

# EVERGREEN



WORLD FORESTRY  
CENTER MAGAZINE



WORLD  
FORESTRY  
CENTER

2021 WINTER ISSUE

## FROM THE EXECUTIVE DIRECTOR

# *Support the Future of our Forests*



*Joseph A. Furia*  
Executive Director,  
World Forestry Center

Make a year-end gift  
using the enclosed  
envelope or online at  
[worldforestry.org/donate](https://worldforestry.org/donate)

Friends of World Forestry Center,

For over 50 years, World Forestry Center has connected people to forests. This work is more important today than ever before, and your support helps make it possible.

**Many of the most urgent challenges that we face as a society today depend on the health of our forests.** Some are not new: clean air and water, sustainable wood products, stable rural economies, and affordable urban housing. But the demands of population growth and the urgency of catastrophic wildfire and climate change have made it even more clear that our well-being is tied to how we manage this critical natural resource.

**World Forestry Center is rising to meet the moment.** Over the last year, we have amplified stories on and solutions for catastrophic wildfire, engaged forestry and non-forestry experts in public events and experiences, explored new models and partners for our Fellowship Program, produced world-class virtual professional programming, and began the work necessary to re-open our campus.

Together, with the support of our donors, we are empowering our communities to engage in the forestry conversation.

I am excited about what we have planned for the coming year. We are hard at work designing new exhibits that highlight forestry's most urgent challenges and empower the public to demand practical solutions. We are expanding our community by collecting and sharing compelling forestry and human stories. And we are developing bold, new ways to engage audiences on issues that lie at the intersection of forests and society. We rely on the generosity of supporters like you to make this work possible.

**Our vision for the future – in which the public connects their own well-being to investing in creating a more sustainable forestry future – is ambitious. And it depends on your leadership now to help bring it to life.**

Your generosity will help shape a healthier future for our forests and our communities.

With appreciation,

A handwritten signature in black ink that reads "Joseph A. Furia". The signature is fluid and cursive, written in a professional style.

**P.S. - Take five minutes to support this critical work by making a tax-deductible, year-end gift online at [worldforestry.org/donate](https://worldforestry.org/donate).**

# Looking Back on Highlights from the Past Year



1. On July 30, we were honored to host Oregon Governor Kate Brown for the ceremonial signing of State Bill 762, a \$220 million investment in Oregon's wildfire preparedness.



2. Our Event Rental halls continued to provide space for communities to gather and connect; here, Darian Awwahusso Robinson (Owens Valley Paiute and Taos Pueblo) performs a "Fancy Dance."

3. Despite the ongoing pandemic and remote-work, our Facilities Staff continued their exceptional maintenance of our Washington Park campus.

4. A work-session with Portland-based experience design firm, Upsilon, focused on reimagining our in-person events and experiences.

5. Virtual programs, like our six-episode series on catastrophic wildfire, allowed us to extend our reach and broaden our network.



## EVENT RECAP

# Who Will Own the Forest? Brings Leaders in Timberland Investing Together Virtually

For the second year in a row, World Forestry Center's signature timberland investing conference went virtual. Starting on October 6, two-hour, live-streamed episodes premiered each Wednesday and continued through the end of the month. Like last year, the virtual episodes included pre-recorded speaker panels, live Q&As, and multiple breakout sessions.

This year's conference featured keynote panels on carbon, Mass Timber, ESG investing, and African-American land ownership.

"Over the past 20-years, we've continued to expand the topics we explore at *Who Will Own the Forest?*," said Professional Programs Director, Sara Wu. "We want to create a vibrant conversation around Timberland investing – while also sharing new ideas with our audience."

Including breakout session hosts, the conference featured 35 leading voices in timberland investing, forestry, natural resource management, and more.

Despite the success of a second virtual conference, hopes are high for an in-person event next year. "We hope to see you all in Portland next year for *Who Will Own the Forest? 2022*," said Executive Director, Joe Furia, in his closing remarks.

Below is a selection of highlights and reviews from this year's event. ❖

### WWOTF BY THE NUMBERS

4 Episodes

20 Breakout Sessions

35 Presenters

550 Registrations

1,750 Total Views



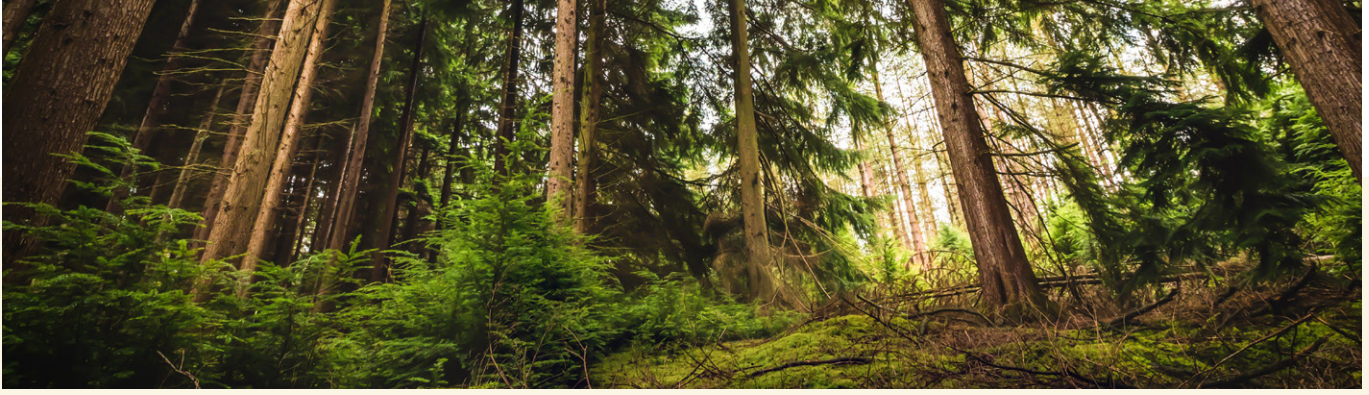
"Just think, in the past 12 months, about some of the things that we've seen change on our planet...if this continues, it's really a wake-up call.... A call to all of us to do something about it.... It's a great time to really focus on sustainability, and the timber sector is such a big force in sustainability."

— Karim Khalifa, Sidewalk Labs, Episode 4 Speaker

"The data suggests that there are some 3.5 million acres of heirs property owned in the US South, which is assessed at \$28 billion. I should say all caps, \$28 BILLION...so there's a lot of wealth that is at risk."

— Mavis Gragg, American Forest Foundation, Episode 2 Moderator





“I think there are plenty of astute investors out there who see the writing on the wall going forward that there are even more untapped environmental assets that reside in the forests...forestry is a natural source for those benefits.”

— Tracy Buran Evens, *TimberLink*, Episode 1 Speaker & Breakout Host

“We have a tremendous opportunity to think about carbon capture from what is probably our most abundant managed forest resource.”

— Jim Hourdequin, *The Lyme Timber Company*, Episode 3 Speaker



“As your companies or your consulting organizations or your agencies are working on things, make it a point to reach out to the African American-led communities, ask their advice, understand their problems.... Bring them in as full partners and you’ll find that ... they [have an] ability to tell compelling stories to urban audiences who may not understand the importance of (forests).”

— Tom Martin, *American Forest Foundation*, Episode 2 Speaker

“It’s been very important for us to take an approach where we spend a lot of time and effort engaging with local communities, to create a process of trust...and even undertake efforts to give land back... that’s ultimately my view as to what creates that social license to operate.”

— Radha Kuppalli, *New Forests*, Episode 3 Speaker



“Such an exceptional conference. Truly top-notch! I am already looking forward to the upcoming 2022 event.”

— Richard W. Hall, *Buckhead Resources*, Breakout Host

## *Adam Day Offers Intersectional Background to Board of Directors*



*Adam Day*  
*Board Member,*  
*World Forestry Center*

World Forestry Center's newest Board Member is Adam Day, a multidisciplinary, global executive whose career has taken him to more than two dozen countries. Adam's 20 years of experience at leading global brands, such as Nike and WeWork, have focused on strategic planning, leadership development, and research and development. His latest endeavor is Mikata Garage, a leadership coaching and advisory practice he founded here in Portland, OR.

### **What inspired you to join World Forestry Center's board?**

Tackling climate change means reconciling how we use and enjoy forests in new ways. I think World Forestry Center is ideally positioned to help bridge the gaps among stakeholders and inspire new solutions. The new vision and strategy of World Forestry Center was compelling to me, and it felt like I could add value at this moment in the journey.

### **How do you think your background will inform this role?**

I have worked across many industries and love tackling 'system' challenges. I don't have a deep background in forestry, but bring expertise in strategy, design, influencing, and prototyping.... My work has always been focused on the innovation that's possible by working at intersections. World Forestry Center embodies that ethos—a place to gather, intersect and inspire diverse stakeholders to rethink our relationship to forests and the forestry sector.

### **What connects you to World Forestry Center's work?**

Like many, I've experienced the escalating challenges we've had in the Pacific Northwest with climate change and our forests. It's now persistent and personal. This summer, my family and I were rafting on the North Umpqua River in Oregon and were caught in a severe wildfire smoke inversion, quickly going from a nice day to it being difficult to breath or see. More broadly, I have lived and worked all around the world, and seen the dynamics of forestry management, especially in Southeast Asia. The global scope of the Center and its potential impact resonate with me.

### **Do you have a personal connection to forests?**

I grew up in a small town in Maine, in and around the woods. I was always hiking, fishing, and canoeing. I loved the wilderness. My first job after college was as a newspaper reporter in Maine, which included covering the forestry sector.

### **What's something people might not know about you?**

When I was 19, I dropped out of college and sailed across the Pacific Ocean! ❖

## *A Community of Support: Eric and Dianne Schooler*

World Forestry Center relies on a broad community of friends and partners who donate their time, energy, and funds to advance our mission. We spoke with Eric and Dianne about their connection to the organization.

### **How long have you been involved with World Forestry Center?**

**Eric:** My first knowledge of World Forestry Center was in the 1980s while working at Hampton Lumber for John Hampton, one of the early founders of the organization. Around the time I started working for Collins, I became active on the Board of Directors and went on to Chair the Board for several years.

### **What about World Forestry Center's mission speaks to you the most?**

**Dianne:** Education. Educating teachers and students, as well as the general public about the many values of forests.

**Eric:** World Forestry Center has also committed to telling the story of forests, and sharing information about how evolving technology means we manufacture more building products from every tree. Also, the organization's long history has provided perspective in honoring the legacy of conservation and stewardship.

### **How was your connection to forests developed?**

**Eric:** I grew up around forests, picked tree cones, and peeled cascara bark. I am third generation Timber industry worker.

### **What is your fondest memory in a forest?**

**Eric:** Three come to mind — the first, hunting with my father, the second, walking through the variety of forests; mature, clear-cut, re-prod, and seeing the wildlife that depends on each forest stage. And the third, visiting the Biltmore Estate (Asheville, NC) with World Forestry Center's board, the birth of U.S. Forestry.

### **What would you say to others looking to support World Forestry Center?**

**Dianne:** Take an interest in the forests and how they support our lives, and invest your mind, time, and dollars in our youth who will be the future of our forests. 🌲



Last year, Central Washington University hosted Eric, Dianne, and Eric's basketball teammates to commemorate their success as the winningest basketball team in the school's history.

## STAFF VOICES

### Q: *What Connects You to Your Work?*

We asked a selection of World Forestry Center staff members to share how they connect with our mission.



"Born and raised in Oregon, I enjoy showing people what is unique and special about my home state. World Forestry Center's campus, with its beautiful park-like forested setting, provides the perfect Pacific Northwest experience for visitors and locals alike."

— **Angie Garcia**  
*Event Services Manager*

"My family instilled in me a deep love and respect for the natural world. I have spent countless hours recreating in the Western U.S. and my appreciation and understanding continues to grow with each year. This connection is the reason I committed my career to conservation, and I am thrilled to be a part of the World Forestry Center team."

— **Erin Deleissegues**  
*Development Associate*

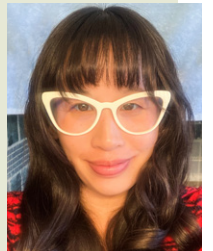


"I connect to World Forestry Center through a shared vision of applicable sustainability solutions and how those decisions impact our natural environment. Having previously worked in forestry restoration, I am aware of the challenges and opportunities that face, not only the timber industry, but forestry in general."

— **James Bailey**  
*Property Maintenance Technician*

"Watching a project come together from start to finish is very satisfying. We just wrapped up this year's *Who Will Own the Forest?* and being involved in all of the many elements that the conference encompasses – from sponsor outreach to video production to marketing – I'm very proud of the work that my colleagues and I have accomplished."

— **Vivian Bui**  
*Professional Programs Coordinator*



"I am driven by work that I know is tangibly making a difference, where I'm placed in a position to connect with others. As Executive and Program Assistant, I enjoy fostering connection across departments, and between staff, external partners, and campus visitors."

— **Maddie Rosser**  
*Executive and Program Assistant*

"I think forestry issues are everybody's issues and, since starting my new position as Director of Experience, I have gained so much more awareness of how the health of our forests is directly tied to the health of our communities."

— **Tim Hecox**  
*Experience Director*

