Environmental marketing of forest products is a relatively unexplored topic that is receiving increasing attention, says Eric Hansen of the Department of Wood Science & Engineering (WS&E).

As one aspect of the diverse and far-reaching efforts by WS&E faculty is to explore the many facets of forest products marketing, Hansen and his research team are working with the College's Sustainable Forestry Partnership and colleagues around the globe to study this timely issue. Hansen has taken a leadership role in exploring environmental marketing locally, regionally, and internationally.

One of Hansen's goals is to help forest products companies learn how to gain a competitive advantage in the marketplace by capitalizing on their environmental performance. Through extensive education and outreach, he and his team have been helping forest products companies to understand the potential for environmental marketing and assist them in properly implementing strategies to accomplish their goals.

Qualifying the producers

Much of the focus on environmental marketing in recent years has come from a global trend toward forest certification. Hansen's team has been studying what motivates companies to become certified and the resulting impacts.

Forest certification has been largely driven by an attempt to address concerns expressed by environmental groups, and has spawned its own set of controversies over conflicting ideas about standards. Hansen says there is a considerable need to make available an unbiased perspective. To begin to fill this need, Hansen, Rick Fletcher of the College of Forestry, and Mark Rickenbach of the University of Wisconsin recently co-authored a publication called Forest Certification in North America. It includes an outline of opportunities, limitations, and costs associated with certification. In addition, Fletcher and Hansen have conducted certification assessment trainings and other informational presentations to various groups in the Pacific Northwest, as well as nationally and internationally.

Today, companies are beginning to shift their focus away from the heavy emphasis on certification toward a focus on corporate responsibility, says Hansen. He stresses that environmental marketing strategies must be integrated across business functions and reflect a genuine commitment to environmental performance, including sustainable forestry. "Environmental marketing strategies present risks to companies that fail to base their communication on defensible positions," he says. Essentially, companies that internalize environmental performance as a core value throughout their operations are in a stronger position to back their advertising claims.
Dean’s Column

Focus on Forestry is published by the Oregon State University College of Forestry. Our goal is to keep Forestry alumni, friends, and community informed about the College of Forestry and its many activities and programs.

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OSU is nearing the end of a year-long strategic planning process and Natural Resources has emerged as one of the five themes around which the university will chart its future. Even in this time of State budget reemphasis, the Colleges of Forestry and Agricultural Sciences have taken the lead in developing growth initiatives. We cover some of these areas in this issue of Focus on Forestry.

Environmental marketing is an area that takes us to the heart of the economics of forest sustainability. We haven't yet seen where this will settle out, but Professor Eric Hansen is on point, keeping tabs on the industry. Also, forestry faculty are active in three areas of concern to managing federal forests: 1) how to manage stocking levels to reduce vulnerabilities to drought stress, insects, and wildlife; 2) what to do in the aftermath of wildfires to encourage desirable stand recovery; and 3) how to deal with the young and middle-aged forests aggressively enough to stimulate the development of structurally diverse older forests. Our new Ridge Creek project will test current forest practice rules and new harvesting and road technologies. Current rules are based on knowledge from technologies that were in place 20-30 years ago. It's a much different world today with better engineering and light-on-land technologies. (See page 5 for related story.)

As we move into the future, the College of Forestry continues to step out to provide strong scientific leadership in forestry practices locally, regionally, nationally, and internationally.

Dean’s Awards

Each year, the Dean presents awards to faculty and staff who have made significant contributions to the success of the College of Forestry. Congratulations to all the recipients of the 2002 Dean’s Awards.

Carol Carlson of College Forests received a Service award in recognition of her exemplary service to the College, OSU, and the City of Corvallis. Steve Touch of Forest Engineering was given a Service award for his dedicated and productive efforts on behalf of students, faculty, and the College. The College of Forestry Barbara Snow Award was given jointly to Rand Seher, David LaFever, and Jerry Sills in recognition of outstanding sustained efforts to improve and repair facilities and equipment in the College. Debbie Bird of the Dean’s Office was given the Mentoring and Advancing award in recognition of her exemplary skills in that area. The award for Research was bestowed on Mark Harmon of Forest Science, in recognition of a high level of sustained achievements in research. Mike Bondi, Forest Science and Extension Forester for Clackamas County, received the Extended and Continuing Education award for outstanding accomplishments and innovation in extension education. Brad White, Kopchinski, Veliana Simon-Brown, Scott Reed, and Molly Eagle won the Team Award for “Seeding the Forest: Art about Forests & Foresters” for successfully engaging the public in dialogue about forests and forest issues. The Support Staff Award was given to Raynae Beall of Forest Engineering for exceptional service provided to facility, students, and faculty. Markus Weber of Forest Engineering received the Faculty Research Associate award in recognition of exemplary work in virtual environments, visualization, and preferential flow modeling.

ACE Critique & Awards

College of Forestry faculty and staff recently took top honors in the annual Critique & Awards competition sponsored by the Agricultural Communication in Education – an international association of communicators and information technologies in agriculture, natural resources, and human sciences. The 2003 ACE competition included 469 submissions from around the world in a variety of print and non-print media categories.

Bruce Shindler of Forest Resources and the entire Forestry Media Center staff not only received a Gold Award for “Developing Natural Resource Communication Skills Through Student-Published Digital Video” in the Instructional Design category, they also received the “Best of the Best” award for Outstanding Professional Skill among all the Gold Award winners. This project documents the important educational role of student videos produced in Shindler’s “Natural Resource Communications” class.

David Zehlber and Ed Jensen received a bronze award for their OFR-funded “Forests in Oregon” poster, copies of which are available to K-12 schools through the FMC and OSU.

Ethics Integrity Award

Steve Radosevich was one of three awarded the 2003 Ethics Integrity Award at a reception on Thursday, May 29, 2003. This award was presented by the Programs for Ethics, Science, and the Environment and the Faculty for Peace & Justice group. The award is presented annually to members of the campus community who have exemplified "ethical virtue and courage" and have helped raise ethical awareness on campus.

Top Bananas – The Sequel

Once again, the College of Forestry came in first in the annual OSU Food Drive, donating $7,000 for 5,000 pounds of food to Linn-Benton Food Share. College faculty, staff, and students increased their contributions over last year's award-winning effort, raising more money than any other unit on campus for this worthy cause. For the next year, the College will share two awards – the highly prized Top Banana Trophy and the Golden Bowl – as well as the satisfaction of knowing that our Forestry community came together to help our local community.

Testing the market

An outgrowth of the forest certification system involves eco-labeling. An eco-label is a proprietary symbol used to distinguish a product that has been produced according to a given environmental standard, and can be used by manufacturers of wood products to identify wood from certified forests. Forest products companies hope to capture new markets and gain market advantage as they communicate their good environmental performance in this way.

Roy Anderson, PhD candidate in forest products marketing, has focused his research on consumer response to this type of marketing strategy. In a recent study, Anderson placed two identical bins of plywood side by side at The Home Depot, one bin with eco-labeled wood and the other without such labeling. He studied that revealed, without a price premium, consumers were more likely to buy the eco-labeled wood. But when a two-percent price premium was added, consumers bought the unlabeled wood most often. According to the researchers, this finding suggests that marketing eco-labeled forest products in mainstream distribution channels may not be an effective strategy for those seeking to obtain a price premium. However, "through appropriate consumer segmentation strategies, obtaining price premiums may be possible."

Studying and teaching what works

Academic publishing in the area of environmental marketing is relatively new. Hansen has published case studies to share insights into the internal culture of companies and the motivation for pursuing environmental marketing strategies. "The experiences and evolution of companies that are involved with environmental marketing is key to understanding the effectiveness of environmental marketing strategies," he says.

In addition, he recently co-authored and published a forest products marketing textbook titled "Marketing Forest Resources in Developing Countries: What the United States Can Learn from the Developing World" with Heikki Juslin of the University of Helsinki entitled Strategic Marketing in the Global Forest Industries. Based on a holistic concept of marketing, the text offers a model-based approach to bring students from the realm of theory to real-world, practical planning processes. Specific company examples are used throughout the text.

Additional information and access to publications can be found on WS&CE’s web site at woodsscience.oregonstate.edu/research.htm.
A recently released study shows that the fungus causing the Swiss needle cast epidemic comes from two distinct genetic lineages. One of the lineages has been found only in the Oregon Coast Range and the other has a worldwide distribution due to its movement on Douglas-fir nursery stock.

Over the years, some have attributed distribution of the disease to the monoculture introduced with today's plantation forestry practices. It has also been suggested that climate may play a role. Now it appears that the presence of two lineages of the pathogen offers another possible explanation.

Approximately 385,000 acres of forest in western Oregon and Washington are moderately to severely damaged by the disease, which affects only Douglas-fir trees. When conditions are favorable, the disease can spread rapidly by spores traveling on wind-blown rain in late spring.

Research Associate Lori Winston, in collaboration with Professors Jeff Stone and Everett Hansen, discovered the second lineage. The Swiss Needle Cast Cooperative, a collaborative effort of private industry, public agencies, and university researchers, released the study. New DNA-based techniques were used to study the genetic diversity and population structure of the fungus. The identification of two fungal lineages poses a number of questions that scientists cannot yet fully answer. "There is evidence that the second lineage of the fungus may cause more damage, with more severe needle loss, retarded growth, and possibly tree death," says Greg Filip, Professor of Forest Science and Director of the Swiss Needle Cast Cooperative.

The disease and the fungus that causes it are native to the Pacific Northwest, and were first described in 1925. At the time, neither was believed to be of any significance. By the 1970s Swiss needle cast had become a big problem for the region's Christmas tree industry. In the past decade, the disease has spread rapidly, dramatically reducing the growth of hundreds of thousands of acres of Douglas-fir on public and private forestland.

The Cooperative has already developed a number of management practices that can help reduce problems with this fungus, and an extension publication is available that outlines some of these approaches. Possible approaches include implementing different regeneration methods, vegetation management techniques, fenilizacion, and had the opportunity to interact with GIS and remote sensing professionals. After the videos, volunteers led students through four separate routes on a word scavenger hunt from the FSL to Wilkinson Hall. Each group had a route map and a hand-held GPS unit with which to find the clues. "They were fully engaged," says Sharon Clarke of the Forest Science Department, "saying students' eyes light up so they found their school or house on an aerial photo or held a GPS unit in their hands and walked across campus was a rewarding experience."

Virtual Oregon and OSU Bookstore donated prizes. Virtual Oregon also donated money for snacks.

New Information on Swiss Needle Cast

Beverly Law Granted Tenure

Beverly Law, Associate Research Professor in Ecosystem Biology and Ecosystem Processes, was granted tenure effective July 1, 2003. She has been a faculty member at OSU since 1995. Her research focuses on global change, particularly the influence of climate and disturbance on processes controlling carbon, water, and energy exchange between vegetation and the atmosphere. She conducts ecosystem-level research on the coupling of canopy and soil processes, and the effects of biotic and abiotic factors on soil autotrophic and heterotrophic respiration. She is the Science Chair of the AmeriFlux network.

Law received a BS degree in Forest Resources and Conservation from the University of Florida, and a PhD in Forest Science from OSU. She worked for the US Environmental Protection Agency in the Acid Rain Program and helped develop the Forest Health Monitoring Program for the USDA Forest Service.

Pamela Matson Named Dean at Stanford

Pamela Matson ('83) was appointed Dean of the School of Earth Sciences at Stanford in December 2002. Matson joined the Stanford faculty in 1997, following positions as a professor at UC Berkeley and research scientist at NASA. She earned her PhD in Forest Science at OSU. Her research focuses on biogeochemical cycling and biosphere-atmosphere interactions in tropical forests and agricultural systems.

Successful Wood Science & Engineering Graduate Students—Congratulations!

Eric Dancer, MS
"Life Cycle Inventory of Laminated Veneer Lumber and Composite F-Joint Manufacturing"

Randi Scott, MS
"Lateral Force Resisting Pathways in Log Structures"

Successful Forest Science Graduate Students—Congratulations!

Susie Dunham, PhD
"Population Genetics, Systematics, and Habitat Associations of Chamaeleons in the Pacific Northwest"

Steve Fonte, MS
"The Influence of Herbivore Generated Inputs on Nutrient Cycling and Soil Processes in a Lower Montane Tropical Rain Forest of Puerto Rico"

Annual Awards

The Forest Science Department gives out a number of awards at their annual spring picnic, held this year on May 30, 2003.

Graduate Student Fellowships
Catherine Beaton Fellowship: Michelle Gammon, Lu Bergs Fellowship: Nicole Grumetski, Henry and Mildred Fellows Fellowship: Jing Li and Gianche Slavov, Robert: Taran Fellowship: Michael Fonk, Hope Fellowship: Kevin Dodds and Laurie Beggs, Outstanding Student Achievement Award: M.S. student: Aimee Farla, Ph.D. student: Gianche Slavov

Faculty Awards
"Big Fish" Service Award: Jay Sexton, (Senior Research Assistant); Outstanding Faculty Award: Glenn Howe (Assistant Professor; this award is chosen by the students in the Department)
Fire Control a Hot Issue

In the wake of last summer's devastating wildfires, the controversy over managing federal forests continues. Dean Hal Salwasser believes it's not a question of whether to actively manage our forests, but how. He told Salem's Capital Press recently that "the world cannot tolerate no forest management." Salwasser and colleagues from the College recently toured the state with the Oregon Forest Resources Institute to explain why state and federal funding should be made available for monitoring and evaluating forest management practices, particularly in light of the potential for huge losses due to uncontrollable wildfires.

"We've got to bust some barriers," Salwasser told the Oregon Stater last December. "We need to bring universities into a more integral role with agencies in designing education, research, monitoring, and outreach applied to problem solving." Instituting carefully designed logging practices to reduce fuel conditions, restoring forest health and thereby reducing wildfire hazards are among Salwasser's major goals.

The College has actively supported efforts by Senator Gordon Smith and Representative Greg Walden by participating in their town hall meetings to provide a scientific perspective on forest management. Spurred by the belief that the information necessary to achieve the vision articulated in the National Forest Fire Plan is inadequate, Salwasser and others submitted a concept paper last November to Smith and Walden, requesting congressional approval to establish a Fire Intensified Research and Education (FIRE) Program. The program would tailor research and education to local and regional needs in areas with high wildfire risk.

Other faculty members throughout the College are making proposals to the federal Joint Fire Science Program to gain funding for research on specific pre- and post-fire management issues. Included are proposals aimed at studying salvage logging and reforestation practices; interactions between climate, fire regimes, and fire management; and relations between pre-fire conditions and fire effects on sites burned in the 2002 wildfires.
Boston Returns to OSU as Faculty Member

Kevin Bonnan, who earned his MS in 1991 and PhD in 1996 at OSU's College of Forestry has rejoined the Forest Engineering faculty as Assistant Professor. Boston returns to OSU from New Zealand, where he was the national supply chain planner for Carter Holt Harvey Fibre Solutions. His specialty in the College will be forest transportation and operations design. Bonnan, current research interests are spatial harvesting scheduling, supply chain management, and road systems management.

Computer Technology Aids Harvest Scheduling

Forest planning in the Elliot and Tillamook State Forests has taken on a whole new dimension since John Samsen got involved. Samsen writes computer modelling programs to project harvesting schedules that take social and regulatory constraints into account.

These models are helping state foresters develop forest management plans to meet state requirements and habitat conservation plans to meet federal requirements.

"This kind of spatial component deserves a good solution to put on the ground," says Pam Overduin, resource analyst from ODF. "It's a huge step forward in the modelling field."

Paired Watershed Study to Examine Intensively Managed Forests

While most of today's timber harvest comes from intensively managed, regenerated forests, data on the effects of contemporary forest management practices on these lands is very limited, says Arne Skaugset of Forest Engineering Department.

"Whenever we look at the effects of intensive forest management on water quality at a watershed scale, we're always limited by the paired watershed studies from 30 to 40 years ago," he says. "Those studies investigated the logging of old growth stands harvested using large equipment." No comparable environmental study has yet been conducted on forestland that has been intensively managed using contemporary practices, with an established road system and smaller trees that are harvested with smaller equipment.

The Hinkle Creek Paired Watershed Study and Demonstration Area Project is meant to fill that knowledge gap. Through this pilot project of the Watersheds Research Cooperative, scientists involved in the Hinkle Creek project will have the opportunity to pair two watersheds in a 55-year-old, harvest-regenerated forest. The purpose of the study is to evaluate how well current forest practices protect water quality, aquatic habitat, and fish—particularly salmonids.

Hinkle Creek is a 5,000-acre watershed located 30 miles east of Sutherlin in the Cascade foothills and is owned primarily by Roseburg Forest Products. The north watershed will remain untouched for at least ten years so it can be used as the control area.

Meanwhile, Roseburg has ceased harvesting in the south watershed and will leave it as is until 2005. Scientists are in the process of installing equipment and collecting background data on both watersheds. The first studies will focus on the cumulative effects of harvesting in upstream, non-fish-bearing headwaters. This issue has been addressed conceptually for years and this project will be one of the first efforts to address it quantitatively.

This unique opportunity to engage in manipulative studies at a watershed level has drawn scientists to the project, says Skaugset. Teams are in place to study the hydrometry, freshwater and anadromous fish populations, aquatic invertebrates, and amphibians at the Hinkle Creek watersheds. Scientific leadership for the study comes from OSU's Forest Engineering Department, FRESC, the Fisheries and Wildlife Department, and biologists from ODFW. Roseburg Forest Products, OPIC, and ODF have provided strong administrative support.

An important aspect of the Hinkle Creek project will be the development of programs to demonstrate forest practices and results of the research. These programs will be targeted to forest resource professionals, forest landowners, policy makers, school children, and the public at large.

"Hinkle Creek is quintessentially the type of forest land that the private industry is currently managing," says Skaugset. "This project will give us an opportunity to get a handle on the effect of contemporary forest practices on water quality and fisheries."
Their parents descended from the Swiss Needle Cast Cooperative have been trying everything they can think of to find an antidote to Swiss needle cast, a disease affecting thousands of acres of Douglas-fir trees in the Oregon Coast Range. "We tried every fungicide out there—stuff that wasn't even on the market yet," he says. "None of them would work."

After years of trying various combinations of manual and chemical weed control, fertilizers, and soil amendments, Gourley is cautiously optimistic about the promise of micromelanoid sulfur as part of a possible treatment prescription they've been seeking.

He says it's a challenge to get the element into the trees, which must be doused twice a year. Since Swiss needle cast affects only newly growing foliage, applications must be made right after the buds break.

So far, the treated trees are showing encouraging signs of healthy growth. But there are still a lot of unknowns. "We don't know the economics of this type of treatment, and we don't know what the growth differences will be," says Gourley. "We don't know how many years in a row we need to do this or how large an area we need to treat. How long does treatment last? How fast will the fungus re invade from the edges?"

While the Swiss needle cast scientists may be on to something, it will take several more years of experimentation to answer the many questions.

One thing is crystal clear, though: the deer and elk love the sulfur on grass and other forage.

According to Gourley, it makes the understory grow greener and thins trees as tall. He says the deer and elk know it down as quickly as it grows.
In Memoriam

Loss of a Legend and a Friend

Theodore C. "Ted" Scheffler, long-time Professor in the Department of Wood Science & Engineering, has passed away. He was 99.

Scheffler was born in Manhattan, Kansas, but grew up in PayPilng, Washington. He married Florida Grey in 1957, when she knew from high school. Scheffler went on to college at the University of Washington College of Forestry, where he received a masters degree, followed by a doctorate from the University of Wisconsin in 1934. His doctoral research was in plant physiology and pathology, and his post-doctoral work at Johns Hopkins University focused on control of wood-boring organisms, and was supported by a National Research Council Fellowship. He joined the U.S. Forest Service Forest Products Laboratory at Madison, Wisconsin, in 1935, where he worked until his retirement in 1969.

Scheffler than moved back the Pacific Northwest, joining the staff at the College of Forestry as research associate and later courtesy professor. His many years of service were formally commemorated when the Wood Products Pathology Laboratory was dedicated in his name. In addition to his expertise and knowledge, Ted's congenial presence was a welcome addition to College gatherings, whether in the coffee room or at his much-anticipated birthday parties.

He was a member of the Cornellis Rotary Club, Society of American Foresters, Forest Products Society and the Presbyterian Church. Survivors include his sons, Ted G. of Bremerton, Washington, and Alan P. of Seattle, Indiana, as well as his grandchildren and five great-grandchildren. Memorial donations can be made to the Save the Children or the Nisqually Conservancy.

OSU's Beloved Pioneer Forester Passes

Pauline Barto Sandoz, the first female forestry graduate of Oregon State, has passed away. Sandoz upset the social order when she enrolled as a forestry student in 1939, paving the way for other women who have followed in her footsteps throughout the years. She graduated in 1945 with a bachelor's degree in Forest Management. However, beyond one year spent as a fire-filer lookouts, it wasn't until her husband Fred died in 1985 that Sandoz had a chance to actively use her forestry degree. It was then that she took over the management of the family's 120 acres of timberland.

Sandoz was born in 1921, the only girl in a family of six children. She was raised on a 160-acre homestead near Junction City, where her father started Oregon's first rhododendron nursery.

New & Renewed Gifts

At a sprightly age of 102, Priscilla E. Duncan is still going to the ballet and still giving generously to a College of Forestry Scholarship fund that honors the memory of her late husband, Gordon Duncan ('23). "She has always been very supportive and wants to continue to help the College," says her daughter, Priscella Stephenson.

The family and friends of Ted W. Maul ('47) have established an endowed fund to benefit forestry students in a living tribute to Maul's memory. Maul was the assistant state forester when he retired and specialised in fire protection. He died on Oct. 6, 2002.

"My father was an advocate for education and donated regularly to the College of Forestry while he was alive," says Maul's son, John Maul ( Assoc. Prof., Art). The Ted W. Maul Professional Development Fund will provide funds for travel expenses related to students attending professional meetings. It is still open for contributions from donors wishing to honor Ted Maul.

Alumni Dan Graham (Forest Engineering, '51) and Marilyn Graham (Education, '52) have created a charitable gift annuity, an arrangement that normally generates income for them. After their lifetimes, the proceeds will support scholarships in Forest Engineering.

Through their foundation, Wes and Nancy Lematta of have established a new $25,000 graduate student fellowship. Their gift will support students who are working on advanced degrees in Forest Engineering.

Through a gift of $60,000 from the estate of Francis Roberts McCabe ('54), the Francis R. McCabe Memorial Scholarship has been established to provide undergraduate scholarships. McCabe earned a degree in Forest Management from OSU.

With gifts totaling $20,000, Edmund (Ned) Haynes, Jr. has funded a new graduate fellowship in Forest Science. The Fellowship will support master's and PhD candidates who are working on practical problems associated with forest management.

The N.B. Guinnes Foundation has provided a gift of $25,000 to support forestry research. The College is using the gift to support research projects proposed through the Innovative Grants program initiated this year. The program awards grants to College faculty and students through a competitive process designed to bring value to the College.

Donors John Gardiner (Forest Products, '43) and Brenda Gardiner (Home Economics '42) have contributed $10,027 to the College of Forestry's general scholarship fund. This is the second generous gift the Gardiners have made to support students.

With a gift of $10,000 from their family foundation, Wendell and Barbara Walker continue to support the work of Forestry Extension, particularly the Master Woodland Manager program.

Helen S. Carlson, widow of Gordon G. Carlson, has added $30,000 to the scholarship endowment fund that honors her husband's memory.

Forest Friend

Vida Bullis has lived in the Willamette Valley during most of her 100 years of life, and has always enjoyed strong connections to OSU through family and friends. She recently created the Vida Bullis Chaitatelle Ressourc LifeTrust, currently valued at $1.67 million, which provides income to a family member. After that family member's lifetime, 49 percent of proceeds from the trust will benefit the College of Forestry, with the balance going to the Colleges of Pharmacy and Oceanographic and Atmospheric Sciences.

The trust was created using proceeds from the sale of 175 acres of timberland that was Mrs. Bullis' family farm for over 60 years. She and her husband purchased the property on Beaver Creek in 1950 and Mrs. Bullis lived there until 1999, when she moved to Seattle to be near family.

She lives all aspects of the forest, but especially the active parks whose survival depends on a mature forest. She enjoyed sharing her passion for wildflowers and environmentally sound forestry practices with visitors to her property, many of whom came to view the half-mile-long salmon spawning stream.

Although visitors initially came to see the garden, they kept coming back just to see her, says her granddaughter, Joyce Hembrey. They would wander the paths or simply sit on the creek bank, eating lunch off during the event.

"She always welcomed visitors, loved when she was and what she was doing, and was always eager to share her considerable knowledge with others," says Hembrey. "She is one of those people who is so sincere and focused that she is special to many people.

Proceeds from the trust are to be used by the College of Forestry for research, teaching and outreach initiatives, student support, and forest-friendly initiatives. The funds will thereby benefit students through grants and scholarships, the creation of teaching and research projects, and supporting graduate research in natural resource projects in the school.

Graduation Day
### OUTREACH EVENTS

#### July
- Various Dates, Forest Roads Workshop, various Oregon locations
- **August**
  - 7-8, Introduction to ArcView (Version 8.2) Applications in Natural Resources, Corvallis
  - 11-15, Oregon Forest Institute for Teachers, Mehama
  - 12-13, Forest Roads Workshop, Eugene
- **September**
  - Various Dates, Forest Roads Workshop, various Oregon locations
  - 15-16, Lumber Quality & Process Control, Corvallis
  - 17-18, Lumber Quality Leadership, Corvallis

#### October
- 9, Starker Lecture: C.S. Holling, LaSells Stewart Center, Corvallis
- 14-17, Ameriflux Annual Meeting, Boulder, Colorado
- 23, Starker Lecture: Tom Atzet, 107 Richardson Hall, Corvallis
- 23-25, MWM Mini-College, LaSells Stewart Center, Corvallis

#### November
- 6, Starker Lecture: Jim Bowyer, 107 Richardson Hall, Corvallis

For more information visit the Forestry Outreach website at [http://outreach.cof.orst.edu](http://outreach.cof.orst.edu)
New Course for Oregon's Log Haulers

In collaboration with the Oregon Forest Products Transportation Association, the popular LEAP (Logger Education to Advance Professionalism) program sponsored by OSU is now offering a course called "Forestry for Log Haulers: A Workshop in Support of Professionalism."

The course is offered for Oregon log haulers interested in improving their knowledge of the forestry sector, its regulations, public issues, and technologies. Some topics covered will include information about accreditation, certification, and licensing of people, products, and processes; public perceptions of forestry; Oregon's Forest Practices Act; new technologies; and trucking costs. Various professional accreditation organizations may offer credit for participation.

OSU has been teaching forestry and business practices to Oregon's loggers since the 1970s. By the early 1990s, the educational effort had congealed into the organization called LEAP, and expanded to include silviculture and ecology. Currently, LEAP offers courses around the state to help loggers stay abreast of new industry regulations, technologies, and business practices. Other courses cover logging costs and bidding; selection, training and motivation of the forestry workforce; and visual management for logging contractors.

John Garland, timber harvesting extension specialist and instructor for LEAP courses, says LEAP is intended to reaffirm and solidify the value professional loggers bring to the management of our forests. "Loggers are the valuable link in executing applied ecology in our forests," he says. The Oregon Forest Resources Institute has been a helpful partner in the LEAP program, providing funds to develop the courses over the years.

Garland also says that while it was difficult at first to get loggers to see the value in the training LEAP offers, that changed once they attended. "Initially loggers felt they had to be there to get certifications," he says. "But once they did it they saw value and have created a demand for more." The training extends outside the classroom as loggers pass along new concepts to others on their crews.

OSU Helps Tree Farmers Plan Across Generations

Planting a tree is a long-term investment. So when it comes time to pass on the family tree farm, long-term planning is necessary. A new program from Oregon State University Extension Service is helping forest owners plan transitions from one generation to the next.

"When you are managing a crop that spans generations, you need to talk about long-term goals and values with your family," says Mike Bondi, OSU professor and Extension forester in Clackamas County. Bondi and Pat Frishkoff, former director of OSU's Austin Family Business Program, have designed a program to help families discuss sensitive issues and plan for the future of the family tree farm. The program explores the human side of transitioning forestland from one generation to the next.

"Forest owners may be worried how to keep the farm in the family," says Bondi. "Or they may find it hard to choose which family member should be given the responsibility for managing the family farm. Where most families struggle is being able to openly communicate about family values, priorities, wishes, and commitments."

Recently, 60 family members joined Bondi and Frishkoff in the OSU Extension program to talk openly about what works in family businesses and what doesn't. Several families were there with grandparents, parents and children. "Pat focused attention on the tough issues, helping families define what their farm means to them, what their vision for the future is and how to set goals to reach their wishes," Bondi says. At the end of the one-day workshop, each family left with a transition planning notebook and the beginning of a plan for transitioning ownership and management of the family farm.

For more information about the program, "The Future of Your Tree Farm: The Human Side of Transitioning to the Next Generation," contact the Clackamas County office of the OSU Extension Service at 503-655-8631.