

Evergreen

AN UPDATE FOR FRIENDS OF WORLD FORESTRY CENTER



WORLD
FORESTRY
CENTER

WINTER 2020

FROM THE EXECUTIVE DIRECTOR

Adapt and Thrive

We are feeling optimistic going into the end of 2020. This year has given us all plenty of cause for apprehension. However, we also see adaption, invigoration, and action that can shape a healthier society and healthier forests.

The pivot is real. For World Forestry Center, 2020 brought new and unforeseen trials, but also innovation. We have traditionally built social will for sustainable forestry through in-person events and experiences, as relationships are at the center of our work. Continuing to do so during a pandemic has required us to pivot to virtual programming, which requires new skills, new partners, and new thinking.

It hasn't been easy, but we are seeing rewards that will expand and deepen our impact for years to come. We expanded our digital audience by more than 150%. Our reimagined Who Will Own the Forest conference nearly doubled our typical audience and generated universal praise.

We have also invested in the future of World Forestry Center by deepening relationships with our existing supporters and bringing a more diverse community into the forestry conversation. In order to strengthen our programming strategies, we engaged social change experts from a broad spectrum of industries. In order to strengthen our leadership, we added new members to the Board of Directors from forestry, academia, and technology. In order to address catastrophic wildfire, we supported the Oregon Governor's Council Wildfire response and continuing wildfire conversations at the local and national levels. We're already at work developing innovative programming for 2021, including expanding the wildfire conversation to engage the general public and exploring new models for forestry issue problem-solving.

That is why, despite the challenges, I'm optimistic about the future of World Forestry Center. Next year will no doubt bring more challenges, but I'm betting on us — an organization and community whose strength has been forged by over 50 years of overcoming adversity.

We cannot do this alone. If you are able, please donate. Invest in our work and join our optimistic outlook for creating a more sustainable forestry future. 🌱



Joseph A. Furia
Executive Director,
World Forestry Center

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

New Faces Added to Board of Directors

This Fall, World Forestry Center's Board of Directors voted to add three new members. Join us in welcoming them.



“World Forestry Center has the possibility to think beyond normal boundaries. The organization could be visionary.”

– Karim Khalifa

Karim Khalifa is currently the Director of Buildings Innovation for Sidewalk Labs, which is a subsidiary of Alphabet, the parent company of Google. Sidewalk Labs reworks and reimagines cities to improve quality of life through innovations in design and technology and an integrative approach with an emphasis on inclusivity, affordability, and resiliency. As Director of Buildings Innovation, Khalifa fosters new methods of building construction, materials, and design while focusing on sustainability and affordability.

Khalifa has spent his career working in construction and design with experience at Marriott, Parsons, Bechtel, and the Peace Corps. At Marriott, he was the Senior Vice President of Global Design and launched their first innovation lab and collaborative design space called The Underground. Khalifa also ran the LEED Volume Build program for hotels and pioneered Marriott's modular construction initiative. Khalifa has a B.S. in Mechanical Engineering from the University of Bridgeport.

“I was inspired and motivated to join World Center Forestry’s board to help shape a vision for our society to take action to support the economic, ecological, and social benefits of forests.”

– Sam Cook



Sam Cook is currently 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. Cook also works as the liaison between the Endowment Fund of NC State and the NC State Natural Resources Foundation. After graduating from NC State in 1985 with a degree in Forestry, Cook spent the next 35 years working for the U.S. Forest Service Intermountain Forest and Range Experimental Station, Duke Power, International Paper’s Global Sourcing and Fiber Supply Division, and various forestry-related nonprofits until he returned to his alma mater in 2016.

The Cook Family has established two funds at NC State University to support the College of Natural Resources recruitment and sustainment of students from underrepresented groups. Cook is actively working to promote diversity, equity, and inclusion in the forestry and natural resources fields and fostering a supportive and rich learning environment for future industry professionals.

“Forestry and wood products will play a fundamental role in a sustainable future. I am excited to work with World Forestry Center to help advance sustainable forestry and forest products on a global stage”

– Dr. Thomas DeLuca



Dr. Thomas DeLuca is currently the Cheryl Ramberg-Ford and Allyn C. Ford Dean of the College of Forestry at Oregon State University. Before his appointment at OSU in June 2020, DeLuca was the Dean of the W.A. Franke College of Forestry and Conservation at the University of Montana. Dr. DeLuca is a forest soil scientist and ecosystem ecologist and his emphasis has been focused on sustainable land management and the understanding of natural ecosystem function. Dr. DeLuca has also served as the Director of the School of Environmental and Forest Sciences at the University of Washington and held positions at the Wilderness Society, Bangor University, and Slippery Rock University.

Dr. DeLuca received a Ph.D. in soil science from Iowa State University, a master’s degree in soil science from Montana State University, and a bachelor’s degree in soil science from the University of Wisconsin-Madison. ♦

Success of WWOTF Paves Way for Future Virtual Programming

When World Forestry Center decided to convert its signature timberland investing conference to a virtual format, success was not a foregone conclusion.

At the beginning there were more questions than answers about how to translate the energy and impact of the two-and-a-half-day in-person event to a remote experience.

Who Will Own the Forest's organizing committee and World Forestry Center staff quickly got to work answering these questions. We decided on a six-week virtual format. Pre-recorded episodes would be followed by a live question and answer session. Post-episode breakout groups would allow for a deeper dive into topics of interest and help foster the sense of community that is so much a part of the in-person event.

With the completion of the sixth episode on October 30, it is safe to say that Who Will Own the Forest: The Series 2020 was a clear success. Not only did the 2020 event attract nearly double the 2019 attendance, but also speakers, sponsors, breakout hosts, and attendees responded to the event with universally positive feedback.



THE SERIES BY THE NUMBERS

6 Episodes

14 Hours of Original Content

19 Breakout Sessions

26 Sponsors

647 Registrants



SELECT SPEAKERS (RIGHT TO LEFT): Craig Blair (RMS), Spencer Meyer (Highstead Foundation), Dr. Thomas Easley (Yale School of the Environment), Karim Khalifa (Sidewalk Labs), Dr. Clark Binkley (International Forestry Investment Advisors), Liz Willmott (Microsoft), Zack Parisa (SilviaTerra), and Dr. Court Washburn (Hancock Natural Resource Group). To see a full list of speakers visit worldforestry.org/WWOTF.

“I learned more in this series than I have ever learned in series of presentations or conference,” said Bob Saul, Episode 6 speaker and Senior Advisor at Fiera Comox. “You have done a great job advancing the cause of World Forestry Center and this conference through a virtual medium. I’m very impressed.”

“I really enjoyed the experience,” said breakout session host Scott Griffin, President and CEO of Superior Pine Products Company. “Given the COVID problems that we face, this is the best alternative to face-to-face meetings.”

Attendees agreed. “For me, getting my company to invest in travel is challenging,” said a conference attendee via the post-event survey. “Having a virtual experience opens the door. Also, the ability to re-watch material has been very helpful.”

“Putting something brand new together didn’t happen easily,” said Joe Furia, World Forestry Center Executive Director. “I want to thank all the World Forestry Center staff and advisory committee. I also want to thank our sponsors for standing behind this organization and this conference.”

If you missed WWOTF: The Series 2020 and to see the full list of sponsors or access recordings of the event, visit worldforestry.org/WWOTF for more information. 🌱

World Forestry Center's Discovery Museum Highlights U.S. Species

With the Discovery Museum still closed to the public, we are bringing it to you by sharing this article, originally published in Issue 2, 2020 of *Wood in Architecture Magazine*.



ABOVE Totems carved by Native American artists flank heavy timber posts. Carved from western red cedar, the totems depict traditional stories.



RIGHT Douglas-fir lumber makes up the core and frames the skylight dome.

Located in Portland, Oregon, USA, the roots of World Forestry Center date back to the 1905 Lewis and Clark Exposition in which a massive log structure was built to house the Forestry Building. Rebuilt in 1971 in Portland's wooded Washington Park, the non-profit's 20,000-sq-ft Discovery Museum educates visitors about forests and forestry in the Pacific Northwest and around the world.

Designed by internationally-known Oregon architect John Storrs, the Discovery Museum opened in 1971. The museum was designed to be an example of wood construction and a tribute to craftsmanship with wood. Special care was used in selecting a variety of fine woods for use throughout the building, and a talented team of artisans, carvers, and craftsmen was assembled to build the museum.

Upon approaching the museum expansive sloping roofs dominate the exterior. The sharply pitched overhangs of the roof are supported by carved posts of coast redwood (*Sequoia sempervirens*) from the northern California coast. These posts were hand carved by five local artists and depict different aspects of forestry life. The outer walls of the museum are rough-sawn, 1" x 12" western redcedar (*Thuja plicata*) boards applied vertically. The rafters extending from the main wall are Idaho white fir (*Abies concolor*). The massive horizontal headers above the redwood posts are Douglas-fir (*Pseudotsuga menziesii*).



LEFT The rotunda features pillars that are joined to form an octagon around the central exhibit featuring information about forests.

RIGHT An exhibit about mass timber introduces visitors to new technologies in wood building materials.

The exterior design of the museum complements the interior. In the entry foyer, laminated Douglas-fir beams in the ceiling support the Mt. Hood Room that was added during a 2005 renovation. Visitors have their first look into the central rotunda and the attractive forest exhibits in the building. Five different types of wood are used on the beautiful, curved wall to recognize major donors to World Forestry Center since 1964.

The spacious rotunda at the center of the building is dominated by eight pillars stretching 60' to the skylight dome. The pillars are joined to form an octagon around the central exhibit featuring the Dynamic Forest. The core of the pillars is Douglas-fir lumber, laminated in a heavy cross pattern. Their eight-sided shape is achieved by mitering the edges of fir boards and fitting them across the notches. Laminated Douglas-fir beams frame the skylight dome high above.

Large horizontal beams of Douglas-fir, measuring 9" x 36" support the rest of the second floor. The ceiling of the first floor is western red cedar paneling.

The second floor is made from thousands of 2" x 6" pieces of Douglas-fir, placed end-grain up to reveal the heartwood, sapwood, and annual growth rings of the original trees with their rich variations of light and dark.

The blocks are only 1.5" thick, but are pressure treated for durability. Developed for warehouses, the end grain, once saturated with varnish, is more resistant to rolling wheels than concrete.

The vast ceiling of the second floor is supported by Douglas-fir beams that are doubled in place with a space between members for sprinkler piping and wiring. Laid at right angles to the beams is 3" x 12" ponderosa pine (*Pinus ponderosa*) decking.

Finally, a special exhibit to educate users about new technologies in wood building materials includes information about the manufacture and use of cross-laminated timber. Cross-laminated timber is gaining popularity around the world as a beautiful and durable material in multi-story wood frame construction.

The walls of the exhibit room are paneled in sugar pine (*Pinus lambertiana*) from the mountains of southern Oregon. The species was regarded by early American lumbermen as the "King of the Pines." The common name derives from the edible sweet resinous sap that exudes from cut or partially burned heartwood. Boards measuring 1" x 12" are vertically installed. These are accented by tapered battens that cover the vertical cracks, and a smaller tapered molding applied at right angles to cover each end joint. ❖

NOTABLE AND NEWSWORTHY

Women (Still) on Fire

As part of our Hagenstein Lecture Series, we featured Amanda Rau and Anjel Tomayko as two of our 2019 Emerging Voices in Forestry.

In their talk, *Women on Fire*, they discussed their work preventing and managing wildfire. We checked back in with Amanda and Anjel earlier this summer to see how their work has been impacted by the COVID-19 pandemic.

“Wildland firefighting has had to adapt to the evolving nature of COVID-19,” said Rau. “In my previous role as Burn Boss & Fire Manager with The Nature Conservancy, we had to cancel two prescribed fire training exchanges because of travel restrictions and concerns over contributing to the existing transmission issues.

“We hope to have a normal burn program in the Spring of 2021, but we are still not doing any burns near populated areas anytime soon. We don’t want to contribute to air quality issues during a respiratory pandemic.”

“COVID-19 has highlighted that remote training has its pros and cons,” said Tomayko. “Some meetings and trainings that are occurring online will continue beyond COVID-19, but many wildland firefighter trainings require hands-on learning that cannot be replicated virtually.”

“The uncertainty of this work moving forward has been challenging,” said Rau. “There are frontline essential workers in wildland fire out there right now trying to take care of things for us, and I’m very grateful to them.”

“It’s more important than ever to train up the next generation of firefighters,” said Tomayko. “Being the only mom (and now Grandma) on the crew, I feel a responsibility to contribute to that career development. My path is moving toward land management and away from being an on-the-ground firefighter, but I will always be a student of fire.” ♦

Read more of this conversation with Anjel and Amanda at worldforestry.org/news.



Amanda Rau (below),
Regional Fire Specialist with
OSU Extension Forestry &
Natural Resources and
Anjel Tomayko
(foreground above),
Forester at Idaho Department
of Lands are passionate about
preventing and managing
wildfire.

