



Northeastern Area News Notes



October 30, 2008



From the Director's Desk

Communicating Success

At least once a year, both through Agency accomplishment reporting and individual performance reviews, each of us must take the time to share the progress we have made as a result of Federal investments in our programs and communities. Except for actually doing the work and celebrating success, effectively communicating results and impacts on the ground is the next most important activity.

This activity should not be taken lightly, but should be made a singular focus—a mission with its own rewards—to give closure and demonstrate positive outcomes from the use of public funds. I'm pleased to say that through our strategic business planning efforts, we can now present our results in a more integrated way, illustrating how we effectively plan and accomplish our goals and objectives across programs and in collaboration with partners.

The Forest Service is not the client for this information. It is the citizens of your State and the Nation that need to be informed that the investment was worthwhile. As a partnership, we need to make compelling statements about the specific issues or drivers that propelled Federal and State action along with the hard-hitting results. In other words, the facts and figures will be most effectively communicated when framed in terms of public health, safety, and welfare.

The Federal funds provided in Forest Health Protection, Fire and Aviation Management, Forest Stewardship, Legacy, and Urban and Community Forestry programs each carry specific authorities, purposes, and measures of success. When reviewing work proposals, we identify and accept those projects that help us to meet our strategic priorities across the landscape, while meeting national program goals and objectives.

Forest health and fire-related projects can be easily and compellingly linked to public health, safety, and welfare. Without invoking unnecessary concern in our constituents and stakeholders, we can show how specific investments mitigated loss and sustained the services the public expects from their forest landscapes.

Legacy projects that purchase or hold lands in current use have great appeal as they protect working forest landscapes identified as critical through a rigorous assessment of need. Each parcel protected represents a significant collaboration worthy of celebration and media attention.

Success in stewardship and urban and community forestry activities can be harder to describe, but no less critical to the conservation, protection, and enhancement of working forest landscapes and open spaces that we cherish. The number of acres under management, and the number of people and communities impacted by our investments are part of the running narrative. But beyond the numbers, we need to find more effective ways to communicate human stories and tangible results that capture and sustain the public's imagination.



In addition, the efforts of Grey Towers (developing Forest Service leadership and expanding public outreach) and the Wood Education and Resource Center (supporting the hardwood industry and promoting biomass utilization) strengthen our relevance to stakeholders throughout the country.

As we reflect on our successful accomplishments of this past fiscal year and plan for the coming one, I encourage all of us to be thoughtful about how we can both build on and communicate these successes in the days to come. It is our obligation to the public we serve to provide the opportunity to become aware of and appreciate what NA employees, and our partners, do in helping sustain the Nation's forests.

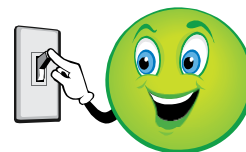
— Kathryn P. Maloney
Area Director



Sustainable Operations Tip of the Month

When to Flip The Switch—Saving Electricity One Light At a Time!

There is conflicting information out there about whether or not turning off lights when you leave a room saves electricity and money over time. The controversy centers around two factors: (1) the small surge of electricity that a bulb needs to power up when it is first switched on (is it enough of a surge to cancel the benefit of the electricity that was saved while the light was out?) and (2) whether switching light bulbs on and off extra times burns out the bulb faster (are we using more resources to make and dispose of extra bulbs and raising overall costs?).



The answers to these questions depend on the type of bulb, the type of fixture, the bulb's wattage rating, and, for fluorescent bulbs, the type of ballast in the fixture as well. Here are some general guidelines to consider:

1. **Incandescent bulbs** use electricity very inefficiently and lose a lot of energy as heat. It is best to replace all incandescent bulbs with compact fluorescent or LED bulbs, for example, in personal office lamps and storage closets. However, if there are certain areas where you still have incandescent bulbs, **it is always better to turn them off** when not in immediate use (U.S. Dept. of Energy).
2. **Fluorescent bulbs**, like the long fluorescent bulbs that are in most office ceilings, require a very small surge of electricity to turn them on—less than a second's worth—so wasting electricity by turning them off and on is not an issue. However, you can shorten the life of a fluorescent bulb by turning it off and on extra times. A reasonable guideline is that it is better to **turn a fluorescent light off if it is not needed for 10 minutes** or more (this is a general rule of thumb; varying amounts of time are cited by the references listed below and elsewhere).
3. **Compact Fluorescent (CFL) bulbs**, like the spiral bulbs you can place in individual office lamps, use considerably less energy; however, the life of a CFL is significantly shorter if it is only turned on for a few minutes at a time. In the case of a 5-minute on/off cycle, the lifespan of a CFL can be up to 85 percent shorter, reducing its lifespan to the level of an incandescent bulb (although it would still use much less energy when on). The US Energy Star program recommends leaving CFL bulbs on at least 15 minutes at a time to mitigate this problem (U.S. Dept. of Energy). So, **shut off lights with CFL bulbs when you will be away for at least 15 minutes**.

If you are interested in reading more, check out the following:

Scientific American

www.sciam.com/article.cfm?id=turn-fluorescent-lights-off-when-you-leave-room

U.S. Department of Energy

www.eere.energy.gov/consumer/your_home/lighting_daylighting/index.cfm/mytopic=12280



Newtown Square Headquarters Office

Conservation Easement Monitoring Roundtable Receives Round of Applause

“Thanks for caring” is the gist of a response received about the Large-acreage Conservation Easement Monitoring Roundtable organized by Northeastern Area (NA) Forest Legacy Program (FLP) staff. The roundtable, held October 2 at the Bethel Inn in Bethel, ME, was the final session of the Eastern Lands and Resources Council (ELRC) fall conference. NA Forest Legacy Specialist **Scott Stewart** set the stage by presenting the purpose of the roundtable. “We organized this roundtable to ensure that our partners have the information they need to effectively monitor the FLP conservation easements that they hold,”

Stewart said. The session began with four State or nonprofit organizations presenting their approach to large-acreage conservation easement monitoring. The presenters included Tracy Boisvert, New Hampshire Office of Planning; Chris Pryor, New England Forestry Foundation; Jake Metzger-Forest, Society of Maine; and Kathy Eickenberg, Maine Bureau of Parks and Lands. The presentations generated lively discussion among participants who called in and conference attendees. Fortunately, **Dennis Souto** of the Durham Field Office was on hand to expertly facilitate the conversation, and NA Forest Legacy Specialist **Neal Bungard** ingeniously made arrangements to have both netmeeting capabilities and a conference phone available to allow participation by those who could not be there in person. Participants said that they do not want this to be the final discussion on this issue. **Deirdre Raimo**, NA Forest Legacy Program Manager, wrapped up the session by assuring participants that the Forest Service would continue its leadership role with States and other partners to help them effectively monitor their FLP conservation easements. Ed Meadows, Michigan Department of Natural Resources, extended an invitation to the Forest Service to be a partner in a similar roundtable at next year’s ELRC fall conference, which will be held in Michigan.



In-room participants and callers take part in conservation easement monitoring roundtable discussions. Dennis Souto (standing, right) kept the process affable and organized. (Photo by Neal Bungard)

Durham Field Office

Forest Health State Cooperators Gather in Rhode Island

The annual New England/New York Forest Health State Cooperators meeting was held October 21-22 in Chepachet, RI, at the George Washington Management Area. **Margaret Miller-Weeks**, **Mike Bohne**, **Dennis Souto**, and **Florence Peterson** represented the Durham Field Office. The meeting began with a discussion lead by Charlie Burnham, Massachusetts DCR, about his experience with the Asian longhorned beetle infestation in Worcester. Neighboring States are very interested in surveys and efforts to mitigate the impact of this invasive pest. Participants also discussed emerald ash borer surveys and biosurveillance in addition to *Sirex*, *P. ramorum*, bacterial leaf scorch, larch canker survey updates, and other forest damage agents. Jerry Carlson from the New York State Department of Environmental Conservation presented information about the first finding of oak wilt in the State and plans to work with the U.S. Forest Service to



eradicate the isolated infection, which is hundreds of miles from any known infection site in Pennsylvania. Bruce Payton, Rhode Island DEM, host of the meeting, guided a field trip to illustrate recent harvesting activities to manage hemlock woolly adelgid in a campground setting.

Welsch Provides BMP Training to New York State Foresters

At the request of the New York State Department of Environmental Conservation (DEC), Division of Lands and Forests, NA helped provide training for approximately 70 DEC foresters during the week of October 6. Forester and BMP Specialist **Dave Welsch** worked with DEC Forester and Green Certification Coordinator Justin Perry to provide training for the Division's State lands management foresters in the use of Best Management Practices on timber harvesting operations. The training sessions were conducted at the Bath, Lowville, and Schenectady DEC Regional Offices and featured indoor morning sessions followed by afternoon reviews of field problems. Field review discussions were led by State lands foresters Joel Fiske, Mark Keister, Andrea Mercurio, and Mike Mulligan.

Monthey and Welsch Present Poster Papers at Eastern CANUSA Conference

Roger Monthey and **Dave Welsch** presented poster papers at the Eastern CANUSA Forest Science Conference held on the Orono campus of the University of Maine October 17-18, 2008. Monthey presented *Securing the Future for Families, Forests and Foresters*, and Welsch presented *A Regional Protocol for Monitoring the Implementation and Effectiveness of Forestry Best Management Practices for Protection of Water Resources*. Insects and Disease staff members **Kevin Dodds** and **Garret Dubois** also presented poster papers—*The Effects of Sirex noctilio in Pine Stands and Silvicultural Options to Reduce its Impact* and *A Proposal to Assess the Response of the Red Turpentine Beetle to Silvicultural Treatments at the Massabesic Experimental Forest*, respectively. Researchers from the Durham Office of the Northern Research Station presented several papers as well. This conference was developed to provide a regular venue to exchange information between forest managers, scientists, policymakers, and others regarding issues affecting the northern forest on both sides of the Canadian and United States border. The conference is held alternately in the United States and Canada.

Asian Longhorned Beetle and Watershed Forestry at the Big E

The Big E is the New England States' fair held in West Springfield, MA, every September. Several USDA agencies collaborate on a joint exhibit. This year's fair was visited by more than 1 million people, including USDA Secretary Schafer, who stopped by the USDA exhibit during his tour of the fair. This year's exhibit theme was water, water conservation, and protecting water quality. The Forest Service highlighted work done in watershed forestry.

Since West Springfield is less than 50 miles from the Worcester, MA, Asian longhorned beetle (ALB) infestation, the Forest Service devoted 3 days of the fair to promoting awareness of and education about the beetle and efforts to deal with the Worcester infestation. **Susan Cox** and **Judy Antipin** showed fair visitors and fellow USDA employees how to recognize the signs and symptoms of ALB and how to report sightings. Charlie Burnham, Forest Health Specialist for the Massachusetts Department of Conservation and Recreation, also helped staff the exhibit.

Environmental Literacy Summit Held at Hubbard Brook Experimental Forest

An environmental literacy summit was hosted by the Hubbard Brook Foundation and held at the Hubbard Brook Experimental Forest. Several people from the education and science community met to talk about how to promote environmental literacy. Forest Service attendees included



Safiya Samman, Conservation Education Director; Barbara McGuinness, Northern Research Station; Don Howlett, Region 9; and **Susan Cox**, NA. Northern Research Station Director Michael Rains was a keynote speaker. Discussions included identifying indicators of good environmental education programs and how to replicate or expand on successful programs such as *A Forest for Every Class*, partnering opportunities, and promoting good education practices such as utilizing the NAAEE Guidelines for Excellence.

Morgantown Field Office

Office Holds Ribbon Cutting Ceremony

Employees gathered for a ribbon cutting ceremony to celebrate the completion of work in the old wing of the Morgantown Field Office. The old wing was closed off to employees for about 6 weeks as contractors installed new floor and ceiling tiles. Contractors also replaced molding that was destroyed in flooding that occurred in February 2008.

Morgantown Employees Participate in Conservation Incentives Workshop

Al Steele and **Sally Claggett** of the Morgantown Field Office participated in a workshop about market-based conservation incentives for family forest owners. The workshop, which was held September 10-11 in Ellicott City, MD, was organized by the American Forest Foundation and sponsored by the Forest Service, NRCS, and Ecosystem Marketplace. Workshop objectives included an exploration of “what the opportunities, challenges, and necessary steps are for facilitating the development and operation of successful place-based conservation markets.” While carbon markets are mostly in the news these days, this workshop focused primarily on the other noncarbon ecosystems services markets.

What’s the idea behind conservation markets? According to a Forest Service Web site, “Forests provide a full suite of goods and services that are vital to human health and livelihood, natural assets we call **ecosystem services**. Many of these goods and services are traditionally viewed as free benefits to society, or ‘public goods’—wildlife habitat and diversity, watershed services, carbon storage, and scenic landscapes, for example. When our forests are undervalued, they are increasingly susceptible to development pressures and conversion.”

Can efficient, effective, and fair means be developed to compensate forest landowners for the freebies they provide, and maybe keep more forests as forests as a result? To illustrate the possibilities, organizers invited speakers such as Tom O’Brien, Executive Director of the Watershed Ag Council, who described how a focused effort to provide assistance and incentives to forest landowners and farmers in the watershed of New York City has enabled the Big Apple to avoid building multibillion dollar water treatment systems while enabling local residents to stay on the land. Other speakers, including a representative of a \$100 million investment fund focused on ecosystems markets, shared the fundamental economic realities of where capitalism meets the public good.

Representatives of the Willamette Partnership in Oregon shared some of the challenges they experienced as they developed these notions of an ecosystem marketplace and their visions for multicommodity markets. A representative from the Pinchot Institute described the concept of the Bay Bank (focused on the Chesapeake Bay region) and their desire to facilitate the efforts of others to more fully develop the ecosystem marketplace.



More than 80 people attended, representing diverse interests that included State agencies, environmental nongovernmental organizations, investors, consulting foresters, Tree Farm and other landowner groups, extension, and others. Participants heard a number of repeating themes from speakers, including:

1. Government can play an important role by “putting projects on the ground” and funding the development of standards to measure impacts. To do so, however, will require government officials to tolerate some level of risk.
2. Only when there are regulatory drivers will there be significant opportunities.
3. Noncarbon markets are in their infancy. The most opportunity may be in “bundling” various ecosystems services. The market for individual eco-products may be “too thin.”
4. There has to be a balance between precision and realism in measurement standards. Trying to be overly precise in scientifically determining benefits may be cost prohibitive.

More information about the workshop is available at

<https://www.regonline.com/builder/site/tab2.aspx?EventID=618417>.

American Forests, a nonprofit conservation organization, will post presentations and other results from workshop discussions on its Web site in the future.

National Pesticide Coordinators Meeting Held in Savannah, GA

Amy Onken attended the Forest Health Protection National Pesticide and Invasive Plants Coordinators Meeting in Savannah, GA, during the week of October 6. Michelle Frank (Northeastern Area [NA] Pesticide Use Coordinator) requested that Onken attend the meeting because the volume of pesticides used in gypsy moth cooperative suppression and Slow the Spread NA projects far exceeds all pesticides used throughout the other regions. Because the meeting was hosted by Region 8, the emphasis of this year’s meeting was the management of invasive plants on State and private lands in Georgia. Attendees included regional pesticide coordinators, and participants were fortunate to have Teung Chin from the USDA Office of Pest Management Policy and Bill Thomas from the U.S. Fish and Wildlife Service at the meeting.

Attendees took a field trip to look at a variety of exotic invasive issues that the Georgia Forestry Commission is dealing with on both State and private lands. The first stop was at Skidaway State Park to view the current eradication efforts for Tallow tree. Tallow tree is equivalent to Tree of Heaven, which is hard to kill and can be found just about everywhere. They also stopped by the Georgia Port Authority to get a feel for the massive number of shipping containers that arrive at the port each day. Savannah is the fourth largest port in the country. This port is expected to double in size by 2012. Ports are the major pathway for the introduction of existing and new invasive species.

The last half of the field tour was dedicated to laurel wilt disease, a fungus that is introduced into trees by the exotic redbay ambrosia beetle. The beetle was discovered in Savannah’s Port Wentworth area in 2002. Redbay began dying in Georgia and South Carolina near the Savannah area in 2003. All of Georgia’s coastal counties now have confirmed laurel wilt, and the disease is moving northward in South Carolina and southward to Florida, and inland at an alarming rate. Officials estimate that the natural spread is about 20 miles per year. Redbay is a very important tree species in the coastal area, where trees can easily reach 20 to 30 inches in diameter at breast height. The disease has also been discovered in sassafras. Most of the sassafras found during the field trip was infected or dead. This concerns the Forestry Commission because of the potential



effect laurel wilt may have on sassafras trees further north in the mountainous areas. It has not been determined yet how far laurel wilt may spread to the north.

The meeting brought home the message of the large-scale problems that all Federal and State agencies face in managing non-native invasive species. Most of the discussions were not about “eradication” of these species, but slowing their spread and/or suppressing them as well as the importance of choosing battles wisely.

Monongahela National Forest and West Virginia Hold Gypsy Moth Meeting

Amy Onken, Dan Snider, and Rick Turcotte attended a gypsy moth meeting on the Monongahela National Forest on October 2. The meeting was attended by Glen Juergens from the Monongahela National Forest along with personnel from the West Virginia Department of Agriculture (WVDA). Discussion topics included this year’s defoliation surveys, proposed suppression activities for 2009, and egg mass surveys.

The group discussed the need for a comprehensive gypsy moth management plan for the Forest along with future collaboration for gypsy moth management with WVDA. This group plans on meeting again in November as part of the WVDA gypsy moth working group meeting.

Helen Wassick Returns to Work



The Morgantown Field Office joyously welcomed Helen Wassick back to work on October 14. Her absence from the office has been deeply felt for the past 6 weeks as she recovered from a fall that resulted in a broken leg. She worked diligently on her rehabilitation so that she could return to work at the earliest possible date. Everyone was constantly amazed at how fast she was progressing. She missed working, and always showed her concern for others by asking visitors how things were going at the office during her recovery. Wassick received many cards and visitors while she recuperated.

Helen Wassick returned to work after being on sick leave for 6 weeks.

Group Meets in Washington to Discuss Invasive Species

Al Iskra and Rick Turcotte attended a meeting in Washington DC in September to discuss the emerald ash borer and other invasive species. The meeting was attended by personnel from the Animal and Plant Health Inspection Service, United States Department of the Interior, Casey Trees, and the District’s Urban Forestry Administration. Topics of discussion included roles and responsibilities for invasive species, surveys, quarantine compliance, data management, and outreach. The group also discussed the new emerald ash borer findings in northern Virginia along with the potential threat this new invasive will have on the District.

Allegheny National Forest Interdisciplinary Team Meeting

In September, **Rick Turcotte** participated in an interdisciplinary team meeting on the Allegheny National Forest for a project in the Hearts Content National Scenic Area. This is a followup to a biological evaluation written by this office in 2004.



St. Paul Field Office

Upper Mississippi River Basin Partners Are Looking Back and Planning Ahead

Partners in the Upper Mississippi River Basin are assessing their accomplishments and setting priorities for the coming year. Here is a highlight from each group. Contact Teri Heyer in the St. Paul Field Office for more information.

Middle Mississippi River Partnership: This group partnered with the Army Corps of Engineers and Greenbrier Wetland Services to complete a hydrogeomorphic analysis of the Mississippi River reach from St. Louis, MO, to Cairo, IL. This will guide future bottomland forest and wetland restoration efforts.

Driftless Area Initiative (DAI): The Bird Friendly Forestry Initiative is a partnership between the DAI, Audubon Minnesota, six Resource Conservation and Development programs, and the Institute for Agriculture and Trade Policy–Community Forestry program. Four demonstration areas have been established in Minnesota, Wisconsin, and Iowa, and field days have been conducted with forest landowners around each demo site highlighting how they can manage their forests to provide high-quality bird habitat.

Upper Mississippi Forest Partnership (UMFP): This partnership is expanding. New memorandum of understanding signatories include six Midwest NRCS State Conservationists and the Region 9 Regional Forester. The partnership continues to fund habitat improvement projects through the National Fish and Wildlife Foundation (NFWF)-Upper Mississippi Watershed Fund. Since 2006, nine projects have been funded (\$394,000 NFWF-FS funds, \$280,000 NFWF-other Federal funds, and \$1,700,000 in matching funds.) The partnership continues to build capacity—28 people gathered September 10-11 in Wisconsin to start developing a new 2009-2013 UMFP Action Plan.

Wood Education and Resource Center

New Publication Now Available:

A Marketing Guide for Small and Medium Sized Primary Forest Products Processors

The Center for Forest Products Marketing & Management at Virginia Tech and the Northeastern Area's Wood Education and Resource Center have a new publication available online at <http://www.na.fs.fed.us/pubs/detail.cfm?id=5485> and in CD format.

This publication was authored by Professor Robert Smith, Department of Wood Science and Forest Products at VA Tech, Blacksburg, VA; Ed Cesa, Deputy Director of the Wood Education and Resource Center; and Patrick Rappold, former graduate student at VA Tech.

The guide provides marketing tips and information for entrepreneurs, owners, managers, and employees of small to medium sized primary forest products



processors, such as start-up sawmills or existing sawmills, to help them maintain a competitive edge. Specific subjects covered by the guide include:

- Fundamentals of Marketing
- Entering Niche Markets
- Market Research Methods
- Finding Customers
- Exporting
- Internet Marketing

The appendix has sections that list Trade Associations, Trade and Marketing Publications, Federal and State Assistance, State Directories, and Assistance with Exporting.

The CD version of the publication can be obtained by calling 304-487-1510.

EDITOR'S NOTES

Thank you to all who contributed to this issue.

DEADLINE!

The deadline for the next issue of the Northeastern Area News Notes is **noon, Monday, November 24, 2008**. News articles submitted after this time and date will be published in the next month's edition. Please e-mail final articles to Deborah Muccio at dmuccio@fs.fed.us.

Please remember:

- **Send text separate from photos and graphics.**
- **Include captions for all images.**
- **Do not place images in Word or PowerPoint.**

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