

TOURISM 'n TIMBER:
OPPORTUNITIES FOR FOREST COMMUNITIES

CONFERENCE PROCEEDINGS

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Rhineland, Wisconsin

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I. OPENING SESSION AND KEYNOTE

A. Welcome from the Wisconsin Governor

Mary Moser, Governor Tommy Thompson's Northern Office

Greetings from Governor Thompson! Although the Governor could not be here with you for this conference, I am pleased to welcome you in his stead! I want to commend the excellent planning and cooperation that went into bringing this conference forward. It is quite evident from the agenda, that not only are we going to have a wonderful opportunity to identify the potential interaction between tourism and timber economic sectors in our communities, but we will be identifying ways to work together as partners to achieve a higher level of economic prosperity and environmental protection. We're also going to have a very difficult time deciding which break-out session to attend, because they all look so good!

As many of you already know, forest products, the timber industry, is Wisconsin's second largest industry, just behind industrial manufacturing in terms of employment and payroll. Tourism has really just recently received the acknowledgement it is by once assessments economic impacts have finally been quantified. The focusing of these two departments with the perspectives presented and the partners participating, we can only

go forward in a more unified, focused agenda to improve upon what we're already doing well!

Thank you for inviting me here today and to this conference. Thanks to the presenters, planners, participants, and the hosts, and WELCOME!

B. Tourism 'n Timber: Opportunities for Communities on Communication, Education, Cooperation

Richard Lewis, American Pulpwood Association

Thank you for inviting me here to speak to you today. I bring you greetings from that wonderful city that has become internationally known as a work-free drug place. Sometimes we also call it seventeen square miles of logic-free environment.

You've asked me to focus my remarks on Tourism 'N Timber: Opportunities for Communities On Communication, Education and Cooperation. The American Pulpwood Association (APA) has a great interest in communication, education and cooperation as they relate to sustainable forestry, and timber harvesting. Our members are forty five pulp and paper companies, and over 1,300 logging contractors, wood dealers and sawmill and board plant owners. We have no members from the "tourism" industry, but we recognize the link between "tourism" and "timber."

Before I move directly to the focus of your conference, I'd like to provide some brief information on APA. I believe this will allow you to better understand where I'll be coming from when I return to focus in on opportunities for communication, education and cooperation.

Last year, APA completed its ninth two-year strategic planning cycle. This process involved developing our long-range vision, revising our mission statement, and laying out a two-year "blueprint" of seventy-seven projects and activities that will be accomplished by APA members, and APA staff.

Our long-range vision is that "APA is an international association that successfully ensures sustained fiber availability and harvest for the benefit of present and future generations. Our mission is "to promote the best interests of wood fiber supplies and consumers in the economical, efficient, and sustainable use, and stewardship, of forest resources to meet wood fiber needs through private enterprise."

During our current two-year strategic planning period, APA will tackle seventy-seven specific projects or activities identified under six general goals that support our mission and our vision.

Our general goals, in priority order, are:

Support the sustainable forestry initiative - This means we will be working with landowners, logging contractors, wood suppliers, wood procurement professionals, and land management professionals to identify and to promote acceptance of efficient and environmentally sound forest practices in order to preserve the right to grow, manage, and harvest wood fiber on a sustainable basis from private and public forest lands.

Promote forestry activism - We will be encouraging all APA members to use the tools of forestry activism to become advocates in explaining the value of professional forest management and wood fiber harvesting on private and public forest lands, and to cooperate with allied organizations on activist matters of common interest.

The main pillar of our forestry activism efforts will continue to be the Log-A Load-For-Kids program. Under this program loggers, and others, donate the value of one load of logs, or any amount, to support the health care of children in children's hospitals. Last year, we worked in coalition with twenty-four state Log-A-Load-For-Kids programs to raise a total of two million dollars in contributions to children's hospitals. Our goal this year is three million.

Safeguard and enhance the professionalism of independent contractors - We will support and defend the right of independent contractors offering forestry related products and services by promoting improved business skills, operational professionalism, information exchange, technology transfer, and educational programs. We will also provide assistance when the legitimate right to contract is improperly challenged by regulatory, legislative, or judicial action.

Improve the forest work environment - We will provide information and programs to create and promote safer and more attractive work environments for forest workers, and to improve the image of forest work to the public, policy makers, and the future workforce.

Improve operational efficiency of forestry-related systems - We will identify and create opportunities for the exchange of information on machines, systems, and techniques which show promise for improving the efficiency, environmental soundness, and safety of forest management, harvesting, transportation, wood fiber production, and product utilization.

Provide planning data - In a timely and cost-effective manner we will collect, compile, and disseminate data as a basis for better wood fiber industry management planning.

Well, as I look out over the audience I notice that some of you are starting to get that "brook trout look." You know, kind of like this.....well, if you didn't have anything to drink for lunch you'd better consider it because this presentation isn't going to get any better.

Let's now refocus on communication, education and cooperation. As i looked over APA's listing of seventy-seven specific projects and activities under our six strategic plan

general goals, I identified at least three areas of possible APA/Great Lakes Forestry Alliance cooperation, or partnership.

The first area is encouraging APA and Alliance members to become more concerned with forestry aesthetics.

As a forest industry trade association executive, and a forester, I feel a major improvement in the appearance of our on the ground forestry practices would go a long way in helping us improve our public image.

I'm sure many of you in the room know exactly what I'm talking about:

* I'm talking about clear cuts or heavy selective cuts right up to the edge of roads, versus leaving visual buffer strips.

*I'm talking about straight line box or square shaped clear cuts, versus irregular shaped clear cuts with the edges feathered through partial harvest, and with scattered clumps of trees left to break up the clear cut's stark visual impact.

*I'm talking about landings located right next to the road, versus those located out of sight into the stand.

*I'm talking about abandoned landings with trash or piles of wood debris, versus landings that are cleaned up and "put to bed" by raking and seeding.

* I'm talking about mud on the road, versus log truck drivers who sweep the mud off the road before the leave with their load for the mill.

*I'm talking about no signs, versus the use of signage of explain what we are doing, why we are doing it, and who is responsible.

A few years ago, when i served APA as its Appalachian Technical Division Forester, I noticed a small sign indicating the direction to the Tionesta Scenic Area in the Allegheny National Forest. I followed these small arrowed signs and the led me approximately twelve miles off a main east-west highway route in northwest Pennsylvania to the Tionesta Scenic Area. In the final mile or so before the scenic area, as well as in the scenic area itself, it looked as if a bomb had fallen from the sky and destroyed the forest. Forest debris was everywhere, trees were on the ground, some were harvested and some were not, and huge root balls were sticking up in the air. Through my eyes, the eyes of a forester, I could tell that a tornado had touched down in this area and destroyed the National Forest as well as portions of the Tionesta Scenic Area.

I was immediately struck by what someone who didn't look at this forest through the eyes of a forester would think when they saw what I was seeing with no explanation. Although it was a year or two after the tornado, there were no signs or other information explaining to the general public what had happened here...which was that a tornado had touched

down and this was followed by a salvage timber harvest. So what do you think the general public thinks when they take the time to drive in from the main highway to see the Tionesta Scenic Area? I'll tell you my opinion of what they think. They think that the United States Forest Service and the forest products industry are probably working hard to destroy portions of the Allegheny National Forest. They probably also think that the pictures that organizations like the Wilderness Society and the Sierra Club publish showing the world's ugliest clearcuts on public lands are absolutely the Gospel truth.

Do you think the general public would have a different impression of what happened to the Tionesta Scenic Area in the Allegheny National Forest if the USFS, the logger, the sawmill, or all three had erected some interpretive signs? As I travel into different forested regions of this country, the south, New England, the West, and the Lake States, I see examples on every trip of how we shoot ourselves in the foot because we don't take the time to explain to the general public what we're doing, why we're doing it, and who is responsible.

In my opinion the best place for APA and this Alliance to partner is in convincing our collective members to improve the aesthetics of their on-the-ground forestry practices, and to use signs at every opportunity to communicate to the general public what we are doing.

A second area of possible APA/Alliance partnership is fostering media support for Sustainable Forestry. APA's Lake States Technical Division Forester Paul Klocko has been directed by the APA Lake States Technical Division Policy Committee to make at least twelve media contacts, or visits, each year. The contacts involve taking the time to visit the manager, or environmental editor, of a newspaper, or radio or TV station, to explain our side of the story, and to establish ourselves as a source of credible information on forest management.

I don't know if the Great Lakes Forest Alliance has a similar media contact program being implemented by staff or members? If not, maybe this is something you should consider, and it may be something we can be partners on.

The third area of possible cooperation or partnership is the area of logger training and education. All three Lake States now have ongoing logger training and education programs, and do the loggers and others attending these training programs know about, or receive, Great Lakes Forest Alliance information?

I've come to the end of my formal remarks. Over the twenty-five years I've worked in the Washington, D.C. area I've noticed one major difference in the way Congress operates that makes it different from the business community. To illustrate this difference I'll announce now that any comments, questions, or statements that you may have after I'm done need not be relevant to anything I've presented.

Thank you.

II. BREAKOUT SESSION ONE: WHY LINK TOURISM AND TIMBER?

A. Lake States Forestry Alliance Forest Resources Assessment & Wisconsin Northern Initiative: Analysis of Opportunities

A.1. Dr. Jan J. Hacker, Northwest Regional Planning Commission

Linking tourism and forest products sectors makes sense for a very simple fundamental reason. A diverse local economy of several sectors provides an economic base which fosters a more prosperous stable community than does a more one-dimensional local economy. Having two related resource sectors, not just one, is a contribution to a diverse local economy.

A related more specific reason is that tourism and forest products sectors have demonstrably led to lower and more stable unemployment rates in several "combined development centers" in the Lakes States. Evidence of more stable rates was compiled in one very thorough analysis made as part of the Lake States regional forest resources assessment.

Lower and more seasonally stable unemployment rates are a substantial benefit to communities as well as individuals. Other community benefits also accrue from combined development. In essence, they enlarge benefits provided directly by lower and more stable unemployment. A wider variety of jobs provided by both the tourism and forest products sectors is one such benefit. Tourism being primarily a service sector and wood products a manufacturing sector hints at the variety. This variety is likely to provide jobs that appeal to a larger number of family members than either sector alone. Jobs in parts of each sector call for several rather disparate skills in addition to important basic skills.

The nature of jobs in each sector also suggests that having both types of employment can increase family income. Jobs in the forest products industry tend to be full-time, while those in tourism are more likely to be flexible, part-time or seasonal. For those desiring only part time employment, such as mothers of young children, retirees, or high school students on summer break, the existence of tourism jobs is an ideal fit for their needs. A related benefit to families (and indirectly to communities) concerns income, particularly the higher wages characteristically paid in manufacturing (including forest products) as compared with services.

The existence of both forest products and tourism jobs increases the chance that a larger number of workers per family can be employed with resulting increases in family income and stability. The benefits enjoyed by individuals spill over from families to the community itself to a major degree and impact government finance as well as community character.

Another extremely important benefit which transcends both families and communities is the increase in value which accrues to both forest and water resources when both

economic sectors are well represented. Access for both recreation and timber production is better maintained when each sector is present. Increasing the value and economic returns from timber production makes it less likely that land will be subdivided or converted to other uses and consequently helps maintain the large blocks of forestland and forested vistas which draw recreationists to an area. While tourism can exert development pressure on lakes and forests, it can also have the opposite effect of building support for policies intended to preserve the northwoods character of a region -- a benefit to forest products industries.

Three case studies of combined-development centers, one in each of the three Lake States, have identified the process and time-sequences by which each developed and grew. There have been three somewhat different time sequences. This fact suggests there is no one inexorable process that must be followed. That increases prospects that additional communities can become combined development centers. Factors that have permitted or assisted combined development centers to come about are identified via these case studies. Some of these factors are natural, with gentle, but interesting terrain being an important natural factor. Other factors are in a sense cultural, with an encompassing kind of community leadership being a particularly important cultural factor.

The case studies conclude with suggestions for communities interested in appraising their own prospects of becoming combined development centers. The suggestions focus around a series of questions that can help guide an objective appraisal of prospects. Factors to be considered are specifically identified. Some of the factors relate to forest products, some to tourism, and others are "linking" factors that can help the two sectors to co-exist compatibly.

A.2. Bill Smith, Wisconsin Department of Natural Resources Northern District

In the winter of 1993, DNR Secretary, George E. Meyer, asked the Department's three northern District Directors to undertake a study of the Department's role in northern Wisconsin. By June of that year, we had concluded the following facts:

- * The north's economy is largely driven by tourism and recreation, the forest products industry, and the region's national reputation for clean air and water and soil.
- * The Department of Natural Resources plays an important role in the economic well-being of the north because the agency has regulatory and other management responsibilities covering many of the important economic sectors of the region.

Because of this, the Northern Initiatives Project was born. The goals of the project since that time have been to:

- * Involve citizens in DNR decision making.

- * Foster greater understanding between the public and the DNR.
- * Long range resources planning.
- * Recognize the DNR's role in the north.
- * Reshape the Department's programs and decision making for northern Wisconsin.

With those goals in mind, our staff "hit the road" during the winter of 1994, conducting more than 20 town-style meetings across the north, to hear what the public had to say about the DNR and the key resource management issues facing our region. Additionally, questionnaires, a random telephone survey and focus groups identified the following major issues as viewed by the public:

- * The quickening pace of change in the north.
- * Impacts of shoreline development.
- * Mining
- * The DNR's role in the north.
- * Land Use

Within the major issues of land use and change were many public comments that indicate significant controversy and conflict in the Northern Forest. Some of the concerns are about:

- * Clear Cutting vs. Selective Cut vs. No-Cut
- * Timber Species Composition
- * Old Growth/Wilderness vs. Production
- * User conflicts on Land and Water
- * Protecting shorelands from unwanted development
- * Zoning-Land use management development
- * Recreation that's compatible with our forests' ecosystems
- * Motorized vs. Non-motorized forms of recreation
- * Loss of recreation access

* Northern aesthetics

While the public's opinion of what to do about these and other issues may not be unanimous, the good news is that there is a high level in interest in our forests by those who use them to earn a living, or come to recreate. Within that realm, there is cause for people on either side of these and other resource issues to sit down and talk through their differences and arrive at conclusions that can be beneficial to all.

The value the public places on this symbiotic relationship is demonstrated in the following research data conducted for the Northern Initiatives project.

* 84% say State Forest Management is doing well.

* 83% think that timber production is important to our economy.

* 95% think recreational opportunities on the forests are important.

Or, as one respondent to our survey put it: "I don't think many visitors realize that in order for services to exist (grocery, stores, hardware, etc.) the northern communities need a good manufacturing base which is largely timber growth and production." Indeed, industrial and private forest landowners provide much of the land base for public outdoor recreation.

That summer, citizens from all walks of life sat down with Department staff to review these major resource issues and crafted a strategic guide to govern DNR management efforts over the next decade. In September, 1995, the Natural Resources Board approved the report: "Northern Initiatives: A Strategic Guide for DNR Management in Northern Wisconsin in the Next Decade - 1996-2006".

The report's four major statements include:

* Northern Alliance

* Northern Economy

* Northern Recreation

* Northern Education

In each of the reports' major statements, the public had emphasized that the region's economic well-being is ultimately tied to the well-being of the area's resources of forests and water. Putting this in other words, tourism, wood products industry, and outdoor recreation are closely allied with the health and vitality of our forests and waters. We heard often from the public, that management actions that might adversely degrade these resources must be avoided or our forest products and recreation industry would suffer. Partnership has been a hallmark of the Northern Initiatives Project, for as we continue to

bring people together to discuss the tough issues that face the north, we collectively begin to seek solutions to some of those concerns.

We've seen this work here in Rhinelander as the community moves to develop its new canoe trail on the Wisconsin River. We've seen this work in communities across the north that have begun land use planning. We're certain to see this cooperation as master planning gets underway on our northern state forests in the year ahead. And, as the department undertakes its promise to more fully involve the public in its decision making process, we will see this work as our Partnership Teams of public and private interests begin their work together this spring at the local level to engage a wide range of natural resource and environmental quality issues and projects.

The Northern Initiatives effort sends strong messages from the general public who care about Northern Wisconsin. Citizens value northern Wisconsin as an area of bountiful natural resources and high environmental quality - an area known for its large block forests and headwater lakes with clean air, clean water and pleasing aesthetics. An area with easy and ample public access for high quality outdoor recreation opportunities.

1. On the surface there are strong personal opinions and substantial disagreement concerning management and use of the Northern Forest area.
2. In the big picture, there is extremely strong public interest in the Northern forests and recognition of the important economic roles of timber and tourism. People want to derive benefits from the North, but most importantly, protect the present day character and quality of the Northern Forest for future generations.
3. The Northern Initiative communicates a great opportunity for closer linkages and partnership between the tourism and timber products sectors. The big block, contiguous Northern forest presents mutual benefits to both tourism and timber, and we must work together to maintain the character and quality of the North.

As a long-time partner to both the tourism and timber products industries, our Department looks forward to joining the dialog starting here today. Let's form a partnership that responds to the Northern Initiatives message from our public - a partnership that responds with actions that are beneficial to the northern economy of tourism and timber and beneficial to the long term health and protection of the Northern Forests.

Thank you

B. Panel of State Organizations

B.1. Margaret Minerick, Michigan Sustainable Forest Roundtable, Printed Remarks Not Available

B.2. Dan Meyer, Wisconsin Governor's Council on Forestry

I am pleased to be here today to visit with you about the timber/tourism partnership. First though let me give you a word or two about another partnership that I represent today....the Wisconsin Governors Council on Forestry.

The Governor's Council on Forestry was created by executive order in 1981 and has been recreated by subsequent governors. The council is instructed to advise the governor on matters concerning the state forests and to provide policy direction for Wisconsin's forest management efforts. The council was also given responsibilities for developing long range productivity needs and issues and for suggesting areas and types of improvements. Current members on the council include legislators, tree farmers (named Outstanding Tree Farmer of the Year 1996), state forester, nursery owners, educators, tourism executives, homebuilders, higher education, logging and paper industries and the general public.

The variety of disciplines represented on the council brings to the table a broad spectrum of views and considerable expertise. As a result the council has proven to be a consensus builder for forest management in Wisconsin and has been instrumental in gaining greater appreciation of Wisconsin's forest resources among legislators and other key publics. The council has served as a guardian of the state forestry fund and advisor on the state forestry budget as well as on forests management practices. Most recently the council was instrumental in reaching an accord in defining the purpose of state forests. Other issues and policy matters of the council's current agenda include maintenance of voluntary Best Management practices; truck weight limits; county forest assistance; national forest plans; sustainable forestry; gypsy moth infestations; karner blue butterfly protection; land use planning and always well intentioned legislation that would have an adverse impact on Wisconsin forests and the broad economic, social and environmental benefits they provide.

And that brings me back to the timber/tourism partnership. Yes, timber and tourism; forests and tourists; trees and tourists....no matter how you say it, it seems like a natural connection...a partnership that goes hand in hand. The forests of the Lake States are the setting...the set...the stage for the tourist..the visitor...timber and tourism are natural partners..as natural as trees are to the forest....but we still have those who can't see the forest for the trees. Let me explain. I fear that the partnership, the interdependence goes unrecognized or if not recognized it is taken for granted. Why do folks travel to the NorthWOODS? Note they travel to the NorthWOODS not to the Northplains, do they now? Really, the North and Woods are inseparable. The woods provide the habitat, the setting, the scene, the landscape for the visitor for the multitude of outdoor activities and enjoyment. Tourism and forest go hand in hand. Given that relationship it seems logical to me that the tourism industry...the tourism interests, both private and public...help assure that our forest resources are not threatened by the uninformed visitor or newcomer to our state who lacks understanding and appreciation of sound forest management...that is...trees need to be cut to perpetuate our forests. What do I mean by threatened? Objections to logging and especially clearcuts are not uncommon...and growing unanswered objections often lead to regulations, restrictions and prohibitions.

Now who is on the scene who can help overcome the fear and overcome the lack of appreciation for good forest practices that assure forests for the future? Sure, it's the resort operator, the innkeeper, etc. and their employees, the people serving the tourists who can help tell the forest management story...we need to cut trees to be sure we don't run out of trees!!

With this in mind, the Governor's Council Forest Appreciation Committee has been working on the development of an attractive, simple, brochure explaining Wisconsin's forests for visitors and especially the tourism industry in order to help them answer most often asked questions about our forests. The brochure we have in mind will try to dispel myths. Funding for the brochure has not come...

In summary, tourism and forestry are a partnership...They need each other. It's time for a closer relationship...a marriage...a good marriage in which each party does not take the other for granted...one in which we find working together brings rich benefits to both.

C. From a Tourism Perspective

C.1. Dave Tuttle, Bearskin Lodge

Why link tourism and timber efforts?

The answer to the above question is quite simple. We have no choice. Not only can we coexist - we must coexist. With a finite resource or even a shrinking forest resource we are headed on a collision course unless we develop a plan to share the land and respect each others livelihoods. It is a waste of our time to say whose commerce is more important to our community or whose livelihood has priority. Both of our industries help build a healthy community, if we operate professionally. So let us move on.

In the past I could safely say that most resort guests couldn't care less about the occasional site or sounds of timber harvesting. They could look past the 55 gallon barrels, slash piles, trash, oil spills, fumes and loud equipment. But now we are in the era of ECO-TOURISM. Today's resort guests are the people who recycle, drive more efficient automobiles and want to learn more about their environment and make sure it is preserved. The most important fact to remember is these are the people who live and work in the metro areas and control the vote. They determine and drive political/environmental issues. If we are or appear to be bad actors, we will pay politically and eventually financially.

The cost of educating our guests and the cost of utilizing the Best Management Practices may be the best investment we can make to assure our future existence. Informative signs explaining a timber harvest may be a good start. This could include the acreage to be cut, design, board feet of timber to be harvested and plans for replanting. Replanting is always an issue that interests my customers. Most guests are pleased to know that the cut area

will be replanted and not just left not planted resembling a war zone. If the cut area is left in disarray the timber industry has, in sense, shot themselves in the foot.

The details of a timber harvest are important. What months a sale is cut, the time of the day harvesting can take place, and the harvest area design cannot be under emphasized. Before the timber contracts are signed, communication with the adjacent resort owners is very important. This coordination will help eliminate any misunderstandings and could lead to the creation of new recreational opportunities such as trails, roads, and wildlife observation areas.

Mutual respect for each others livelihoods, communications, cooperation and operating as professionals will benefit us all.

C. 2. Mike Furlong, Northern Ontario Development and Mines

In 1993 the Forest Policy Panel, an independent group established by the Ontario Government, prepared a report that stated "diversity is the key". "Diversity, not simplicity, is the key and strength for creating sound forest policy into the 21st century. Forests can support many different kinds of industries, helping forest-based communities become more stable and sustainable."

Ontario is moving towards a comprehensive planning process called "Lands for Life", that respects all users. Natural resource industries require a stable and predictable land and resource base on which to operate if they are to attract long term investment. Sustainable development depends on the continuing availability of natural resources. The challenge is to meet the competing and growing demands for finite resource while respecting the principles of balance, integration, fairness, and openness.

In determining the allocation of resources for forestry, natural heritage and resource based tourism, opportunities for other users of natural resources such as anglers, hunters and prospectors will be addressed. In the early stages of this planning process, it is apparent that meeting all stakeholders' need is a major challenge when some industries clearly hold strongly opposing views. Tourism and timber are not very compatible industries.

Tourism in Northern Ontario is based on the wilderness experience, and the cornerstone and most lucrative part of the industry is remote tourism. Tourism conflicts with the timber industry in two ways. First, roads created for timber harvesting create access to wilderness areas. Access in turn destroys remoteness and solitude and accelerates the use for over-use of valuable natural resources, mainly fisheries resources.

Second, the timber industry degrades the aesthetics deemed so valuable to the tourist who frequent this area. It is difficult to market a wilderness experience if the area near the lodge is affected by the noise of heavy equipment harvesting and hauling trees nearby. More difficult is the challenge of marketing a wilderness experience when a large portion

of the trees have been removed from the area near the lodge or on the flight path of the aircraft bringing guests to the lodge.

Under the present management system in Ontario, only the timber industry has an allocation of resources. Timber companies are granted a license to harvest within a given area for twenty years, to be renewed every five years. The timber company must prepare a management plan for each management unit and in return, it must pay area charges (rent) and stumpage fees for the volume harvested. Within each management unit, the plan must clearly state how plant and animal life, water, soil, air, and social and economic values will be treated during harvest activities.

For example, tourism values within a given area are called "Areas of Concern". The timber company must negotiate directly with the tourist operator for an acceptable harvest plan, and a special management prescription stating how these tourism values will be respected.

Another new initiative in Ontario has been the development of a "Resource Based Tourism Policy". While presently in progress, the intent is to encourage the development of the resource based tourism industry in both an ecologically and sustainable manner. There will be an allocation of natural resources that will both stabilize and enhance the tourist industry of Northern Ontario.

There are a number of industries competing for resources in Northern Ontario, but clearly timber and tourism are the major players, and most frequently in direct conflict. Integrated resource management has been the practice for many years, but the challenge for Ontario is to more clearly articulate the rights and responsibilities of each industry in a equitable fashion. Growth in any sector cannot be at the expense of other sectors.

D. Rural Development Concils: Working Together for Mutual Gains

D.1. Kelly Haverkamp, Wisconsin Rural Partners

The Partnership is administered by a 16-member Board of Directors which meets several times per year. Elections are held at the annual meeting each summer. Board terms are 3 years.

Members form task groups around the top issues arising from a biennial "Rural Summit." Task groups use a variety of formats to address issues, including educational forums, strategies and project development, and coalition building.

Four administration committees guide the internal operations of the Partnership: Finance, Personnel, Public Relations, and Membership. Partnership operations are coordinated by an executive director.

In 1996, Wisconsin Rural Partners, Inc. incorporated as a tax-exempt non-profit organization, to pursue an educational mission dedicated to building collaborative

partnerships vertically and horizontally across public sector levels of government and with the private sector, both for-profit and not-for-profit,

Since December 1992, the organization has served as Wisconsin's state rural development council (SRDC) through a "Memorandum of Understanding" signed by the Governor of Wisconsin and the Secretary of the US Department of Agriculture.

The Partnership operates by principles which promote collaboration, innovation, diversity, and community-based priorities. It provides a neutral forum for issue identification, dialogue and resolution; and decision making by consensus. Its chief goals are to identify opportunities and impediments for rural development, and to build dynamic partnerships to act on them.

The partnerships built and resources pooled result in greater effectiveness and efficiency in the various levels of government, as well as the increased participation of the private sector in affecting public policy. Although originally created and partially funded by public sector resources, the Partnership is not a government agency. Membership is voluntary and functions include education and professional development. The Partnership builds projects and action plans through its partner members, but it is not an allocator of resources. Together, through collaborative working groups, the partners provide consultation on the development of sound public policy, and on the administration and regulation of laws. The Partnership is not a lobbying organization.

The Partnership sponsors various events and activities which include:

- * forums for learning about, and engaging in dialogue on important local and rural issues;
- * Structured peer consulting and informal networking;
- * development of issue strategies and projects;
- * biennial Rural Summit which brings together interested rural residents to identify top rural issues to guide the Partnership's work plans;
- * consultations and partner exchanges to connect resource providers with end-users; and
- * convening stakeholder organizations around issues whose resolutions can best be accomplished through partnerships.

The Partnership also sponsors periodic training opportunities for professional development in various collaborative processes.

As Wisconsin Rural Partners provides a neutral forum for collaboration on rural development issues within the state, so do similar organizations in other states across the nation. The SRDC (State Rural Development Council) network is supported operationally and financially by the National Rural Development Partnership, a collaboration of 40 state councils; the National Rural Development Council, consisting of

federal agency and national non-government organization representatives; and a national administrative office housed in the US Department of Agriculture. Many federal agencies contribute their time, money and staff toward the operation of the national partnership. All councils receive operational and financial assistance from partners in their respective states.

D. 2. Marcie McLaughlin, Minnesota Rural Partners

Minnesota Rural Partners (MRP) is the state's rural development council with membership from the federal, state, local and tribal governments, the education, private and nonprofit sectors. MRP was established in the fall of 1994 with a memorandum of understanding between the State of Minnesota and the US Department of Agriculture. Minnesota joins 38 other states in the National Rural Development Partnership (NRDP) "to contribute to the vitality of the Nation by strengthening the ability of all rural Americans to participate in determining their future."

It is through the efforts of our partners that MRP is able to accomplish its mission. Partnership members have come together to develop a new relationship and a renewed vision for rural Minnesota. Minnesota Rural Partners has no monies to distribute nor programs to administer. Through an information-based, learning-while-doing approach, MRP addresses complex rural problems in a new, more effective manner by:

- * building crucial inter-and intra governmental relationships
- * promoting strategic development
- * making better use of existing resources
- * intervening in a problem-solving role
- * addressing regulatory and administrative impediments
- * representing a new model of governance

The work of Minnesota Rural Partners is varied. MRP is looked up to as a rural representative. MRP has acted as a host and convener of discussions between the public and private sectors. Minnesota Rural Partners has also participated in or facilitated discussions regarding many rural issues. To operate in many arenas, the Partnership's range of contacts and influence extends from community to government; public to private; foundations and nonprofits; and in a number of issue areas. All of this is accomplished by coordination and collaboration with no new resources. That's the complexity of the Partnership and rural communities. Minnesota Rural Partners has focused on several crucial areas including Telecommunications, Health Care, Rural Poverty and Value-Added Industries. In some cases, MRP is the leader and in others, the supporter. In some, we are up against long held barriers. In others, it is the obvious action

to do. In each case, we are acting as the only entity who would or could do the action - in partnership with a large variety of others.

In 1998, the focus of Minnesota Rural Partners will be to generate citizen input with the continuation of statewide dialogues on rural issues and policy, using the USDA Rural Development strategic planning process as the vehicle. MRP welcomes your participation.

III. BREAKOUT SESSION TWO: BENEFITS FROM TOURISM AND TIMBER LINKS

E. Public Education Opportunities

E. 1. Wendy Hinrichs Sanders, Great Lakes Forest Alliance for Ruth Goetz, Wisconsin Department of Tourism

The Alliance conducted the Lake States Regional Forest Resources Assessment, completed in 1995, which showed "communities where both tourism and forest products companies are well-developed generally have higher average earnings, more diverse employment opportunities and greater economic stability than areas dominated by one or the other industry. (Chappelle, 1994). To respond, the Alliance brought together a task force in 1995 to consider the implications of this analysis. The task force developed the following mission:

Create the awareness that the forests of Michigan, Minnesota and Wisconsin are an essential part of tourism, to promote tourism to the forest areas of the stated and to educate travellers about our forests and their management, recognizing the opportunities will be greater than if each worked alone.

Recognizing the optimal opportunity to provide light public education to travellers as they visit our region's forests for recreation and sightseeing, the group wishes to promote activities to take advantage of that captive audience. Similarly, the tourism operators are eager, business-to-business to discuss cooperative efforts that will promote their industry.

Participants on the Task Force, ranging from private woodland owners to timber and tourism industry and public land managers raised ideas and issues for citizens, government and the two industries to consider. Some of the suggestions beg our attention.

- * Involve representatives from each industry in business leader groups, such as having a tourism representative on the Wisconsin Governor's Council on Forestry and a forest industry representative on the Governor's Council on Tourism.
- * Provide joint learning exchanges at the local level where tourism folks can share their industry issues and needs with forest products industry leaders and vice versa. The local Chamber of Commerce, Tourism Bureau or civic clubs can be the meeting place for such an exchange. Ideally, the groups would coalesce and work together to minimize conflicts, protect the environment and enhance their local economy in both sectors.
- * Promote forest industry activities during the shoulder tourism season (spring and early winter) such as a map of plant tours, bird watching or wildflower or wildlife viewing maps or hiking tours on industrial forest lands, and special talks or programs by industry experts on sustainable forestry.
- * Plan community-wide festivals or events related to the forest with public education opportunities for the forest products industry and visitor opportunities for the tourism sector. From celebrating Arbor Day with tree plantings and events, to Christmas trees to lumberjack days to bird watching times can attract visitor/learners.
- * Seek special project adventures, from research and tours of old logging (historical) sites to historical museum displays with an update on current issues and responses.
- * Work cooperatively to develop adequate signage, such as the Michigan Society of American Foresters and the Michigan Forest Resource Alliance have done to host a driving tour in their state with forest management educational sites.
- * Involve the public agency technical experts, from the Forest Service Naturalist Program to state/provincial natural resource agency folks to conduct tours and educational events.

The key seems to be to find the best practices folks with integrity in each industry and in the community who believe in the benefits of collaboration and learning, get them together and begin to talk about how to meet the needs of the community, the environment and their industries.

E. 2. Jim Dunn, Champion International

Many people in this country love the outdoors. It is their place of enjoyment and recreation, where they can take a canoe trip down some beautiful river, like the Wisconsin, hike a Michigan woodland trail in the spring to see a flower, like a trailing Arbutus, or camp deep in the Minnesota wilderness in hopes of hearing the chilling call of a wolf pack. Any disturbance to this vision of an ideal environment of over 50 million forested acres is not always acceptable to these people who see nature as a haven, a place to escape. And it's hard for them to understand that there are people who live in the outdoors and have to make a living there. The two industries that seem most prominent

and have the heaviest impact in the Lakes States Region are timber and tourism. They are very similar because of the fact they need a healthy, stable, and aesthetic environment in order to exist. How they use the outdoor environment for their industry is a very sensitive issue with the general public. So it's only natural that the two industries learn how they complement each other and help educate the public to the fact that they are as concerned about the environment as anyone; that they want to see a Trailing Arbutus in the spring and a clean Wisconsin river; that the Timber and Tourism industry also wants a beautiful outdoors for generations into the future.

For example, what happens when the Tall Pines logging company harvests a timber sale next to the Lake Of The Woods resort? The clients of the resort, who might be fishermen or families on a fall color tour, will probably ask the resort owner, "Why are they cutting down those beautiful trees"? If the resort owner understands what the logger is doing, he can inform his client that the harvesting is being done scientifically, that reforestation is a top priority for the area, and by next year when he returns green seedlings will be growing there again. The client can walk away with a feeling that the environment is not being destroyed. However, what if he doesn't know? It's true he can go to the DNR or nearest Forest Service office and receive good information, however he can also ask the Logging contractor.

By asking the owner of the logging operation, it would be an initial step in the linkage between the two industries. It would also be one of the educational opportunities that can occur between tourism and timber. As the two business owners converse and share information a window has opened up where more knowledge can flow. Logging contractors are very knowledgeable about their business and belong to professional groups like the Michigan Forest Resource Alliance. In Michigan the Alliance provides a wealth of support for the timber industry through education and public relations. Besides explaining to the resort owner why he is harvesting the timber, by using sound forestry methods, the Logger would probably encourage the owner to join the Alliance. Or, since he is a landowner, he might suggest a group like the Michigan Forest Association. Conversely, the resort owner might suggest that the logger become involved in a resort owner association.

Associations like the MFA consist of members who own forest land and wish to stay informed of new forestry techniques, political changes that would effect their ownership, and many other numerous benefits. Most states have woodland owner associations that perform the same functions as the MFA, like the Wisconsin Woodland Owners Association. A large number of tree farmers also belong to associations like this.

To be a Tree Farmer you only need ten acres or more of timberland that you have actively managed for timber growing. There is a Tree Farm committee in every state of the union with a membership of over 60,000 tree farms. It is an excellent educational opportunity for a resort owner who owns over ten acres to join and learn about forestry.

Also, many logging contractors are Tree Farmers and they often have field days where they invite the public to tour their property and inspect the forestry handiwork they are proud of.

Having a demonstration area where people can walk around and enjoy nature, while at the same time visualizing the impact of logging, is an excellent educational tool. Companies like Champion International have Demonstration Forests that allow visitors to walk through areas that have had logging activity. Along the pathways there are signs explaining the need for a culvert across a stream to protect water quality, or why a road was needed and constructed according to Best Management Guidelines that protect against soil erosion. A linkage between timber and tourism representatives can help provide areas that are accessible like this. Whether it's on the resort owner's property or the timber owner's, a realistic sensory opportunity is there to educate the public about how timber and tourism can coexist and protect the natural environment.

The year 2000 is very close and those in the timber industry know that our greatest challenge for the next century is sending out our message: that the Lakes States Timber Industry is committed to a healthy forest environment, protecting our water quality, and implementing logging BMPs (Best Management Practices) that insure a beautiful north woods into the next millennium. One of the best vehicles I can see is this linkage of Timber and Tourism industry. The opportunities are there, we just have to find and use them.

F. Good Corporate Citizenship

F. 1. Randy Blomberg, Log A Load For Kids

Good afternoon. My name is Randy Blomberg of Blomberg Logging and Trucking. As some of you know, today I am filling in for my wife, Debby, who is home recovering from pneumonia. Debby and I both worked closely with the Log A Load For Kids program since it came to the Lake States, and Debby served as the Lake States Chairman for the last two years.

Rather than me explaining the Log A Load For Kids program, I'd like to show you a short video. Last winter, with the help of the American Pulpwood Association's Lake States office, we produced a six and a half minute video that has been used at many loggers' meetings and other events around the Lake States to help explain the Log A Load For Kids program.

After we take a look at the video, I have a few more comments, and if you have any questions, I will try to answer them for you.

(Video)

First of all, a few things have changed since we made this video. There are now 24 states across the nation involved in Log A Load For Kids. During the 1997 campaign that ended in June, we raised \$2 million nationally for Children's Miracle Network hospitals. Over \$50,000 of that was raised in the Lake States, and went to the eight hospitals that we support in Michigan, Minnesota and Wisconsin. The goal for this year's campaign is \$2.5 million.

The response to this video has mostly been very positive. The usual question from loggers is "How can I get involved?" But there are always a few who respond "I think I'll Log A Load For my own kids." Logging is a tough profession. And the last few years have been hard on our industry. As misinformed public opinion turns against our industry, we struggle not only to make a living, but to justify the need to harvest trees to make the products everyone needs and uses.

But across the nation, loggers are taking the initiative to step outside their daily business concerns to take an active role in giving something back to the communities they live and work in. These people have come to realize that logging is not only about responsibly harvesting the forest, its also about serving the needs of the people who use forest products and benefit from healthy growing forests. Log A Load For Kids is one of the ways that we give back to our community.

Each time Log A Load For Kids is featured in a news spot, or in the local paper, and each time that a Log A Load For Kids banner is seen on a log truck in a parade, or on a booth at a local fair, we are making a few more people aware that the people who work in the Forest Products Industry care about the future of our most precious resource - our children.

Speaking as a logger, I am proud to have been involved with the Log A Load For Kids campaign. I have donated loads of wood, I have taken time from my busy schedule to speak to other loggers about Log A Load For Kids, and I have given speeches like this. All across the country there are a lot of loggers who are doing the same - because we care. As you heard in the video: "By managing our forests we insure their future. Through Log A Load For Kids, we use our renewable resource - our trees to insure the future of our most precious resource - our children."

Thank you for listening. Does anyone have a question?

F. 2. Karen Wianecki, Ontario Ministry of Natural Resources

I am very pleased to be here this afternoon to have an opportunity to discuss with you, some of the work which we have been doing across the border in Ontario which relates directly to issues focusing on timber and tourism.

However our situation in Ontario is somewhat different from the U.S. in that 87% of the land base consists of Crownland. The Ministry of Natural Resources, which I am directly affiliated with, has the responsibility for the management of both crown land and crown resources.

Anyone who wants to operate in a Crown forest in Ontario must prepare a Forest Management Plan. Where Crown Management Units are involved, MNR is the author of those document. Where the land is under a Sustainable Forest License to a private forest company, the Professional Forester affiliated with that company is responsible for preparing the Forest Management Plan. These Forest Management Plans or FMP's are produced on a rotational basis - on average 16-18 FMP's are produced each year. Given the fact that FMP's take an average of 27 months to complete, this provides a substantial workload for the Ministry. As a result, we have an important role to play in the allocation of resources for both the timber industry and tourism operators.

I would like to take approximately 15 minutes to:

- * describe the tourism and forest industries in Ontario, very briefly;
- * to explain the Resource-Based Tourism Policy - where it applies and how it emerged;
- * to discuss the work which I have been doing specifically. That involves the review of Forest Management Plans in light of the Resource Based Tourism Policy;
- * to share some of the finding associated with my review; and finally
- * to explain some initiatives which may be of interest to you - specifically the Lands for Life initiative and the Roadless Wilderness Policy which is a part of that broader exercise.

In Ontario, the tourism industry is the 5th largest employer - ahead of construction, financial institutions and manufacturing. Tourism is a \$1.1 billion industry in Northern Ontario and the industry employs over 26,000 people. In northern Ontario, there are 2,109 tourist establishments licensed by the Ontario Ministry of Economic Development, Trade & Tourism that operate over 3,800 facilities. Of these, near 75% (1,572) are

classified as resource based tourist operations. Within the resource-based establishments, 52% (814) are considered remote operation - accessible by air, water or rail.

From a forestry perspective, Ontario's forest products industry has a well established and longstanding history. In Ontario, the industry consists of over 1,400 logging operations, 657 wood industry and 289 paper and allied products establishments. At the primary level, Ontario's forest products industry comprises 29 pulp and paper mills, 14 veneer and plywood mills, nine panel mills, and 43 (large) sawmills. In 1993, more than 63,000 people were employed directly in the forest products industry. Shipments from the primary forest sectors, excluding logging, were valued at \$5,186.2 million in 1993 - this represents 52.6% of the total value of shipments by the wood and paper and allied products industries. The value of shipments from the logging sector in 1993 was \$1,154.5 million. Timber harvested from Crown land accounted for about 90% of the volume.

Ontario has more than 46.4 million hectares of inventoried forest lands of which 40.2 million hectares are considered capable of producing merchantable timber on a continuous basis. Of this total, 34 million hectares (85%) are in public ownership. Within the 34 million hectares of Crown land, 4.6 million hectares (13.5%) are allocated to recreational reserves, provincial parks and protection forest. An additional 2.9 million hectares (8.5%) are classified as production forest reserves. The remaining Crown forest land (nearly 27.6 million hectares) is classified as regular production forest, and is suitable for harvest within current economic and technological conditions.

Private land in Ontario contains nearly 5.9 million hectares of productive forests. About 0.5 million hectares (8.5%) are classified as forest reserves or protection forests. The remaining 5.4 million hectares are classified as regular production forest.

In terms of timber/tourism issues, tourist operators have for many years demanded greater protection for tourism values in the allocation and management of natural resources. The inability to have tourism concerns addressed satisfactorily led many tourist operators to request full environmental hearings under the Environmental Assessment Act. This process proved timely and costly.

In fact, statistics indicate that of all requests submitted under the Class Environmental Assessment for Timber Management, 64% are directly related to tourism. (35 of 55 requests by Management Unit between 1983 and 1997)

The bundle policy options available to protect resource-based tourism from the effects of logging operations range from the implementation of harvest restrictions (creation/expansion of reserves, modified cutting patterns, seasonal restrictions, etc.) to contractual changes in forested land tenure arrangements. Here, the interest is in the latter - the reallocation of Crown land from commercial timber production to resource - based tourism.

As a result of pressure from the tourism sector, the Government committed to the development of a Resource - Based Tourism Policy in May 1995. That Policy was developed through the work of an Interministerial Working Group and extensive consultations were held during the development of the Policy with a number of key stakeholders, including native groups, the Ontario Forest Industry Association, the Ontario Lumber Manufacturers Association, Ontario Prospectors Association, Northern Ontario Tourism Outfitters, Northwestern Ontario Municipal Association and Resorts Ontario - to name a few.

The Resource - Based Tourism Policy was approved by Ontario Cabinet on February 5, 1997 and was released as one component of a "Lands for Life" initiative. More on Lands for Life later. I have brought several copies of the Policy with me for those who are interested in obtaining a copy. The Resource-Based Tourism Policy applies to remote, semi-remote and drive in tourist operations using Crown land and resources in Northern and Central Ontario. Consequently, it has broad application across the Province.

The Resource-Based Tourism Policy states the Government commitment to diversifying the economic base in Northern Ontario and provides clear direction of the Government's commitment to resource-based tourism.

The Policy itself contains 3 objectives:

1. to recognize the resource based tourism industry as an important component of the tourism sector;
2. to ensure that the natural resource base on which the resource based tourism industry depends is managed in a sustainable manner; and
3. to implement a fair and open process for the allocation of tourism-related natural resources and for the resolution of potential conflicts.

Perhaps one of the most significant components of the Policy is it presents a framework from which a number of instruments can be developed to achieve the goal of promoting and encouraging growth of resource based tourism.

One of those instruments is the development of a Tourism Allocation Model which will, when developed, allow tourist operators the potential to improve their business opportunities in terms of tenure, allocation of resources and the responsibilities they undertake for the use and stewardship of the resources.

We have just hired a consultant to begin work on that Tourism Allocation Model but expect that the work will be completed soon.

In addition, the Policy speaks to a number of Government commitment and actions regarding implementation of the Resource Based Tourism Policy. One of those commitments was to ensure that ongoing forest management planning has regard for the Policy. In particular, attention would be paid to the 1997 and 1998 Forest Management Plans and that relates directly to the work which I have been doing for the Ministry.

In brief, I was asked to review the 1997 Forest Management Plans (FMP) to determine how well resource based tourism had been reflected. The results of that review were to be presented in the form of a Provincial Report which I have just completed.

Basically, I examined the 18 FMP's approved in 1997 and selected several areas for detailed study. I have developed a questionnaire and contacted Ministry staff, tourism operators and forestry representatives to discuss the process which was followed.

My findings revealed:

- * that FMP's take on average 27 months to complete.
- * that there are a number of deferrals in those plans which are directly tourism related.

- * tourism issues are widespread across Ontario.
- * there may be a wide variety of measures to protect tourism values but in reality only a few have wide application (e.g. operational modifications, seasonal harvesting restrictions, skyline areas of concern)
- * different approaches to resolving tourism issues are taken - very real differences between Crown Management Units and areas under Sustainable Forest License.
- * there is remarkable consistency in the way in which tourism values are protected.
- * there is a real need to undertake education and training associated with the Resource Based Tourism Policy.
- * real need for tourism operators to be involved at the start of the planning process.
- * the tourism industry is not concerned for the most part with harvesting but remain primarily concerned with noise and aesthetics.
- * road access was also a major concern with respect to the tourism/forestry interface.
- * real issue often is not tourism & forestry but tourism & the end use/user of and access road.
- * real issue in Ontario continues to be the remote tourism sector.

These findings resulted in a series of 13 Recommendations which have been prepared and are in the process of being implemented.

The Provincial Report as well as the Resource Based Tourism Policy will be published on the MNR Intranet and Internet to ensure wide distribution.

We have launched a training initiative and are looking at increasing awareness and understanding of the Resource Based Tourism Policy through that venue. The first training is scheduled to occur in early March. We are also looking at the release of a number of communication documents which the RBT Policy and the forest management planning process in Ontario.

The Ministry is committed to undertaking regular monitoring of the forest management planning process to ensure that we continue to build on the lessons we have learned from the past and to look on this as an adaptive management exercise.

I have brought several copies of the Provincial Report with me today for those who may be interested in looking through the document in more detail.

So as you can see, there is considerable work being undertaken on issues directly relating to tourism and timber.

With respect to a number of other related initiatives, I thought I would spend a little time discussing two ongoing initiatives. Lands for Life and the Roadless Wilderness Policy.

Lands for Life:

The Lands for Life exercise is a major MNR initiative which will affect 46 million hectares of Crown land in Ontario.

The Lands for Life exercise includes a new, comprehensive planning process for Crown land in Ontario that will protect natural heritage areas, promote resource-based tourism, strengthen the forest industry and provide a better future for jobs and communities in Ontario's north. It brings environmentalists, tourist operators, Aboriginal peoples, the mining industry, recreational users, the forest industry and the provincial government together at round tables in a process that gives the people most affected a direct role in the decision making process and in the decisions which emerge as a result of that process.

The Lands for Life process will address the increasing demands and competition for access to crown land and crown resources.

The first phase of Lands for Life focuses on the forested area where the Ontario Ministry of Natural Resources has the main planning responsibility. This area stretches from south of Algonquin Park north to about the 51st parallel and west to the Manitoba border. In southern Ontario, most land is privately owned, and land use planning decisions will be made as part of a separate planning process.

The new land-use planning process under Lands For Life will make critical decisions on use and protection of natural resources for three ecological regions: the Boreal West, the Boreal East and the Great Lakes St. Lawrence. The first phase of the process will result in decisions being made to the Minister of Natural Resources likely sometime in the Spring of 1998 and will:

- * identify policy for all natural resource sectors;
- * establish the framework for sustainable resource management;
- * define sustainable resource supply;
- * include wide consultation with key sectors, individuals and general public ;
- * allocate resources and set land use direction for forestry, natural heritage and resource based tourism;
- * identify new parks and protected areas;
- * identify opportunities for hunting and fishing;
- * ensure continued opportunities for mining and mineral exploration; and
- * consider compatible uses.

In June 1997, three public Round Tables were appointed by the Minister in Boreal East, Boreal West and Great Lakes-St. Lawrence planning regions. The round tables are made up of citizens with knowledge and experience in forestry, angling and hunting, mineral exploration, tourism as well as a number of other areas.

Since October, the Ministry has been holding public open houses and meetings in Toronto, Ottawa, Kingston and London. These sessions have provided members of the general public in Southern Ontario to attend and make presentations to the members of the Round Tables on various issues of concern. It is anticipated that recommendations

will be forthcoming from the Round Tables to the Minister sometime this Spring or Summer. The Minister will then review those recommendations, produce a Draft Plan for public review and eventually proceed to Cabinet to obtain formal endorsement of the recommendations. Phase Two would then follow with more detail regarding implementation and site specific details. I have brought some documentation with me to outline the Lands for Life initiative for those who may be interested.

Roadless Wilderness Policy

In addition to the work ongoing through Lands for Life, a Policy is also in the works which relates to Ontario's Roadless Wilderness. Back in May 1997, the Ministry released a policy entitled "Ontario's Approach to Wilderness." The Policy stated that wilderness values will be accounted for under the Lands for Life exercise and under the auspices of land use planning and resource management. Basically, the Policy called for the Ministry to:

1. identify and establish outstanding wilderness parks and wilderness zones;
2. continue to work with partners and clients in order to protect wilderness values in southern Ontario; and
3. identify and define the extent to which programs implemented on the intervening landscapes and waterscapes continue to the maintenance and enhancement of wilderness characteristics and to determine if there are any changes required to existing resource management and operational planning guidelines.

The first two initiatives will be addressed through the Lands for Life exercise. The third initiative has involved establishment of a Working Group who will be completing their efforts by July 1998.

In closing, there is a commitment by the Ontario Government to ensure that ongoing forest management planning reflects the Resource Based Tourism Policy.

In addition, there are a host of initiatives which at present, remain in various stages of completion but which will impact on the tourism and timber industries directly. The next

year promised to bring considerable change with respect to resource allocation and crown land management in Ontario.

F. 3. Mark Sherman, Sustainable Forest Initiative, Mead Corporation

1997 marked the third full year of activities for Michigan's SFI implementation committee. State SFI efforts continued to be focused on providing logger/forester education, public outreach, and landowner education. Michigan SIC has finally tackled the issue of collecting and reporting harvesting levels and regeneration success on all ownership in the State.

Sustainable Forestry Education: "SFE" & Michigan Professional Loggers Council

Over 1600 loggers, foresters, and wood brokers have completed the SFE training course since it began in 1996. Sustainable Forestry Education, SFE, is provided by Michigan State University-Extension and Michigan Technological University, and consists of five training modules; forest ecology, silviculture, water quality BMP's, OSHA awareness, and field day. The curriculum is the consolidation of existing LEAP, State BMP, and safety awareness training into one coordinated effort under the direction of MSU-E.

An ad hoc committee of Michigan, Wisconsin and Minnesota logger/forester educators exists to insure information sharing among the States in hopes of avoiding expensive redundancies in curriculum development.

The Michigan Professional Loggers Council "MPLC" was formed in 1997 with the ultimate goal of increasing professionalism of the logging industry in Michigan by insuring compliance to the principles of sustainable forestry and leveling the playing field. Membership requirements into "MPLC" include the completion SFE training, proof of worker's compensation and general liability insurance, safety policy and other documents to prove legitimacy of business. MPLC is in the process of developing a peer review mechanism in an effort to put teeth into "leveling the playing field" and complying with sustainable forestry practices.

Private Landowner Education

Michigan's SIC continued to print and distribute the "Keys to Sustainable Forest Management" brochure in 1997. Over 50,000 copies of the brochure have been distributed to private landowners via foresters, loggers, and public agencies. The brochure is designed to give landowners very basic forest management facts prior to doing any forest management, and also provide a 1-800# resource line in which they can get more detailed help.

Michigan's SIC continues to work closely with Tree Farm, Extension, the State's Forestry Association, and Conservation Districts for coordinating landowner forestry workshops. In 1997 over thirty workshops, with over 1500 participants were provided throughout the State by these organizations. Workshop topics varied, but all included some discussion of the SFI.

Most of the AF&PA companies in the State have landowner Assistance programs. In 1997 AF&PA companies' in Michigan provided direct assistance to 469 landowners on 109,200 acres.

A significant portion of the private non-industrial forestland in Michigan is owned by absentee landowners. Many of these landowners own the property in the northern part of the State, but live in the southern metropolitan areas. Historically landowner resource management training has been provided in the forested areas of the State, and away from the metro areas. In 1998 SFI state money has been budgeted to sponsor forest management workshops in the metro areas in hopes of attracting more absentee landowners. If this year's pilot workshops prove successful the program will likely be expanded.

Public Outreach:

Michigan expanded upon its self guided forestry auto tour by creating a second in cooperation with the Society of American Foresters. Both tours feature forestry points of interest along well traveled highways that are described in a tour guide brochure. To date

over 80,000 tour brochures have been distributed from highway visitor centers across the State.

The SIC is co-sponsoring a two year project called Michigan Forest Initiative with The Geographic Alliance. The Geographic Alliance is a group of teaching consultants who provide educational assistance to secondary and primary school educators in the State. The Michigan Forests Initiative is a three phase program that includes material development, consultant training, and outreach. The outreach phase is where the 25 teaching consultants train and provide forestry curriculum to over 1,000 elementary teachers throughout the State.

The Michigan State House and Senate passed a resolution in 1997 in support of the Sustainable Forestry initiative. The resolution received unanimous support from both Houses despite opposition voiced by the Sierra Club. As a follow up to the passage of the resolution a strategic plan has been developed by the SIC that ensures all local and State political leaders are personally contacted by a AF&PA representative to further explain the SFI and State SFI activities.

Other SFI public outreach projects include co-sponsorship of regional television and radio advertisement promoting SFI and forestry, continued volunteer and monetary support for an elementary school classroom program called TREES, and revamping of a logging museum at a very popular State Park.

Annual Reforestation Success:

Michigan had been struggling with developing a mechanism for measuring annual regeneration success on statewide basis. The challenge had been reliably measuring the amount of natural regeneration that occur throughout in the State. Through a combination of detailed landowner surveys and FIA data Michigan can now report annual statewide reforestation success.

G. From a Timber Industry Perspective

G.1. Paul Call, Weuerhaeuser Company

Good afternoon. I'm Paul Call, Forestry Services Manager for Weyerhaeuser Company in Grayling, Michigan. Grayling is located in Crawford County, 85 miles south of the Mackinaw Bridge, in the center of the Northern Lower Peninsula of Michigan.

I live in Oscoda County which lies east of Crawford County. Oscoda County's efforts to merge tourism and timber production will be my subject today.

Oscoda County is a small rural county. The 1990 census showed a population of 8100 people, 4th smallest in all of Michigan. In fact, it is one of only a few counties in Michigan without a traffic light. Oscoda County is over 80% forested, with large public ownerships. Both the U.S. Forest Service and the Michigan Department of Natural Resources have district offices in Mio, the Oscoda County Seat.

The economy is based on its resources. A 1995 study by Michigan State University showed that 37% of all industrial jobs are directly tied to the forest industry. Twelve percent of all jobs are provided by the forest industry. Tourism, based on the large forested acreage, the abundance of public land, and the presence of the AuSable River, is the other major industry in the county. Hunting, canoeing and the use of ORV's are primary recreational activities.

Oscoda County is also the home of the Kirtland's warbler, a federally endangered songbird. I'm going to use a few slides to help you understand the ecology of the warbler and Oscoda County's response to the management for it.

The Kirtland's warbler is one of the rarest birds in North America. The 1997 census indicated a world population of only about 1500 adult birds, 96% are found in this area of Michigan. These birds are not only rare, but they are smart - migrating to the Bahamas for the winter and returning to Michigan in the spring to nest. Kirtland's warbler nesting habitat requirements are very specific - they nest and raise their young only in young jack pine forests found on sandy soils. They only nest in stands that are 8 to 20 years of age and that occur in large contiguous blocks of "new growth" forests. Historically, the

habitat was maintained through periodic wild fires. Thus, the Kirtland's warbler is a fire dependent species. Due to the fact that wildfires are generally controlled today, habitat for the warbler continued to shrink through the 60's and 70's, along with the warbler numbers. In the late 70's an aggressive habitat restoration program was initiated through the Endangered Species Act. Today this habitat is primarily maintained through an intensive, costly forest management program. I includes clearcutting of large areas of mature jack pine, in blocks of 160 acres to 1000 acres in size. Following clearcutting, these areas are replanted at densities of about 1500 trees per acre.

In the 1980's concern among area residents and visitors began to increase about a number of issues pertaining to kirtland's warbler management activities. People didn't like the large size and unsightliness of the clearcuts. People also felt that the public agencies were spending too much money on these birds. Local citizens felt that Kirtland's warbler management might be having a negative economic impact on their economies. To address the growing public concerns, the Kirtland's Warble Recovery Team conducted a comprehensive assessment of the public and developed a series of recommendations for using communications and education to help achieve the Kirtland's recovery goals. One of the recommendations contained in the report was the development of an auto tour.

In September of 1992, a team of people from the state and federal agencies and the local community got together to develop the tour. It became known as the Jack Pine Wildlife Viewing Tour. Three goals were identified:

1. Communicate important messages about Kirtland's warbler conservation to key groups of the public.
2. Create an additional economic asset dependent on Kirtland's warbler conservation.
3. provide recreational opportunities for people who enjoy viewing wildlife.

Several government agencies, along with the private sector cooperated to implement the planned tour.

The tour consists of 12 stops to help people learn about the jack pine ecosystem and understand the management of the area. Interpretive stops include the description of the Mack Lake fire of 1980 and its impact on warbler populations, a beaver pond, an

AuSable River overlook, wildlife viewing areas, and a ruffed grouse management area. many of the site link the importance of integrated management, including forest product production, to the maintenance of wildlife habitat.

The second major effort of Oscoda County to make the Kirtland's warbler a positive economic asset was the creation of the Kirtland's Warbler Festival. It started in 1994 in Mio and has now expanded to a four county festival. For the last two years it has been held at Kirtland community College. In 1997 it drew 3000 visitors. Outdoor education is a part of the week-long event, along with wildlife associated crafts. Visitors include birding enthusiasts, students, Boy Scouts, out of state, and local residents. Again the value of the forest as a multiple use, renewable resource, generating tourism and timber economic value is evident at this festival.

The changed relationship between the community and the endangered species in Oscoda County has received significant recognition. In this slide, Rollie Harmes, Director of Natural Resources at the time of the photo, speaks at the dedication of the Jack Pine Viewing Tour and the first annual Kirtland's warbler festival. Many articles have been written proclaiming the success of the programs and the differences between this case of an endangered specie benefiting a community and the timber industry and the stark contrast of similar situations in other parts of the county. Bruce Babbitt, Secretary of the Interior, visited Oscoda County in 1994 and wrote an article recognizing the efforts of the community and public agencies in what Mr. Babbitt calls the "Mio Model". Many Michigan and national publications have also covered the story. Once considered by many to be a strong negative influence on land management, resource allocation, and local tourism, the Kirtland's warbler has become a positive economic influence in region. This was accomplished through the education of the public and small business people on the positives that this endangered species brings to Oscoda County and surrounding counties. Warbler management promotes active forest management, which produces forest products and the related employment. When proper promotion is done and tourists are educated to the facts of the situation, the tourism industry has benefited. This turnaround was accomplished through very strong, positive work by the Michigan DNR, the U.S. Forest Service, and local business people. The truly cooperative effort has made the Kirtland warbler a success story in Oscoda County and has helped improve the acceptance of active forest management.

G.2. Scott Robbins, Stone Container

My name is Scott Robbins. As the Regional manager of Wood procurement for Stone Container's operation base in Ontonagon, Michigan, I am primarily responsible for providing our corrugating medium mill with the 380,000 tons of wood fiber that is required for annual production. Since Stone Container does not own any land base, we purchase stumpage and roundwood from a variety of landowners.

As a recreationist, I like to hunt, fish, boat, snowmobile, ride ATV's, and enjoy as many activities as the tourists who visit our area. Fortunately, I live in the western Upper Peninsula of Michigan. Since we have a relatively low population, over 90% of the land base is forested and open for recreation. Many times our logging operations come into direct contact with trail recreationists. This is particularly true in the winter with the snowmobilers. It is not unusual for a logging road to be shared as a snowmobile trail. Snowmobiling is a popular recreation in western Upper Peninsula. Sharing trails with 500 lb. snow machines that travel at 100 mph plus, and 165,000 lb. logging trucks is not a sound idea. I have worked with various forest users to help make the timber industry and recreationists co-exist without conflict while creating a safer playland and workplace.

I am also the Executive Director of a grassroots organization called TRALE-UP. TRALE-UP is dedicated to providing outdoor recreation opportunities for everyone. We have a plan to open up multiple-use recreation trails throughout the western Upper Peninsula. We've been able to utilize the Michigan National Guard and the Army Reserve to construct trails as part of their training exercised. You get a lot of bang for you buck with these guys. We've also been able to negotiate ten year recreational license agreements with many of the major industrial landowners in our area. With these ten year agreements, it pays to put in good trails with good culverts and bridges, all properly permitted and constructed to last. This agreement allows the landowner to utilize the trail for their purposes. We find a way to re-route the recreationists when the landowner uses the trail, usually once every ten or fifteen years. I am unaware of any similar long term agreements.

We consistently get hundreds of inches of snow in the western U.P. Sometimes snowmobilers will visit our area in droves to enjoy the best snow base in the Midwest. For the past two years, we have organized a pre-snowmobile season meeting with all major timber industry, snowmobile clubs, and trail groomers. Maps are reviewed to determine where we will likely be logging so we can design, and, if necessary, re-route roads and snowmobile trails for the upcoming season. This has proven to be very valuable for all the participants. It is an opportunity to get to know one another, resolve potential problems, and develop future contacts.

As a timber industry employee, I would highly recommend this approach to my peers. Tourism is here to stay and we all need to co-exist. Consequently, it is necessary to cooperate and communicate with all the involved participants.

Thank you.

H. From an Economic Development Agency Perspective

H.1. Bridget Hagerty, Rhinelander Chamber of Commerce, Printed Remarks Not Available

H.2. Tim Campbell, Northeastern Regional Tourism Office

Basic Numbers (1995) Tourism Timber

Employment 144,183 59,864

Wages \$3.086 billion \$2.016 billion

Sales/Shipments \$8.5 billion \$8.5 billion

Timber and tourism in Minnesota parallel each other fairly closely in terms of economic impact. In Northern Minnesota, they also parallel each other closely in terms of location of operation. Many communities and rural areas in Northern Minnesota are highly dependent upon both timber and tourism as important parts of their economic mix.

The economic base of Northeast Minnesota is still defined today by the four T's: Taconite, Tourism, Timber and Transportation, although many other industries also make up the economic base of the region. Economic base, in technical sense, consists of industries that bring money in from outside the region through export activity. Both the tourism and timber industries share the following characteristics:

1. They are large employers.
2. They present high value added to the region.
3. They export from the region (either to the rest of the U.S. or foreign countries)
4. They interact strongly with other industries in the local economy leading to spin-off economic impacts.
5. They show good prospects for future economic growth.

One of the main tenets of the Minnesota Department of Trade and Economic Development is that a focus of economic development efforts should be on helping those existing industries which provide higher wage/value jobs to grow and survive, as opposed to emphasizing the recruitment of new business. This is consistent with an increasing awareness in economic development circles that regional economic development, especially in rural regions, stems from internal sources. Small-to-medium sized enterprises, begun and nourished by local residents, often define the economic future of a rural region. Competitive industrial prospecting, combined with strong locational financial incentives, too often amount to a zero sum game in which one region in the state simply attracts firms from other regions in the state.

In this light, both timber and tourism are classic examples of internal growth, particularly in Northeast Minnesota. We've seen significant growth within manufacturing operations that use wood fiber, but not a significant increase in the numbers of such manufacturers. Likewise, we've seen a significant increase in tourism employment in recent years without a significant increase in the number of tourism-related businesses, particularly in Northeast Minnesota. In the state of Minnesota, there have been approximately two new resorts built in the last 20 years, and one of those recently went out of business. There have, however, been a large number of motel operations added throughout the region and significant expansions to some existing properties. Timber and tourism most often interface with the resort element of tourism.

IV. PANEL SESSION: CONCERNS AND CHALLENGES FACING RESOURCE DEPENDENT COMMUNITIES

1. Butch Eggen, Nelson's Resort on Crane Lake, Printed Comments Not Available

2. Linda Blum, Quincy Libray Group, Printed Comments Not Available

3. Paul Strong, Chequamegon/Nicolet National Forest

The Forest Service is part of the U.S. Department of Agriculture. It administers four large programs: the National Forest System, a Research Branch, State and Private Forestry and International Forestry. The National Forests cover about 191 million acres of the country which is approximately 8 percent of the U.S. land base. Here in the Lake States, there are seven National Forests (3 in Michigan, 2 in Minnesota and 2 in Wisconsin). Some of these are administered together.

Almost everywhere, the National Forests are located in parts of states away from large urban centers and in areas of low population. Communities around national forests are typically rural and have their cultural and economic roots in the use of natural resources.

In parts of the West, the National Forests provide the only source of some natural resources or are the primary contributor. This has made a strong linkage between the availability of some resources and the economic vitality of some communities. Here in the northern forested regions of the Lake States, we have a far more complex situation. National Forests are actually minority landowners of many of the valuable natural resources in the area.

(Timber land owned in Lake States and northern Forest Region of Wisconsin)

NF 12 16

State 26 5 (State and County combined in LS figure)

County - 21

Private Ind. 8 12

NIPF 54 46

The management of National Forests is based on history and numerous federal laws. Some of the most important laws specific to the Forest Service include the Multiple-Use Sustained Yield Act and the National Forest Management Act.

The mission of the Forest Service has always been to "care for the land and to serve people". How that mission has been carried out has changed over the last seventy years as social values and attitudes and resource availability and values have changed. Here in the Lake States, lands which are now national forests were largely cut-over and tax delinquent lands often referred to as "the lands no one wanted". Since that time, Mother Nature and the Forest Service have worked to restore the productive potential of the lands and to recover the forests and grasslands on them. Today, the National Forests are really "the lands everyone wants a little piece of".

The articulation of the Forest Service mission for the National Forests is accomplished through comprehensive Land and Resource Management Plans which are often referred to as "Forest Plans". The National Forest Management Act of 1976 required Forests to produce these plans and the first iteration of them were issued in the 1980's. The Forest Plans of the two National Forests were issued in 1986. We are in the process of revising and combining these two plans right now.

The decisions made in Forest planning are weighty and are of interest to many people and organizations who use and value the Forest. The planning regulations we must follow instruct the decision-maker to choose a management strategy which approximates what is called "Net Public Benefits". Another way of stating this would be to choose what is the greatest good for the greatest number of people over the greatest time. You can understand how difficult this decision is.

Figuring out what comprises net public benefits is based on resource values at many geographical scales. As National Forests, the national forests have responsibility to the nation as a whole. However, the Forest Service recognizes that the management of national forests has an effect on the social and economic vitality of communities in and around the Forest and that strong and resilient rural communities are part of what comprises net public benefits. Clearly, what is to the net benefit on any one national forest is a combination of values most important at local scale as well as values at broader scales - statewide, regional, and national.

National Forests are not left completely to their own devices to describe the mission of the Forest Service on their piece of land. The Forest Service has expressed what things are important for the agency, most recently in the strategy to implement the Government Performance and Results Act of 1993. Clearly, the first priority is to maintain the health and productive capacity of the land so that it can continue to provide the valuable resources people want and need. Contributing to the sustainability of vital and resilient ecosystems, communities, and economies are important priorities as well.

Northern Wisconsin and the northern forested regions of the Lake States continue to be areas where natural resources are important to individual people, to communities, and to economies. Tourism and timber are two large sectors of the economy especially of your definition of tourism includes hunting, fishing, snowmobiling, hiking, skiing, and sightseeing and your definition of timber includes the emerging industry of special forest products. As the Wisconsin National Forests work on revising their existing Forest Plans and try to determine what is to the net public benefit, it will be important to recognize these cultural and economic values.

One way, the Forest is trying to do this is to spend time listening to people about their interest and values. Another is spending time talking with people about how the Forest goes about making decisions and what the process is. Equally important are the times when people and the Forest Service talk with each other about what factors might comprise net public benefits and why.

In summary, let me say that:

The mission of the Forest Service is a reflection of how society values natural resources and lands.

The articulation of that mission is done at local levels on individual national forests through a process of developing Forest Plan.

What is to the net public benefit is a mix of local and broader scale values.

Ecological, social, and economic values are all important.

Deciding what comprises net public benefits on an individual National Forest is achieved in part through meaningful interactions between people with an interest in National Forests and the Forest Service.

Thank you for the opportunity to share some thoughts about the Forest Service. I'm looking forward to the upcoming discussion.

V. BREAKOUT SESSION THREE: CASE STUDIES IN EFFECTIVE PARTNERSHIPS

I. Minnesota Visual Quality Best Management Practices

I. 1. Hal Rime, Buckhorn on Caribou Lake

Alan Jones, Minnesota Department of Natural Resources

Conflicts in the 1980's between the tourism and timber industries over visual quality of forested lands led to a meeting of representatives from these two industries to talk about the conflicts and to try to find common ground. During meetings in late 1990 and early 1991, representatives of these two industries engaged in a dialogue that helped develop better understanding of each other's industry, and the mutually agreed to work toward four goals:

1. Develop a set of visual quality best management practices;
2. Develop and implement an education and information program directed at both industries;

3. Seek funding to develop the BMPs;
4. Work within their respective industries to adopt the use of the BMPs.

This group then invited representatives of private forest landowner groups and public forestry agencies to join them in developing visual quality best management practices (VQ BMPs). The group that is responsible for implementing and over-seeing the use of the VQ BMPs is called the "Timber Tourism Visual Quality Committee" (TTVQC) and is co-chaired by the MN Resort Association and the MN Forest Industries Executive Directors.

VQ BMP's are voluntary practices that help reduce the potential negative effects of forest management activities. There were 11 forest management activities identified that have potential to negatively impact visual quality of forested lands. The practices included 4 that directly affected timber harvesting: apparent harvest size, landings, slash, and snags. Seven other activities included a range of forest management activities: roads, timing, tree planting, timber stand improvement, site preparation, herbicides, and gravel pits.

Because visual quality and viewer expectations vary, a visual sensitivity classification (VSC) was developed which included three classifications: high, moderate, and low visual sensitivity. Visual sensitivity is based on the type and relative number of users, and on the relative scenic quality. BMP's were then developed for each VSC so that landowners, foresters, and loggers could apply the appropriate BMP's in the area where they are working.

The challenge was to classify the visual sensitivity of all the highways, roads, lakes, rivers, and state designated recreation trails in forested areas. To accomplish this, county visual quality committees (CVQC) were formed. In counties with land departments, the county land commissioners was asked to form and chair the committee. In counties where a county land commissioner was not available, TTVQC staff invited county residences representing the tow industries and landowners to an informational meeting, and a CQVC was formed from the people who attended the meeting. In both situations, CVQC's were made up of county residents who were familiar with the condition of the roads and had a sense of the types of users of the roads. The goal for CVQC membership was to include representatives from both the timber and tourism industries as well as private and public landowners. When the visual sensitivity classification was completed, the CVQC's conducted public information opportunities to get wider input into the classification.

To initiate the formation of county committees in those counties with land departments, representatives of both the timber and tourism industries made presentations to county boards. The presentations gave an overview of how the VQ BMPs came about, what VQ BMPs were, and the plan to form CVQCs to classify the visual sensitivity of the travel routes in the county. The presentation also asked the county boards to support this process within their counties and to give time to the county land commissioner to form and chair these committees. In two counties, the county boards did not support VSC and instructed their land commissioners not to participate. In those cases, CVQC's were formed by TTVQC staff.

Classifications were recorded by hand on county highway maps using colored high lighters. The hand drawn maps were then converted to Arc View files, and maps developed. Having the map information in digital form will allow for easy updating of information as the VSC's change. The maps are used when planning forest management activities on public lands and timber industry lands. On private lands, information is being made available to landowners to encourage them to consider the visual classification when they plan and carry out forest management activities on their lands. Since the VQ BMPs are voluntary, landowners can decide whether or not to use them based on their objectives for their lands.

Visual sensitivity classification by county committees have been accomplished in 15 of the heaviest forested and recreation counties in Minnesota. There is still one county where VSC will be done this summer. Presentations about VQ BMPs and VSC have been made to tourism groups in other less sparsely forested areas of Minnesota, and these groups were offered the opportunity to also do VSC within their counties. None of the groups have felt that visual sensitivity conflicts in forested areas was a great enough issue in their areas to initiate VSC.

The county committee's main task has been completed. However, the vision for the county committee is that this group would meet on an annual basis to review the classifications and make changes when appropriate. Visual sensitivity can change over time based on road conditions and users' perceptions. The county committee was also envisioned to be a vehicle to publicize and carry out educational opportunities within their county.

J. Education Ideas That Work

J.1. Jerry Horen, HVS Productions, Printed Comments Not Available

J. 2. Jim Holperin, Trees For Tomorrow

The education specialty of Trees For Tomorrow is field-taught courses designed to deliver balance and objective information about the forest ecosystem and about the value of proper forest management primarily to middle and high school students and their teachers from a three state area.

Naturally, therefore, I believe field- based seminars with some hands-on involvement by participants to be one of the most effective methods of communicating a message from the forest or resort industry to those who want and need to know more about forestry or tourism.

This is not to say there aren't lots of other good education ideas that work. These include T.V. and radio commercials, newspaper and magazine ads, audio-visual presentations and lecture series, direct mail, published books or articles, letters to the editor, Internet web sites, etc. Yet these effective alternatives are not always affordable for practical.

Field studies or tours are, by comparison with the alternatives just listed, very effective, with lasting impacts. Their drawback is they generally only reach a limited audience, and the logistics of organizing them and getting good attendance can be daunting.

However, for forestry professionals wishing to inform the tourism sector, or vice-versa, the personal field tour, properly organized and executed, can deliver gratifying results.

Here's my short list of forestry/tourism "dos and don'ts" based mostly on having participated in perhaps two dozen forestry and resort tours over the years. Obviously, these "tips" are highly subjective.

Do...keep tour numbers at a manageable level. 15 to 17 seems about right...enough to fit in a full size van.

Don't...tell more than you know or more than participants want to know. Your message should contain broad introductory concepts. Questions from participants will let you know if more detail is needed.

Do...ask questions of the group, both to determine the participants' level of subject knowledge and to keep them focused on the information you want to present.

Do...offer as much variety as possible by visiting as many sites as possible in a three or four hour tour.

Don't...fall behind schedule. You'll lose interest fast. Skip a site to shorten your presentation rather than run way behind schedule.

Do...offer snacks, a souvenir (hat or t-shirt), brief hand-outs, a scheduled bathroom break, etc. in order to make the tour more memorable and comfortable.

Do...incorporate guest speakers who can add some color or depth to the tour. However...

Don't...be afraid to let guest speakers know the rules and don't be afraid to help them shorten their presentation if they get carried away.

Do...incorporate "hands-on" opportunities into the presentations. Let participants sit at the controls of that feller-buncher; invite them to cast a few or drive the boat.

Do...plan ahead and be organized. Practice and time your presentation, and drive the route at least once.

The personal tour is one of the best ways to turn skeptics or the uninformed into a group that at least understands your profession and point of view. At most, you may even gain a few advocates for position.

K. Learning From Each Other to Improve Our Communities

K.1. Dr. David Skjaerlund, Rural Development Council of Michigan, Printed Comments Not Available

K.2 Wendy Hinrichs Sanders, Great Lakes Forest Alliance, Inc.

The Alliance and its partners, the Minnesota Rural Partners, the Rural Development Council of Michigan and the Wisconsin Rural Partners are committed to involvement of local communities in addressing conflicts and opportunities related to the forest resources. Together we have promoted understanding of a process for engaging citizens in dialogue to learn from each other. Collaborative Learning is a strategy developed by Drs. Gregg Walker and Steven Daniels of Oregon State University to involve citizen deliberation in forest policy and practice. The process focuses on:

- * Situation rather than problem;
- * Improvement rather than solution;
- * Concerns and interests rather than positions;
- * Progress rather than success;
- * Desirable and feasible change rather than desired future conditions;
- * Systems thinking instead of linear thinking;

* Learning about science, issues and value differences before improvement are possible.

Our partners and the Johnson Foundation sponsored a training for regional leaders at their Wingspread Conference facility in Racine, WI in January of 1996. Leader participants included:

Academic and research community;

Community and economic development groups;

Consulting foresters;

Environmentally concerned citizens;

Federal, tribal, state, county and private woodland owners/managers;

Local governments;

Recreation and conservation organizations;

Tourism, recreation and timber industries.

In February of this year we will offer training for facilitators for Collaborative Learning and then volunteer to help at least one community in northern Wisconsin which has both tourism and timber industries to develop strategies to protect the environment and promote economic prosperity.

At a national level, the group addressing these issues is the Communities Committee of the Seventh American Forest Congress. Their mission statement and principles capture the essence of community forestry:

The Communities Committee recognizes the interdependence of America's forests and the vitality of rural and urban communities and promotes:

- * Improvements in political and economic structures to insure local community well-being and the long-term sustainability of forested ecosystems.,
- * An increasing stewardship role of local communities in the maintenance and restoration of ecosystem integrity and biodiversity.
- * Participation by ethically and socially diverse members of urban and rural communities in decision-making and sharing benefits of forests.
- * The innovation and use of collaborative processes, tool and technologies.

* Recognition of rights and responsibilities of diverse forest landowners.

The Communities Committee of the Seventh American Forest Congress believes that community-based problems are best solved when local people convene and drive problem solving processes characterized by inclusiveness, honesty, fairness and transparency. Inclusiveness means reaching out to traditionally under-represented and emerging groups and interests. People representing diverse interests in the community discuss how best to define their issues, select the issues they want to work on, agree on how to proceed, then invest time educating each other about the best science available, and about their respective needs and concerns. Participants then work together to identify solutions which all agree are fair. The process is not imposed or run by an individual or one group. Participants together decide how to organize their process and they continue to be operative by making joint decisions about procedures and substance.

Effective community-based problem-solving requires a departure from traditional advocacy for a position to a commitment to work with diverse interests to craft solutions which can improve the environmental, economic and social health of communities and forests. This process requires a belief that solutions can be found and a willingness to listen to all sides.

The Communities Committee also recognizes the value of integrating persons who bring a national perspective into the discussion for the purpose of mutual education regarding the nature of the issues and possible solutions. Community-based problem solving conducted in collaboration with national interest can lead to high quality, implementable and durable solutions.

To that end, the Communities Committee of the Seventh American Forest Congress promotes the meaningful involvement of government, industry and citizens of resource dependent communities in forest planning and policy decision-making.

L. Other Effective Partnerships for Communities

L. 1. Lark Ludlow, Tahquamenon Falls Brewery and Pub

Many of you know that the Tahquamenon River, located in Michigan's eastern Upper Peninsula was made famous in the Longfellow poem Hiawatha. According to Indian lore, the origin of the name Tahquamenon is attributed to the water's amber color which is a result of the leaching of tannic acid from the cedar and hemlock swamps. The Tahquamenon is special in many ways and it is, in fact, the largest waterfall east of the Mississippi, second to Niagara. Together, the Tahquamenon Park system is comprised of 40,000 acres.

The background of 160 of those precious acres is what I want to share with you today. Before I get to that, you should know that my family owns two acres within the Upper Tahquamenon Falls State Park. It is my understanding that our site is the last commercial site within a state park in the state of Michigan. Now back to the background.

One favorite leisure time activity for Jack and Mimi Barrett, Grandparents of the current owners, was to make frequent trips canoeing, portaging and camping as they traversed their way from their home in Newberry along the river to the falls. Their love for the area compelled them to purchase 160 acres of the land adjacent to the falls. All the while, Jack dreamed of a time when the Tahquamenon Falls and forest could be made available for all to experience. Up to this point in time, mid 20th century, the falls were inaccessible except by boat. When the time was right, he orchestrated the construction of a road to the site and then negotiated with the Department of Natural Resources for the transfer of his land to be used specifically for a State Park. A restriction in the deed directed that the road and parking lot would terminate 3/4 of a mile from the falls and that visitors would proceed on foot, thus preserving the Park's natural beauty and virgin forest.

Remember, that Jack retained two acres which he named Camp 33. So what exactly is Camp 33? Logging camps were often given numbers rather than names and this camp rightfully received the name Camp 33 as it was the 33rd logging camp the Barrett Logging Company was to construct. This one was never intended to be a real logging camp. In 1950 a replica of a logging camp was constructed under the watchful eye of Jack Barrett. It was to serve the public as an eating and resting place open to visitors during the late spring, summer and early fall. Food was made available by over-the-counter service. Because of his diverse business activities, the buildings were leased to others for operation.

Tragically, in 1959 Jack Barrett passed away. The 2 acre parcel, Camp 33, was left to my Grandmother's care. In 1987, some 28 years later, my youngest brother, Barrett Ludlow and I acquired the property. At that time neither of us had intentions of operating any differently than did our Grandfather, that is that we would continue to lease the property to others for their operation.

During the time period following my Grandfather's death until 1987, my Grandmother was frequently visited by DNR officials who wanted her to consider "gifting" the remaining 2 acres to the State. Fortunately, she never gave in to the unreasonable requests. Also, in 1987 my brother and I were approached by the DNR again asking for a gift or opportunity to purchase the property. The gift was not an option. We did indicate that we would entertain an attractive purchase offer and further wanted to know what purpose the DNR would have planned or the use of the land and or the development of the park. Almost a year passed at which time were presented with a document drawn up by the real estate department of the DNR. The offer I will not quote but suffice to say that it was not attractive and in fact was condescending. It did not take the business into consideration and had no mention of any kind of development of the park.

The offer was so far from reality that all it served to do was to motivate my brother and I to put together a business plan to replace the old structures which were now in a deteriorated state. These new structures were quite different from the original but still very much in keeping with the environment, built to last, and planned for opening in the spring of 1990. I oversaw much of the project from my home and work in upstate New York, while my brother Barrett was finishing his second B.S. degree, this one in Meteorology. His first was in business. He became so enticed by the project and wanted to ensure its success in keeping with his Grandfather's vision, that he and his soon to be wife, Katie, proposed that they operate the two businesses, a gift shop and over-the-counter food service. Through their dedication, the entire experience for visitors has been much enhanced. No project is free of problems, one of our biggest obstacles was the failure of our septic system from the onset. DNR officials were still interested in our property but at the sametime claimed that they had no money to upgrade their seasonal restrooms which today still are not handicapped accessible.

After many unfruitful discussions the issue lay unresolved. We were left to believe that without the traditional septic system the DNR thought we would have to close and surely would want to have a fire-sale. It was as though we were being held hostage. We received approval to pump and haul as an interim fix. We believed that further construction of septic systems was not in anyone's best interest because of the environmental impact. I arranged for a meeting in Lansing whereby the Governor's office was represented as were both Democrat and Republican Senators and the DNR and their Legislative Liaison. At

that time, I proposed that the best mutual remedy be to expand the existing state lagoon septic system and to winterize and make handicapped accessible the state's restroom facilities at the park. I indicated that we would entertain picking up the greater portion of that cost.

I further indicated that a second phase of our project, a year round restaurant and brewery was to begin construction within four months.

We were once again met with a negative response by the DNR and a desire on their part to make an offer to buy us out before the brewpub work was to commence. And once again we never received an offer.

In 1996 the brewery and pub were built in keeping with the founders's vision. The focal point of all structures is the fire...a logging camp must! Now the warmth of the fire can be enjoyed in all seasons.

To date, nothing has changed in the relationship in Lansing. The current owners have been motivated to ensure the founder's vision and the inspiration in his wisdom to make the park available to all, to keep a vigil on the thoughtful development of services and to clearly understand that tourism, the number one industry in our area is directly impacted by the care and development of services which bring visitors from around the world to one of Michigan's premier parks. While our relationship with the DNR at the state level has been unproductive, you should know that the local DNR employees not only appreciate what has been invested here but take pride in being part of something so complementary to their work and the economy of the area.

Why hasn't the relationship at the state level been successful?

- * Lack of vision and philosophy for the park.

- * A non-understanding of the importance of private interests and funding in partnership with public interest.

* Greed and a desire for control of resources rather than guidelines to ensure that services are developed in a thoughtful manor using private funding when available.

* A non-business approach to funding of services.

Government is carried out through people. Therefore government vision, objectives, and guidelines, must be clear and broad; and, encompass the resources and desires of their constituents rather than be self-serving.

This is what we continue to hope can be effectively developed:

A professional working partnership which will not only reflect the excellence of the partners but which, together, will enhance the well being and economic strength of our unique community which will be measured by our visitors experience while in the park.

Lastly, let us not forget the foresight and wisdom of the individual who gave us this opportunity.

L.2. Pat Schroeder, Price County Historical Society

The Round Lake Logging Dam Partnership has been a complex and unusual one. Three disparate organizations joined to restore a 115 year old site silted on the national Register of Historic Places, located on a potential Wild and Scenic River at the edge of a National Forest non-motorized recreation area. The project cost was over \$4000,000.00.

The project was an 1876 log driving dam put in at the headwaters of the South Fork of the Flambeau River in the Chequamegon Forest at the northeast corner of Price County.

It was part of the industrial complex in the Chippewa River Valley that cleared on of the richest pine resources in the Mid west in about twenty years. Its historical impact was paramount in the effort to save it for a second time this century.

In 1914, Otto C. Doering, a former vice-president of Sears Roebuck Co. and avid conservationist, gained the rights to the dam located on his wilderness resort land. That same year the Wisconsin Department of Natural Resources began routine, annual inspections of all state dams, providing us with our earliest pictures of this dam. Over the next few decades the Doering caretakers and family restored the dam to form in which it had come to them. By 1980 the dam was deteriorating and becoming dangerous for public use. By 1996 we had restored it to Doering's approximation of the original dam as nearly as we could.

The Forest Service purchased the area with the dam in 1968, hoping to restore the dam. It was nominated to the National Register of Historic Places in 1980. Steps were begun to restore it. The dam was made safe for public use, engineering plans were formulated, strategies for fund raising were developed, and the Price County Historical Society agreed to be the receiver for donated funds. Then the Park Falls Ranger behind these plans was transferred and there was no compelling leadership for the next ten years. Included in each annual budget of the FS, it never gained the priority needed for funding. We watched the dam disintegrate and wash down river until it became clear in 1989 that the dam might have to be removed for safety's sake.

In 1991 partnerships with the FS and the President's Great American Outdoors Challenge Cost Share Initiative were in place. The idea was presented to the Price County Historical Society which then approached the community around the dam with the idea of forming a Friends of the Dam organization to partner with the FS and the PCHS. In September 1991 a three-way cost share agreement was signed.

The dam was dismantled in 1992, rebuilt in 1995 excepting extensions on the crib and wing walls which were added in 1996. Work continues today on interpretation and accessibility for the site. A dedication is planned for Summer 1998.

A strong organizational plan was needed to pull together these three dissimilar groups. The Friends was a grassroots group with no ties to any established state or national group which could have provided some help. The historical society, although an affiliate of the

State Historical Society, could look for no help beyond consultation on historic matters, perhaps. We could only hope to cut costs with labor and in-kind gifts and services from the area to meet our match.

The partnership relied on the FS for the engineering plans, environmental assessments, qualifications of the State Historic Preservation Officer for the NRHP status, and overall responsibility for the project. The Friends and the society were to raise funds, to work on public relations and to find skills and resources within the community. One of the strongest assets we all had working for us was the wide range of people who had the attachment to this site as a very special place, for many reasons.

Before we learned all the truths about the unknown paths we would tread, the FS selected a working strategy from their own experience. It was the Incident Command System used by the FS for fighting forest fires and sometimes for other complex, but focused projects, usually of a short duration. We learned that this strategy served well for a long term project, also. Under this plan leadership positions were co-staffed by FS personnel and partnership counterpart. There were four sections: Operations, Logistics, Public Information and Safety Officers. Under these leaders were resource specialist and other personnel needed. Job descriptions were developed for each leadership position. We were fortunate to have two retired FS people among the Friends - an engineer and a technician - both familiar with FS protocol and deeply dedicated to this restoration, as were all the partner members and FS personnel.

This plan defined responsibilities and skills needed which helped to facilitate such activities as scheduling, ordering materials, putting out publicity. No one person had to have the final say on everything done. Responsibilities were shared by the co-staffers so you had input from both areas, the community and the FS. This communication avoided cross-over and duplication of efforts because each one had a well-defined set of expectations.

The team met at least once a month and whenever necessary. The FS printed out up-dates as often as possible to relate work done or progress made in planning, or just where we were and distributed these to the public and the Friends. Any activity which could be publicized was in the local paper. With the help of the FS the Friends put out a newsletter at important points.

This team approach maintained the group over a long period of time within a bureaucracy wherein players could easily change and allowed us to operate even under changes in priorities or policy in the FS. It was a creative use of a system designed for such different goals, but it certainly contributed to the continued "life" for "fizz" that this partnership continues to exhibit today. I believe that within this strategy respect for each other and our skills was easier to maintain because there were diverse avenues to approach problems and to ease disputes.

What else did we learn? For one thing, that fortune smiled on us broadly. Many factors such as availability of certain skilled individuals at the right time would not have been in place five or ten years earlier. Also, personnel at the FS were ideal in background and interest for this project, some of them quite new in the district. We would always recommend that you be sure to get the most creative, well-qualified, caring and flexible people you can find to work with you. Perhaps our patience in waiting just paid off as things fell into place so well.

Secondly, plan carefully for your plan may be required for a longer period than you ever imagined. However, be ready to reassess your plans and chart a different course if you need to. Thirdly, there are disagreements present in all partnerships, I have been told. Our approach seemed to make these easier to deal with, providing a strong team cohesion to carry out the goals. Monitor your work and plan often, and lastly, keep good communication avenues open with everyone involved - partners, workers, all parts of all the organizations involved and the public.

We have found that avenues of funding change quickly. The President's Initiative which was our first funding, no longer operates. Now the National Forest Foundation, a non-profit organization exists to raise funds and support for this type of activity on the forest. We have worked through this group and if we were starting now would look to them for support.

At present all three groups are still a part of this partnership, although with a different strategy for the work of interpretation and site accessibility needs. The FS continues to supply their best staff and to work closely with counterparts from the partners. They are helpful to us as we have to reassess what role the Friends will play in the future and how the historical society will continue its already 18 year old relationship with the FS and the Round Lake Dam.

VI. KEYNOTE: NATURAL RESOURCE AS A BASIS FOR LOCAL ECONOMIC ACTIVITY

Dr. David Marcouiller, University of Wisconsin-Extension

Natural resources that surround communities provide the basis for much of the economic activity that takes place in rural Wisconsin. Steadily growing demands on forest resources in the Lake States focus increasing attention on resource planning and associated public policy issues. This is particularly true in the northern parts of the state where forestry and tourism provide mainstays to local economies. In the past, there has been much disagreement among local citizens, interest groups, and representatives of these two industries. Traditionally, these interest groups have viewed the extractive use of natural resources as being mutually exclusive with uses of the forests for recreation and other indirect resources. This has created tension among stakeholder groups and has made it difficult to develop consensus over management issues and pro-active programming that advocates compatible forest uses are generally lacking.

In this presentation, I put forward evidence from recent research that supports a more compatible coexistence. The supporting research followed a three-phase design that included (1) recreational use surveys, (2) analysis of timber inventory data, and (3) regional economic modeling using input-output analysis. The recreational use survey was based on instruments that allowed estimation of recreational use by type and location, land ownership, expenditure pattern, user conflicts, and demographic characteristics. The 1996 Wisconsin timber inventory analysis developed economic value estimates of average annual removals and assessed regional growth to removals ratios to provide a snapshot of wood-products based forest use. The final phase of the research developed economic models used to estimate impacts of forest use (both timber and recreational use) on regional economic characteristics including employment, income, and other components of value added.

Results suggest that forests do indeed provide the basis for much of the economic activity of rural regions. The average annual value of timber removals was approximately \$200 million. Timber production provided a partial basis for primary, secondary, and reconstituted wood products sector activity that accounted for approximately 6 percent of Wisconsin gross state product (roughly \$15 billion of \$242 billion). The bulk of timber production appears to occur on nonindustrial private forest lands with a surprising amount of sawtimber value being realized in the Southwestern part of the state.

On an annual basis, forest-based recreationists spent approximately \$2.5 billion locally within Wisconsin regions. This provided a significant portion of the receipts of tourism-sensitive sectors in Wisconsin. The sectors accounted for another 6 percent of gross state product (roughly \$14 billion of \$242 billion). The use of forest land for recreation had interesting differences by ownership type. A surprising amount of forest-based recreation took place on privately owned lands, both industrial private and nonindustrial private lands. Also, there were interesting differences in use of lands by the various types of recreational use. Clearly, passive recreationists relied heavily on state owned public lands while hunters focused their use on nonindustrial private forest lands. Motorized use was more difficult to characterize and had the highest levels of use on unidentifiable ownerships (motorized recreationists were generally less aware of whose land they were recreating on).

In general, results of this study suggests that timber production and recreational use of forests were relatively compatible. This was more apt to be the case with hunters and motorized recreationists than with the broad category of "passive" forest recreationists. Furthermore, recreationists generally felt that balanced use (for both timber and recreation) was an important component of local economic conditions for communities in forested regions and that forest land used should account for these localized effects on rural populations.

Forest-based activities have a dramatic effect on the viability of regional households in both rural forested regions and in regions where wood-based manufacturing is prevalent. The employee compensation (e.g. wages paid to workers) portion of value added accounted for approximately 25 percent to total wood-products output and 35 percent of tourism-sensitive output. Average jobs in tourism-sensitive sectors earned almost \$11,000 per year while wood-based industries paid approximately \$36,800 per year. These figures are compared to average statewide earnings per job of almost \$25,000 per year.

Although more work is required to fully understand the linkages between forests and community development, there are clear implications of this research for both development policy and forest management policy. Development of rural forested regions benefits from a clear understanding of the tourism and forestry sectors. Whereas the tourism industry needs to better recognize the latent value of forests as a basis for demand, forest managers and the forest products industry need to continue their efforts at managing forests in a sensitive and scientifically sound manner that more fully accounts for both timber and nontimber values.

This research was conducted as a collaborative effort of the Wisconsin Department of Natural Resources Bureau of Forestry and the university of Wisconsin - Madison/Extension. Funding was provided by the USDA Forest Service. In the full report (co-authored with Terry Mace and currently in-press), we identify many opportunities in which a better understanding of resource use by various stakeholder groups could be developed through concerted educational programming. In addition to public land management agencies, this educational programming need presents a primary challenge to outreach specialists and county-based faculty of the university of Wisconsin - Extension and other involved organizations such as the Great Lakes Forest Alliance, the Wisconsin Environmental Initiative, and Trees for Tomorrow.

VII. BREAKOUT SESSION FOUR:

HOW DO WE SUSTAIN OUR PARTNERSHIP EFFORTS?

Discussion Notes

Goal One: Partnership

Work in partnership to achieve economic prosperity within a context of environmental protection for the region's forest, community and people.

Help business owners to see that tourism and timber industries are compatible.

Suggested Action:

- * Encourage participants here to go back to their communities and make special effort to engage the following groups in discussion with us: trail users, loggers,
- * Research the actual benefits and costs of visual quality best management practices versus the perceived benefits and costs.
- * Research and then engage local business people in discussion about the relationship of economic development designs and the public good.
- * Develop a set of resource people who can help communities tackle these issues.
- * Encourage tourism publications to include information on the forest resource, prepared by the timber industry in their promotional pieces. Visitors have questions and are interested in learning about the forest.

Goal Two: Public Education

Enhance access and accuracy in public education about recreation, tourism and timber industries, the benefits and their commitment to sustainable forest management.

Suggested Action

Both businesses have needs to be filled. Tourism operators will benefit if they have more guests and if their guests have a more enjoyable visit; Rainy day activities, special events, historic, cultural and educational experiences will enhance the visitor stay. The timber industry will benefit if more citizens have access to accurate education about sound forest management. Work together on development of educational materials so they can be attractive to and understood by visitors.

- * Inventory: Check on locally available resources for education on forest management, tours, signage, packets, videos, maps, and educational programs.
- * Signage: Promote and implement interpretive signage of forest management activities and trails; Signs could be placed along the Ice Age Trail. Logging sites can develop good signage for snowmobilers. Radio snowmobile trail reports might include locations of logging and alternative routes if safety is a factor.
- * Auto Tours: Develop auto tours across the region which describe sound forest management practices.

- * Tourism Packets: Develop a tourism packet of forest ecosystem management for education and auto tour participants.
- * Tours: Develop tours of sawmills, wood products plants, and promote easy access to those tours.
- * Videos: Develop videos which profile local wood product mills, logging Best Management Practices which can be used by visitors in their cabins/motel and bed & breakfast rooms on a rainy day.
- * Promotional Videos: Entice Discover Wisconsin to host a show specifically focusing on the forest resource for tourism promotion and education.
- * Naturalist Programs: Promote greater access and enhanced use of Naturalists at visitor accommodations to provide interpretive programs. Perhaps the timber industry can help train the Naturalists or help support those programs.
- * Brochures: Develop a brochure on sound forest management. This has been done in Michigan through the Society of American Foresters and is being developed in Wisconsin through the Wisconsin Governor's Council on Forestry.
- * Museums and Displays: Develop museum displays and interpretive programs on the forest products industry to help explain sound forest management.
- * Posters and Maps: Develop one map of the Upper Peninsula, for example, showing all trails, and roads and lands open to public recreation. Include contact information for landowners if visitors have questions about management activities.
- * Educational Programs: Teach snowmobilers safety around logging sites.
- * Distribution: Utilize snowmobile pit stops, Tourism Information booths, Tourism Welcome Centers, state/provincial tourism promotion agencies.

Wisconsin Department of Tourism staff, Tenneco Packaging and Taylor County Tourism, Courthouse Square Bed & Breakfast in Crandon all made commitments to tackle some of these issues, especially locally.

VIII. CLOSING SESSION AND KEYNOTE

Where Do We Go From Here?

Dr. Daniel E. Keathley, Great Lakes Forest Alliance

Tourism and Timber: What's Next?

This has been an engaging symposium that has provided a needed opportunity to discuss and strengthen our understanding of the benefits that result from linkage of the tourism and timber industries. Great talks, stellar discussions, and good food: it has been a pleasure to attend and a worthwhile time for all. The real importance of the conference though, remains to be seen. It will rest in what is accomplished through our having come together and exchanged ideas. What will we now collectively and individually do with the innovative concepts that have been presented and discussed at this conference? Will we all return home, forgetting these discussions in transit, and attend to business as usual, or will the presentations and discussions at the conference have a lasting impact on our thinking and actions.

The message from this conference: that the tourism and timber industries are not only compatible but complementary, is an important one. I urge each of you to return to your community as an emissary of this conference: to promote the economic, aesthetic, and recreation benefits that this conference has so clearly shown come from the integration of tourism and timber.

The conference has been replete with examples of this linkage. There have been numerous presentations showing that linking tourism with timber harvest and other forest management activities can result in access to timber resources and recreation areas that would not be economically viable if viewed separately. Two noteworthy examples from the conferences are:

Linking plans for the establishment of snowmobile trails with needed logging roads.

Incorporating Kirtland's warbler management to increase tourism and make management of jack pine economically viable.

All too often the public is given the impression that timber production is the antithesis of all other uses of the land. Many environmental groups act as though the sound, sustainable management of forests and the harvest of trees are ecological catastrophes which are incompatible with all other land use. Specific timber sales are challenged on the basis that the area to be harvested has unique ecological value that will be forever disrupted by management of the forest. Since all sites have unique characteristics and are part of the integrated forest ecosystem, the harvest of trees is thus always opposed. The many social and ecological benefits of timber management are ignored in an attempt to eliminate timber harvest, or at the very least partition it off onto a mythical land area that is out of sight and where lack of ecological sensitivity precludes concern about the impact of the harvest on ecosystem-level processes.

That is an outdated and utterly false way of thinking, and it is good to see that it has not predominated at this conference.

In that light, though, it is interesting to recall that the loggers involved in the logging era of the last century have often been criticized because they acted as though the forests were infinite. They cut the trees to clear the land and provide the lumber needed by society. Once the land was cleared, the timber companies and their logging crews moved on to the next forested region, leaving behind land cleared for agriculture and developing communities.

The idea of partitioning forest management and harvest onto lands we do not want for other uses is the environmental equivalent of that concept, and it is just as flawed. It assumes that the timber and wood we need will come from somewhere, just not any of our forested lands. After all, they are all unique in some way. What then will be the source? This philosophy is predicated in a false sense of scarcity and ignores the ecological benefits of using renewable rather than non-renewable resources. It also begs the question of why we should attempt to relegate harvest in this way, when the information presented at this conference shows the broad array of social and ecological benefits that result from carefully designed and implemented forest management systems. It also ignores the true status of our forest resources.

Our nation has an immense area of biologically diverse forested ecosystems. The high quality of this resource base testifies to decades of sound management by the USDA Forest Service, state agencies, forest industries, and private land owners. In its 1995 assessment of the status of the forests in the Lake States region, the Great Lakes Forest Alliance showed that the forest of this region are expanding. Comparison of growth versus removals shows that this is also true nationally. In fact the United States still has approximately 70% of the number of forested acres of land that were present at the time of European settlement, and the volume of standing timber has increased by 30% since 1952 (Peterson, 1994). In total our nation is blessed with nearly 750,000 acres of forest land, an area of forest 19 times the size of the entire state of Michigan. We are not running out of either forests or trees.

Why then is there a sense of scarcity? The forests are vibrant, well managed, and expanding. The change we are experiencing is not a decline in the forests. It reflects the increase in the number of people. In the 1600's there were thousands of acres of forested land on this continent for each man, woman, and child. So much so that the forests appeared infinite in size. Today this massive forest that is 19 times the size of Michigan represents just 2.7 acres per person. The forest has not been lost, but the population has expanded. And so to provide for people's needs for homes, furniture, paper, wildlife, hiking, watershed management, snowmobile trails, aesthetic pleasure, mental renewal, and all of the other uses of the forest, we must integrate uses in a complementary way across this vast acreage. The exciting news from this conference is that this can be done in a way that enhances all of these important benefits that the forest can provide for our society.

One of the best examples of this that was present during the conference is the Minnesota Rural Partners agroforestry project on the Minnesota River. The results of this project include improved water quality, needed wildlife habitat, aesthetic enrichment of the waterway, and the economic benefits that come from tourism and the cash crop of trees. In thinking about this project the most significant element to remember is that the wildlife habitat and aesthetic goals were made possible by the money generated by the timber crop. These are not opposing goals or land uses, they are complementary. Timber and tourism jointly provide a more stable economic base for communities and can be integrated to reach a broad spectrum of ecological and economic goals.

Why then is this not understood. What is keeping this concept from being endorsed and adopted throughout the region? Largely I think this stems from a lack of real communication on this topic. People typically think in terms of what they know and value. When one of my daughters was three years old we attended church at Easter and sang the hymn "Up from the Grave He Arose." The first stanza of the hymn starts "Low

in the grave he lay, Jesus my savior." My daughter was completely captivated by the hymn and, based on her three-year-old knowledge and understanding of the world, came home singing "Low in the gravy lay Jesus my Savior." She obviously had a completely different perspective of the meaning of the hymn.

Forest managers often truly consider the integration of forest uses that complement timber harvest in developing management plans, but then emphasize deer hunting when discussing collateral benefits. Clearcutting is justified on the basis of grouse management, a simple, straight forward explanation, rather than implemented as a management tool that effectively deals with the ecological necessity of disturbance in maintaining aspen as a part of a biologically diverse forest. What about bird watching in the new habitat type, hiking on the logging roads, scenic vistas created by logging, sequestration of atmospheric CO₂, and other such benefits? It is essential that management objectives be formulated and stated in terms of things that are understood and valued by other users of the land.

Ecological, aesthetic, recreation, and non-game wildlife benefits from sustainable forest management must be included in the rationale for harvest, rather than just its defense. Integration of these is essential in order to gain the efficiencies that have been discussed and demonstrated at this conference. Concern for the impact on tourism and recreation must be articulated and considered as forest management options are evaluated. Reciprocally, those involved in the tourism industry need to suggest opportunities where harvest and road building could enhance tourism, and where tourism would benefit from increased forest management and harvesting. Clearly this conference shows the tremendous potential benefits that can be attained through an ongoing coalition between these industries.

The message of this conference is exciting for the Lake States region. We are not faced with a declining forest resource base that limits tourism opportunities, precludes economic growth, or leads to an ever lessening the quality of life. Rather, we have abundant, expanding forests; forests whose growth dramatically exceeds current harvest levels. Our forests can sustain both the tourism and timber economies and at the same time provide areas of wilderness, needed wildlife habitat, and the aesthetic richness that so dramatically enhances our quality of life. In fact the wealth of tourism opportunities can be augmented by our forest management practices. If we give due consideration to what is valued by all parties in the utilization of this resource, we can manage our forests jointly for tourism and timber in a way that will leave a legacy of economic stability, strong communities, and abundant forest resources for all future generations.

Citations:

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