



# EVERGREEN

WORLD FORESTRY  
CENTER MAGAZINE



WORLD  
FORESTRY  
CENTER

2023 WINTER ISSUE

## FROM THE EXECUTIVE DIRECTOR

# *What if we valued forests like our future depended on them?*



Joseph A. Furia  
Executive Director,  
World Forestry Center

Support World Forestry Center by donating at [worldforestry.org](https://worldforestry.org).

Many of the most pressing issues we face as a society today — climate change, public health, housing shortages, access to clean air and water, and the escalating frequency of catastrophic wildfires — are directly tied to the health of our forests. Forest management impacts everyone, but the people most affected have traditionally not been part of the forestry conversation. At World Forestry Center, we are working to bring those people into the conversation to build public will and drive action.

Will you join us in this vital conversation by making a gift to support World Forestry Center this year?

World Forestry Center is creating new pathways and entry points for people to understand how our forests and our communities are connected while motivating them to act in support of a healthier and more sustainable future.

Our *Fellowship Program* empowers community leaders from multiple sectors to spread our sustainable forestry mission far and wide. Our *timberland investing conference* brings new audiences together to explore the unique role markets can play in forest sustainability. In our *Discovery Museum*, we're using art exhibits paired with science and storytelling to illustrate viable solutions and invite new audiences to learn more and take action.

Our ability to produce these programs and exhibits depends on the support of a network of donors, sponsors, partners, and volunteers. We cannot do this work alone. We need your help.

When you support World Forestry Center's programs, you make a real difference in our ability to produce programming that brings more voices into the conversation, welcomes new people to the table, and shapes the next generation of sustainable forestry champions. ♦

With appreciation,

Joseph A. Furia  
Executive Director

P.S. You can make your tax-deductible gift by December 31 using this QR code or online at [worldforestry.org/donate-now](https://worldforestry.org/donate-now).



## FINANCIAL REPORT

# 2022 Operating Expenses & Revenue

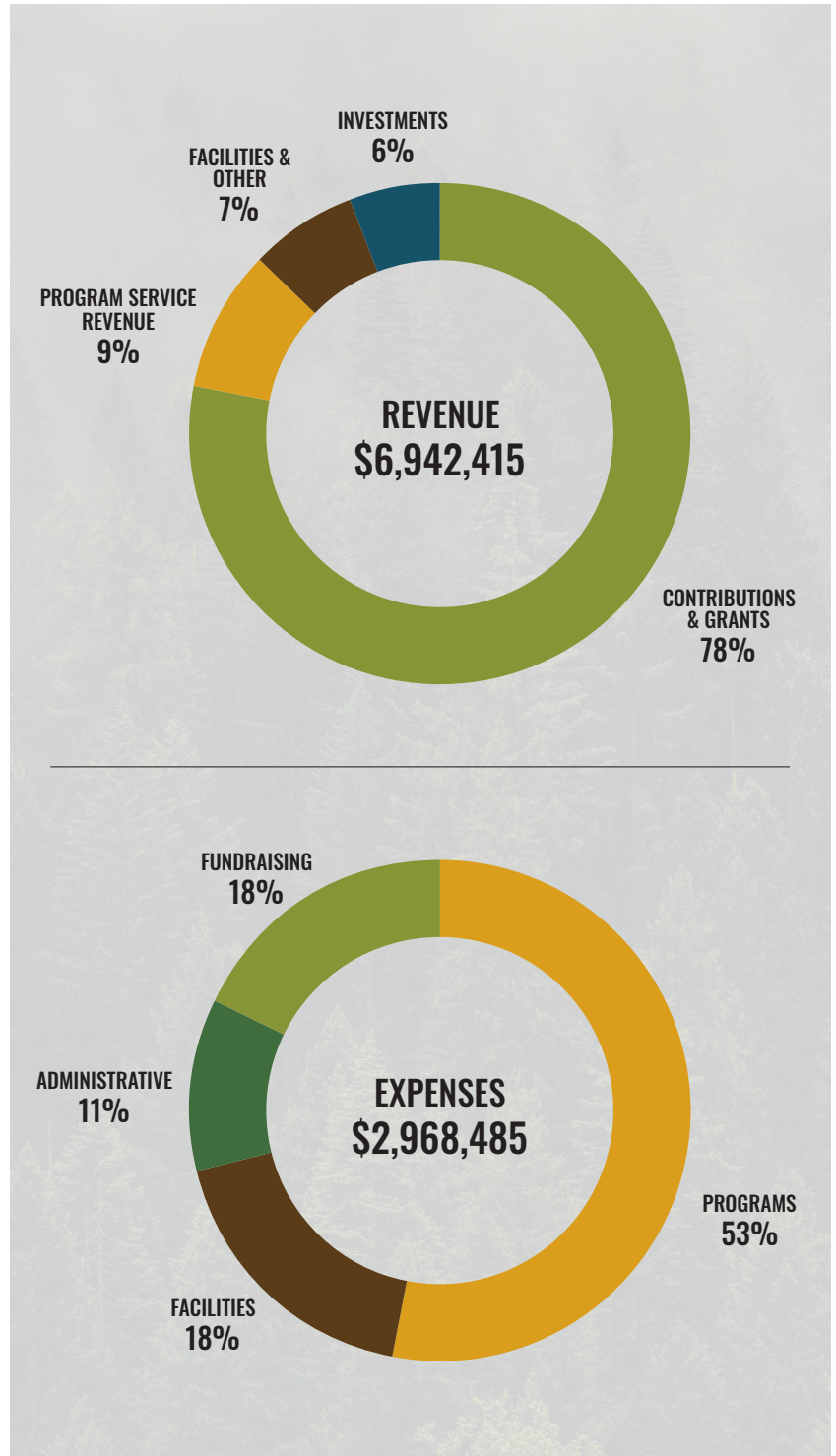
I had the privilege of joining World Forestry Center in August of 2023 as the Accounting and Human Resources Manager. During my short tenure, I have witnessed World Forestry Center staff engaging with the community in profound ways, while thoughtfully caring for and supporting one another. I've also witnessed visitors to our campus leaving with new knowledge in their heads and big smiles on their faces!

The numbers from 2022 tell a story of aspirational growth and dynamic change. We secured funding from a variety of sources including, but not limited to, individual contributions, museum admissions, rental revenue, and various investments. This is a testament to our incredible staff as well as the alignment of our community around a shared vision.

I look forward to continuing our growth as an organization and connecting with our many supporters in 2024. 🌱

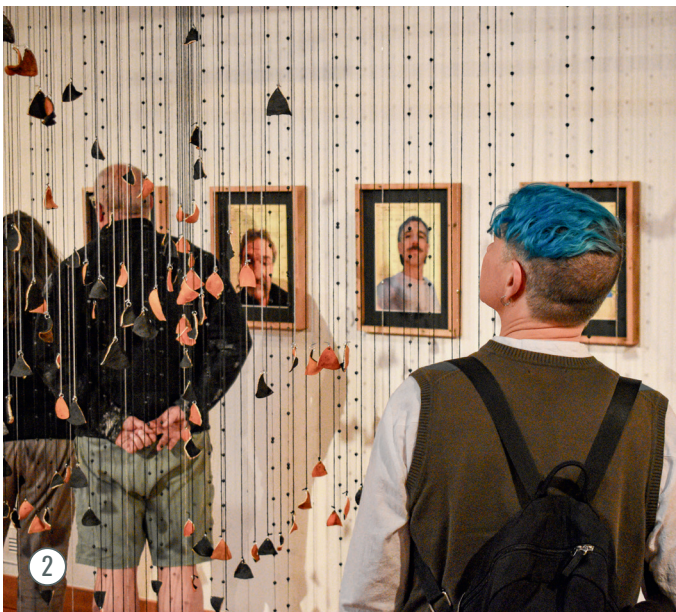


**Brandy Turnbull**  
*Accounting & Human  
Resources Manager*



## A YEAR IN REVIEW

# Looking Back at 2023



1. In July, we hosted US Secretary of Agriculture Tom Vilsack along with Oregon Gov. Tina Kotek, Sen. Ron Wyden, and Reps. Andrea Salinas and Suzanne Bonamici.
2. Obscurity: Life Inside the Smoke brought new works by Portland artists to World Forestry Center.
3. In May, the Oregon Office of State Fire Marshal, in partnership with Portland Fire and Rescue, hosted Wildfire Preparedness Weekend at World Forestry Center.
4. Our 5.5-acre campus was the perfect place for like-minded organizations to gather and socialize.
5. Our new cohort of Fellows followed a day of in-person learning with a tour of Portland's Washington Park.
6. February storms blanked the campus in snow.
7. We expanded our Museum Gift Store with a hand-picked mix of forest-focused products.



## Obscurity Events Bring New Audiences to World Forestry Center

The Discovery Museum's featured exhibit, *Obscurity: Life Inside the Smoke*, features original artwork by six Portland-area artists that explores our complex relationship with wildfire smoke.

The exhibit has brought new visitors to World Forestry Center. To mark its opening in early September, we hosted an opening reception. Over 150 attendees had the opportunity to immerse themselves in the exhibit and engage with the artists and curators. We hosted an artist talk in early November, offering a deeper understanding of the artistic process. A guided tour of the exhibition followed the presentation.

Don't miss your chance to engage with this compelling exploration of the impacts of wildfire smoke on our lives. *Obscurity* is on display through December 30, 2023. 🌲



## Magness Memorial Tree Farm Reopens to the Public



Magness Memorial Tree Farm, a 77-acre forest located in Sherwood, Oregon, has once again opened its gates to the public on Mondays between 8:00 am and 3:00 pm.

This scenic woodland has been owned and operated by World Forestry Center since 1977. Donated by Howard and Panzy Magness, the tree farm was originally developed as a demonstration site for woodland owners to showcase forest management and silviculture.

“We know that Magness is an important regional and community asset,” said Experience Director Tim Hecox. “We’re glad we can once again make it available for public recreation.”

With 2.5 miles of hiking trails, sheltered picnic areas, meadows, streams, and forests, Magness is the perfect place to spend a day in the woods.

### Location

Situated at 31195 SW Ladd Hill Road in Sherwood, Oregon, Magness is just a 45-minute drive from Downtown Portland. World Forestry Center has a staff member on-site during open hours, and visiting Magness is free of charge.

### Exploring the Trails

Magness offers several trail options. The Nagle Loop, the Northwest Trail along Heater Road, and the South Trail between Corral Creek Road and Ladd Hill Road are open to the public. The Southeast Trail section on the east side of Ladd Hill Road is temporarily closed with plans to reopen in 2024. The Heater trail to the Northeast Heater Grove area is permanently closed at the request of the Heater family. ❖

# Board of Directors Welcomes New Members

We invite you to join us in extending a warm welcome to our new members of the board.



**Cade Warner**  
Chief Operating Officer  
The Westervelt Company

A native of Tuscaloosa, Alabama, Cade received a bachelor's degree in commerce and business administration from the University of Alabama, a master's degree in forest resources from the University of Georgia, and a master's degree in business administration from the University of Alabama. Most recently, he held the position of Chief Sustainability Officer for Westervelt, where he led sustainability efforts across the organization, as well as Westervelt Ecological Services, Westervelt Real Estate, and Westervelt New Zealand businesses.

"To me, World Forestry Center is the perfect platform to facilitate candid and informed conversations around these challenges and truthful storytelling about the many societal, environmental, and economic benefits that the forestry and forest products sector provides."



**Charlotte Kaiser**  
Head of Impact Finance  
BTG Pactual Timberland  
Investment Group

As Head of Impact Finance, Charlotte leads TIG's efforts to source, structure, and execute impact-focused transactions, while building and strengthening partnerships with the conservation community and other key stakeholders. Previously, Charlotte was Managing Director of NatureVest, The Nature Conservancy's conservation investing division. Charlotte holds a BA from Harvard University in environmental science & public policy, a master's in environmental science from the Yale School of the Environment, and an MBA from the Yale School of Management. She lives in Missoula, Montana with her husband and son.

"It has never been more evident how critical sustainably-managed forests are to the health and well-being of people and planet. I am excited to join the board of World Forestry Center to help bring awareness of our reliance on resilient forests to a broader audience."



**Jonathan Prather**  
Partner  
Perella Weinberg Partners

Jonathan (Jon) has over 30 years of investment banking and forest products industry experience. At Perella Weinberg Partners, he co-manages the firm's global industrials practice and advises clients across the global forestry, paper and packaging, and building products sectors on M&A and corporate finance transactions. Prior to PWP, Jonathan worked at Goldman Sachs as a Managing Director responsible for global paper, packaging, and forest products client coverage and transactions. Jonathan earned a Bachelor of Arts with honors from the University of Colorado and a Master of Business Administration from Harvard Business School.

"Ever since my first visit to the Center, well over 25 years ago, I have been impressed with its purpose and its dedicated team. I look forward to supporting the Center's mission to advancing and perpetuating the economic, ecological, and social benefits of the world's amazing forests."