeting. One of the first orders of business was selecting 17 scholars for the 2022-23 school year.

This year the Pacific Forest Foundation awarded a record \$30,000 in scholarships.

The executive board also received the Strategic Planning Committee report and discussed goals for the PLC's future. In addition, Vice President Casey Black got the opportunity to tell people how the Weyerhaeuser site for the 2023 Live In-Woods Show was shaping up and about next year's president's meeting to be held at the Hyatt Regency at Lake Tahoe.

It was a successful and productive event, and everyone left looking forward to the upcoming November Congress in Scottsdale, Arizona.

Hunter Harrill

Most people appreciate that in life, good things take time, and often the best way to accomplish longer term objectives is through adequate planning. Forest managers often create strategic plans that consider actions to take for several years into the future in order to accomplish those goals. The Pacific Logging Congress (PLC) operates similarly; every few years a committee is appointed to help evaluate the current state of the organization and make future planning recommendations for the next five years to help strengthen the

organization. The PLC Strategic Planning Committee has been working since the beginning of the year and recently shared their report with suggestions to the board of directors at the president's summer meeting. The committee looked at various areas of concern and identified potential solutions. They based their analysis and recommendations on three key themes: Sustainability, Relevance, and Building Membership.

Sustainability can be viewed in many different ways; however, the committee focused on economic sustainability and defined sustainability as "ensuring the PLC

has the funds necessary to sustain itself annually." Currently the PLC is funded by dues, auction administration, and the Live-In-Woods Show (LIWS). There is some concern that the PLC has leaned too heavily on the Live In-Woods show; with the continual threat of forest fires, pandemics, etc., the PLC needs to have the necessary funds available annually without a LIWS.

Relevance was defined as "To be a continued and valuable asset to our stakeholders." It is important for the PCL to stay relevant in today's changing industry, while also continuing to support our stakeholders and our mission of providing sound technical education about the forest industry, for the industry and greater society. Currently, the PLC supports stakeholders such as industry professionals, teachers, students, politicians, and the general public. The committee suggests that each stakeholder needs to be approached to ensure they are provided with information that is relevant to them or that they can't find through other sources.

Building membership was identified as sustaining a consistent, strong, and active membership from year to year with continual annual growth in membership. The PLC membership swells during the LIWS years, but wanes during the three following years. The PLC should do more to develop a consistently strong, active membership through all years. This would allow the organization to be more effective as a whole, while also helping it to be more sustainable.

As many of these issues are interrelated or connected, what will the PLC do to strategically address the three key themes identified? The committee came



Drew Crane Elected New Director

Drew Crane is the newest director to be elected to the Pacific Logging Congress. Some of you may have already met him at last year's Congress. For those of you who didn't, here is a little about Drew's background.

Drew is one of the fourth generation of family members of Crane Mills out of Corning, California and the first involved in the company's management. He was appointed as the company's CFO in 2017 and is responsible for the operational and financial strategy of its timber and agricultural segments.

Prior to being recruited into the family business in 2013, Drew worked in public accounting and credits the organization and discipline learned in that field for many of his successes.

The timber industry has always been a big part of Drew's life, and he has fond memories growing up around the woods and working in sawmills. He has two young children and hopes that providing similar exposure will inspire them to be the fifth generation of Crane family members employed at Crane Mills.

A big welcome to Drew!

up with a list of suggested action steps for each theme. These action steps were based off current benchmarks (what we currently have or do) and desired future growth or outcomes (what we want in the next five years). For example, to increase financial sustainability it was suggested that the PLC raise dues, find sponsors for future podcasts, find potential grants, advertise in newsletters, and join the Amazon Smiles program for charitable donations. (Look for more information to come soon.) Action steps for building relevance were tailored toward each stakeholder group. However, one key consideration is that the PLC needs to have a better understanding of each stakeholder's wants and needs. It was suggested that the PLC become more active in other organizations to support and better understand their issues. Furthermore, stakeholders should be surveyed to discuss how we can provide more value to them (e.g. an exit survey at LIWS) and try to get them more involved in our organization.

One example of how the PLC successfully engages with stakeholders and provides value is by supporting scholarships and through recent programs like "Adopt a High School." Upon further review, the strategic committee suggested that the PLC expand the program and that the education committee start a new student mentorship program, to help nurture the next generation by pairing them with PLC members (more to come soon) because these types of services are in demand and not offered elsewhere. Finally, in terms of building membership a new committee is being formed. This membership committee will be tasked with reaching out to all members who have not been active in recent years to determine why they have not been active and how PLC can provide more value; identifying new and diverse potential members; and potentially partnering with other organizations.

More information about actions and initiatives will be presented in the future as they are initiated. The objectives set forth are just those this group considered and are not intended to be inclusive. The same can be said of the action steps, which are potential options to assist the PLC in focusing to create a more engaged and dynamic organization

that will become a more relevant, sustainable, and flourishing organization in the years ahead. Most importantly, we will need your help and support to accomplish our strategic goals. If you are interested in learning more about the Strategic Planning Committee and their suggestions, or if you want to be involved, please reach out to us.

2022-23 Pacific Forest Foundation Scholars

This year the Pacific Forest Foundation (PFF) received 38 scholarship applications and awarded a record amount in scholarship funds — \$30,000 — to 17 amazing students. We are proud to honor these young adults who will go on to become the future forestry professionals of our industry.

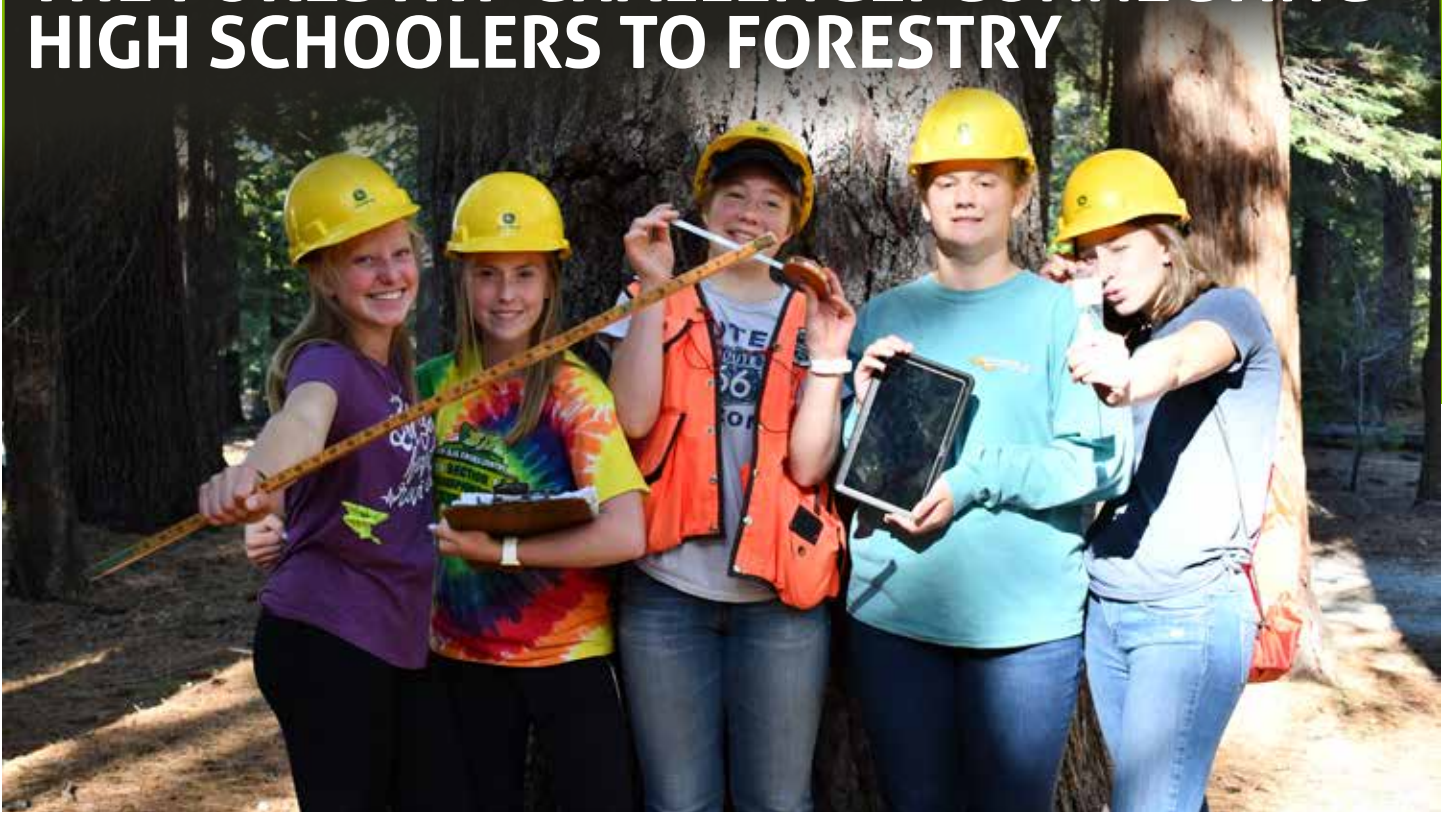
- \$2,500 — Hanna Munro, University of Canterbury, Forestry Science
- \$2,500 — Justin Henderson, Cal Poly Humboldt, Forestry
- \$2,500 — Matthew Scheuber, Oregon State University, Forest and Civil Engineering
- \$2,500 — Dylan Miller, Oregon State University, Forest Operations Management
- \$2,000 — John Nicholson, University of Idaho, Forest Management
- \$2,000 — James Power, University of Canterbury, Forestry Engineering
- \$2,000 — Christopher Trapp, Oregon State University, Forestry management restoration
- \$2,000 — Frazer French, University of Canterbury, Bachelor of Engineering (honors), Forestry
- \$2,000 — Dougal Shepherd, University of Canterbury, Forestry Engineering
- \$1,500 — Riley Taylor, California State University, Ag Business in Natural Resource Commodities
- \$1,500 — Jared Frasca, Thompson Rivers University, Natural Resource Science
- \$1,500 — Simon Smith, University of Canterbury, Forest Engineering
- \$1,500 — Jacob Mitchell, Southwestern Oregon Community College, Forest Management
- \$1,000 — Jack Miller, Oregon State University, Electrical Engineering
- \$1,000 — Sophie Cusack, University of Canterbury, Forestry Science
- \$1,000 — Madison Washburn, Oregon State University, Forestry/Forest Management
- \$1,000 — Zakcrys Holsey, George Fox University, Engineering/Natural Resources

THANK YOU

A huge thank you goes out to all of you who have made these scholarships possible — from providing auction items to donating your time or placing those winning bids. Your efforts are making a big impact on the future.

If you or someone you know would like to apply for the PFF scholarship next year, visit www.pacificforestfoundation.org. The application deadline for the 2023-24 academic year is May 1, 2023.

THE FORESTRY CHALLENGE: CONNECTING HIGH SCHOOLERS TO FORESTRY



By Diane Dealey Neill

For a number of years, the Pacific Forest Foundation (PFF) has helped sponsor the Forestry Challenge, an academic event featuring technical forestry and current forestry topics that is offered to high school students throughout California.

Since the Forestry Challenge began in 2003, this unique program has expanded from one annual event to five events throughout the state and had stabilized at a level of 400 students per year until the pandemic. There are four events each fall and a championship event in the spring.

The goals of the program are:

- Teach students the basic principles of forestry, connecting classroom math and science to hands-on experiences with real-world applications, enabling them to make recommendations about natural resources management.

- Give students the opportunity to explore careers by interacting with natural resource professionals including foresters, hydrologists, soil scientists,

wildlife biologists, and fire scientists.

- Provide an opportunity for a diverse student population to experience outdoor recreation and develop an appreciation for the forest and its benefits to us all. Extracurricular activities can include a night hike in the woods with a biologist, zip line, ride on a narrow-gauge railroad, and evening bonfires.

Through the Forestry Challenge, students gain scientific knowledge and learn practical skills involved in environmental stewardship, and the experience helps them to understand the complexities of balancing social, environmental, and economic values. Participants who may have never set foot in a forest environment gain an increased appreciation for the woods and a desire to incorporate outdoor activities into their lives. They are also more likely to choose a career path in natural resources and attend college.

At Forestry Challenge events, students participate as a team representing their school and learn important lessons of cooperation, teamwork, and public speaking through the following activities.



- **Field Training:** Forestry professionals spend time with the students familiarizing them with common tree species, forestry tools, and the use of identification keys. This training serves as a review of the learning objectives and associated resources available on the website.

- **Field Test:** Working in two- to five-person teams, students complete a comprehensive field test, which includes identifying and measuring trees, analyzing stand data, and making forest management decisions. The scores from the testing stations are combined and become 60 percent of the team's final score.

- **Focus Topic Fieldtrip:** Students are presented with a current focus topic and visit the site of a case study to ask

questions and collect data. They use the information they collect to weigh in on the topic, often influencing the decisions made about managing the forest in the future. Focus topics in 2015 included community wildfire protection, mobile app development, even-aged plantation management, and forest inventory.

■ **Presentation:** Guided by two consultation sessions with a registered professional forester, students use all available information to put together a 15-minute presentation. A panel of three judges scores the presentation, which is worth 40 percent of the final event score. Top teams have given these presentations to the California Board of Forestry, the California Licensed Foresters Association, and the Forest Landowners of California.

Because of grant funding and sponsorships, the program is offered at a 50 percent reduced price from what each facility would normally cost and ranges from \$55 to \$110 per person for the four-day, three-night event. A majority of schools can cover the registration fees through school or club funds, and some fundraise for the event. When a student can't afford the registration fee, sponsors dedicated to supporting scholarships step up to help.

Adapting to COVID

The year 2020 presented us with some significant obstacles and challenged us to adapt. A record number of schools pre-registered for the in-person fall events, and after having to cancel the 2019-2020 Championship event scheduled for April, we began to realize that our fall event season was also in jeopardy. We relied on input from pre-registered teachers as we made key decisions about our fall event season, which led us to the decision to conduct one statewide virtual event for the fall of 2020.

For the focus topic, we collaborated with the Usal Redwood Forest Company, which manages forests

for the Redwood Forest Foundation, including the Usal Forest, a 50,000-acre tract in remote Mendocino County. This location is too remote to visit during in-person events, so we took the opportunity to give students a forest experience without actually traveling to this forest. We set up the event with five identical week-long sessions that included an online "field" test, virtual office hours, Ask a Forester sessions, and virtual presentations to remote judges via Zoom. Although the students could not get out into the forest, the event was well accepted and went as well as could be expected.

Participation was just over half of what it would be in a typical event season, with 22 schools, 41 teams, and 229 students. The program was made possible because of 59 volunteers and the generous financial support of the sponsors. The 2021 event season was also lower than previous in-person event seasons since many schools still had travel restrictions, but 2022 should see a return to pre-pandemic numbers.

Diane Dealey Neill is the executive director of Forestry Educators Incorporated, a 501(c)3 nonprofit that administers the Forestry Challenge. She can be reached at (530) 417-1960 or dianedealeyneill@gmail.com.





Register Now for PLC in Scottsdale

Now is the time to register for the PLC 2022 Conference to be held at the Scottsdale Marriott at McDowell Mountains in Scottsdale, Arizona, November 6-9, 2022.

You can either register and pay online or download a form and pay by check. Just visit www.pacificloggingcongress.org. Online you can also find a full itinerary of this year's events.

This year's (optional) outing is a cruise and sunset dinner on the Dolly Steamboat. The large boat carries 130 passengers with a crew of three. Busses will take everyone out to Canyon Lake where you will have a one-of-a-kind experience with your PLC friends.

For those who haven't yet booked a room, please make your resort reservations as soon as possible to take advantage of the low PLC rate! Again, you can register online by visiting the PLC website. Please note that the PLC rate ends October 6.

If you would like to save a few dollars flying to the event, book Alaska Airlines using the code ECME321 to receive a seven percent discount.

We look forward to seeing you in Scottsdale, Arizona!



BECOME A PLC SPONSOR

It is a fact: without our wonderful sponsors, the Pacific Logging Congress and the Pacific Forest Foundation could not make the impact they do for the industry.

Our sponsors help us:

- Raise tens of thousands of dollars for scholarships.
- Allow unique networking opportunities for industry professionals.
- Provide a live in-woods show every four years, educating thousands of adults and children about the positive aspects and impact of the forest industry.
- Provide the popular Talking Timber podcast.
- Bring dynamic speakers to the PLC annual congress.

Many of you have already stepped up as sponsors. We thank you. Without you, none of this would be possible.

Contact executive director Diane Mettler at 253-777-8077 or email her at diane@pacificloggingcongress.com. She will help find a sponsorship level that fits you and/or your company.

Thank you!



GOT AN AUCTION ITEM?

The Pacific Forest Foundation auction items seem to just get better and better. They range from original art to chainsaws, and from game tickets to fishing trips — not to mention a spectacular ultimate elk hunt!

If you or your company has an auction item that they would like to donate to the 2022 Pacific Forest Foundation Auction, please contact Mike Dickenson at Dickenson_mike_r@cat.com or Diane Mettler at diane@pacificloggingcongress.com.

If you don't have an auction item, you are still encouraged to get involved. The Auction Committee has put together a fun and varied list of items they would love to have you or your company sponsor. Again, just reach out to Mike. He would be glad to provide it to you.

As you know, proceeds from the auction go to the Pacific Forest Foundation, which funds not only the annual scholarships, which this year were a record \$30,000, but also contributes to our other PFF programs, such as Adopt a High

School, the Talking Timber podcast, interactive online tools for teachers, and more.

Thank you in advance for your help. This auction truly makes a difference in our industry!



2022 LIVE AUCTION EXAMPLE ITEMS TO BE SPONSORED	AMOUNT
B.C. Fishing Trip Gift Certificate	\$1,500
Deer Hunter's Package	
Includes Gosky 20-60x80 Spotting Scope, Tripod and bag, WiMiUS H6 Trail Camera, extra memory cards, wireless camera shutter control, extra 3-way knife sharper, Hand warmer/phone charger, and SharpWorld Damascus Knife, and non-cut gloves.	\$750
Stihl Chainsaw 461	\$1,500
Honda Generator	\$1,100
Blackstone grill BBQ Package	\$1,000
Yeti Cooler Package	\$1,000
Pontoon Inflatable Boat	\$1,000
Hand forged hunting knife	\$300
Bass Fishing Package	\$1,000
Dewalt Tool Package	\$500
Chainsaw Carving	\$700
1 year membership in Wine Club	\$500
1 year membership in Spirit Club	\$500
2022 Silent Auction Packages to be sponsored Sponsor Amount	
Timber Package - Chainsaw Package	\$650
Ladies Glamping Package	\$500
Outdoor Fun Package - portable Cornhole Boards, ring toss, horse shoe	\$500
Handcrafted Metal Artwork	\$300
Handcrafted Woodworking Items	\$200
Earrings, Necklace Set	\$300
Framed Artwork	\$200