

## Action Statements submitted through the Economic Summit Goal Prioritization Survey:

### **Goal 1: Increase the workforce/proficiency of technical and skilled workers (i.e. manufacturing and timber producers) which support the forest industry as demands deems appropriate.**

- 1.1 I believe that the tech college programs in the state should be tapped to develop curriculum, in conjunction with the forest products industry, which will enable students to come to the job market with the skill sets that the industry is looking for. Too many high school seniors are being pushed into the world of the 4 year college and many of these kids want an education that will allow them to go to work sooner than later. This would allow everyone to benefit, the students, the industry and the tech schools.
- 1.2 Marketing our educational programs that these careers are viable and sustainable.
- 1.3 Start training programs in high school, much like building trades, or auto tech programs. Include training on running a small business. Funding from wood using industries, and state. Also training at the Technical college level.
- 1.4 Increase enrollment in urban forestry at UWSP, Midstate Technical College, Fox Valley Technical College, and Milwaukee Area Technical College. Increase funding and state support for these programs. Job demand for qualified workers greatly exceeds the supply from education.
- 1.5 Work with Tech Schools, Charter schools and high schools to increase awareness of the forest products industry across the board. We hear about agriculture and manufacturing continually, but what about the #2 industry in the state? Develop industry specific programs to train individuals interested in the forest products industry. Ex: Timber marking courses, courses to learn how to operate and fix a harvester, courses to learn how to operate and fix a forwarder, product sorts, training for hand cutters, additional courses on running a small business, etc.
- 1.6 Identify skills gaps and their associated expectations regarding wages; what is the value proposition for workers to participate in our industries versus others.
- 1.7 Create training opportunities through WI Technical Colleges in timber production/harvesting systems to encourage new growth into the industry. Provide scholarships or other financial incentives for training.
- 1.8 Recruit new folks into the logging field. Provide scholarship for new folks. Develop curriculum to assist new folks to ensure success in their business. Link a commitment to sustainable forestry practices to funding assistance for education, business start-up costs to buy equipment, and technical assistance.
- 1.9 \*timber producers\* support of producers and prove that people can make a living at it.
- 1.10 Positive education in school system about our industry. Starting at elementary and continuing thru high school. Industry training in tech schools. .
- 1.11 From Original Action Statements: 1.1 1.4 1.7 1.8 1.9 1.10
- 1.12 A skilled workforce needs to be developed for logging companies to hire from. It takes a great deal of time and money for a company to train a new employee to operate machinery

efficiently. I believe that a hands-on forestry/logging program through a tech school, machine supplier, or local program would be beneficial to the logging companies.

- 1.13 Develop curriculum in Tech Schools to train young professionals on timber harvesting
- 1.14 Establishing a technical college curriculum to attract and train new forest product workers is critical for the long-term health of the industry. Lack of properly trained woods workers is one of the top complaints of many logging companies.
- 1.15 I don't have any suggestions on the how. Many different things have been tried to train processor and forwarder operators and none ever have been successful. But it is a problem.
- 1.16 Provide realistic incentives for the small business cutters to bid on small parcels (40 acres or less) in order for them to compete in the market place. Due to fragmentation, small private woodland owners can't find small loggers to bid on small acreage thus forcing owners to sell to developers if no family members are interested in keeping the property in woodlands.
- 1.17 Reach out to high schools and create forestry related tech classes.
- 1.18 They will have to be paid more. It is hard work and more education alone will not solve the problem.
- 1.19 We need to change the perception of society in regard to what it means to be a professional logger. Presently the forest products community is looked at as low class and unprofessional. Shows like Ax Men don't help. There also needs to be more economic incentive for young people to be attracted to the industry. Pay is low, start-up costs are high, working conditions are often very adverse...sounds like a great career path. Exactly how to accomplish this task eludes me.
- 1.20 Work with technical colleges to develop logging training programs Develop an associates degree and/ or certification for logging and mill related careers Support a strong Master Loggers program
- 1.21 From Original Action Statements 1.1 Develop local workforce through tech schools 1.3 Grow a skilled workforce by educating future prospective workers 1.6 Grow a skilled workforce by educating high school counselors 1.7 Increasing Tec Ed program funding for high schools 1.8 Industry reaching out to forestry education organizations (e.g. WoodLinks Inc.)
- 1.22 As markets develop and demand for wood products picks up we will need more skilled workers to turn out the product. Get the logger training program revamped and restarted at Nicolet College in Rhinelander or develop something similar at Fox Valley Technical College in Appleton.
- 1.23 At one time there were classes at local technical colleges for logging equipment, and manufacturing. Locate funding to bring this back and see if there is interest.
- 1.24 Cut to length programs and curriculum to become a logger and small business owner we are seeing less younger loggers in our area
- 1.25 Develop curriculum and degree programs to train logging professionals in Wisconsin's Technical Colleges.
- 1.26 Developing a partnership with an equipment company, such as timber pro, so that logging equipment can be made available for tech colleges. This has been done with agriculture and has been successful. Another idea would be the use of a logging simulator at a tech school or senior event to get people interested in logging.

- 1.27 Education that jobs are available in the industry. Then the training can follow. At this time, loggers and log truck drivers are difficult to find. The other issue is the cost to enter into this industry which may involve a change in the lending/financing.
- 1.28 Encourage high schools to show forestry and related fields as highly regarded and desirable career choices.
- 1.29 Good question, I do not know
- 1.30 Grow a skilled workforce by educating future prospective workers.
- 1.31 Grow a skilled workforce from all areas
- 1.32 Hire some foresters with actual experience, it is quite unsettling to put a new hire with no experience in an enforcement role in which the landowner looks to for advice and guidance, and they themselves can't even identify the species or basal area present in the forest they are looking at
- 1.33 If in fact there is a shortage of skilled workers, then i believe there needs to be more funding put into our schools that will increase the Tech. Ed. type of workers. Some of these courses should be centered around forestry based industries/equipment.
- 1.34 Include appropriate courses in technical school curriculums.
- 1.35 Increase both technical and professional education in forestry and wood products manufacturing from high school through university levels.
- 1.36 Increase the number of reputable loggers. Do not increase the number of loggers. We have enough loggers. We need more good loggers, loggers that foresters can work with, not loggers that complain all the time about restrictions such as oak wilt etc.
- 1.37 Support charter schools with emphasis on sustainable forest management curriculum.
- 1.38 this isn't my issue, but was a key weakness identified in the conference stop extended unemployment it is easier to collect a check than go to work
- 1.39 Training and incentives for people to become loggers.
- 1.40 Without an adequate supply of trained loggers it is impossible to manage Wisconsin's forests. The average age of a logger in WI is in the upper 50's. Where will the next generation come from?

**Goal 2: Increase management of and increase timber production within Wisconsin's Federal Forests consistent with sustainable forestry practices.**

- 2.1 I don't believe there are many avenues that would expedite management of the national forests, I believe that management should be turned over to the counties, it is a shame to see northern Wisconsin's roads and school districts deteriorate from lack of funds as the forests that surround them fall over and forest floors are converted to pen sedge.
- 2.2 Creation of collaborative efforts to address USFS land base. This effort should utilize established authorities including "Good Neighbor Authority" and "Tribal Forest Protection Act" to provide a basis for identifying individual projects for completion. The effort should also capitalize on use of State, County, and Local land use plan changes to provide support and enforcement of "coordination" aspects within Federal laws. State, County and Local land use plans should be restructured to provide for active forest management of all lands within their

jurisdictions, including Federal lands. The plans should include provisions for forest health management and sustainable, affordable, raw material supply for local industry. Federal land management is considered the best management by the public, by allowing non-management to be the norm, we are giving the impression to private landowners that this is the best practice. This results in loss of forest management across the State!

- 2.3 Make firefighting dollars completely separate from forest management dollars. Don't raid forest management dollars when firefighting goes over budget. Designate the "other use lands" i.e. campgrounds, wilderness areas, protected areas, etc. as off limits to timber harvesting and allow the remaining federal forest to be managed primarily for timber. Increase forest service budgets.
- 2.4 Need to change the idea among the public and some of the press that national forests are not parks and were not set up to be parks. Reduce set-asides for "so-called wilderness tracts", a lot of forest areas are withdrawn from fiber production for set-asides which sound great but really do nothing--I was in one proposed set-aside that had been logged and had logging roads in it, planted pine, , and small over mature aspen (lousy aspen site) with stem decay--the agency ecologist had an agenda and this was a public tour--I didn't give my background until I started the hard challenges and the public participants loved it--they were not happy with the agenda. Rely on good site preparation and bring back more fire. De-politicize on the ground management--I am a CF and to me forestry is a professional effort.
- 2.5 Continued reach-out to Congressional delegation. 2. Governor hosting meeting with Head of Forest Service and congressional delegation. 3. Involve Attorney General in process to get attention of Forest Service. 4. Involve Native Americans in process to get attention of Forest Service. 5. Involve Counties (school districts, economic development committees, forest administrators) in process to get attention of Forest Service. 6. Pilot project for county management of forest service land.
- 2.6 Scientific and economically based political pressure.
- 2.7 Creation of reasonable/ efficient timber sale establishment processes Give localized forest management staff the tools and support to accomplish sustainable forest management Be vocal in explaining that the national forests are working forests, not forest preserves/ passive management areas
- 2.8 Work through Federal red tape to make this a reality. Revenues should be earmarked to be retained on individual properties to manage the forests sustainably. A portion of the monies should be used for infrastructures such as roads and bridges which accommodate both industry and the public.
- 2.9 Work within existing federal authorities to increase harvest Define and pursue alternative/additional opportunities to increase harvest
- 2.10 Identify and secure funding to increase forest management on Fed Forest Lands.
- 2.11 Stop picking winners and losers and support a more broad based support for initiatives. For example, WEDC provided funding for a Michigan based firm to study opportunities already in the pipeline. They should be supporting the initiatives already in place.
- 2.12 Test it first to see what works and what doesn't. Start off small and study the results before going big.
- 2.13 The wise management of natural resources to create a healthy growing forest. The use of harvesting to minimize timber decay and rot. The economical management of Federal Woodlands to lessen tax payer burden and increase public assets.

- 2.14 The Lake States, and particularly Wisconsin, have some of the highest wood fiber costs in the United States, if not the world. Increasing supply could potentially reduce those costs, allowing the forest products industry to remain competitive in the global marketplace.
- 2.15 2.1 Legislative influence to refocus resources in USFS to CNNF for timber production 2.2 Streamline NEPA for over-mature Aspen and other forest health issues via the Healthy Forests Restoration Act.
- 2.16 The USFS needs to direct funds away from research projects to more on the ground work. Cooperate with local workforce to accomplish more timber to be sold and harvested. Stewardship agreements has a potential to help the situation but there needs to be a way to provide to the 25% funds when using this method.
- 2.17 The Federal Government needs to continue to feel the pressure of needing to manage National Forest Lands for timber products in a sustainable way. In my mind, by increasing the timber production on Federal Forests, the local, regional, and national economies will benefit greatly by increasing available raw woods products which, in turn, will be more attractive to paper mills, saw mills, specialty mills, etc. This will allow for new mills to start up, creating more direct and indirect jobs related to the forest products industry.
- 2.18 Work with Federal Legislators to increase funding for timber sale establishment and reduce litigation while eliminating the forests in the West to pull funding for fire suppression.
- 2.19 Reduce the amount of analysis needed to carry out timber sales while increasing funding to federal forests.
- 2.20 Cooperation and collaboration with our National Forests. Creating more opportunities for stewardship
- 2.21 County management
- 2.22 Foster investments by state, county, tribal governments and other entities which can lead to successful partnership efforts with the Forest Service. Good example is WEDC providing working capital to a non-profit entity which has agreed to work through the process of holding and implementing a full-value Stewardship Agreement. Invest in efforts which display the difference between existing and desired conditions of federal forests based on the CNNF Forest Plan to build support for greater levels of forest management.
- 2.23 Funding for the Federal timber program is the key.
- 2.24 I think it is important to develop state wide involvement on this issue. Local grassroots efforts make people feel good but accomplish little because they don't have much clout behind them. Statewide pressure to move in any direction would be more beneficial.
- 2.25 If the government won't manage our woodlands maybe they would/should contract professional foresters to set-up timber sales.
- 2.26 It works well and is accepted elsewhere--look at Oregon national forests. Still need professional agency staff to oversee the effort, but it is a partnership rather than simply a logger and the timber sale agency.
- 2.27 Outside intervention is peril to moving management forward. State support is widespread, now we need those knowledgeable folks who can implement action and give them a course in which to do so. If stewardship contracting is found to be that successful avenue, it needs to expand exponentially. What are some other avenues that can be pursued in the meantime?
- 2.28 Put the timber up for sale. Sale areas have been identified; just get it on the market.

- 2.29 Remove the road blocks at the Federal level and the environmental extremes (lawsuits). Use a common sense approach similar to the County forest program. Engage forestry consultants in providing management of large blocks over long periods so work flow and employment can stay consistent.
- 2.30 Removing barriers to harvesting allowable yields on federal lands.
- 2.31 Return to the primary goal of the US Forest Service, the wise use (conservation) of our National Forests. Restructure top management of the Forest Service and provide the budget to place resource professionals in the field and direct those professionals to produce the Allowable Sale Quantity of each Forest.
- 2.32 There needs to be a political direction to increase Federal Lands Management. Many Federal Foresters are very frustrated with the lack of management/ harvesting on federal Lands.
- 2.33 2.1 2.5 2.6
- 2.34 Continue efforts towards Stewardship contracting and consider developing partnerships to allow local units of government / County Forests to manage federal lands.
- 2.35 Coordination Federal legislative action
- 2.36 Develop a unified voice between State, County and Private stakeholders to approach Congressional Delegations, National Forest Local and Regional Offices. Jointly develop with Federal Land Managers a clear concise understanding of existing constraints. Utilize Federal Managers to discuss potential solutions. Avoid solutions or statements that create or foster distrust. Keep this goal in context Federal Land constitutes less than 10% of the Forested land in Wisconsin although it provides approximately 5% of the annual harvest. Within local regions of the State with substantial Federal Land this effect may be magnified.
- 2.37 Federal commitment to prepare timber for sale
- 2.38 Federal regulations force USFS to spend years evaluating and setting sales up. We need to somehow speed up the process so more sales can be established faster.
- 2.39 Put the land back into county ownership; the county forestry departments have an excellent track record for managing their forests and bringing revenue into the county.
- 2.40 State management of Federal lands in regards to managing lands for timber production

**Goal 3: Increase management of and increase timber production within Wisconsin's State owned lands consistent with sustainable forestry practices.**

- 3.1 Allowable cut must be accelerated to approach net annual growth on State lands managed for timber production. Master Plans may need to be updated. Forest inventory data must be kept current by forest management staff on State lands.
- 3.2 I think the state has stepped up to the plate quite well recently on this one, my major concern is conversion to prairie and savannah I have witnessed too many aspen stands cut off and sprayed for conversion to grass which after 2-3 years is nothing more than reed canary, there are plenty of existing prairies on state lands that are being overrun with spotted knapweed, why are we pouring thousands of dollars of grant money into a fruitless conversion. Fire has been gone too long from the ecosystem to just cut a woods, and run a fire through it, I have seen this done on Pine Island and 90 percent of the reserve trees died in the fire as they are no longer capable of withstanding the heat

- 3.3 Giving the State Forestry managers enough resources to complete their management plans.
- 3.4 Manage all of Wisconsin's state owned forest land, not just the State Forests. This is important not only from a standpoint of product production but also from a vegetation management standpoint. I believe that without vegetation management on state lands invasive species will simply take over and become the dominant vegetation type.
- 3.5 The State should be a leader in forest management and not just on State Forests. If we sustainably harvest timber on State Parks and other properties the public commonly interacts with, it will have a bonus educational aspect.

**Goal 4: Increase management of and increase timber production within Wisconsin's County Forests consistent with sustainable forestry practices.**

- 4.1 Is there personnel capacity to carry out this, if not ramp up staffing so the experienced folks don't burn out. Building a sustainable program does not happen overnight.

**Goal 5: Increase management of and increase timber production within Wisconsin's private forests with sustainable forestry practices.**

- 5.1 Establishing trust between landowners and the logging sector
- 5.2 Increase the resources available (university and state) to service private landowners
- 5.3 Working together to engage the un-engaged Private Landowner. 60% of our Forest Land in Wisconsin is owned by the small private landowner. Many of those not under MFL are either cutting unsustainably or not cutting at all. One size does not fit all in reaching them, and they are constantly changing as lands change hands.
- 5.4 This accounts for the majority of Wisconsin forest land and the majority of the industry wood basket. Increase outreach to unengaged landowners (e.g., DFN model), increase levels of active management, especially in degraded stands where productivity could be greatly increased for long term benefits.
- 5.5 Two thirds of WI's NIPL is not part of the MFL program. Many of these landowners own for recreational purposes and are small size tracts. We need to create avenues to educate these landowners. This group represents 40% of WI forests.
- 5.6 Provide some type of on the ground assistance (besides consulting foresters) that encourage sustainable forestry practices that an absentee landowner feels can and will provide a good mix of wildlife as well as timber management on a reasonable fee basis including the leasing of land for recreational purposes. Family members could become more involved if the larger timber corporations would provide technical assistance toward property management coupled with timber management.
- 5.7 Less government regulations
- 5.8 Review Incentives or Disincentives of Enrollment in the Managed Forest Law vs Alternative Property Tax Structures (i.e. agricultural land status). Consider opportunities to "level" playing field between tax structures through the closing of "loopholes" while meeting public needs. Considering the vast majority of Wisconsin's Forests are in Private Ownership, maintaining access to this resource during a time of rapid ownership changes and parcel size reduction is

of the utmost importance. Reliance on Public Forests alone will not sustain or improve the existing forest utilization infrastructure.

- 5.9 Increase the DNR Foresters involvement in promoting sustainable management on private forest lands, reversing the trend of decreasing private forestry management assistance to private woodland owners that has been the trend that has occurred in the past.
- 5.10 Get the DNR field foresters to meet in the field, walk the woods with the unengaged private forest landowners. Then give them written brief recap of their findings of the visit. This is their #1 priority: the unengaged private woodland owner.
- 5.11 Need more public outreach/communication with Wisconsin private landowners. Also need more coordination with logging community regarding ability to access private wood. I deal with private markets through a friend that owns 6000 acres and find a huge disparity between how the logging community interacts with private owners versus public and a corresponding disparity between pricing offered. There seems to be an 'untapped' private resource of wood.
- 5.12 Provide information to NIPF landowners that describes the opportunities and benefits of active forest management. Enact a statewide land use statute that regulates the development of rural lands similar to that which the state of Oregon did several decades ago. This would result in reducing the rate at which forest and ag land is converted to other uses.
- 5.13 Expanded programs beyond MFL which support and incentivize sustainable management of privately held forest lands and assist landowners in ALL facets of land management not just timber harvesting.
- 5.14 Allocate more staff resources to field foresters to provide landowner assistance including on MFL lands.
- 5.15 Direct contact. Coordinated advertising and educational campaign of wood's environmental benefits when compared to other materials.
- 5.16 Lands classified as Ag Forest required to hold at least a stewardship forestry plan. Allow DNR foresters the ability to actually provide services to private landowners as it is a huge turn-off for them when we discuss forest management with them then have to say "hire a forester to do that". Work with other agencies to ensure we aren't providing grants that result in conversion of productive forest land into agricultural land.
- 5.17 MFL changes/actions would improve the management of private forest. At this time, investors are benefiting from the tax laws at the expense of the general public and counties/townships are losing revenue. The MFL rules have been manipulated and not enforced with any penalties. We have started seeing change from the top down in the DNR since meeting with them this year.
- 5.18 Private woodland owners own 85-95% of the woodlands in Wisconsin. They require assistance to offer and produce wood for the wood producing industry.
- 5.19 The tax structure allows many non-MFL farm forests to be high-graded and still receive very low taxes like farmland. Many people enter marginally productive "forest" to lower their taxes into the MFL Program. Thus, I spend much time in my county addressing marginally productive MFL and State lands rather than more productive non-MFL farm woodlots before they are high-graded.
- 5.20 There is a large need to reach the thousands of landowners who have not yet been engaged in forestry. The industry needs to provide an example of high standards in all aspects of the forest industry and the application of sustainable forestry on the ground. People need to be

treated fairly and paid fairly for their wood. Partner with WWOA and similar groups to provide a reference checking, technical assistance, and information about the benefits of forestry.

- 5.21 Treat timberland tax comparable to agricultural.
- 5.22 Trying to get private owned forest land into some sort of thought out sustainable management plan has been an elusive goal going back into history farther than my 50 plus years in the conservation business. In 1961 as a newly minted professional forester I strove to get private land owners in northern Kentucky to prepare management plans for their forests. In 2014 it remains frustrating that "still" only a small percentage of private lands UPON WHICH LOGGING IS TAKING PLACE actually have a management plan. Yet well-meaning but ill-informed environmental zealots want to keep restricting logging on managed national, state, and county forests, using the argument that private lands can bear the brunt of the logging demand...yet it is these lands that are the least managed!
- 5.23 Engage woodland owners in forest tax and other incentive programs.
- 5.24 Forest management is very important to maintain these wood markets. Again, it is very important that the landowner is educated to the relation between wildlife habitat and good forestry practices.
- 5.25 Our challenge remains how to motivate and incentivize landowners to active management. Wisconsin is a national leader and should look for opportunities to replicate and expand efforts in the Driftless Area statewide. This will require continued support and adapting of existing modes of landowner engagement.
- 5.26 This goes hand and glove with Goal 8. A need exists to find out ownership by general forest regional ecosystems (not political boundaries); Identify ownership acres (not lumped together), and get owner's objectives. Then using extension foresters and agency forester to develop a one-on-one relationship to show value of harvest and problems with the lack of management. If you want lots of aspen regeneration, clear cut is the way to go, not a leave tree approach.
- 5.27 Use woodlot owner forums to encourage release of woodlots to proper forest management. Create cooperatives to join small woodlots for efficient harvests and sales.

**Goal 6: Grow Wisconsin's forest product markets.**

- 6.1 Increased market options would reduce transport distances making more raw materials marketable, which in turn makes more forest management feasible.
- 6.2 Explore additional markets for small diameter (pulpwood) forest products in SW WI.
- 6.3 In my opinion if we do not have markets, there will be NO forest management no matter who owns the forests. Due to technology, the pulp and paper industry that was the key player is starting to fade into the sunset. We need viable, dependable and long term markets that use raw forest products. Actions - get the niche markets back that have been taken over by other countries. Action - let's stop talking about it and having studies about it - LETS DO SOMETHING!
- 6.4 Increase demand and value of Wisconsin's forest products through development of new markets and expansion of current markets.

- 6.5 Analysis and understanding of the trends of current forest product industry and where they are focusing their future capital investments, and what their needs are in improving their interests in staying in the Lake States. Most large private forest industry landowners are not waiting for their 2% per year investment return on growing timber on these lands, and are focusing on improving today's return to the shareholder by partitioning and selling off timberlands in smaller parcels, and subsequently being purchased by recreational users or conservation easement government funded programs which do not have any type of commercial timber use in mind for the lands in the future. Any increased wood production from federal, state, private lands would be useless without increased wood market demands that can handle the extra production.
- 6.6 6.1 6.2 6.3 6.7 6.12
- 6.7 Many of the abovementioned goals are inter-related. We need more trained loggers, more DNR Foresters to adequately manage MFL lands and State lands, and we need markets (Goal 6).
- 6.8 Great idea. I'm not sure how to do it. We need to encourage more industry in WI that utilizes forest products.
- 6.9 Less regulation and more incentives for new businesses. Also some funding mechanism for existing markets to enhance productivity and create new products within existing businesses.
- 6.10 Help businesses develop export sales and marketing plans. Increase non-residential wood construction in Wisconsin. - Bring Wood Works for Non-Residential programming into the state. - Increase Wisconsin Extension collaboration with the US Forest Products Laboratory to speed rate of tech transfer to Wisconsin's forest products mfg and entrepreneurs. - Look for opportunities to leverage European knowledge of how to create highly energy-efficient wood structures. - Seek to establish a CLT manufacturer within the state.
- 6.11 Make a more industry friendly environment with regard to taxes, regulations, financial lending, insurance, etc.
- 6.12 Developing strong, diverse markets is an important driver for all of the other goals. The opportunities include supporting innovations in building with wood (e.g., modifications to building codes to allow for taller wood construction, improvements in building design and energy efficient designs with wood, etc.), support for non-timber forest product markets (e.g., maple syrup, seasonal decorations, birch bark, etc.), urban wood utilization (e.g., biomass energy, niche markets, traditional products, etc.), and underutilized species or grades. Demonstration projects, innovation grants, public-private partnerships, etc. could all contribute to these efforts.
- 6.13 Publish the forest resources of what Wisconsin has to offer. 2. Work with current and potential manufacturers to entice industry to stay and move to Wisconsin making it easier for industry to meet environmental goals (laws).
- 6.14 Dependable and predictable supply of roundwood 5-10 years into the future favorable business climate to allow wood industry to prosper: taxes, transportation, regulations, available skilled labor work force. Education system produces potential employees with appropriate training. Access to state, national, and worldwide marketplace for wood products. Fair trade, stable monetary system, reasonable export/trade regulations.
- 6.15 Only a small percent of wood products are exported overseas. I think it would be beneficial to the industry to tap into that market. Educate the logging companies, large and small, how to enter the overseas market.

- 6.16 Reduce regulatory burden. Allow free markets to thrive, avoid gov't over reach. Realize forest mgt won't happen w/out markets! Or suppliers.
- 6.17 Marketing through understanding of consumer needs and promoting the WI advantage of certifiable sustainable forestry.
- 6.18 Develop markets; provide an environment that allows companies operating in Wisconsin to be competitive. If the demand is there, I think that the wood will be there.
- 6.19 6.3 Help businesses develop export sales and marketing plans 6.7 (Identity and) Address under-utilization of certain species and raw wood materials 6.9 DNR Forest Products staffs collaborate with local economic development New - leverage new technology in wood use to re-purpose or better use existing infrastructure and stimulate capital investment (e.g. micro-crystalline Nano cellulose and cross laminated timber panel production)
- 6.20 Additional research in underutilized markets such as cedar or hemlock.
- 6.21 Financial incentives to encourage growth in the industries and thus the markets for forest products. Filling the WDNR Forest Products Specialist positions to work with and supply information to prospective businesses looking to WI for growing their forest products. Utilize similar Federal economic development grants, incentives and resources to grow industries in WI
- 6.22 I am not sure what are actions to reach this goal, but without forest product markets there is no reason to manage the forest. This needs to always be a main focus.
- 6.23 Identify new technologies for using wood based products in Wisconsin.
- 6.24 It is very important that we maintain our wood product markets and logging profession so landowners can sell their products and have someone to remove these wood products. Providing reasonable loans to the loggers for equipment as it is very expensive with the idea that loggers will still stay in the logging business.
- 6.25 Markets are still limited in many parts of the state, especially for small diameter wood in southern Wisconsin. Increasing markets for small diameter wood will increase management on private lands.
- 6.26 New products and uses for existing materials in new markets should be key; are we creating and/or furthering innovation (broadly defined)?
- 6.27 We are fortunate to have thriving markets (particularly for sawlogs and paper) in Wisconsin, but developing new markets is important. Without markets it is impossible to manage forests (ie Colorado)
- 6.28 We need to foster a better business climate to promote expansion/reinvestment of our industry. Specifically there needs to be more streamlined permitting processes to allow for business expansion. We also need to continue to work on promoting value added products being shipped into the global marketplace versus exporting raw materials.
- 6.29 Wisconsin needs to reach out, not only statewide, but nationwide and worldwide, when it comes to Wisconsin forest products and what we are able to produce in this state. The best part and a very marketable aspect is the fact that it's all being done in a sustainable manner and more trees are growing than are being harvested each year. This is extremely important to make known.
- 6.30 Work to identify opportunities for expansion of existing markets and development of new markets. Improve coordination between local economic development agencies, extension

services, county employees, and WDNR employees all working in economic development or market expansion but not necessarily communicating/coordinating in regard to forest products industry

- 6.31 Work with business and industry to use resources such as basswood and pulp in the southwest part of the State where these resources seem to have little or no marketability. Secure funding to research and develop markets for secondary mills that could use these resources.
- 6.32 Additional Certification of forest products by DNR. 2. DNR participate in "Something Special from Wisconsin" campaign.
- 6.33 Big opportunities to be won if promotion of the right niche is made! renewable Biomass markets/heating-pellet manufacturing, etc....
- 6.34 Explore and develop "non-traditional" markets if feasible Find ways to work will mills to stabilize wood markets Long term, encourage and create incentives for Wisconsin owned timber users to develop a land base that would hopefully help stabilize timber markets Help producers find the best niche markets for the products they are producing, if needed train them to cut for grade or work with secondary markets to help them plan around seasonal influxes of supplies
- 6.35 Finding viable economic markets for many currently "unmarketable" products such as tops, small logs and "brush" etc. would help keep some private lands "profitable" and perhaps keep them in "forest" or at least some stage of natural or wild lands rather than pressure to sell for hardscape subdividing. Wood pellets, biofuel etc. are all trendy things that come to mind as well as hoping the economy resurrects such things as OSB and other products.
- 6.36 Identify the benefits of using renewable resources. Strengthen the parameters of certification systems to assure practices are sustainable. Re-visit and demonstrate the sustainability of forestry practices across all ownerships in Wisconsin. Invest in and create a media campaign to demonstrate and highlight sustainable forestry and eco-friendly practices.
- 6.37 Increase incentives and research in this area. The global forest products industry is working to gain acceptance of engineered wood products for use in structural (amongst other) applications. Those types of markets and others could be invaluable within the next few years.
- 6.38 More emphasis on locally and sustainably produced products. When I go to Menards I have no idea where that board came from. Diversification of markets. Very limited markets for cedar and basswood. One outlet that mulches these products. This outlet also does biomass harvesting to supplement their mulching business. Is there room for another mulching business in southern Wisconsin?
- 6.39 Need to consider not only growing the markets, but retaining the markets currently in place. Home grown industry and markets for raw products have been the backbone of the forest industry since the creation of the State of Wisconsin. We need to capitalize on the mill "infrastructure" currently in place and provide for retention of it before we prioritize creation of new markets.
- 6.40 New uses for trees need to be developed. For example: Wood can be distilled for chemicals, most producing trees have edible seeds we are not using these trees as a food source (white oak acorns, hickory nut meat, etc.).
- 6.41 Not only grow in size but diversify through R&D. Develop new uses and demand for wood fiber.

- 6.42 Research of new technologies that can be proven sustainable without long term government subsidies. A vision that investment in growing these products will pay off for investors. Businesses that are secondary users of raw products that turn them into final products instead of sending them to other for manufacturing.
- 6.43 I know this is a cart and a horse thing, but before promoting increased harvesting, WI should invest in a WI centric business plan for any increased output from our forests.

**Goal 7: Build and foster a coordinated working relationship between primary wood manufacturers and public and private forest management professionals with regards to economic and ecological considerations and the role and impacts of guidelines, policies and regulations.**

- 7.1 Need to firm up our relationships now by coordinating more opportunities to harvest during the summer. I feel some of the restrictions force all harvest to be winter only, and that makes it extremely difficult for the producers.
- 7.2 Protecting working forests for future generations is an overarching goal that all should support. We must continue to work together to remove the barriers that impede our ability to actively manage forests and realize their full potential for all current and future users.
- 7.3 twice yearly regional "listening sessions" need to continue (great start) action items identified DNR leadership should consolidate findings and accomplish goals in a timely manner
- 7.4 Two-way communications between managers and forest industry. Emphasize timber harvest methods and economics in college and tech schools to give graduates a practical understanding of the industry.
- 7.5 Attracting and supporting innovation is very important for the security and future success of forest-based economies and communities in Wisconsin.
- 7.6 Create a timeline illustrating possible bottlenecks in wood availability
- 7.7 Increase the resources available (university and state) to service and educate all landowners
- 7.8 Make pertinent information readily accessible; one of the big things missing from WIDNR training is a bit of cross-training with our industry partners. That means product specifications well known by logging contractors, stumpage buyers, and mill staff aren't fully understood by public management professionals. Work on increasing knowledge exchange with more frequent communication on the "State of industry" to know on a more regular basis what is in demand, if supply is keeping up, etc.
- 7.9 Non-industrial professionals (state, federal) need to be kept in touch with the industrial side of forestry, ensuring that sustainable forestry practices aid in supporting industry's needs. In turn, Industry needs to be shown and understand why certain practices, harvest requirements, and restrictions are needed to achieve sustainable forestry. Industry can survive without sustainable forestry (at least short term), but sustainable forestry cannot survive without industry.
- 7.10 Provide bi-annual Regional Meetings (4-6 Regions) between manufacturers, producers and landowners. Develop meetings to address/discuss one or two individual topics with general session to air opportunities and challenges across groups.

- 7.11 Promote DNR industry support teams Encourage department culture change in "getting to yes" advertise/standardize "judgment calls" so foresters know what to expect Determine the tradeoffs or cost/benefits from regulations
- 7.12 There are already things being done to facilitate this goal. Similar to what I said in item #5, let's do something. Stop talking and discussing, form an action plan and proceed even if there are mistakes made. Mistakes mean there is actual action taking place.
- 7.13 Information exchanged between wood manufacturers and forest management professionals could be improved. Forest management is usually concerned with site protection and landowner goals. These usually are way different than what wood manufacturers need. Plans usually focus on producing the wood first, then leave it up to the logger to find the market second. Manufacturers also probably do not realize the site limitations, timber sale operating restrictions, etc., that the logger has to abide by while producing the wood. Information sharing early on, may help include some of industry's needs in the forest management plan, years before the wood is actually produced.
- 7.14 More communication. The education of each other's goals and how they are attained.
- 7.15 Policy and guidance writers need to be aware of the far reaching affects are when writing guidelines. There needs to be a better line of communication from Madison to the field workers on how guidance measures effect on the ground work.
- 7.16 Real world experience before hire.
- 7.17 The economic and ecological issues are getting more complicated. Foster greater cross-training opportunities between foresters, loggers, and mills to build cooperation and skill levels across all sectors. Strengthen Master Logger program.
- 7.18 The Forest Products Laboratory should play a large role in this goal.
- 7.19 There is a definite need to find common ground with many of the restrictions with regard to forestry operations. Seasonal, endangered species, oak wilt. There are only a few months out of the year in some cases when logging operations can occur. Endangered species is becoming more and more restrictive. There has to be some way to work through this other than just seasonal restrictions.

**Goal 8: Increase public understanding of the benefits of sustainable forest management.**

- 8.1 A consistent, repetitive message to high density population areas.
- 8.2 Better public outreach discussing forestry in general and providing additional resources. An example could be what is done at the Minnesota State Fair by the Minnesota Forest Products Industry. They setup a booth and rotate in multiple industry members discussing with the public forestry and providing landowners with seedlings. This would also include the issue of deer browse and the inability to regenerate our forests.
- 8.3 Early school education such as youth hikes. These must include not only "nature oriented" talks on intangible forest resources as wildlife and watershed protection etc., but also implant actual thought that in some places trees can be harvested for useful products as lumber or paper pulp.
- 8.4 Educate the landowner on how good forestry practices will improve wildlife habitat. Most landowners own their land for wildlife purposes while forestry is a minor reason they own their land.

- 8.5 More interaction with foresters in schools, including urban schools. More information on forestry and forest management in newspapers.
- 8.6 REPEATED education of the public. This will not only benefit private landowner management but state and federal. If the public understands proper management and the benefits, all aspects would change.
- 8.7 The State of Wisconsin needs to do a better job of explaining the benefits of forest. From the production of raw material for paper, lumber and wood product manufacturers, to the environmental importance of forest. They also, need to explain the jobs that are created by the forest of our state and the effect on all people's quality of life. I believe the urban people have little or no understanding on the value forest have and the important part they play in their life. People that enjoy hunting, fishing and all forms of wildlife enjoyment need to understand, without forest much of what they enjoy would not exist in our state.
- 8.8 Woodland owners manage complex ecosystems. They require a high level of understanding of these ecosystems in order to sustainability manage their lands. Continued natural resource education needs to be available to each woodland owner. Maintain the UW Extension efforts to delivery natural education programming to Wisconsin woodland owners.
- 8.9 Workshops and tours and ads
- 8.10 Increase support and emphases of Milwaukee Forest education center.
- 8.11 Annual educator meeting! find/create stable revenue streams for forestry education media campaign on value of timber industry in WI
- 8.12 Broad based media campaign to educate why forests are dying and burning out west and how that can happen here too if we don't manage.
- 8.13 Continuing education about forestry for teachers, public education meetings, newspaper articles about forestry.
- 8.14 Coordinated advertising and educational campaign of wood's environmental benefits when compared to other materials.
- 8.15 Educating the public on the wise use of natural resources. Quantifying the economic value of harvesting to consumers.
- 8.16 Educational outreach via the public school system, starting in Middle School. Continue into High School, and offer credits towards graduation requirements for students who express interest in this topic.
- 8.17 Encourage foresters (public & pvt) to visit schools, lead tours at school forests: show products made from trees, discuss importance of jobs for their parents and for their future. Teach a class on Forestry: tree/forest biology and managing, forest products utilized. A regular educator conference can include forestry education.
- 8.18 Focused conservation education efforts
- 8.19 Getting sustainable forestry education incorporated early on into the public educational system. Many schools have liberal minded educators that do not adequately teach our children that it is OK to harvest and utilize trees from the forest. Most are taught how traumatic and devastating it is to the wildlife or water quality if trees are cut down. Most children (and parents) have very little information and realization about how much wood consumption is intertwined into our daily lives. We still prefer to choose to maintain our high

quality of life standards, yet fight all natural resource contributions to this quality of life thinking we are doing a good thing.

- 8.20 Joint training opportunities for industry, public and private foresters as well as the forest products industry in general.
- 8.21 More information, maybe through public service announcements on the benefits of forest management and how much wood is used in daily life. Try to bridge the disconnect many have with wood products and the forest industry, wood products such as guitars, furniture, etc. are highly prized yet the process to extract wood is demonized.
- 8.22 Need to market the benefits of forests and the way management positively impacts those benefits.
- 8.23 Press releases, TV ads
- 8.24 Public education that prioritizes the importance of active management for protection of water, soil, and wildlife resources rather than pressing the timber industry and economic side is a key to gaining public support. As part of the industry, we all recognize the need for forest management and the jobs that it creates, but the past efforts give the general public the impression of forest management being purely for economic gain. We need to turn the education of the public around to prioritize the need for "active" management to protect the environment, only then will we gain true public support.
- 8.25 Support the communication of the non-fiber related economic benefits of the urban forest. Make the case for a positive cost/benefit ratio supporting increased investment in growing the economic value of the urban forest..
- 8.26 Use marketing to educate public about forests being renewable and all the environmental benefits afforded by sustainable management. Counter negative perceptions of silviculture practices.
- 8.27 Work with partners such as WWOA to accomplish this objective.
- 8.28 Education of the public through outreach programs in our school systems is very important to counteract the flood of propaganda being pushed by the preservationists.
- 8.29 Greater efforts in educational institutions around demonstrating sustainable forest management and its benefits.
- 8.30 Identify existing efforts to educate the public; these are taking place among a variety of stakeholder groups, in order to avoid duplicative efforts and then fill voids and expand outreach where needed. This will likely involve having one entity serve in a coordinating role and possibly convening a group working toward achieving this goal. Efforts toward working to achieve this goal could certainly have an impact on achieving goal # 5.
- 8.31 Long-term, targeted messaging is needed to leverage the public's well-established interest in their quality of life with the fact that working forests provide for many of the things that make this possible - clean air, water, wildlife habitat, aesthetics, recreation, jobs, rural economic opportunities, locally-grown products, etc.
- 8.32 More publicity and public educational activities to demonstrate the value of sustainable forestry in harvesting and regenerating forest lands.
- 8.33 Ongoing education efforts within the state's K-12 institutions. Ongoing efforts on behalf of Wisconsin DNR through environmental learning centers, programming, website. Collaboration with developing Forestry Badge Program and Forest Exploration Center.

Coordination with State Foresters in other states to leverage forestry oriented programming within the various states.

- 8.34 Strongly charge UW extension and associated groups with increased education and training of the public. This must be accompanied by increased resources to succeed.
- 8.35 This should start by being taught in schools from a very early age. I'm amazed how many school children have no idea the importance of the forest products industry to Wisconsin. They have this belief that logging is bad and trees should not be cut. A lot of times, this is what is being taught to our children. I believe reaching out to teachers and other educators on the benefits of sustainable forestry would also be time and money well spent. The more we can educate people on this, the more support we will get for the increased use of our forest products.
- 8.36 Work with all forest landowner groups, both private and public sector, to have a better understanding of economic as well as the social and ecological considerations of sustainable forestry. This should be a group effort of partners in the public and private sectors along with educators and professionals to do a "multi-media marketing" of the messages. Encourage the USFS Northern Research Station to continue to conduct research in both "what" and "how" to sustainably manage forests. Maintain FIA so the public and industry knows what is on the landscape and where it is in terms of forest resources. Continue current long-term studies and increase research into new silvicultural techniques to better sustainably manage the resources.
- 8.37 Education is needed on both sides of the sustainable forest management topic. Sustainable management to me means not only how much can be cut and the resulting economic impacts, but what do we need to leave and where. What is the historic natural range of variability of tree species and age classes across the forested part of WI, how have historic events changed NRV, how do we need to rethink the desired future condition of our forest given impacts from climate change? What missing, what's under-represented, how much of what do we need across the landscape. This could lead to a WI Forest Restoration Plan, including all lands, which could enable modeling of economic output, then the establishment of sustainable businesses around that output. We need this foundational information before the CoF and DNR promotes increased harvesting. Industry and the public should demand this analysis before taking action that could reduce the products and services we receive from WI's Forest (today and in the future).

#### **Goal 9: Assess constraints and improve the economics of transporting materials.**

- 9.1 Develop a system to ID mainline routes to build an all season system Additional funding for local road improvement to build better roads to support higher weight limits Increase state funding to improve bridge infrastructure
- 9.2 The economics of rail transport for both raw materials (e.g., pulp wood, and wood pulp) into Wisconsin paper mills, as well as the cost to ship finished paper out, has become critical to the survival of paper mills in Wisconsin. One strategy might be for the Council to meet with the Canadian National RR to express these concerns, and discuss options to provide relief to member companies.
- 9.3 Eliminate the inefficiency of not being able to transport legally oversized loads on the interstate system.
- 9.4 Increase options in regards to transportation. Increase competition in transportation industry

- 9.5 Maintain funding for maintenance and repair of town roads - especially in forested counties in northern Wisconsin.
- 9.6 There needs to be some guidance for township road restrictions, or exemptions for raw forest products. There should be a funding system that townships can use if they wish that would allow them to build roads to a higher standard knowing that if they used these funds, then the roads must remain open to all forest management activities and cannot be posted at lower rates than the state highways.
- 9.7 Allowance of 6 axle 98k on interstate. Bridges - funding to maintain bridges at legal loads. Rail - service and rates conducive to using rail again.
- 9.8 An action arising out of this goal should be to consider urban wood waste as part of the fiber stream. Cost of transport restricts the availability of economically viable marketplaces for this fiber.
- 9.9 Build roads and bridges to meet the standards needed to allow the flow of resources from the forest to mills. There needs to be direction given to managers of Town Roads to improve their roads to standards conducive to moving resources to County and State Highways. Politicians need to be stopped from doing favors for friends with public funds and placing a thin cap of asphalt over sand roads and closing roads to the forest industry when substandard constructed roads breakdown.
- 9.10 Communication and building alliances amongst all the groups. Engage our legislators
- 9.11 Develop recommendations for utilization of timber resources in SW Wisconsin
- 9.12 Increase rail service.
- 9.13 More money needs to be allocated in Government budgets for improving the infrastructure of our Town, County, State, and Federal highways so they can be used for hauling forest products.
- 9.14 Reduce regulatory burdens. Support higher weight limits. Educate public why roads are here: initially they were probably logging roads & we need transportation for an economy. Limit funding to towns that impose yr-round weight limits. Keep transportation a viable industry, encourage younger drivers.
- 9.15 The issue of Town roads needs to be addressed for long-term transportation needs. A gas tax formula or something needs to be developed to improve the road infrastructure for logging. A snowmobile permit just passed to increase funding for the trails. Perhaps a permit type logging revenue stamp could provide a funding source for road infrastructure.
- 9.16 The loss of rail across the north, especially east-west is catastrophic. Canadian National has abandoned rail, and will abandon more, harming economic development in the counties and region.
- 9.17 The State and Country needs to take a serious look on how we are going to fund our roads into the future. Shutting down local roads and lowering weight limits for trucks is not the answer. We need a long term solution to keeping roads open for transporting goods and services.
- 9.18 Transportation is now and will be, one of the biggest problems facing the industry in the near term. Problems in this realm are being felt today and need to be addressed before they are too far gone. I think rail needs to be brought back to the table, somehow we need to find a way to work with the railroads to make them profitable and user friendly.

- 9.19 Infrastructure is key - Transportation costs are a major factor to the economic viability of being able to sustainably manage many forests in WI.