



# NEWS RELEASE

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Date:	May 7, 2008	Release No. MFO-13-08
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## **Sustainable Forest Industries Conference Scheduled in Madison, Wisconsin**

PRINCETON, WVa— The Great Lakes Forest Alliance will host a conference June 23 through June 25 in Madison, Wis., with funding provided by the U.S. Forest Service Wood Education and Resource Center. The conference, titled *Crisis or Opportunity? Sustaining and Strengthening Forest-Based Industries in the Great Lakes Region*, will be held at the Monona Terrace Community and Convention Center.

Conference organizers want to raise awareness and identify actions that will enhance forest-based industries and the role they play in sustaining the region's economy, environment, and quality of life. Great Lakes Forest Alliance Executive Director Stefan Bergmann anticipates a diverse group of participants including forest product business leaders, policy leaders, trade associations, foresters, universities, landowners and environmental organizations, as well as local, tribal, state, federal and provincial government agencies.

Conference objectives include:

- Raising awareness about trends in forest land ownership, tenure and land use, industry markets and investment, and opportunities and barriers to global competition.
- Examining the value of State and Provincial government initiatives designed to strengthen the vibrancy of industry and the ecological health of forests.
- Exploring the role of conservation easements and other innovations in land transactions in sustaining the region's forest resource base.
- Highlighting the opportunities and challenges of emerging markets for carbon, bioenergy, ecosystem services, and green building.
- Identifying gaps and opportunities for collaboration that will inform the development of a regional strategic action agenda.

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Presenters from public, private, and nongovernmental sectors will clarify the state of the industry and describe how challenges are currently being addressed across the region. Professionally facilitated small group discussions will identify gaps or needed policy tools, with an eye toward developing potential solutions.

Dr. Patrick Moore will deliver the keynote address. Dr. Moore is the Chair and Chief Scientist of Greenspirit Strategies, a consultancy focusing on environmental policy and communications in forestry, agriculture, fisheries and aquaculture, mining, biodiversity, energy and climate change

A complete agenda, speaker biographies, and online registration are available at [www.greatforests.org](http://www.greatforests.org). Contact Stefan Bergmann at (608) 442-1244 or [Stefan@greatforests.org](mailto:Stefan@greatforests.org) for more information.

The Wood Education and Resource Center is located in Princeton, W.Va., and administered by the Northeastern Area State and Private Forestry unit of the U.S. Department of Agriculture Forest Service. The Center's mission is to work with the forest products industry toward sustainable forest products production for the eastern hardwood forest region. It provides state-of-the-art training, technology transfer, networking opportunities, applied research, and information. Visit [www.na.fs.fed.us/werc](http://www.na.fs.fed.us/werc) for more information about the Center.

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