

2015 PNW Forestry Leadership Academy

January 16-17, 2015 – Oregon Garden Resort in Silverton, Oregon

The Partnership for Forestry Education is proud to announce that the 2015 PNW Forestry Leadership Academy will be held on January 16-17 at the Oregon Garden Resort in Silverton, Ore. The goal of the forestry leadership academy is to equip forest landowners and foresters to take active roles in leading Pacific Northwest forestry organizations. The academy will help new and existing leaders gain the skills they need to succeed.

Project partners include the Oregon Tree Farm System (OTFS), Oregon Small Woodlands Association (OSWA), Oregon and Washington State Society of American Foresters, Oregon Forest Resources Institute, OSU Forestry and Natural Resources

Extension, Cispus Institute, Washington Farm Forestry Association (WFFA), and Washington Tree Farm Program (WTFP).

Funders for this year's academy include USFS State and Private, Oregon Forest Resources Institute, and SAF Foresters' Fund. This funding will provide a limited number of scholarships for family forest owners who are members of OSWA, OTFS, WFFA, and WTFP on a first come first served basis. With a registration fee of \$25, scholarships cover all meeting activities and lodging for one night (double occupancy encouraged to stretch scholarship dollars). The registration fee for others to attend the conference without a scholarship is \$125 plus lodging.

FRIDAY, JANUARY 16

9:00 a.m. - Noon – Concurrent OSAF and WSSAF Executive Committee Meetings

Noon – Lunch (included in registration fee)

1:00-2:30 p.m. – Opening General Session Keynote: Land Ethic Leadership—**Jennifer Kobylecky**, The Aldo Leopold Foundation

2:30-3:00 – Break

3:00-6:00 – Concurrent sessions

7:00 – Dinner (included in registration fee)

SATURDAY, JANUARY 17

7:30 a.m. – Breakfast (included in registration fee)

8:30-9:00 – General Session Presentation: **Bob Alverts**, SAF President

9:00-9:30 – Break – Check out of resort

9:30-12:30 p.m. – Concurrent sessions

12:30 – Lunch (included in registration fee)

1:30-2:00 – Wrap-up Talk: **Tom Fry**, American Forest Foundation, Western Conservation Programs

Register
by
January 7

REGISTRATION FORM – 2015 Leadership Academy

Name _____ Chapter _____ Day Phone _____

Address _____ City/State/ZIP _____

Email _____

Special dietary needs? _____

\$25/person scholarship conference registration (limited availability—first come first served)

\$125/person regular conference registration

\$ _____ **TOTAL AMOUNT ENCLOSED**

Which organization are you representing? OSWA WFFA OTFS WTFP

Scholarship Lodging Only: Indicate room preference. Participants are encouraged to double up to stretch scholarship dollars.

King-Single Occupancy King-Double Occupancy Double Queen-Single Occupancy Double Queen-Double Occupancy

Roommate name: _____ I don't have a roommate but am willing to share a room. (circle) yes no

SESSION CHOICES

Please indicate the sessions you would like to attend.

For each day, rank 1 and 2 with 1 being your first choice.

Friday, January 16 (choose one A session or 2 B sessions)

____ A1a. Understanding Learning Styles (3:00-6:00 p.m.)

____ A2a. Designing Effective Meetings (3:00-6:00 p.m.)

____ A3a. Building understanding through Environmental Ed Activities (3:00-6:00 p.m.)

____ A4a. Leadership in the Volunteer Arena (3:00-6:00 p.m.)

____ B1. Forestry/Agriculture Leadership (3:00-4:30 p.m.)

____ B2. Forest Policy (3:00-4:30 p.m.)

____ B3. Marketing your Organization (4:30-6:00 p.m.)

____ B4. OFRI Speakers Bureau (4:30-6:00 p.m.)

Saturday, January 17 (choose one A session, B5/B6, or B7 session)

____ A1b. Exploring the Role of Conflict (9:30 a.m.-12:30 p.m.)

____ A2b. Using Facilitation Techniques (9:30 a.m.-12:30 p.m.)

____ A3b. Engaging Volunteers (9:30 a.m.-12:30 p.m.)

____ A4b. Strategizing Issues (9:30 a.m.-12:30 p.m.)

____ B5. Forest History (9:30-11:00 a.m.)

____ B6. Fundraising (11:00 a.m.-12:30 p.m.)

____ B7. Managing Media Interviews to Deliver your Messages (9:30 a.m.-12:30 p.m.)

METHOD OF PAYMENT

Check (enclosed) Credit Card (Visa/MasterCard)

Purchase Order # _____

Number: _____

Expiration Date: _____ Sec. Code: _____

Make checks payable to
SAF Northwest Office

Return form and payment to:

Leadership Academy, SAF Northwest Office, 4033 SW Canyon Rd., Portland, OR 97221;
503-224-8046; fax 503-226-2515; amanda@forestry.org

CONCURRENT SESSION INFORMATION

Six concurrent sessions are taking place on Friday afternoon and Saturday morning. Sessions led by Cispus Institute staff are identified with an A next to the title. These are designed as four separate tracks. Participants can take them individually and learn a lot, but if you take the Friday and Saturday session on the same track, you will gain a deeper understanding of the topic without having information repeated.

The additional sessions, identified with a B next to the title, are 90 minutes each and two will run back to back in the same room during the three-hour block. Session B7 is 180 minutes and is offered Saturday morning.

Sessions are highly interactive and will be capped at 25-30 for maximum learning. Mark your session choices (first and second) on the registration form. Classes will be assigned on a first-come, first served basis.

CONCURRENT SESSION DESCRIPTIONS

A. Cispus Institute Concurrent Sessions

1. Productive Communication

A1a. Understanding Learning Styles (Friday – 3:00-6:00 p.m.). This session is fundamental to understanding how people learn and how to design programs that engage all learners. This session engages participants in discovering their dominant learning style as well as styles that they may use less often. By analyzing the attributes of different learning styles, participants will learn how to engage people effectively in group processes.

A1b. Exploring the Role of Conflict (Saturday – 9:30 a.m.-12:30 p.m.) How do people handle conflict? Participants will complete the Thomas-Kimann Conflict Mode Inventory to determine how they address conflict, then explore the benefits and challenges of the various modes, and examine how they apply to working with issues.

2. Effective Meetings

A2a. Designing Effective Meetings (Friday – 3:00-6:00 p.m.). Examine and apply strategies that will help you design productive meetings. Learn tools and techniques to help you set a group up for success and keep it on track. Participants will examine key elements and how to use them effectively throughout the meeting to manage and increase group interest and participation.

A2b. Using Facilitation Techniques (Saturday – 9:30 a.m.-12:30 p.m.) What are the skills and techniques used by an individual to effectively facilitate a group of people? The facilitator's role is to manage the process, people, and information. Ground-tested methods are described for designing and managing a process to meet group objectives; managing group interactions to ensure open, respectful, and focused communication; and helping the group gather, organize, sort, and synthesize information.

3. Successful Volunteer Engagement

A3a. Building Understanding through Environmental Education Activities (Friday – 3:00-6:00 p.m.). This session is for those who want to engage young and old in learning about the environment through an event, field session, school classroom, or tour. Challenges and strategies will be identified and examined for conducting positive experiences.

A3b. Engaging Volunteers (Saturday – 9:30 a.m.-12:30 p.m.). Explore basic techniques for recruiting, engaging, and sustaining the volunteers in your organization. What draws people in? What motivates them to engage? Discover the strategies for working with volunteers in ways that meet both the individual's and organization's goals.

4. Active Leadership

A4a. Leadership in the Volunteer Arena (Friday – 3:00-6:00 p.m.). Are people born leaders? No, leaders possess certain qualities and skills that anyone can learn, practice, and master. This session will focus on the qualities of leadership and some key techniques and skills individuals can apply to effectively engage colleagues in their organizations. It is designed for those who are in designated leadership roles as well as those who want to engage others effectively in meeting goals.

A4b. Strategizing Issues (Saturday – 9:30 a.m.-12:30 p.m.). What is it that makes issues so difficult and is there a better way to approach them for a more successful result? In this session we will explore 10 elements that if addressed up front will help you navigate any issue or challenge.

B. Additional Concurrent Sessions

B1. Forestry/Agriculture Leadership (Friday – 3:00-4:30 p.m.). Bob Brink, Pomeroy Farm, and Dan Brink, Pomeroy Cellars. The Washington Agriculture and Forestry Leadership Program: Reflections by two participants.

B2. Forest Policy (Friday – 3:00-4:30 p.m.). Dr. Paul Adams, OSU Professor & Extension Specialist (retired); Roger Beyer, OSWA Lobbyist (invited); Kristina McNitt, OFIC President (invited). Learn how to develop position statements on forestry issues, and how to testify, effectively communicate with legislators, and provide a professional perspective on policy.

B3. Marketing your Organization (Friday – 4:30-6:00 p.m.) Vicki Handy, Workplace Dynamics Consulting. This session will help you focus on who you are as an organization, what attracts people to your organization, what is the heart and soul of your work, and how to communicate that to people from various backgrounds and generations.

B4. OFRI Speakers Bureau (Friday – 4:30-6:00 p.m.). Mike Cloughesy and Jordan Benner, OFRI. Learn how to become part of the Speakers Bureau and represent OFRI by giving short presentations within our communities. Speakers Bureau members receive a notebook and a CD containing the current presentations including scripts for each.

B5. Forest History (Saturday – 9:30-11:00 a.m.). Bob Zybach, Oregon Websites & Watersheds Project and Dick Powell, Starker Forests (retired). The development of human civilization as it relates to forestry in the Pacific Northwest. This session will ground foresters and landowners in the bigger picture of forest management.

B6. Fundraising (Saturday – 11:00-12:30 p.m.). Julie Woodward, Oregon Forest Resources Institute and others. How to design and run a successful fundraising campaign by following the example of the Discovery Pavilion at the Oregon Garden.

B7. Managing Media Interviews to Deliver your Messages (Saturday – 9:30 a.m.-12:30 p.m.). Pat McCormick, AM:PM PR. Learn how today's media works. Get tips and suggestions for delivering the "right message." Participate in a discussion on message development and media engagement, and gain experience in developing and using message boxes to focus your points.

MORE INFORMATION

Meeting Location and Lodging—The meeting will take place at the Oregon Garden Resort, 895 West Main St., Silverton, OR 97381; 503-874-2500; www.oregongardenresort.com/. Lodging for scholarship participants will be coordinated through the SAF Northwest Office and the registration process. For those not on scholarships, please contact Amanda at 503-224-8046 or amanda@forestry.org for lodging instructions.

Attendees should indicate on the registration form if they will be utilizing complimentary lodging. Double occupancy is encouraged, so if you have a roommate preference, please indicate the name on the form.

Registration—The registration fee for scholarship recipients is \$25 and includes lodging. Thirty-five rooms are available at this rate. **Scholarships will be awarded on a first come first serve basis, so register early.** The non-scholarship rate is \$125 and does not include lodging. Registration includes lunch and dinner on Friday, and breakfast and lunch on Saturday. There is no late fee, but registration by January 7 is encouraged as sessions are expected to fill quickly.

Cancellation Policy—For cancellations on or before January 7, a \$30 administrative fee will be assessed. No refunds for cancellations after January 7, but substitutions are always welcome.

Questions? Contact Amanda at 503-224-8046 or amanda@forestry.org