

EVERGREEN



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WORLD FORESTRY
CENTER MAGAZINE



WORLD
FORESTRY
CENTER

2021 SUMMER ISSUE

FROM THE EXECUTIVE DIRECTOR

Wildfire is Everyone's Issue



Joseph A. Furia
Executive Director,
World Forestry Center

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the included envelope.

Fire season in the Western U.S. is following an increasingly catastrophic trend for our communities, our wildlife, and our forests. The good news is there are answers on how to adapt to these wildfires, grounded in science and shaped by decades of experience. Our government has started to act and adjust our systems to this new era of megafires, including here in our home state of Oregon. However, the scale of these efforts remains overshadowed by the need. Adapting to this new era of megafires will require broad public engagement.

Everyone has a stake in the health of our forests and addressing wildfire.

World Forestry Center believes that by amplifying the voices of those who are impacted by wildfire but have not yet been part of the conversation, we can move beyond just awareness of these issues to create the momentum necessary for meaningful change at the scale that this crisis demands.

We moved forward with this work this past spring with a virtual, six-part public series on wildfire. (See page 4 for more on *Adapting to the Era of Megafires*.) But this series is just the beginning of a much longer-term effort. Planning for more virtual and in-person programming is underway, **but we cannot do this work alone. We need donations from supporters like you to help us deliver innovative experiences that deepen the public's engagement with forestry.**

We received a new boost of energy with the recent hiring of our Experience Director, Tim Hecox thanks to the support of the M. J. Murdock Charitable Trust. (Meet Tim on page 8.) He is building upon our 50-year legacy to create programs and experiences that educate and empower the public to take action on the most pressing forestry issues. Stay tuned for more exciting updates on this work.

We cannot wait to welcome you back in person to shape the future of forests together. For now, your donations help us conduct our virtual programming and prepare for new and engaging in-person exhibits and experiences.

Together, we are building a force for social change that will provide lasting benefits for our communities and our forests. ❁

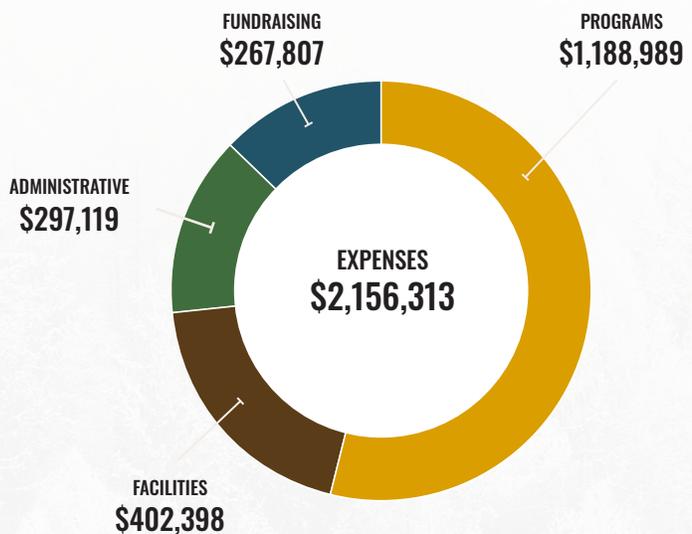
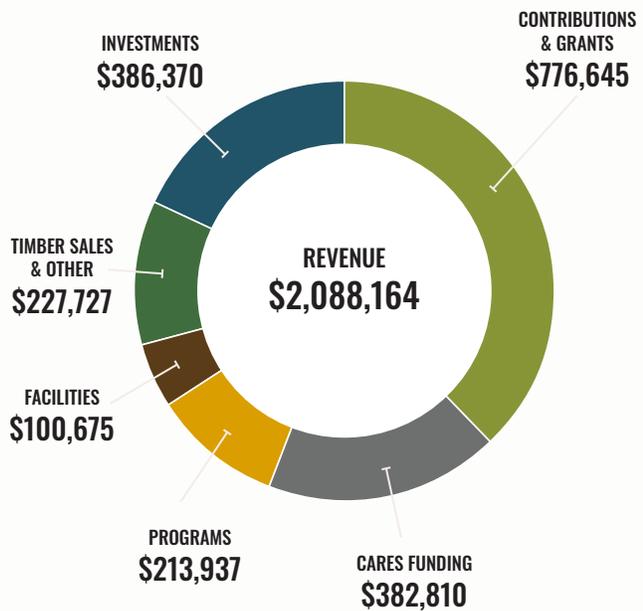
2020 Financial Report

In a year in which every passing month seemed to bring more uncertainty and upended the financial models of so many non-profit organizations, we are heartened by how 2020 turned out financially for World Forestry Center. These results reflect the steadfast support of our donor family, the sacrifices and ingenuity of staff who were suddenly asked to do more with less, and CARES Act funding that helped bridge the remaining gap. We were still able to make important investments to advance our strategic initiatives, and have entered 2021 in a strong and stable financial position from which to pursue our ambitious vision for the future. Thank you for your generous support. ❁



Sarah Horton
CFO/COO,
World Forestry Center

2020 OPERATING EXPENSES AND REVENUE



EVENT RECAP

Summit Builds Diverse Coalition Around Megafires

This spring, World Forestry Center launched a virtual, public summit on wildfire. Titled *Adapting to the Era of Megafires: A Community and Expert Summit on Catastrophic Wildfire in Oregon and Beyond*, the series featured the broadening group of Oregonians who are impacted by wildfire and championing reform.

Over the six episodes, viewers heard from leaders across Oregon, including small-town mayors and tribal leaders, fire marshals, financial experts, social justice advocates, CEOs, and scientists. These speakers were joined by Oregon lawmakers, including state representatives, Governor Kate Brown, and U.S. Senators Jeff Merkley and Ron Wyden.

After the Summit

In June, just a few months after our series wrapped, the Oregon legislature adopted a \$190 million wildfire bill addressing some but not all of the 37 recommendations that came from the Oregon Governor's Council on Wildfire Response. There will more to do over the coming months and years to adapt to the era of megafires, but this bill is a critical first step.

To watch this series and for more information please visit, worldforestry.org/wildfire. ❖

THE SUMMIT BY THE NUMBERS

3 Co-Hosts

6 Episodes

25 Speakers

1,216 Registrations

2,000+ Total Views

"I hope that others are seeing the statewide Labor Day fires as a wake-up call...Inaction on fire is not an option."

— Governor Kate Brown, Oregon



"These are not your grandfather's fires, they're bigger, they're more powerful."

— Senator Ron Wyden, Oregon



"We are not helpless. There are things we can do together to make our forests healthier, more resilient, better ecosystems, produce more jobs."

— Senator Jeff Merkley, Oregon



"As daunting as the challenge is, there is a strategy. We have a solution."

— Matt Donegan, Chair, Oregon Governor's Wildfire Council





“We need to convince people that putting money into wildfire management is an investment that will return long-gains.”

— Charles Wilhoite, Board Member, NW Natural

“It feels kind of difficult to say that something [like wildfire] is just as important as racial justice. But knowing that my life or the lives of my family and friends who look like me could be threatened because of the existential crisis of wildfire [means] that racial justice kind of comes to naught.”

— Katrina Holland, Executive Director, JOIN



“There are hundreds of thousands, if not millions of acres here in Oregon, where science-based restoration and prescribed burning would be appropriate.”

— Susan Jane Brown, Attorney, Western Environmental Law Center

“We cannot just say, ‘Let it all happen. Let fires that ignite burn.’”

— Dr. Chris Dunn, Research Associate, Oregon State University, College of Forestry



“We’ve managed forests for thousands of years. We have a symbiotic relationship with these forests.”

— Bobby Brunoe, Confederated Tribes of the Warm Springs, General Manager, Natural Resources

“We have to define the new normal, and I think 2020 saw that.”

— Representative Lilly Morgan, Oregon



“If we look at the solar energy industry, you can see how that might work. It’s really an excellent example of where the collaboration between the public and private sectors has worked.”

— Dean Takahashi, Executive Director, Yale Carbon Containment Lab

UPCOMING EVENT

WHO WILL OWN THE FOREST

September 28 & October 6, 13, 20, 27

The Best of Both Worlds

In 2021, World Forestry Center's signature timberland investing event returns with a special hybrid format. Combining the best of both virtual and in-person elements, this new structure will allow us to deliver curated content to a broader audience (we doubled attendance at the virtual 2020 event) while also offering the irreplaceable relationship building of our in-person events.

The program kicks off with an in-person opening reception at World Forestry Center on September 28. Over the subsequent four weeks, we will live-stream two-hour virtual episodes on Wednesdays at 10 am PST. Like last year, the virtual episodes will include pre-recorded speaker panels, live Q&A, and multiple breakout sessions.

Featured Topics

While the 2021 Agenda is still in progress, below is a preview of some of the topics we'll cover.

Implementing ESG Strategies: How Two Leading TIMOs are Responding to the Challenge

Interest in "ESG" investing has grown, but investors and managers continue to struggle to define it. What does ESG investing mean? What are the organizational and operational priorities that must be implemented to achieve ESG goals?

Developing Paths to Equity

Federal land settlements and agricultural policies are providing some funding for programs to help minority groups reclaim forestlands. What are some of the challenges addressed by these innovative programs to help redress Black land loss? How can they promote sustainable landscapes, timber management, and economic return?

Investing Big in Carbon: Can Forests Compete?

Global capital sources are mobilizing to address climate change at a scale not seen before. With forests representing nearly 75% of the total global natural climate solutions opportunity set, what do these new capital inflows mean for the forest sector?

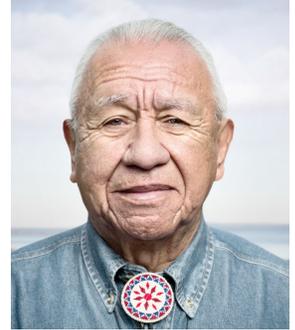
Innovation and Disruption: An Update on the Dynamic Mass Timber Sector

The Mass Timber industry, much like the rest of the construction and wood products sectors, has had dynamic year – from the fall of early innovative firms to the rise of new firms, from skyrocketing supply costs to manufacturing cost savings. But with mass timber buildings going up from Arkansas to Oregon, what's clear is that mass timber is here to stay.

Leadership Hall 2021 Honoree

Established by World Forestry Center in 1971, Leadership Hall was created to honor those who have advanced our understanding of forests and their importance to society.

Billy Frank Jr. was a Nisqually tribal member and a leading advocate of civil and tribal rights in the Pacific Northwest. Frank helped organize many “fish-ins” and demonstrations in the 1960s and 1970s which led to the historic Boldt decision of 1974, and the following landmark U.S. Supreme Court “Boldt Phase II decision” in 1979. The Boldt decisions upheld and reaffirmed the rights of Washington’s Native American tribes to fish in accustomed places and allocated 50% of the annual catch to treaty tribes. A key role for Frank was to persuade tribal leaders to trust the forest landowners to keep their end of the bargain. The process and result became known as the Timber, Fish, and Wildlife Agreement (TFW).



Billy Frank Jr.
1931–2014

A steadfast advocate of tribal rights, Frank was arrested more than 50 times throughout his life for protesting the restrictions imposed on Nisqually fishing practices. He is heralded as a changemaker for tribal rights and conservation in the Pacific Northwest and as a wise, determined, and charismatic leader. He fought to protect forests and salmon streams from extreme overuse and development. Frank’s determination and activism brought necessary attention to these issues and are considered a cornerstone of their success.

Frank has been awarded an array of commendations for his service, including the Presidential Medal of Freedom from President Obama and the Washington State Environmental Excellence Award. His board service includes over 30 years as chair for the Northwest Indian Fisheries Commission, chair and founding board member of Salmon Defense, and longtime trustee of The Evergreen State College. ✨

SUPPORT A SUSTAINABLE FORESTRY CHAMPION

If you would like to support Billy with a gift, please use the included envelope, donate online, or contact Merrit Thompson at mthompson@worldforestry.org.

Your gift will help assure Billy a proper place among the celebrated leaders in Forestry Leadership Hall, but it will also support our public programming, which addresses the most pressing issues affecting the health of our forests and communities and deepening the public's engagement with forestry.

STAFF SPOTLIGHT

Tim Hecox

We sat down with our new Experience Director, Tim Hecox, to discuss his path to World Forestry Center and what makes a good experience.



Tell us a little bit about yourself?

“My love of museums and passion for informal science education began with the opportunity to live and work in Yosemite National Park shortly after graduating high school. My time in Yosemite led me to pursue a degree in Natural Resources Planning and Interpretation from Humboldt State University and secure a seasonal position as an Interpretive Park Ranger Naturalist where I led seven-day educational backpacking trips in Yosemite’s High Sierra.

After college and what became nine years working in Yosemite, I moved north to Portland and found a wealth of opportunity to apply my experience in program development at the Oregon Museum of Science and Industry (OMSI). Over my twelve-year tenure at OMSI, I held a variety of positions in outreach and museum education, exhibit development, project management, community engagement, and strategic fundraising.”

Where were you before World Forestry Center?

“Prior to World Forestry Center, I was in an interim leadership position as the Senior Manager of Exhibits, Programs, and Collections at Pittock Mansion. The goal of my position was to support the organization through the COVID-19 pandemic and advance efforts to develop new exhibit experiences that were culturally inclusive and personally relevant to Portland’s diverse communities.”

What brought you to World Forestry Center?

“I was looking for a new opportunity to apply my combined experience in exhibit and program development, fundraising, and nonprofit leadership to support an organization with a mission I felt passionate about supporting. The Director of Experience position stood out as a perfect fit. I am especially excited about joining World Forestry Center to develop a new vision for public programming, including virtual and in-person museum experiences, that aim to take action on solving the most urgent issues threatening the health of our forest such as mitigating the risk of catastrophic forest fires.”

What do you think makes a good experience?

“I believe the most powerful and impactful experiences are those that are developed in collaboration with our local community. Throughout my time in the museum sector, I have partnered with numerous community members and cultural organizations to ensure the development of exhibits and programs are culturally and personally relevant to the audiences we most want to reach. I am excited for the opportunity to collaborate with new and existing partners to inform and deliver a new vision for public programming at World Forestry Center.” 🌲

