

**Environment and Natural Resources Trust Fund
2010 Request for Proposals (RFP)**

LCCMR ID: 212-F

Project Title:

Promote Sustainable Management Among Family Forest Owners

LCCMR 2010 Funding Priority:

F. Environmental Education

Total Project Budget: \$ \$141,000

Proposed Project Time Period for the Funding Requested: 2 years, 2010 - 2012

Other Non-State Funds: \$ \$0

Summary:

Promote sustainable management among Minnesota's 74,000 family forest owners by creating a database to contact them, developing and conducting educational events for them and disseminating educational information to them.

Name: John W. O'Reilly

Sponsoring Organization: MN Forestry Association

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Grand Rapids MN 55744

Telephone Number: (218) 326-6486

Email: President@MinnesotaForestry.org

Fax: _____

Web Address: www.MinnesotaForestry.org

Location:

Region: Statewide

County Name: Statewide

City / Township:

_____ Knowledge Base	_____ Broad App.	_____ Innovation
_____ Leverage	_____ Outcomes	
_____ Partnerships	_____ Urgency	_____ TOTAL

MAIN PROPOSAL

PROJECT TITLE: Promote Sustainable Management Among Family Forest Owners

I. PROJECT STATEMENT

Of Minnesota family forest owners with holdings of 20 acres or more, 74,000 families own 4.75 million acres, or about 25% of the state's forested areas. While most of the family forest lands are located in the forested counties of the state, every county has some.

Few family forest owners have expertise in sustainable management. Thus, there is a great need for education. Further, no database currently exists through which these people can be contacted to announce educational events and to distribute educational materials.

Well managed forestland contributes to:

- Improved water quality,
- More and better wildlife habitat,
- More harvestable wood for the state's timber industry,
- Reduction of invasive species and,
- Mitigated effect of global warming through increased carbon sequestration.

This project's goal is to promote active management of family forest lands via landowner attendance at forestry-related educational events and receipt of educational materials. To achieve this goal we will:

1. Develop a database and populate it with contact information for as many family forest owners as can be gleaned from property tax records and other sources. The target is contact information for 60,000 families.
2. Create four "turnkey" educational packages to be presented to family forest owners across Minnesota in outdoor field day events. Each event, held on the land of a family forest owner for an audience of 12 to 36 landowners, will be conducted by members of the Minnesota Forestry Association's 16 local chapters, by woodland advisors cfc.cfans.umn.edu/wa/, and others. Each package will be done in sufficient detail, with scripts, props and specimens that the material can be presented by a person who is knowledgeable but not necessarily a subject matter expert. The target is to conduct 16 events in the first two years and approximately 16 per year in the years following. With minor updates, the packages listed here would have long useful lives:
 - **Knowing your forestland** - Plant and animal identification, inventory and mapping of natural resources;
 - **Basic management of forestlands** – Stand thinning, invasive species control and eradication, creating forest stewardship plans, and forest certification;
 - **Enrichment of forestland value** – Tree planting and management for habitat types, management for wildlife and non-timber forest products;
 - **Production and commercial opportunities for forestlands** – Selective and full timber harvest, non-timber forest product cultivation and harvest, carbon sequestration and biomass harvest options.
3. Identify existing educational materials that promote sustainable management and that can be supplied to family forest owners at low cost. Two examples are:
 - *Sustainable Forestry, A Landowner's Manual* produced by the Sustainable Forestry Initiative and,
 - *All About Minnesota's Forests and Trees: A Primer* produced by the Division of Forestry, Minnesota Department of Natural Resources.

II. DESCRIPTION OF PROJECT RESULTS

Result 1: Develop a Database to Contact Family Forest Owners

Budget: \$42,000

Deliverable	Completion Date
1. Create and populate a web-based database containing all information necessary to contact family forest owners	June 2011
2. Make the database available to University of Minnesota Extension and Division of Forestry, Minnesota Department of Natural Resources in support of their educational efforts.	June 2011

Result 2: Develop and Deliver Four Field Day Educational Packages

Budget: \$39,000

1. Four complete packages including detailed lesson plan; script for session leader; props and supplies needed.	December 2010
2. Conduct field day events using the packages; evaluate results.	October 2011
3. Refine packages and introduce them to chapter leaders and other potential presenters; provide training on their effective use.	March 2012

Result 3: Deliver Sustainable Management Information to Family Forest Owners

Budget: \$60,000

1. Mail at least one packet of information on sustainable management to all family forest owners contained in the database	October 2011
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III. PROJECT STRATEGY

A. Project Team/Partners

The project team is a partnership of the Minnesota Forestry Association, www.minnesotaforestry.org, and the University of Minnesota Extension, www.extension.umn.edu.

The Minnesota Forestry Association is a membership organization that works on behalf of family forest owners, through education and advocacy, to promote stewardship of woodlands. The Association president, currently John W. O'Reilly, will coordinate work with contractors to create and populate the database. He will also coordinate work with the University of Minnesota Extension including convening meetings and training sessions with chapter representatives and working with chapters to plan educational field day events and promote attendance.

University of Minnesota Extension educators will create, test, evaluate and improve the field day educational packages. Team members are Mike Reichenbach and Dave Wilsey. Together they have over 20 years of experience in designing, teaching and evaluating hands-on classes for woodland owners. They will also prepare the final report.

B. Timeline Requirements

The project extends over two years due to the need to run pilot sessions during certain seasons.

C. Long-Term Strategy

Database: The Minnesota Forestry Association has committed to updating the database annually for a minimum of 10 years, at a cost of up to \$3,000 per year.

Field Day Events: After development, the field day events will have a useful life of up to 10 years with only minor modifications. Ongoing promotion and production of the events will be financed through registration fees.

Project Budget

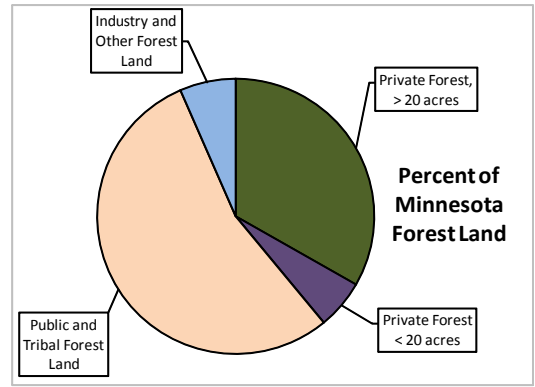
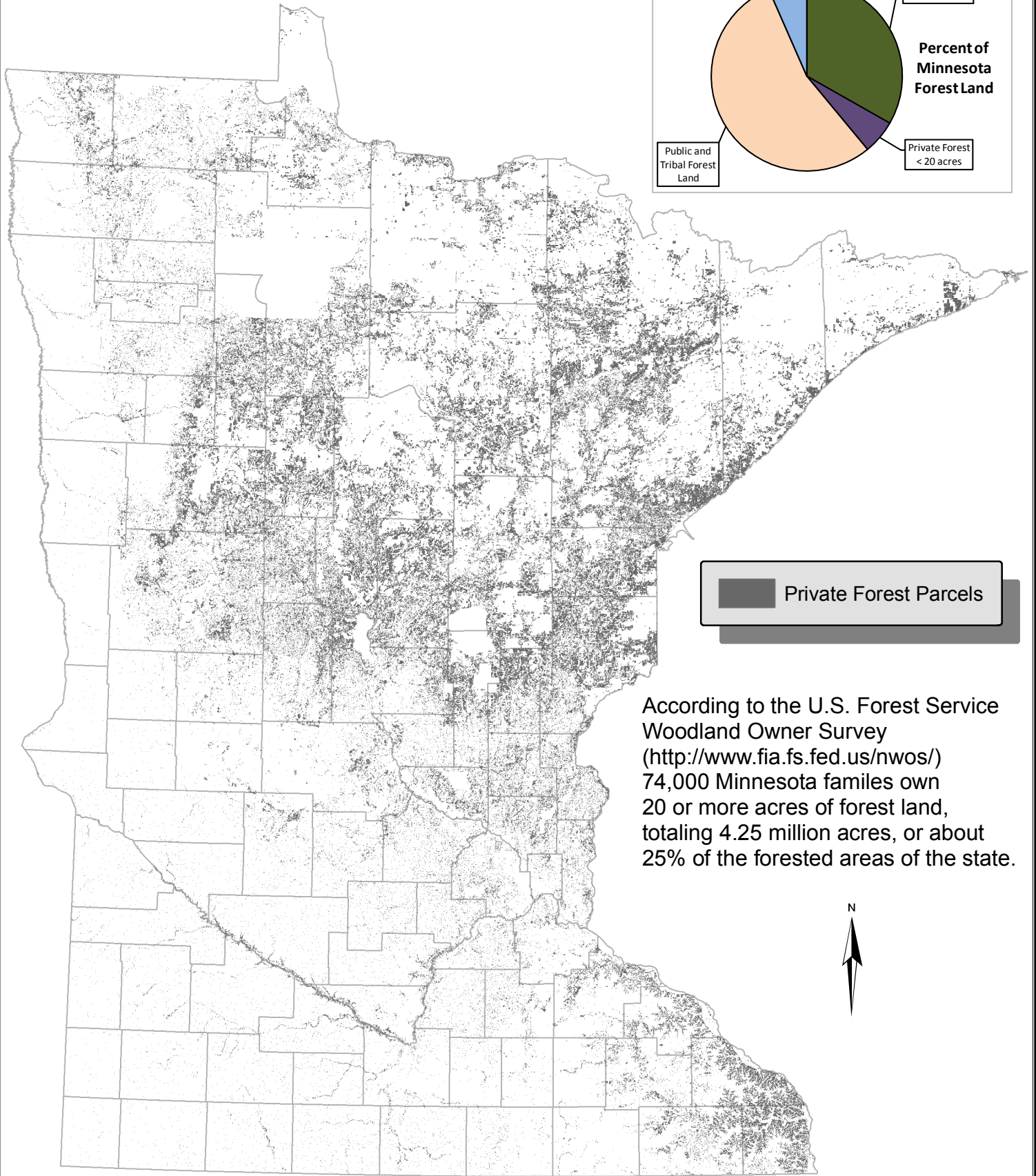
IV. TOTAL PROJECT REQUEST BUDGET (2 years)

<u>BUDGET ITEM</u>	<u>AMOUNT</u>
Personnel: U of M Extension Educators - two people will devote part time over two years creating, testing, evaluating and improving the four field day packages.	\$ 22,200
Personnel: Minnesota Forestry Association staff person will devote part time over two years coordinating development of the four field day packages.	\$ 6,000
Personnel: Minnesota Forestry Association staff person will devote part time over two years coordinating development and populating of the database.	\$ 12,000
Contract with a professional developer to create a web-based database containing contact information for Minnesota family forest owners.	\$ 15,000
Contract with a U of M student or direct mail company to populate they database with contact information for 60,000 Minnesota's family forest owners.	\$ 15,000
Contract with a commercial direct main firm to create, assemble and mail material introducing the concept of sustainable management and to promote attendance at educational events.	\$ 60,000
Postage, printing, supplies and materials associated with the four field day educational events.	\$ 5,594
Travel for two U of M Extension Educators; two persons, two days each of four trips to Minnesota towns where field days events are being conducted.	\$ 1,600
Additional Budget Items: To Minnesota Forestry Association to cover expenses associated with conducting two training sessions for those who will lead field day events.	\$ 3,606
TOTAL PROJECT BUDGET REQUEST TO LCCMR	\$ 141,000

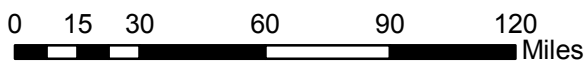
V. OTHER FUNDS

<u>SOURCE OF FUNDS</u>	<u>AMOUNT</u>	<u>Status</u>
Other Non-State \$ Being Applied to Project During Project Period:	DNA	
Other State \$ Being Applied to Project During Project Period:	DNA	
In-kind Services During Project Period: Volunteer time by Minnesota Forestry Association members, Woodland Advisors and others to help create and deliver the educational field day packages. Estimate 1,000 hours total.	\$ -	
Remaining \$ from Current Trust Fund Appropriation (if applicable):	DNA	
Funding History	DNA	

Private Forest Lands



According to the U.S. Forest Service Woodland Owner Survey (<http://www.fia.fs.fed.us/nwos/>) 74,000 Minnesota families own 20 or more acres of forest land, totaling 4.25 million acres, or about 25% of the forested areas of the state.



Source: Minnesota GAP Analysis



Minnesota Forestry Association

www.MinnesotaForestry.org

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2009

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Promote Sustainable Management Among Family Forest Owners

Project Manager

The project will be managed by the Minnesota Forestry Association (MFA). The project is at the core of MFA's mission which is:

MFA works on behalf of family forest owners,
through education and advocacy, to promote stewardship of woodlands.

The person within MFA who will be directly responsible for managing the project is John W. O'Reilly. Currently president of the Association, O'Reilly has committed to seeing this project through to completion regardless of any office held.

Prior to retiring in October, 2003, O'Reilly spent 35 years as president and CEO of Plunkett's Pest Control, Inc. (www.Plunketts.net), a 200-employee regional pest control service firm based in Fridley, Minnesota.

Minnesota Forestry Association

/signed/ John W. O'Reilly, president

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