



Forest Matters

The stewardship newsletter

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Issue Contents:

Landowner Spotlight	4
Stewardship News	5
Research	7
State Roundup	9
Naturalist's Corner	11

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**Northeastern Area
Forest Stewardship
Web site and Forest
Matters online:**

[www.na.fs.fed.us/
stewardship](http://www.na.fs.fed.us/stewardship)

Restoring Brook Trout Habitat

Dan McKinley, Fisheries Biologist, Green Mountain National Forest
Roger Monthey and Dave Welsh, U.S. Forest Service, Northeastern Area
State and Private Forestry
(All photos by Chris Alexopoulos, U.S. Forest Service)

The presence of brook trout is a generally accepted indicator of an ecologically healthy stream. Good trout habitat includes downed trees and large woody debris, which alter flows to gouge deep pools for protection against predators and distribute gravel for spawning sites. Well-managed riparian areas are important to maintain shade to moderate water temperature and provide future large woody debris. Leaf fall and litter provide food energy for fish and stream insects.

Each year since 1988, the Forest Service has worked to improve brook trout habitat in 1 to 3 miles of Green Mountain National Forest streams. They first made simple log sill structures to create plunge pools for adult brook trout, then transitioned into using machines in large streams to place large woody debris jams that were anchored to the bank or streambed (photo 1).

Forest Service staff on the Green Mountain, White Mountain, and Monongahela National Forests are currently restoring large woody debris in smaller streams using a technique called "Chop and Drop." Chop and Drop involves carefully selecting and directionally felling whole trees into the stream channel to create large woody debris jams (photos 2 and 3).

The Green Mountain National Forest has been using Chop and Drop primarily on small



Photo 1. This stream has both installed logs and a natural accumulation of large woody debris on the Green Mountain National Forest.



Photo 2. This is a stream channel before applying Chop and Drop.



Photo 3. This is the same stream channel after applying Chop and Drop.

(continued on page 2)

Restoring Brook Trout Habitat *(continued from page 1)*

streams where the trees being felled are considerably longer than the bankfull width of the stream. The trees in these situations anchor themselves without the need for large heavy equipment. Forest Service employees are monitoring the movement of large woody debris on a sample of these smaller, second-order streams to better understand the limits of using this technique.

Not only has the Chop and Drop method of restoring habitat changed, but so has the intensity. In 1988, the 1986 Forest Plan for the Green Mountain National Forest was amended to establish desired future conditions for stream habitat, including large woody debris—52 pieces per mile. Over the next 10 years, 15 restoration projects were monitored to document the physical and biological effects of adding woody debris. The result? A five-fold increase of large woody debris. This in turn resulted in significant improvements in habitat structure. Pool area, pool quality, and pool frequency (spacing and distribution) had increased two- to five-fold since the project started. As a result fish and insect populations also increased.

Although habitat changes were significant, adding large woody debris to streams did not create the desired conditions for pool area and distribution called for in the 1986 Forest Plan. When the plan was revised in 2006, research and modeling of northeastern riparian forests showed that having 175 to 225 pieces of large woody debris per mile more accurately approaches natural conditions.

Forest staff are continuing to evaluate these headwater streams. Habitat monitoring of more intensive treatments shows that pool area and quality are very close to, or exceed, desired future conditions in these streams.

Maine Forest Service Brook Trout Project

The Maine Forest Service is currently working on a project to protect and enhance brook trout habitat through forest management. This project is funded by the U.S. Forest Service, Northeastern Area State and Private Forestry through a 2009 Redesign grant to the Maine Forest Service.

Other project partners include Maine's Sustainable Forestry Initiative (SFI), Maine Department of Inland Fisheries and Wildlife (DIF&W), Maine Department of Marine Resources (DMR), and Orion Timberland LLC. Maine SFI has been one of the primary partners in protecting existing trout habitat by hosting and organizing skidder bridge construction workshops and getting bridges placed at host mill sites where they are available to loan to loggers to promote their use in protecting trout habitat at stream crossings.

The Maine DIF&W, another of the primary partners, is locating candidate sites for adding large woody material and providing the technical expertise to monitor fish responses to the treatments. The Maine DMR has also located a potential Chop and Drop site that is not only valuable to brook trout but also a highly productive site for Atlantic salmon.

The Maine DMR will also help with permitting and provide significant input into the riparian management section of a cold-water fisheries manual. Orion Timberlands has agreed to host a woody material enhancement site on its property on Mule Brook.

(continued on page 3)

Forest Matters: the stewardship newsletter is published semiannually by the U.S. Forest Service Northeastern Area Forest Stewardship Program. Its goal is to bring the stewardship message to natural resource professionals, consultant foresters, and private forest landowners in the Northeast and Midwest. If you have any questions, or would like to be added to the hard copy or electronic mailing list, please contact Jane McComb U.S. Forest Service, 271 Mast Rd., Durham, NH 03824, phone: 603-868-7693, fax: 603-868-1066, e-mail: jamccomb@fs.fed.us.

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Maine Forest Service Brook Trout Project *(continued from page 2)*

The project is expected to produce demonstrations of “trout friendly” forest management and habitat enhancement practices at four locations in Maine; four or more workshops for foresters, loggers, and landowners on how to protect and enhance trout habitat; a manual on protecting and enhancing cold-water fisheries for foresters and loggers; and the production or purchase of 10 hemlock skidder bridges and 10 plastic arch culverts to expand Maine’s temporary skidder bridge loaner program into brook trout watersheds.

The habitat enhancement work is currently being planned. The Maine DIF&W has completed GIS analysis using trout survey data to identify a list of streams that are candidates for habitat enhancement work. These streams are not supporting the trout populations and habitat features possible for their location in the State. For further information, please contact Keith Kanoti of the Maine Forest Service at Keith.Kanoti@maine.gov.

An Update on the Stewardship Project

Over the past decade, about 7.5 million acres of privately owned forest land have benefited from the Forest Stewardship Program. This represents only about 8 percent of all privately owned forest land in the Northeast and Midwest. The Forest Service and State foresters know a dramatically different approach to stewardship program delivery is needed if we are to make meaningful progress on landscape-scale forest conservation.

To expand Stewardship’s impact well beyond today’s 8 percent figure, the Forest Stewardship Project was initiated in July 2008. New tools, stewardship approaches, and conservation strategies that result from the Project will enable us to dramatically expand the reach and effectiveness of the Northeastern Area’s forest stewardship. The results we’re working toward will keep forests as forests across the Northeast and Midwest, and ensure continued clean water, climate change mitigation, and the many other benefits forests provide.

The objectives of the Stewardship Project are:

- Landscape-scale stewardship by all stakeholders (landowners and communities)
- Seamless and effective delivery of government assistance (USDA, States, and other agencies working together for the landowner)
- Private support of financial viability for forest management through public-private partnerships
- Greater public understanding of and appreciation for the benefits provided through the sustainable management of privately owned forest land

A Project Steering Committee consisting of key staff from NA, the Forest Service Washington Office, and the State staff Cooperative Forest Management (CFM) committee has been established. A Project Roadmap, Charter, Communications Plan, and Project Plan, which identify the scope and course of action needed to implement the Project, have been created. The Project Plan describes a work group approach to project implementation. Six work groups will be formed over the next 6 months to develop strategies and approaches that lead to new outcomes.

State partners are working to identify priority landscapes through State assessments. The Landscape-scale Planning work group (Lead: Andrew Arends, MN) has been launched. This group will develop guidance and strategies for program implementation. Three additional working groups—Marketing and Communications (Leads: Andy Ware, OH; Chuck Reger, USFS), Reporting/Measures of Success (Lead: Karen Bennett, NH), and Work with Local Decision Makers (Lead: Tom Worthley, CT)—have formed or soon will form. Over the next 6 months, additional working groups will be formed, including Corporate Partners, Financial Viability, Policy and Authorities, and Youth and Volunteers.

Landowner Spotlight

Six Connecticut Skiff Mountain Landowners Generously Protect their Forest Land

Conservation easements funded by the U.S. Forest Service Forest Legacy Program now protect six neighboring properties owned by different family forest landowners in Connecticut. The protected area totals 705 acres on Skiff Mountain in the northwest Connecticut towns of Kent and Sharon (photo 1).

Conservation easements allow landowners to own their land but prevent the protected land from being developed. The six Skiff Mountain properties range in size from 46 to 318 acres and are protected by conservation easements held by the Connecticut Department of Environmental Protection (DEP). The Skiff Mountain properties establish important linkages to more than 7,000 acres of protected local, State, and Federal forest and recreation lands, including Macedonia Brook State Park, The Appalachian Trail, and many lands managed by land trusts.



Photo 1: The field, wetland, and woods pictured here are owned by Donald Connery, one of the six Skiff Mountain landowners who protected their land with conservation easements. (Photo courtesy of Lawrence Rousseau, CT DEP)

These predominately forested properties provide important habitat for large mammals, including black bear, bobcat, and coyote, that require large tracts of unbroken forests. The Skiff Mountain properties also support declining songbird species, such as the golden-winged warbler, blue-winged warbler, and wood thrush.

The culmination of this project, shepherded by The Trust for Public Land and the Connecticut DEP, occurred with the closing on the last property on August 21, 2009, and the release of Forest Legacy funds September 2, 2009. The conservation easements, valued at nearly \$8.5 million, were purchased with more than \$1.7 million in Forest Legacy Program funds. The significant non-Federal cost share was made up by the generosity of the landowners through bargain sales.

Stewardship News

U.S. Forest Service and American Forest Foundation Sign Memorandum of Understanding

On July 1, 2009, the U.S. Forest Service and the American Forest Foundation signed a Memorandum of Understanding to jointly support the stewardship and sustainability of family and private forest lands. Through the agreement, the Forest Service and the Foundation are encouraging State Foresters and State Tree Farm Committees to work together to deliver coordinated planning assistance to forest landowners.

In the long run, both the Forest Stewardship and Tree Farm Programs will be used to enhance the quality of the Nation's private forests and address resource management objectives on a landscape scale. Landowners may be able to access markets for biomass, carbon, and ecosystem services. Under this agreement, State Foresters may recognize Tree Farm Plans as approved Stewardship Plans if they meet Stewardship standards. Tree Farm Committees may also recognize Forest Stewardship Plans as meeting the management planning requirements of the American Tree Farm System (ATFS). State forestry agencies and the ATFS will coordinate delivery of technical and planning assistance to landowners, educate the public about the value of forests, and promote peer-to-peer landowner networks.

EAB Update

The emerald ash borer (EAB) is an Asian insect that attacks and kills ash trees of all sizes. EAB is the worst tree-killing pest introduced into North America since chestnut blight and has killed tens of millions of urban and forest trees. None of North America's 16 ash species are known to be resistant to EAB.

The EAB has now been confirmed in 13 States— Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Missouri, New York, Ohio, Pennsylvania, Virginia, West Virginia, and Wisconsin. EAB has also been positively identified in Ontario and Quebec. Detection surveys continue, and it is likely that the insect will be found elsewhere in North America. For more information about EAB, go to www.emeraldashborer.info.

EAB University Webinar Series

The EAB University is a series of free educational Webinars about the emerald ash borer. It was jointly produced by Michigan State, Purdue, and The Ohio State University with support from the U.S. Forest Service, Northeastern Area State and Private Forestry. These Webinars cover everything from EAB 101 to the latest research, preparations, regulations, pesticides, management strategies, wood utilization, and restoration. For more information and to register, visit www.emeraldashborer.info/eab_university.cfm.

ALB Update

The Asian longhorned beetle (ALB) is a non-native insect that primarily attacks maple, elm, and birch. Since its discovery in 1996 in New York City, it has cropped up in Chicago; several sites in New Jersey; Toronto; Staten Island, NY; and most recently in Worcester, MA. The Massachusetts infestation is currently the largest in the world outside of Asia.

The Massachusetts infestation is the first to occur in a contiguous forested area, and it now poses a direct threat for natural spread throughout the forests of New England. It is also likely that ALB has been unintentionally carried to other places in New England through commerce.

ALB has been eradicated in Chicago and Jersey City, NJ. Federal, State, and local officials are trying to eradicate ALB in all other infested areas. The overall goal is to eradicate ALB from the United States by finding and destroying all infested trees. The eradication cost is far outweighed by the benefits of averting the economic and natural resource damage caused by ALB to industries such as New England's sugar maple industry.

Tree climbers and surveyors in bucket trucks continue to be the most effective survey methods, but they are costly and time consuming. Current efforts are focused on finding, containing, and eradicating known infestations; promoting early detection in high-risk areas; and helping communities and landowners deal with their tree losses.

(continued on page 6)

Forest*A*Syst: A Web-Based Tool To Connect Forest Landowners with Natural Resource Professionals

Kris M. Irwin, Warnell School of Forestry & Natural Resources, University of Georgia

Forest*A*Syst is an interactive Web tool (www.forestasyst.org) that educates family forest owners and provides tools to help them work with natural resource professionals who can provide technical assistance. This Web site helps landowners make better land management decisions by providing information about the principles of natural resource management. Users can also learn about wildlife management, recreation, soil and water conservation, and the importance of a land management plan.

Forest*A*Syst is not intended to replace the invaluable personal interactions between a landowner and natural resource professional. In fact, the site demonstrates how important it is for landowners to work with a natural resource professional to develop a comprehensive management plan. The site has links to state-specific natural resource agencies and organizations. Landowners and resource professionals can also use Forest*A*Syst to select and print aerial photos, generate soils maps, and start working together to actively manage natural resources.

The Forest*A*Syst Web site is easy to navigate. Users can locate their property using Google Maps in the site's "Profile Your Land" section, then generate an aerial photo and soil map of the property. Based on where the property is located, the Web site displays contact information for a number of resource professionals, including the State's forestry agency, local Cooperative Extension Service office, State land grant university, and USDA Service Center.

TELE: A New Resource for Communicating with Family Forest Owners

The Sustaining Family Forests Initiative announces its new online learning site—"Tools for Engaging Landowners Effectively"—or TELE for short. TELE helps natural resource professionals engage family landowners in a meaningful dialogue about their woods.

Family forests—private forest lands between 10 and 999 acres—are perhaps the last frontier in which to implement long-term sustainability concepts. They are also the forest most at risk of being fragmented and developed. Roughly 4.2 million individuals, families, and trusts own 35 percent of all forest land in the continental United States, totaling more than 200 million acres.

TELE combines a wealth of information from the National Woodland Owners Survey database and landowner focus groups with demographic and behavior information. The result: credible, useful, and compelling information and services for individual landowners across the country. TELE helps natural resource professionals tailor their communications and outreach efforts to the knowledge level, values, and style of their target landowner audiences. This creates more persuasive and meaningful communication and better results. For more information, go to www.engaginglandowners.org.

Tri-State Forestry Conference in Iowa: Stewardship of Natural Resources

Interested in learning about using prescribed fire to manage woodlands and prairies? Want to apply GIS/GPS to your woodlands? Or does maple syrup production appeal to you? These are just a few of the topics that will be presented at the Tri-State Forestry Conference being held March 13, 2010, near Dubuque, IA.

Landowners in the Midwest, agency professionals, consultants, forest industry representatives, and others interested in woodlands and natural resources are welcome. Concurrent sessions will provide participants with the knowledge and skills to manage woodlands using good stewardship principles. The conference will be held at the Sinsinawa Mound Center located just a few miles east of Dubuque, IA, within convenient driving distance for participants from the Tri-State area. For more information, contact Jesse Randall (515-294-1168, randallj@iastate.edu) or go to www.extension.iastate.edu/forestry/.

Research

Still Preaching to the Choir?

(Adapted from the article *Understanding and Reaching Family Forest Owners: Lessons from Social Marketing Research*, by Brett J. Butler, Mary Tyrrell, Geoff Feinberg, Scott VanManen, Larry Wiseman, and Scott Wallinger)

The forestry community is good at communicating with the family woodland owners it knows and deals with regularly. The problem is that this group of owners represents only a small fraction of the total audience the community must reach.

On a good day, the community misses 84% of America's woodland owners, according to the U.S. Forest Service's National Woodland Owner Survey (Butler and Leatherberry 2004): "Only 3% of the owners have a written management plan while (only) 16% have sought management advice."

To compound the issue, when the forestry community does speak, it preaches to the choir. It communicates with those owners who are, in general, the model owners in terms of forestry. How can things change so that many more of the owners in the congregation are reached? A better understanding of family woodland owners, social marketing, "prime prospects," and key mediums for communication would be a good place to start.

Woodland Owners

Family forest owners have varying reasons for owning their land and differing levels of engagement with it. Research into landowners' attitudes revealed four types of owners to whom marketing efforts and program development can be tailored:

- woodland retreat owners,
- working-the-land owners,
- those who own for supplemental income, and
- uninvolved owners.

Woodland Retreat Owners

The plurality of family forest owners (41% of the family forest owners who own 35% of the family forestland) are woodland retreat owners. In general, they own smaller parcels and live on their land. They are very likely to indicate amenity values (for example, aesthetics and privacy) as the most important reasons for owning their forest land and are unlikely to indicate financial motivations.

Working-the-land Owners

The basic tenets of multiple-use land management are displayed by the family forest owners in the working-the-land group (32% of the family forest owners who own 37% of the family forest land). These owners are interested in a broad array of forest benefits including scenery, recreation, and income/investment. Their multiple objectives may make forest management more challenging, but more options are available to them. This group has the lowest average income and lowest level of education.

Supplemental Income Owners

Predictably, land investment and timber production are key objectives of the supplemental income owners (8% of the family forest owners who own 12% of the family forest land). These are the most active forest owners. They are the most likely to have harvested trees. They are more likely to participate in cost-share programs, have their land green certified, and have a conservation easement on their land. Their forest holdings are, on average, substantially larger than those of the other groups.

Uninvolved Owners

A unifying feature of the uninvolved group (18% of the family forest owners who own 16% of the family forest land) is the fact that they are the least likely to have strong ownership objectives. They are the oldest group of owners and are more likely to be absentee owners. They are also the most likely to sell their land within the next 5 years.

Social Marketing

You've heard of Smokey Bear, right? The U.S. Forest Service's fire prevention campaign, with Smokey as its icon, is a preeminent example of a successful social marketing effort.

Social marketing is the use of commercial marketing techniques to effect a voluntary change in behavior. Social marketing can help the forestry community reach its 16% better and branch out to much of the remaining 84%.

In contrast to commercial marketing that is aimed at selling products, social marketing is aimed at "selling" ideas—i.e., changing people's attitudes and behaviors (Kotler and others 2002). Commercial marketing is concerned with the four P's: product, price, place, and promotion.

(continued on page 8)

Research *(continued from page 7)*

The **product** of social marketing is the behavior that we are advocating, for example, legacy planning or other activities that help meet an objective such as keeping forests as forests. The **price** is the cost to the landowner, both financial and otherwise, to keep their land and steward it. **Place** is the location where the information about the desired behavior is available, such as the grange hall or the midtown bistro. The behavior is **promoted** using prominent messages and by selecting effective communication channels.

Social marketing campaigns have four additional P's to consider: publics, partnerships, policy, and purse strings (Weinreich 1999). The **publics** are the primary and secondary audiences to be reached—landowners, their heirs, local zoning boards, etc. Because of the complexity of social marketing campaigns, **partnerships** are needed to develop, promote, and maintain the campaign. Public **policies** may need to be changed or created; and because there are multiple beneficiaries of the campaign, **purse strings** likely will come from multiple sources.

The sidebar to the right illustrates the eight P's of social marketing in the Smokey Bear campaign.

Prime Prospects

In marketing lingo, “prime prospects” are those customers who are most likely to be influenced positively by a marketing effort. If you know who the prime prospects are, your outreach and education efforts can be more effective.

The 16% of owners the forestry community already reaches are not prime prospects—they're the believers! The landowners with low levels of engagement but high levels of interest are the ones to focus on, because they are likely to be receptive to a social marketing message about forest management.

It's very important to mention that prime prospects can come from any of the four types of owners already described, even the “uninvolved” folks.

Model Owners

Model owners include people who are actively engaged in making good land stewardship decisions and show a strong inclination for continuing to do so. They represent 7% of the family forest owners who own 15% of the family forest land. These folks, who are already models, are not the best target for extension or outreach programs, though they can be critical conduits for reaching non-engaged owners. One would

Using Smokey Bear as an Example of the Eight P's of Social Marketing

1. **Product.** Prevention of unintended forest fires.
2. **Price.** People needing to be more cautious and lose some freedoms (e.g., more restrictions on when and where fires are permitted).
3. **Place.** Television, ranger stations, schools, and so on.
4. **Promotion.** The use of the charismatic Smokey Bear and the catchy phrase “Only you can prevent forest fires,” which changed to “Only you can prevent wildfires” in 2001.
5. **Publics.** All people who perform potentially dangerous fire-related activities in forests and the people with whom they interact.
6. **Partnerships.** The U.S. Forest Service and the National Association of State Foresters are the primary partners.
7. **Policy.** Laws preventing arson, criminal prosecution of arsonist, the Healthy Forests Initiative, and more.
8. **Purse strings.** The primary partners pay for much of the physical promotional materials and they rely on the National Ad Council to communicate their message via mass media.

only want to expend enough resources to make sure the model owners keep doing what they are doing, or to develop them as peer leaders.

Prime Prospects

The easiest and most efficient group of people to influence will be the prime prospects who make up 67% of the family forest owners and own 61% of the family forest land. These are people who are not currently engaged in stewardship activities, but who are likely to be interested in doing so because they are similar in attitude and demographics to the model owners.

Opportunists

The opportunists make up 12% of family forest owners and own 16% of the family forest land. They are currently performing some of the desired behaviors, but they are likely to be losing interest in doing so or are otherwise facing obstacles. Their attitudes and demographics are similar to the write-offs. With opportunists, the challenge is in changing both attitudes toward management and behaviors. If effort is made here, expect a low return on investment. Concentrate on the prime prospects instead.

(continued on page 10)

State Roundup

ARRA Hits the Woods in Ohio

Since mid-September 2009, **Ohio's** State Forests have been benefitting from the work of 66 newly trained employees as part of the Ohio Woodlands Job Corps (OWJC). This 2-year program is managed by the Ohio Division of Forestry with American Recovery and Reinvestment Act (ARRA) funds provided through the U.S. Forest Service, State and Private Forestry.

From September 14, 2009, through March 2010, the Division of Forestry is employing 66 people to work in Ohio's State Forests. After receiving 4 weeks of training in safe herbicide use, tree identification, wildfire fighting, forestry BMPs, and chainsaw safety, 11 six-person crews began work on State Forests to maintain trails and vistas, control invasive plants, release crop trees, and protect the forests from wildfire. Roughly 1,340 applications were received for these 66 jobs. When this first class of OWJC employees completes its work in March 2010, a second class of 66 new employees will be hired for a similar training program from June 2010 through the end of November 2010.

The long-term goal of the project is to provide trained and experienced woodland service professionals who can help forest landowners. Because the OWJC is affiliated with the national AmeriCorps Education Award Program, its employees are eligible to receive funds toward past or future technical education or college expenses.

New Massachusetts Stewardship Coordinator

Michael A. Downey, Service Forester with the **Massachusetts** Department of Conservation and Recreation (DCR), has been named acting Outreach and Stewardship Service Forester. Prior to working at DCR, Michael was a service forester with the Kentucky Division of Forestry's Green River District.

His formal education includes a B.S. in forestry from the University of Massachusetts (2000) and a B.A. in history from Westfield State College (1992). Michael can be contacted at michael.downey@state.ma.us or by calling 413-442-8928 ext. 135.



Michael Downey

New CFM Forester for Pennsylvania

Rachel Billingham is the new Cooperative Forest Management forester for **Pennsylvania**. Rachel has worked for the Pennsylvania Department of Conservation and Natural Resources (DCNR) Bureau of Forestry since 2001.



Rachel Billingham

She is currently Chief of the Rural and Community Forestry Section within the DCNR, which houses the Stewardship, Urban and Community Forestry, Watershed/Riparian, and Forest Legacy programs. This section also helps with "Clean & Green," an open space tax incentive program, and the Highlands Conservation Act. Rachel has a B.S. in Forestry from Louisiana State University and a Master's of Agriculture in Forestry from Penn State.

New Delaware Stewardship Coordinator

Sam Topper of the **Delaware** Forest Service is the new Stewardship Coordinator for Delaware. Sam received a B.S. in forest science management from The Pennsylvania State University in December 2001.

Sam began working for Edward S. Kocjancic, Inc., Consulting Foresters in Kane, PA, in March 2002. In January 2005, Sam began working for the Delaware Forest Service as the Northern Sussex County Service Forester. He was promoted to Senior Forester, Wood Utilization and Marketing Specialist in September 2006.

Sam is active in forestry groups such as the Delaware Forestry Association, and is an ISA certified arborist. He also fights wildfires in and out of Delaware and holds a forestry license in Maryland. To reach Sam, call (302) 856-2893 or send an e-mail to sam.topper@state.de.us.



Sam Topper

(continued on page 10)

State Roundup *(continued from page 9)*

Wade Conn Moving On

On November 23, 2009, **Illinois** Forest Stewardship Coordinator Wade Conn left the Illinois Department of Natural Resources (IDNR) to begin his new position with the Illinois Natural Resources Conservation Service (NRCS).

Wade was originally hired by IDNR to manage the State stewardship program and has served in that capacity for the past 3 years. Prior to that, he spent 7 years as a resource forester for the Missouri Department of Conservation.



Wade Conn

Wade brings that experience with him as he begins his new position as State Agroforester in the Champaign, IL, NRCS office. Despite the title, Wade explained that he functions as the State technical lead for forestry in Illinois; his position is the equivalent of NRCS State Forester in other States.

The decision to leave IDNR was not an easy one, and Wade is quick to mention that he has enjoyed networking, working with, and learning from all of his fellow private-lands counterparts at both the State and Federal level. But cooperative forest management has not seen the last of Wade—one of his duties is

to represent the State Conservationist on IDNR's Forestry Development Council, which serves as the Forest Stewardship Committee in Illinois. We will miss Wade, and wish him the best of luck in his new position.

Denny Michel Retires

After 30 years with the Forestry Division of **Iowa's** Department of Natural Resources (IDNR), Forest Stewardship Coordinator Denny Michel will retire effective December 31, 2009. Denny is a graduate of Iowa State University and, with the exception of a 2-year stint with the Texas Forest Service, has spent his entire career working in Iowa. Within the IDNR, Denny spent the last 2 or 3 years as the Stewardship Coordinator. He has also worked as a Special Projects Forester and spent 13 years working for the former Rural Development through Forestry Program. Prior to joining IDNR, Denny also worked in the wood products industry. We haven't seen the last of Denny, however, because he fully intends to continue being involved in Iowa forestry by serving as a volunteer on the Iowa Tree Farm Committee and working with the Iowa Woodlands Owners Association through his continued participation with Forester Field Days. We wish Denny the best of luck.

Research *(continued from page 8)*

Write-Offs

The most difficult people to influence are the write-offs (14% of family forest owners who own 8% of the family forest land). These people aren't practicing stewardship and aren't interested in doing so. As with the opportunists, attitudes and behaviors are both challenges. Success with write-offs will take the most time and resources, all for a lower return (families and acres) than prime prospects.

Communication Mediums

What's the best way to reach prime prospects? Using the demographic profile of the average family forest owner, research showed newspapers and television as the best bet to get information out and motivate landowners to action. Magazines, radio, and the Internet are not nearly as influential with "unengaged" landowners.

Stories and advertisements placed in newspapers are particularly likely to be read, absorbed, and trusted. Editorials and Op Ed pieces have significant sway. Although the expense of television makes it an unlikely avenue for many forestry initiatives, TV could be an important focus for public service announcements, feature stories on forestry, or human interest pieces on landowners, or even foresters.

The next issue of *Forest Matters* will give some tips and advice on working with media to convey forestry messages. In the meantime, delve deeper into forestry-related social marketing data, tools, and tips at www.engaginglandowners.org/.

Naturalist's Corner

Increasing the Impact of Forest Stewardship through Wildlife Habitat Management

Roger Monthey, U.S. Forest Service, State and Private Forestry, Durham, NH and Charlie Koch, Consulting Forester, Jaffrey, NH

The Forest Stewardship Program provides technical and financial assistance to forest landowners to practice stewardship of their land's resources, including wildlife habitat. Service foresters and private consulting foresters are the backbone of the program through their work with landowners. Over the past decade, about 7.5 million acres of "family owned" forest land have benefited from the program. This represents about 6 percent of all privately owned forest land in the Northeast and Midwest. The Forest Stewardship Program is currently looking at large-scale ways to increase its impact on the ground.

Small-scale, one-on-one work between a forester and a landowner is still important, and always will be. For example, talking with a forester was rated as a useful or very useful way for landowners to get forestry information according to surveys conducted by Dr. Brett Butler of the U.S. Forest Service.

In this short article, we want to look at some examples of small-scale stewardship at work in New England, particularly some wildlife habitat work being done for ruffed grouse and Neotropical songbirds. This work could become much larger in scale with added emphasis and national partnerships.

Consulting Forester Charlie Koch works with landowners who want to provide habitat for ruffed grouse. Charlie manages a roughly 1,000-acre block of land permanently protected by easements in New Hampshire. This land consists of three adjacent parcels owned by Sarah Timmons and Sheldon Pennoyer. Landowner participation is critically important for proactively providing stewardship for woodlands, and Sarah and Sheldon are exemplary stewards of their land.

Photo 1. Consultant Forester Charlie Koch stands beside a 2- to 3-acre, 10-year-old patch cut that has produced a high density of saplings for ruffed grouse habitat.



Charlie selected forested areas 10 to 12 acres in size for grouse management. These sites were selected based on stocking conditions—densely stocked areas with stagnant growth, sites with lower productivity for timber, and sites that had been heavily cut in the past that left some low-quality residual trees.

The plan is to create a 2- to 3-acre patch cut every 10 years within each 10- to 12-acre selected area, eventually providing four adjacent age classes (0-10, 10-20, 20-30, and 30-40 years old) (photo 1). Black birch is a dominant sapling in the openings, but sugar and red maple, white ash, and red oak are also present.

Koch has noticed ruffed grouse using the 10-year-old age class patch cuts, which are also used by early successional songbirds such as the common yellowthroat and chestnut-sided warbler. The black-throated blue warbler that prefers continuous tracts of hardwood or mixed forest with a dense understory of small saplings was seen in a 10-year-old patch cut that had some large eastern hemlock trees left as residuals.

Steve Hagenbuch, conservation biologist for Audubon Vermont, recommends that landowners consider creating a small number of patch cuts, up to 2 acres in size. This will help create a multilayered variety of habitats that can support a greater number of species. He also recommended leaving some standing live and dead trees and six snags an acre within the patch cuts.

The list of positive, proactive steps to enhance wildlife habitat through silvicultural practices goes on and on. We have only provided several examples. Others species that would benefit include the American woodcock, black-throated green warbler, blue-headed vireo, eastern wood pewee, wood thrush, and yellow-bellied sapsucker, among others.

Patch cuts up to 2 to 3 acres in Connecticut that had high white-tailed deer densities and a large component of invasive plants did not result in the same success that was noted in New Hampshire (communication from Rob Rocks, Connecticut Service Forester). Due to the deer pressure, foresters in Connecticut are recommending larger openings to reduce the browsing effects of deer. Invasive plants must be controlled in all patch cuts, preferably before the cutting occurs.



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