



The Ohio Hetuch



Summer & Fall 2009

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Chair Comments—Jaye Hayes, OSAF Chair

Foresters-

Are things going to be normal again? Or, was there ever a normal to begin with? Since we work with biological variability we should know that under the bell shaped curve we will always be askew from the median, mode and mean. We are advancing as a profession: the science arm is busy researching and determining new answers, forest stands and forest harvests are finding new markets. Foresters are involved in new services; ecology, urbanology, climatology, carbonology, etc. etc. etc. The forestry profession is getting to be quite involved. Forestry has been through a significant change over the last few decades. The views and opinions of individuals within our profession are variable about many issues and directions that forestry should be involved. As individuals in any trade or occupation regular dialogue and sincere involvement is necessary to maintain an order and agreement of direction.

Our professional organization of SAF has been under a lot of demands in the recent past. Forest policy positions are normally caused by reactions due to “wild” and unwarranted political positions. Our policy efforts are often spent undoing the false positions that are often gaining attention from our legislature. The legislature and policy makers are becoming increasingly important to our profession. Cost sharing and appropriations for the city, state and federal forest employment is required today from our national government. The industry forester has seen large corporate forests being sold off to TIMO’s and REIT’s which may or may not regularly involve professional forestry services. The non-industrial landowner also has a stake with our federal government for forester assistance and forest improvement cost sharing. Our involvement to educate our neighbors and legislatures has never been required more that it is today.

As foresters, we need to have some community involvement directly about land management for tree communities. Our local government officials, such as county commissioners, need to know who we are and need to be invited to a forest visit. State legislature has an importance to our well-being, as well. Most members of the state and national legislature have a natural resource staff member who would most likely welcome the idea to spend an afternoon learning about our forest resource and its importance to society from a foresters point of view.

We know the advantages of forest management. But most of THEM do not. Get THEM involved, once a year, every six months, or monthly. We all need a personal plan to educate the general public about forestry. For some individuals it might not be talking to policy makers but to the next generation of policy makers and get into the schools to see how welcome teachers will be. *Project Learning Tree* can help you get prepared if you feel you would like to be part of this program.

We hope to have an organized plan for approaching policy makers about current forest policy sometime in the future at the Ohio level. Right now these are only plans in the making. Until we have a specific program, which may or may not be formulated, it is up to each of us to speak about the issues that affect forestry and provide a positive image of our profession. Just go out, be yourself, and show the passion that made you become a forester. People will listen!



Jaye Hayes

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OSAF 2010 Winter Meeting

March 16-17, 2010

The Ohio State University Campus, Columbus

Watch your mailbox for registrations!

Don’t forget to renew your membership to SAF at www.ohiosaf.org

Proposed Green Building Certification Has Potential To Hurt the State's Forest Economy –Roger Williams , OSAF Policy Chair Committee

The “green building” concept has moved from concept to reality. More and more construction projects are focused on becoming green buildings. A green building is an outcome of a design which focuses on increasing the efficiency of resource use — energy, water, and materials — while reducing building impacts on human health and the environment during the building's lifecycle, through better design, construction, operation, and maintenance. In essence, it reduces the ecological footprint of a building by the materials selected for use in construction and how the building is operated through its lifetime.

Wood has been a material used in construction for a very long time. It is a very environmentally friendly product as it is a renewable resource unlike other common materials such as cement, concrete, brick, plastic, steel, and aluminum. Wood also contains carbon sequestered from the atmosphere (as much as 50%), whereas the other products emit much larger amounts of carbon in their manufacture. While it takes energy to form the final product used in construction for all of these products, including wood, a much greater amount of energy is consumed in the manufacture of these products compared to wood. According to the American Institute of Architects, it can take as little as five times more energy to manufacture concrete compared to wood to as much as 560 times more energy to manufacture aluminum.

Because of increased concerns regarding the state of our environment, particularly in reference to climate change, a market for certification of green buildings has developed and the suppliers of certification have come with it. Certification systems such as Green Globes of the Green Building Initiative, the National Green Building Standard from the National Association of Home Builders, and the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) have arisen to meet demands for more green buildings that create a smaller ecological footprint on the environment.

However, the latter certifying body (LEED) places the most stringent requirements upon what constitutes a green building. Among these requirements is that the wood utilized in the construction must come only from forestlands certified by the Forest Stewardship Council (FSC). Currently, only 3.7% of the 0.8 billion acres of forestland in the US are certified by FSC, and none in Ohio. It is apparent that most of the FSC wood used in the construction of a LEED certified building would be imported from other countries.

Because a forest is not certified does not mean that that forest is managed in an ecologically irresponsible manner. This is more the case in the US than it is in developing countries. In fact, most of the forest certifying bodies came about because of irresponsible forest management in developing countries. FSC is not a universally accepted forestland certifier. There are other forest certifying programs such as the Sustainable Forestry Initiative (SFI), the American Tree Farm system, and the National Forestry Association Green Tag. In Ohio, there are approximately 1,850 private forest landowners that have their forestland certified through the Tree Farm System, which accounts for almost 384 thousand acres of forestland in the state.

However, under a LEED green building certification none of Ohio's forests and related industries will be able to participate or contribute. If you consider that the forest industry contributes over \$15 billion a year to the state's economy, not participating in new construction projects has the potential to severely impact the state's economy. Other green building certification programs, such as Green Globes and the National Green Building Standard, do not have this FSC restriction on wood products and therefore would be beneficial to Ohio timber producers. In total, about 87% of Ohio's forests are owned by private woodland owners, and these owners can't afford to be FSC-certified as they would not produce enough in revenue to justify the FSC certification, which would be expensive.

In addition, LEED certification awards points for the use of bamboo, and in many cases bamboo is used in place of wood.



Bamboo, like trees, sequesters carbon from the atmosphere. But because it actually is considered a grass, bamboo is placed on short rotations (5 – 6 years), more like agricultural crops. With greater demands placed upon bamboo in markets, it will be more intensively managed, which will likely mean a greater use of fertilizer and pesticides. There currently is no certification system in place to certify the sustainable management of bamboo. Considering the environmental management issues associated with bamboo, the fact that it is imported from countries that have far from stellar performance in the environmental arena, and much energy is expended to import it, I am not convinced that bamboo is a better environmental choice in construction over wood grown in Ohio, or the US.

Currently a new bill (HB 7) has been introduced to the Ohio House of Representatives that calls for any buildings or structures constructed using state monies to meet at least the silver rating of the LEED system. Passage of this bill would be detrimental to Ohio's forest economy. Legislators need to re-think this approach. The green building concept is indeed a good concept, but I believe the good intentions of requiring LEED certification will result in unintended consequences to the state. For Ohio's forest land owners and wood products industry not being able to participate in new construction projects in the state is something that Ohio does not need, particularly in these poor economic times. I encourage all SAF members to contact your legislators and voice your concerns regarding HB 7.

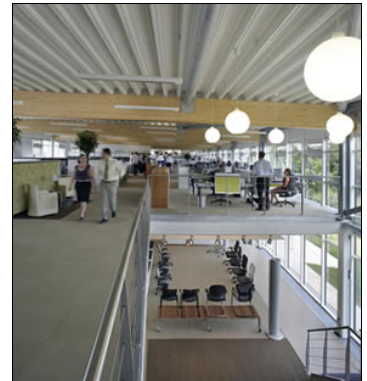


Photo source- www.everblueenergy.com

Memorandum

Steve Sandfort

From the Hamilton County SWCD Newsletter

Steve Sandfort, past District Supervisor of 18 years, passed away on May 23, 2009. The District lost a close friend and an avid supporter of conservation on that day. Among Steve's many accomplishments, he was the creator of Cincinnati's first forestry program. Steve was a Registered Forester and a Certified Arborist, who earned a Bachelor of Science in Forest Management from the University of Missouri in 1970. He worked for the Georgia Forestry Commission for nine years, practicing urban and rural forestry in addition to public relations, which included a weekly TV show in Atlanta. He came to Cincinnati to guide the creation of the City's first urban forestry program. Steve then became Urban Forest Manager, and until his retirement in 2003, supervised the care and planting of trees along 1000 miles of streets.



Steve was an active member of numerous professional organizations, has spoken to groups all over North America, lectured on his beloved Ohio River steamboats, a published author, and he earned 4 national awards for his work. Steve served on the Hamilton County SWCD Board of Supervisors for 18 years. He helped guide the District's program into more urban areas of conservation. He also was a champion of Arbor Day—planning a tree planting ceremony with a local school each year. The District will honor Steve each year by naming the Arbor Day tree planting program after him.

Steve was an interesting fellow. He was well read, witty, and possessed an insatiable spirit of curiosity.

Our sincere condolences go out to Steve's wife Peggy and their daughter Melinda. If anyone wishes to send a memorial, Steve specified Operation Mend, c/o UCLA Hospital System, 100945 LeConte Ave. Suite 3132, Los Angeles, CA 90095-1784. This project assists wounded veterans returning home from war.

Emmett A. Conway Sr.

Emmett Arthur Conway, Sr. passed away peacefully on February 20, 2009, in Chillicothe, three days after celebrating his 95th birthday. He was predeceased by his beloved wife of 66 years, Myrtle Irene (nee Lundgren) Conway.

Emmett was known as The Olde Forester, which was his logo when writing a series of historical articles for *The Vinton County Courier* several years ago. He is also known as The Pathfinder by his preservation friends, because of his research on Ancient Indian Trails.

He was born on February 17, 1914, in Glouster, Ohio. He was the last surviving sibling of the eight children of William Arthur and Blanch (nee Andrews) Conway. He had an adventuresome childhood with a twin brother Errett in Struthers. In two separate instances, the twins saved one another from drowning. Emmett was active in Boy Scouts, earning all available merit badges at the time and achieving the rank of Eagle Scout.

He attended Youngstown College for two years, then transferred to University of Michigan, where he graduated with BSF and MS degrees in Forestry and Conservation in 1939. Emmett was an avid fan of his alma mater, and in later years was never seen without his UM hat.

He began his professional forestry career in Youngstown, Ohio, where he was the first park forester and assistant naturalist in Mill Creek Park. In 1941 he moved to Southeastern Ohio where he was the Forest Ranger of Lake Hope Park and Zaleski State Forest. He switched to forestry research in 1948. He worked on all the Ohio state forests, methodically walking 500 miles over them to make a timber inventory and management plan. The baseline data from this survey is still referenced today.

In 1951 Emmett became manager of the McArthur Division of the D. B. Frampton & Co., the first modern lumber company in Southeastern Ohio. He helped start the Vinton Furnace Forest Experimental Station of the U.S. Forest Service, and in 1957 he was chairman of the first Paul Bunyan Show in McArthur.

He joined Ohio University in 1964 in an area development program. His work involved research in industrial and tourism planning. He remained until retirement in 1976. Afterwards, Emmett and his loving wife traveled the world extensively. He owned Christmas tree farms beginning in 1947, using the extra income to send all of his six children to college. He was an active tree farmer for 50 years until age 84.

Emmett pursued his interests in ancient trails, Native American history, pioneer folklore, iron furnaces, natural salt licks and the early manufacturing of salt. He shared his wealth of knowledge through many mediums. He had a passion for historic preservation as well as conservation. Emmett was a founder and president of South Central Ohio Preservation Society (SCOPS).

Over his lifetime he received many honors, including Friend of the Forest from the Ohio Division of Natural Resources, Lifetime Achievement Award from the Ohio Forestry Association, and 1991 Vinton County Man of the Year. He was a lifetime member of the Society of American Foresters, a Mason Past Master and the Les Voyageur Society of UM. Emmett was a member of the McArthur First Presbyterian Church, where he served in many capacities.

This adored father will be sadly missed by his six children, Carol Jean Yegerlehner (Larry dec.) of Fairborn, Barbara Sue Elbert (Earl) of Orlando, FL, Sandra Lee Morrissey (William) of Hartsdale, NY, Emmett A. Conway Jr. of Athens, Jennifer Kaye Pesta (Patrick) of Dublin and Richard Bruce Conway (Mary) of Pickerington, eleven grandchildren and ten great-grandchildren.



The proceeding information was obtained from his web site www.oldeforester.com

Forester Spotlight

Steve McGinnis is the Service Forester providing landowner services in Logan, Champaign, Clark, Union, and Madison Counties. Steve started his forestry education early at the local vocational school, where he focused on agricultural science and forestry. He then went to West Virginia University where he got his bachelors degree in 2003.

Steve grew up working on the family farm, in West Virginia, doing TSI before he even knew what it was called. Like we hear too many times his grandmother was approached by a logger, sold timber, and woods was very heavily harvested. His family would meet at the farm every Sunday to work on removing multiflora rose and tree of heaven. The good news is all the hard work has paid off, the woods has rebounded and is pretty much invasive free.

In his free time, Steve enjoys playing with his one year old son, riding his motorcycle, and exploring Ohio. His advice for students considering becoming foresters is, "never give up, I had to be a finance manager before I got my service forestry job, don't give up!"



Steve McGinnis

Presidential Field Forester Award



Stan Swierz

At this summer's National SAF conference, Stan Swierz received the Presidential Field Forester Award, making him the third member of Ohio SAF to receive this honor. This well deserved award was presented in recognition of an over 30 year commitment to the professional forestry community.

Despite growing up in industrial Youngstown, Ohio, Stan always enjoyed being outdoors and his involvement with the Boy Scouts. He decided to pursue forestry as a career by receiving a B.S. in forestry from S.U.N.Y. College of Environmental Science and Forestry, at Syracuse University. After graduating in 1974, Stan joined SAF and began his career with the Ohio Division of Forestry. In 1979, he decided to transition to private consulting and founded Stanley D. Swierz, Consulting Forestry Inc.

Stan has served the Ohio forestry community in many ways including teaching *Forest Landowner Clinics* with the Ohio Farm Bureau, he is an active member of the Ohio Forestry Association, Ohio Association of Consulting Foresters, and Ohio SAF. He also serves as a media contact for the *Call Before You Cut* campaign.

All of Stan's hard work is greatly appreciated and this award is fitting. Be sure to congratulate Stan next time you see him!

Winter Meeting Awards

Congratulations to all!!!



Outstanding Member
Stephanie Miller



Communicator of the Year
Kathy Smith

2009 Cowen-Embree Scholarship Winners



Kyle Costilow-Ohio State

Steve Elrich-Hocking

2010 Ohio SAF Election

We will be selecting one position: **Chair-Elect**, who will serve in this capacity through 2010 and then serve as Chair in 2011.

Please return ballots promptly. Thanks!

Tom Shuman



My name is Tom Shuman and I am running for the office of Chair-Elect. I graduated from The Ohio State University in 2003 with a BS in Natural Resources, Forestry. I started work with the ODNR Division of Forestry after graduation as a customer service assistant. I then worked in the Chillicothe District as a temporary Land Management Forester where I worked in that capacity for one year. I was then hired full time as the Land Management Forester in the Athens office working on Hocking, Blue Rock, Perry, Shade River, Gifford and Sunfish Creek State Forests. In 2006, I started as the Forest Manager at Blue Rock and Perry State Forests where I worked until September 2008. I am currently the Forest Man-

ager at Zaleski State Forest.

During school I was employed by Meadwestvaco as an intern in both Chillicothe and Escanaba Michigan. I have been a member of SAF since 2001. While in school I was the Secretary, Vice-President and President of the OSU Forestry Forum (SAF Student Chapter). I am also a member of the Ohio Forestry Association.

I have also been active with the Ohio Interagency Fire Crew and have been Foresters Fund Chair for OSAF for the past 2 years. In my spare time I am a high school football official and like to hunt and fish.

=====TEAR OFF HERE AND MAIL=====

Vote for one candidate in each position, and return ballot to:

Janet McMahon, 3800 Clermont St NW, North Lawrence, OH 44666

CHAIR-ELECT:

Tom Shuman:_____

Ballot must be postmarked by December 31, 2009

New OSAF Chapter - Roger Weaver, Chapter Secretary

The new (tentative) Iron Furnace Chapter of the OSAF held their first annual cookout at the Wayne Lashbrook Tree Farm in Jackson, Ohio on a cool Saturday evening in October. Thirty-two adventurous members, spouses, and friends picnicked into the night hours, huddling closer to the bonfire as the evening fell. Chapter Chair Wayne Lashbrook coordinated and supervised this first-ever successful event, showcasing his Tree Farm and newly constructed cabin. Plenty of food, drinks, and stories highlighted the fellowship, with all in attendance pleased with the turn out and the opportunity to gather together with a common interest. Even though the weather was cool, and the Buckeyes lost that day, everyone there soon warmed and cheered up to enjoy the picnic. I speak for all that were there; a hearty thank you to Wayne and Benita for hosting such a fine event for our new Chapter.



Some of the members and their wives enjoy the first annual Iron Furnace Chapter cookout at the Lashbrook Tree Farm.



Trees in Business District: Positive Effects on Consumer Behavior

-Kathy L. Wolf, Ph.D., University of Washington, College of Forest Resources

Trees are good for business! A recent study confirms that consumers respond positively to shopping environments having a healthy urban forest. Across our nation, many revitalizing business districts are working hard to create vibrant, vital consumer environments. Why should trees be a part of an action plan? Healthy and well-maintained trees send positive messages about the appeal of a district, the quality of products there and what customer service a shopper can expect. They are an important component of any program to attract shoppers and visitors. Revitalizing districts must address urgent needs of security, sanitation, parking and marketing. Attention to trees is a necessary part of any improvements program. And having the positive environment created by trees may actually ease some of the other issues. American Forests, a national tree non-profit, suggests a goal of 15 percent tree canopy cover in business districts; most retail environments in the U.S. have 5 percent or less. Research results suggest that investing in trees is good for the business bottom line!

Our surroundings, both outdoor and indoor, affect the course of our daily lives. The physical features of a setting set up how we move and get around in any space. In addition, elements of an environment send subtle cues that influence our attitudes and behavior within a place. This study evaluated how the character of a place influences how shoppers respond to a business district.

People were asked a series of questions about their likes/dislikes and behavior within three hypothetical business districts.

District 1 - No trees or accessory vegetation

District 2 - With trees, no accessory vegetation

District 3 - With trees and accessory vegetation

Research Project

The national study, conducted by the University of Washington, used survey questionnaires to investigate public perceptions about the role of trees in revitalizing business districts. Surveys were sent to selected districts in cities of the Pacific Northwest, Austin, Los Angeles, Chicago, Pittsburgh and Washington D.C. Business owners and managers were invited to participate, and their responses were compared to survey responses from nearby residents, their potential.

Place Perceptions

Four categories of perceptions emerged from survey participants' ratings of the three business districts:

Amenity and Comfort

Interaction with Merchants

Quality of Products

Maintenance and Upkeep

Consumers' ratings on each of the categories was significantly higher for districts that had street trees and other landscape improvements! For instance, Amenity and Comfort ratings were about 80% higher for a tree lined sidewalk compared to a non-shaded street. Also, Quality of Products ratings were 30% higher in districts having trees over those with barren sidewalks. Interaction with Merchants items included customer service issues; ratings were about 15% higher for districts with trees.

Patronage Behavior

Actions follow our impressions of a place. Respondents were asked to give opinions of their behavior within the three shopping districts, including **travel time, travel distance, duration of a visit, frequency of visits and willingness-to-pay for parking**. Again, trees make a difference! Considering ALL behaviors, higher measures were reported in the districts having trees. For instance, respondents claimed they would be willing to pay more for parking in a well landscaped business district. This suggests greater revenues from shaded parking would offset the costs of parking space loss, a frequent objection to trees by merchants.

Pricing Patterns

Do trees influence how much people are willing to pay for goods? Contingent valuation methods were used to assess how amenity values relate to customers' price valuations. Survey respondents were asked to specify a price for each of 15 items in a "basket of goods" in the business districts. Three **categories of goods - convenience, shopping, specialty** - were included.

The survey participants consistently priced goods significantly higher in landscaped districts! Prices were, on average, about 11% higher for products in the landscaped compared to the no-tree district. This was true of low-price, impulse-buy convenience goods (e.g. lunch sandwich, flower bouquet), as well as bigger ticket, comparison-shopped items (e.g. sports shoes, new glasses). Given the low profit margins of most retail businesses, trees appear to provide a significant "amenity margin." patrons and shoppers.

For this and other great studies of Human Dimensions and Trees, visit <http://www.naturewithin.info/index.html>



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Announcements

2010 Ohio Woodland, Water, & Wildlife Conference

Wednesday, March 3, 2010

Mid-Ohio Conference Center, Mansfield, OH

For more information and for online registration visit <http://woodlandstewards.osu.edu>

2010 Ohio Invasive Plant Research Conference: Connecting Research and Land Management

Thursday, February 18, 2010

Franklin Park Conservatory, Columbus OH

For more information and for online registration visit <http://www.oipc.info>

Woodland Improvement Vendor Training

March 22-24, 2010

Gwynne Conservation Area, London, OH

For more information and for online registration visit <http://woodlandstewards.osu.edu.workshops>

Need CFE's?

There have been numerous Webinar offerings in the past few months that have covered a wide variety of forestry themed topics and had CFE's attached to them. The Webinar Portal that is being used is a service of the Southern Regional Extension Forestry Office, North Carolina State University's Extension Forest Resources, Texas A&M AgriLife

Extension and other participating land-grant universities in the South. The portal can be found at <http://www.forestrywebinars.net/> and serves as a launching point for current and archived natural resource webinars. So, if you have missed some of the sessions, you can go back and watch them in the archived section of the website. As pertinent topics come up Kathy Smith will email the notices out to the membership.