
AGENDA

URBAN WOOD WASTE UTILIZATION VENTURE FORUM

Encouraging sustainable business opportunities through the utilization of urban wood waste



THURSDAY, OCTOBER 11, 2007

8:00 a.m. to 5:00 p.m.

University of Baltimore, Thumel Business Center,
11 W. Mt. Royal Avenue, Room 221
Baltimore, MD 21201

Purpose: To share and discuss urban wood reutilization business ventures and opportunities

Target Audience: Federal, State, and local natural resource and forestry management agencies; private entrepreneurs; certified arborists; nonprofit organizations; and community decisionmakers

Host: Parks & People Foundation, with support from the Forest Service, U.S. Department of Agriculture, and the University of Baltimore

A great need exists to build public support for urban tree recycling and to encourage the public to embrace urban wood reutilization as a viable, sustainable, and economically feasible solution to minimizing “green waste” in our communities and cities. This forum will feature broad and local perspectives on business development, marketing strategies, case studies, and panel discussions related to forest products and waste wood utilization. Presenters include personnel from the New Jersey Forest Service, Maryland Department of Natural Resources, U.S. Department of Agriculture Forest Service and Natural Resource and Conservation Service, forest products industry, and nonprofit organizations.

8:00 A.M. BREAKFAST, NETWORKING, AND REGISTRATION

8:30 A.M. INTRODUCTIONS, ACKNOWLEDGEMENTS, AND RESOURCES

Jessica Walbridge, Assistant Director, Social Enterprises, Parks & People Foundation
Donna Murphy, Director, Mid-Atlantic Center for Urban and Community Forestry, U.S. Forest Service

8:45 A.M. OPENING REMARKS—A GLOBAL PERSPECTIVE ON THE INCREASING IMPORTANCE OF MANAGING WOOD WASTE

Al Steele, Forest Products Specialist, U.S. Forest Service
Economic, Environmental, and Social Implications: Climate Change, Global Trade, Invasive Species, and Emerald Ash Borer Impacts on Wood Markets

9:00 A.M. FOREST PRODUCTS UTILIZATION: BUSINESS DEVELOPMENT AND MARKETING

Dan Rider, Forest Products Utilization and Marketing, Maryland Department of Natural Resources
Chris Holmgren, Founder, Seneca Creek Joinery
Regional Perspective: Markets for Wood Waste and National Capital Region Demonstration
A Case Study: Seneca Creek Joinery—Furniture, Cabinetry, and Millwork

9:45 A.M. MORNING BREAK

10:00 A.M. HOW TO DEVELOP A BUSINESS PLAN: FUNDAMENTALS AND CASE STUDY

Amy Celep, Director, Community Wealth Ventures
Guy Hager, Director, Parks & People Foundation
Building Community Wealth by Helping Nonprofit Clients Develop Earned Income Strategies
Urban Wood Waste Re-use Business Plan

11:00 A.M. PRODUCING AND MERCHANDISING SALEABLE PRODUCTS FROM UNDERUTILIZED AND WASTE STREAM WOOD RESOURCES

Thom Labrie, President, Auburn Enterprises

12:00 P.M. UBALTIMORE ENTREPRENEURSHIP PROGRAM

Jim Kucher, Executive Director, Entrepreneurship Program, UBaltimore

LUNCH BREAK: On your own. There are several excellent neighborhood restaurants within walking distance.

1:15 P.M. PROMOTING MUNICIPAL TREE UTILIZATION: CASE STUDIES FROM NEW JERSEY

Ed Lempicki, Chief, New Jersey Forest Service

Marketing Saw Logs from Street Tree Removals

Wood Recovery After an Invasive Outbreak

1:45 P.M. SUSTAINABLE PRODUCTION AND UTILIZATION OF WOOD WASTE AND BIOMASS

Ryan Koch, RC&D Coordinator, USDA Natural Resources Conservation Service

Pennsylvania Fuels for School and Beyond Program

Using Economics to Promote Biomass Utilization

2:15 P.M. IDENTIFYING PRODUCTS AND MARKETS: A PANEL DISCUSSION

Phillip Rodbell, Forester, U.S. Forest Service, Facilitator

- Auburn Enterprises, Thom Labrie
- Seneca Creek Joinery, Chris Holmgren
- Metropolitan Washington Council of Governments, Brian LeCouteur
- Fells Point Preservation Initiative, Bryan Blundell

3:15 P.M. AFTERNOON BREAK AND CARD EXCHANGE

3:30 P.M. HARVESTING URBAN TIMBER

Sam Sherril, Associate Professor, University of Cincinnati, Author

4:30 P.M. HOW TO CONNECT AND INVOLVE COMMUNITIES

Gary Allen, Executive Director, Center for Chesapeake Communities

4:45 P.M. WOOD EDUCATION AND RESOURCE CENTER OVERVIEW

Al Steele, Forest Products Specialist, U.S. Forest Service

Workshops, Training, and Grant Opportunities

5:00 P.M. ADJOURN

Contact:

Jessica Walbridge

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Please see attached documents:

Registration Form

Logistics and Travel Information

Host:

Parks & People Foundation



Sponsor:

Forest Service, U.S. Department of Agriculture



Special thanks to UBaltimore for providing the forum facility, parking, and promotional assistance.

SPEAKER BIOGRAPHIES

URBAN WOOD WASTE UTILIZATION VENTURE FORUM

Encouraging sustainable business opportunities through the utilization of urban wood waste

Al Steele, Forest Products Specialist, U.S. Forest Service, NA, State and Private Forestry

As a Forest Products Specialist with the U.S. Forest Service, Al is called upon to apply his expertise in support of all State and Private Forestry programs, including urban forestry, forest management/stewardship, and forest health. Frequently known to utter the mantra “you can’t achieve all your stewardship goals if you can’t find a way to make it economic,” Al worked for more than a decade with the Economic Action Program of the U.S. Forest Service, whose goal was to encourage sustainable, natural resource-based community development. Prior experiences include working for Native American tribes in Maine as Assistant Director for Natural Resources and as a member for many years of the Board of Directors of the InterTribal Timber Council, which represents all the forested Indian tribes of the U.S. Al’s educational background includes degrees in forest management, engineering, and an MBA.

Dan Rider, Associate Director of Forest Products Utilization and Marketing, MD Dept. of Natural Resources

Increased utilization and subsequent marketing of forest products are Dan’s primary responsibilities as Associate Director of the Maryland Forest Service. Although about half of his time is dedicated to policy issues affecting commercial aspects of forestry, Dan’s passion is on-the-ground promotion of economic uses of locally produced wood. Maryland offers a diversity of forestry opportunities, ranging from the wood-based rural economies to the untapped resources of the urban forest. Dan started his forestry career in 1987 in the private sector, earned his B.S. in Forest and Wildlife Management from Virginia Tech in 1991, and was a private forestry consultant prior to joining the Maryland Forest Service in 2003.

Chris Holmgren, Founder, Seneca Creek Joinery

Chris has spent the last 30 years working in different areas of carpentry and cabinet work. His interest in green woodworking began in the 1990s. Chris initiated Seneca Creek Joinery, a furniture, cabinetry, and millwork company, in 2001 that converts wood waste into saleable products. In 2006 Chris and the late Dr. Troyt York started the Community Woodlands Alliance (CWA) to try to utilize waste wood based on their experience with Seneca Creek Joinery. CWA recently has been awarded a grant from the U.S. Forest Service to help assist in developing a full-sized demonstration model for the national capital region.

Amy Celep, Director, Community Wealth Ventures (CWV)

Amy oversees the sales, marketing, and implementation of the firm’s Community Wealth Collaboratives—10-month venture development projects that help nonprofit organizations develop earned income business ventures. Since joining CWV in 2002, Amy has worked with both nonprofit and foundation clients. Her experience includes developing a multiyear international social enterprise initiative for a corporate foundation, growing a temporary staffing agency housed within a large job training organization, and formulating corporate partnership development strategies on behalf of clients. Amy received her MBA from Georgetown University’s McDonough School of Business and earned a B.S. in Journalism from the Medill School of Journalism at Northwestern University.

Guy W. Hager, Director, Great Parks, Clean Streams and Green Communities Division, Parks & People Foundation

Guy is responsible for managing several partnerships and programs aimed at improving Baltimore’s ecosystem, and supervises a staff of 10 people engaged in division programs. Guy’s 38-year professional career includes experience as an urban planner, policy analyst, project manager, public administrator, and organizational executive director. Guy graduated from Western Washington University in Bellingham, WA, where he earned a B.A. in Political Science with minors in economics and history, and served as an elected Student-Legislator. Guy also completed a Master’s degree in Public Administration in Urban Affairs with an Urban Planning concentration from American University in Washington, D.C.

Thom L. Labrie, President, Auburn Enterprises LLC

Thom is a Maine native who has spent over 30 years dedicated to developing practical solutions for improving the utilization and value-added opportunities for harvested timber. Since 1995 he has placed more emphasis on developing technologies and techniques for efficiently converting recoverable underutilized and waste stream wood fiber from pre- and post-consumer sources into a wide range of value-added products. Mr. Labrie is both a patent holder and a recipient of numerous awards, recognitions, and research grants from Federal and State agencies, industry trade associations, and private foundations. Mr. Labrie has published more than 50 articles and has made dozens of educational presentations to Fortune 500 companies, government agencies, universities, educational institutions, and trade associations. Auburn Enterprises LLC set up the first comprehensive Wood Recovery and Value Adding (RVA) program in the country.

Edward A. Lempicki, Chief, New Jersey Forest Service

A graduate of West Virginia University, Mr. Lempicki has worked for the New Jersey Forest Service for 30 years. He has spent the majority of his career as the organization's Forest Product Utilization and Marketing Specialist. His services in working with all segments of the wood products industry in his State have provided him with a broad array of experience in wood products management, procurement, processing, and marketing. His work in developing utilization options for urban tree removals has generated considerable success in the Garden State and helped him earn the U.S. Forest Service Chief's Award in Technology Transfer in 1996. He has authored many articles and publications on the subject of recycling municipal trees, including one of the first nationally recognized publications on the subject "Recycling Municipal Trees, A Guide for Marketing Sawlogs."

Ryan D. Koch, RC&D Coordinator, USDA Natural Resources Conservation Service

Ryan received a Bachelor of Science degree from Shippensburg University with a major in Biology in 1998. His career began as a biologist with the Pennsylvania Fish and Boat Commission, then as Biologist-Project Manager for the Schuylkill County Conservation District. For the past 3 years, he has served as RC&D Coordinator for the USDA Natural Resources Conservation Service (USDA-NRCS). His main duties as Coordinator with the Pocono Northeast RC&D Council are to provide technical guidance and support to the council for its projects and programs, including the Fuels for School and Beyond program, Forestry Committee, and forest stewardship planning within the Pocono RC&D Council's 10-county area.

Phillip Rodbell, Forester, U.S. Forest Service, NA, State and Private Forestry

Phillip is program manager for Urban and Community Forestry in the U.S. Forest Service Northeastern Area, located in Newtown Square, PA. He joined the 21-State Northeastern Area region in 1999 after more than 17 years experience in nonprofit action, State program administration, and local government consulting, including three years of international experience with the Peace Corps in Honduras. Currently, he provides leadership in federally funded action to support State and local urban and community forestry projects in the Midwest, New England, and Mid-Atlantic regions of the United States. Phillip has a Master of Science degree in forestry from North Carolina State University and a B.S. in forest resources from the University of Washington in Seattle.

Brian McCalley LeCouteur, Senior Environmental Planner/Urban Forester, Metropolitan Washington Council of Governments, Department of Environmental Programs

Brian has worked as a Regional Urban Forester and Environmental Planner for the Metropolitan Washington Council of Governments since 1993. Brian holds a Master's degree in Urban and Environmental Planning from the University of Virginia School of Architecture and a Bachelor of Arts in Geography and Urban Planning from Mary Washington College. Most recently, Brian's time has been devoted to the Metropolitan Washington Green Infrastructure Demonstration Project in partnership with the National Park Service, National Capital Region. One of his many duties involves coordinating the Community Forestry Network, a regional committee that facilitates regional communication among urban foresters and associated professionals, and works closely with the Chesapeake Bay Program's Forestry Working Group to develop policy for the restoration of the Chesapeake Bay.

Bryan Blundell, Dell Corporation

Bryan is a recognized preservationist and architectural conservator. Since 1972, he has worked on some of our most important architectural treasures. He has extensive knowledge of old and new technologies that relate to various aspects of traditional construction and historic preservation. Bryan has delivered presentations in the United States and abroad, focusing on practical approaches to building preservation. Mr. Blundell is the founder of, and has been involved with, the Preservation Trades Network (PTN) since its founding in 1995. He is also a founding member of the International Trades Education Initiative. In 2005, Traditional Building Magazine named Bryan Blundell one of the top 15 people who have made a difference in historic preservation.

Sam Sherrill, Associate Professor, University of Cincinnati and Author

As the author of “Harvesting Urban Timber A Complete Guide,” Sam has researched urban wood recovery programs across the United States, worked with Wood-Mizer Products, Inc. to keep up with new developments, and followed the successful stories of many volunteer groups banding together to harvest local wood. His book details how to work with urban authorities and how to go from a nonprofit community service to a profit-bearing business selling lumber produced. Sam has published and given talks before professional trade groups about using urban trees, and has appeared on national television (PBS) to encourage this effort. Professor Sherrill has also conducted research using computer-based visualization techniques on the construction of Mayan cities, lectured on computer-based data collection in Brazil and Australia, is the recipient of two NSF equipment awards, and has been a visiting professor at M.I.T. He is a lifelong amateur woodworker.

Gary Allen, Executive Director, Center for Chesapeake Communities

Gary has served as a local government official and is currently Chairman of the Partnership for Sustainable Forestry and Co-Chair of the Baltimore Washington Partners for Forest Stewardship. For the past 15 years, Gary has worked with local governments, State and Federal agencies, nonprofits, and regional corporations to address forestry and environmental issues. He continues to work with officials of these agencies on air quality and a variety of other “Governing Green” issues. He is highly committed to working with local programs as a significant way to broaden public support and engagement on these issues.
