

Evergreen

AN UPDATE FOR FRIENDS OF WORLD FORESTRY CENTER



WORLD
FORESTRY
CENTER

SPRING 2021

FROM THE EXECUTIVE DIRECTOR

One Year Later

It is hard to believe that it has already been a year since we closed our doors to the public and our staff began working remotely.

First and foremost, we are grateful and humbled by the outpouring of support that we have received during this time from our community of friends, partners, donors, and members. Thank you to everyone who has stuck with us. Thank you to the leaders who passed relief programs for small businesses and cultural institutions. Thank you to the hundreds of renters who have deferred, but not canceled in-person events. Thank you to the sponsors who supported our first virtual Who Will Own the Forest event and helped make it a resounding success. All of your support of our work over the last year made all the difference.

The last 12 months have dramatically reinforced the importance of sustainable forests. The Labor Day fires in Oregon and California and the recent polar vortex showed us that catastrophic wildfire and climate change continue to present greater and greater existential threats to our environment, our economy, and our society. Forests can be part of the solution, but we must take action now, pandemic or not.

This is not news for those who have been working in the forestry space. But it is new for those who have never really engaged in the forestry conversation before whether for industry, conservation, recreation, or health. There is a growing coalition from across sectors and backgrounds that is demanding action. (Learn more about our five-episode public Wildfire Summit on pages 4-5.) And that is news for those who work in forestry.

While much has changed over the last year, the importance of World Forestry Center's work has not. And we are not going to let a pandemic slow us down. In fact, we are accelerating. It is going to be an exciting year. ❁



Joseph A. Furia
Executive Director,
World Forestry Center

Donate online at
[worldforestry.org/
donate](https://worldforestry.org/donate) or using the
included envelope.

NOTABLE & NEWSWORTHY

Murdock Trust Supports World Forestry Center's New Experience Director Position

World Forestry Center will soon be expanding its team.



“The ultimate measurement of success for this role will be not just how many events are held, or how many people come through World Forestry Center’s doors. But whether those events and experiences empower changes in the public’s attitudes and actions in support of sustainable forestry solutions.”

Supported by a three-year grant from the M.J. Murdock Charitable Trust, World Forestry Center is seeking an Experience Director to help develop and execute a new vision for our public programming.

“The creation of this new position marks a transformational moment in the organization’s history,” said Executive Director Joe Furia. “We have a 50-year legacy of educating the public about forests. The Director of Experience will help us build off that experience to educate and empower the public to take the actions required for a more sustainable forestry future.”

This new hire will support the organization’s focus on building the social will around forestry’s most pressing issues by leveraging best practices in creative content strategy, program design, entertainment, and community engagement.

The M. J. Murdock Charitable Trust has been supporting the growth of Pacific Northwest nonprofits since 1975. The Trust has a long history of investing in organizations at moments of transition and growth. It was this history that inspired World Forestry Center to make this funding request.

“Murdock has been a long-time supporter of our work and we felt they would understand and appreciate what we were trying to accomplish with this role,” said Sarah Horton, World Forestry Center’s COO/CFO. “We’re honored that they’ve chosen to help us launch our programmatic transformation by supporting this critical position.”

The Director of Experience will lead the transformation of all of World Forestry Center’s public programming by creating engaging, multi-media events and experiences at World Forestry Center’s campus and online.

“The ultimate measurement of success for this role will be not just how many events are held, or how many people come through World Forestry Center’s doors,” said Furia, “but whether those events and experiences empower changes in the public’s attitudes and actions in support of sustainable forestry solutions.”

To learn more about the role, visit worldforestry.org/careers. ❁

LEADERSHIP HALL SPOTLIGHT

Leadership Hall 2021 Honoree

In September 2020, the World Forestry Center's Board of Directors voted to induct into Forestry Leadership Hall, Sam Cook – a veteran forester, educator, mentor, and advocate for all landowners with an emphasis on historically under-served forest landowners. Cook is the Executive Director of Forest Assets for the College of Natural Resources at North Carolina State University and Vice President for the Natural Resources Foundation Board. In this role, he manages 10 forest properties that drive research and bring in over \$4 million annually for the college.

Prior to returning to his alma mater in 2016, Cook was a forester managing procurement for nine mills at International Paper Company and then the Director of Forestry for the Center for Heirs' Property Preservation, which works to provide educational, legal, and technical assistance to help historically under-served landowners to retain and manage their forestland for greater income.

In 2017, Cook was awarded SAF's inaugural Diversity Leadership Award, which recognizes members that are leading innovative diversity and inclusion efforts. He also received the Henry Hardtner Award from The Southern Group of State Foresters. This award recognizes a forester working to promote forest stewardship and building conservation partnerships.

Cook is perhaps most passionate about his work with Sustainable Forestry and African American Land Retention Network. Launched in 2012 with the support of African American-led community-based organizations, the Network provides resources to help minority forest owners to retain their land and become advocates for working forests. The program spans across eight states and utilizes innovative partnerships ranging from federal and state agencies to industry and conservation partners. Cook develop a youth component that introduces South Carolina middle schoolers to opportunities in the environmental, forestry, and agricultural fields.

Cook is actively working to promote diversity, equity, and inclusion in the forestry and natural resources fields. He has been described as “widening the trail” through his commitment to recruiting and mentoring students who have not been exposed to the opportunities in the field. ❖



Sam Cook

If you would like to support Sam's induction with a gift, please use the included envelope or contact Merrit Thompson at mthompson@worldforestry.org

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.

UPCOMING EVENTS

Adapting to the Era of Megafires

A Community & Expert Summit on Catastrophic Wildfire in Oregon and Beyond

Introducing the free virtual event that World Forestry Center is producing this spring.



**JOIN US FOR THIS
FREE FIVE-EPISODE
PUBLIC SERIES**

Wednesdays at 10am PST

April 14 – May 12

Register at:
worldforestry.org/wildfire

Wildfire ravaged much of the western United States in 2020.

Towns were destroyed, homes and businesses evacuated, forests incinerated, and lives lost. In Oregon, vast swaths of rural communities like Talent and Detroit were devastated by sweeping megafires.

But every Oregonian was impacted by widespread evacuations, life-threatening smoke, damage to vineyards and other crops, and staggering costs siphoning critical tax dollars away from other essential public services. As with all matters related to climate change, the greatest impacts were on our most vulnerable communities: low-income families, communities of color, the sick, the elderly, and the young.

CO-HOSTS



Matt Donegan
Chair, Oregon Governor's
Council on Wildfire Response



Charles Wilhoite
Board Member
NW Natural



Katrina Holland
Executive Director
JOIN

These megafires also accelerated their climate effects, with carbon emissions from wildfires in the U.S. alone increasing 30% over the previous year.

The 2020 season was the latest record-breaking year in the West, continuing a 20-year trend that is only worsening.

But there is hope.

As wildfire impacts broaden, so has the coalition of parties seeking solutions. Small town mayors and tribal leaders, experts in public health and social justice, CEOs and scientists are all speaking up.

World Forestry Center is convening representatives from this broadening coalition in a five-part virtual summit focused on the Oregon example.

Matt Donegan, chair of the Oregon Governor's Council on Wildfire Response, will be joined by community leaders Charles Wilhoite and Katrina Holland to lead this series of virtual talks.

We will hear from community leaders to understand the full impacts of megafires on our state and our region; discuss real solutions shaped by decades of experience across the globe; and address barriers to achieving these solutions.

This free public series is for anyone who cares about the health of our society, our environment, or our economy. Catastrophic wildfire impacts us all. But together we can end the era of megafires. ❁

Adapting to the Era of Megafires Episodes

FREE PUBLIC SERIES: Wednesdays April 14 – May 12 at 10 am PST

EPISODE 1

Understanding the Era of Megafires and the Threat Ahead

Panel Participants

Dr. Paul Hessburg, United States Forest Service

Russ Hoeflich, 1,000 Friends of Oregon

Dr. Werner Kurz, Canadian Forest Service

EPISODE 2

Protecting People: Creating Fire-Adapted Communities

Panel Participants

Mayor Sally Russell, City of Bend

Oregon Rep. Pam Marsh, D-Ashland

Oregon Sen. Lynn Findley, R-Vale

Commissioner Mark Bennett, Baker County, Oregon

EPISODE 3

Protecting Forests: Building Resilient Landscapes

Panel Participants

Dr. Chris Dunn, Oregon State University

Susan Jane Brown, Western Environmental Law Center

Nils Christoffersen, Wallowa Resources

Bobby Brunoe, Confederated Tribes of the Warm Springs

EPISODE 4

Protecting Firefighters: Responding Safely and Effectively to Wildfire

Panel Participants

Mariana Ruiz-Temple, Oregon State Fire Marshal

Travis Medema, Oregon State Fire Marshal

Doug Grafe, Oregon Department of Forestry

Oregon Rep. Lily Morgan, R-Grants Pass

EPISODE 5

Building a Movement and Implementing Solutions

Panel Participants

Governor Kate Brown, Oregon

U.S. Senator Ron Wyden, D-Oregon

Additional participants **TBD**

CORPORATE MEMBERSHIP

Sustaining A Forestry Future



Merrit Thompson
Interim Development Director

As the organization's chief fundraiser, I want to thank our Corporate Members who have supported our work, some for more than 30 years, and who continue to support us. This group is one of our most dedicated – thoughtfully contributing their resources, their attention, their expertise, and their new ideas.

As valued members of our community, you know the importance of a sustainable forestry future. You also know that we cannot build this future alone.

How can you help?

This year, World Forestry Center is poised to accelerate and amplify our impact. (You can see examples of how in the pages of this magazine.) We understand that this starts with our donors.

- › **If you are already a member**, renew your membership and ask your business partners to join you in supporting World Forestry Center. The greater our reach extends, the greater impact we will have on the future of sustainable forestry.
- › **If you are not already**, consider becoming a Corporate Member today. Your support will help World Forestry Center engage and expand the universe of people that care about and act on forestry issues.

This year, we are providing additional benefits at the Canopy Club and President's Club levels, which include 2-for-1 registration and recognition opportunities at our annual Who Will Own the Forest conference. ❁

“World Forestry Center is working at the intersection of people and forestry. We're proud to support their work as a corporate member.”

—Cameron Warner
Marketing Manager
Collins



QUESTIONS ABOUT THE PROGRAM AND BENEFITS?

mthompson@worldforestry.org
503.488.2122

CORPORATE MEMBERSHIP BENEFITS

	CROWN CLUB \$1,000	FOREST CLUB \$2,500	CANOPY CLUB \$5,500	PRESIDENT'S CLUB \$10,000
Discovery Museum Admissions Passes	40 \$320 value	75 \$600 value	100 \$800 value	200 \$1,160 value
Single Day Rental Discount	10% save up to \$398	15% save up to \$597	25% save up to \$995	75% save up to \$2,985
Free Rental David Douglas Room or Mt. Hood Room	—	—	1 up to \$750 value	1 up to \$750 value
WWOTF Conference Registration	—	—	2 for 1 Registration \$1,300 value	2 for 1 Registration \$1,300 value
Recognition at WWOTF Conference	—	—	Featured Sponsor	Top Billing
Recognition Annual Report, website & more	Yes	Yes	Yes	Yes
Special Access to WFC Programming	Yes	Yes	Yes	Yes

Corporate Membership contributions may be tax deductible. Please consult your company's tax advisor to determine deductibility of your contribution.

To renew your corporate membership or become a member, contact Merrit at mthompson@worldforestry.org / **503.488.2122** or visit worldforestry.org/corporate

STAFF SPOTLIGHT

Sarah Horton

We sat down with our Chief Operations Officer/Chief Financial Officer, Sarah Horton, to discuss her path to World Forestry Center and how her theater background informs her work.



Where were you before World Forestry Center?

“For a couple of years prior to joining World Forestry Center, I did nonprofit management consulting, and for my entire career before that, I’d been in the arts and culture sector. I was the Managing Director at Artists Repertory Theatre for seven years, spent several years in various development and marketing roles at the Oregon Museum of Science and Industry (OMSI), and worked previously in theater and concert venue management in Arizona.”

What brought you to World Forestry Center?

“I’d been working with World Forestry Center as a consultant during the 2019 strategic planning process, and then as a grant writer. When COVID last spring, I helped [Executive Director, Joe Furia] re-cast the budget and think through the restructuring of the organization to put us in the best position to weather the pandemic and continue investing in strategic initiatives. I took the COO/CFO role on an interim basis to assist with the transition, but then found the organizational transformation so exciting and satisfying that I happily accepted when Joe offered me a permanent position.”

How does your arts/theater background influence your work?

“Working in the arts, especially in a mid-sized org, teaches you to be scrappy and almost pathologically optimistic. It’s a business model that doesn’t really work at all on paper – you have to fight like crazy for every audience member and every dollar, and you feel like you’re always one bad break away from the end. So, there’s not a whole lot that can scare me anymore when it comes to organizational challenges. And I’m always, always thinking about audience. Who they are, why they do or don’t care about our work, how to reach and inspire them.”

What would you say to other artists looking to get involved with forests/forestry?

“I was a little tentative at first going into the natural resources field because I felt that I didn’t know enough to have a valid viewpoint about any of it. But I came to realize that, particularly as a child of the Northwest and grand-daughter of a lumberman, forests and forestry were as much a part of my culture as Shakespeare, and that my voice does matter as we grapple with how best to steward our forests. Sure, the scientists and industry folks have special expertise in the ‘how,’ but we all have something powerful to say about “why.” And arts and culture speak to the heart of “why” – they are some of the most powerful ways to share our stories and reflect on every aspect of society.” 🌲