




Communication Skills for Successful Forest Ownership

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Forisk Overview

- ▶ Forisk is an independent forest economics research firm that delivers forward-looking analysis to professionals and investors in wood markets, bioenergy & timberlands.
- ▶ What distinguishes Forisk?
 - ▶ Monkish devotion to understanding and quantifying local wood biomass and timber markets throughout the United States.
 - ▶ Forisk tracks the status and performance of all wood-consuming forest industry mills and wood-using bioenergy projects in the US.

Products

- ▶ Wood Bioenergy US
- ▶ Shapefiles
- ▶ Forisk Forecast

Services

- ▶ Wood resource studies
- ▶ Market specific forecasts
- ▶ Education

Loving your trees is not enough.

- ▶ Manage the forest as if you own it...

....because you do.

- ▶ Preserve income from your forests...

....because you can't get it back.

- ▶ Know who uses your forest...

....because it's a crazy world.



Successful forest owners...

- ▶ Retain (forestry) professionals at times.

- ▶ Forestry: consultants, loggers, tree planters...

- ▶ Other: accountants, lawyers, surveyors...

- ▶ Manage these professionals.

- ▶ They get what they paid for.

Retaining (forestry) professionals

- ▶ Write an interview guide.
- ▶ Do research.
- ▶ Check references.
- ▶ Get it in writing.

Why an interview guide?

- ▶ Prepares you.
- ▶ Helps you compare.
- ▶ Protects you.

Key Topics

Background & experience
Training & certification
Approach to the job
Communication
Insurance & liability
Fees & expenses
References

Do research before the interview; check references after.

- ▶ Research
 - ▶ Internet: Google, website, associations
 - ▶ Phone: call someone with internet
- ▶ References
 - ▶ Check them, call them, visit them.
 - ▶ Tip: call and leave a message.
 - ▶ “If you can REALLY recommend this person, could you call me back?”

Get it in writing.

- ▶ Never do forestry work without a contract.
- ▶ Know what you are signing.



Manage your (forestry) professional for results.

- ▶ Ask questions.
- ▶ Get answers.
- ▶ Check the work.
 - ▶ Trust and verify.
 - ▶ Show what's important by how you spend your time.
- ▶ Write letters.

Two different things.

Tips on working with your forestry professionals

- ▶ Judge on actions.
- ▶ Beware family connections.
- ▶ Value clear communication.

Useful Resources

- ▶ “Owning and Managing Forests”
 - ▶ Written by Thom J. McEvoy
- ▶ “Loving Trees is Not Enough”
 - ▶ Written by Brooks Mendell
- ▶ Forestry.about.com
 - ▶ Maintained by Steve Nix
- ▶ State forest owner associations
 - ▶ Such as AFOA

Thank you

- ▶ To receive the free quarterly *Forisk News* summary, please contact:
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**When I Grow Up
I Want to Be
A Forester**