

**CONSERVATION INNOVATION GRANTS**  
Biannual Progress Report

6-148

Grantee Name: Wisconsin Family Forests  
Project Title: **Wisconsin's Multi-Owner Forest Stewardship Program**  
Project director: Gerry Mich  
Contact Information: Wisconsin Family Forests Inc.  
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Period Covered by Report: 4-1-07 to 9-30-07  
Project End date: 9-30-08

**Summarize the work performed during the project period covered by this report:**

We have worked on these numbered project activities that were part of our application.

**Activity # 1** Three prototype multi-owner plans for three geographic pilot areas involving at least sixty landowners

We have 87 plans for 122 contacts in two pilots and will begin recruiting for two more townships.

**Activity # 2** A framework and business plan for NGO's, private enterprise or local government to administer a program of multi-owner forest management plans and group timber harvests with DNR or third-party certification oversight, potentially supported by a combination of public funding and participant fees.

Our work group has determined that with the current political climate, now is not the appropriate time to try to introduce a new program for state funding. Therefore the partners in this project will each take the lessons learned and apply them to modify current programs.

WFF plans to launch a new "Woodland Advocate" program based on its role in this project. It will seek private and public funding for a volunteer landowner to landowner program. We believe that providing trusted advice from a landowner's perspective is something that we are uniquely suited to do.

The MFL program is one of the programs that we plan to modify with the lessons learned in our project. At the appropriate political time, we will introduce another MFL version that is less rigorous and hopefully will attract many new participants. Plans are currently under way to get the MFL certified by FSC. All of the woodlands that we have written plans for will qualify under the controlled wood category which is supplemental to the fully certified wood under FSC.

**Activity #3** Individual sustainable forestry management schedules for the pilot participants.

We have been diligently recruiting and setting up forester visits for all who respond to our invitation mailings. We initially thought that we would provide Stewardship plans for all participants. However the vast majority did not need nor were they ready to respond with that level of commitment. Our project was truly a recruitment of many who had no experience with woodland management. It will be critical to continue to nurture the interest that they have expressed. Stewardship plans may be more appropriate for them at a later date. They have all been introduced to the concepts of sustainable management and with further support they will continue down that path.

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**Activity #5** GIS and database systems to identify landowners, track management needs and practice implementation for multi-owner projects.

The DNR has made a considerable investment in developing the database program, WISFIRS, to track landowner contacts, forest management plans, scheduled practices and timber sales. The use of WISFIRS will extend beyond the Healthy Forest Pilot, but the product is directly applicable to it. In FY 2007, DNR spent \$370,900 on WISFIRS database program development. So far in FY 2008, DNR has spent \$113,600, but that is expected to reach \$350,000 by the end of the fiscal year.

The DNR has been very helpful in using this expertise in our pilots to identify woodland owners at the township level. The technology continues to improve our ability to pinpoint all woodland owners. This focused effort allows us to do be more efficient. As we enter phase two of the project we will continue to use this new program to track the needs of landowners and encourage and monitor implementation.

**Activity #8** Landowner surveys

We are preparing to do another landowner survey of our participants as we finish the first phase of the project. It will help us make sure that we are on target as we begin phase two which is to further test the concept of a totally volunteer local advocate program.

**Activity #9** A scoping assessment to evaluate the multi-owner forestry framework as a source of certified forest products or non-controversial, controlled wood used in certified products.

One of the outcomes of the Healthy Forest Pilot is the realization that the most efficient approach to family forest certification is through the MFL incentive program. As a result, DNR is expanding MFL to include certification under the FSC standard in addition to the Tree Farm certification achieved in 2005. As a result of our work, rather than try to establish a new program and spending \$10,000 for a certification audit, the DNR has budgeted \$50,000 for the FSC audit.

**Describe significant results, accomplishments and lessons learned. Compare actual accomplishments to the project goals in your proposal:**

We have completed and approved the comprehensive forestry plans. We continue to distribute the plan to all participants who have had a forester visit.

We continue to develop and refine a business model for ongoing landowner assistance efforts. Since the political climate will not support a new government program at this time, WFF has decided to lead the effort by creating its own program and will initially seek private funding. We will further test the business model of a volunteer landowner program in phase two of the pilot.

We have learned that landowners support a concept of a forest coordinator who can be a connection to the forest industry. They want expert advice, but they also want someone who can refer them to specific preferred providers. State employees are not able to give specific preferences for fear of legal repercussions, but a private individual may be able to steer landowners clear of poor choices. Some participants are already engaged and will only need minimal encouragement. Others may need more information and time to become engaged. We want to test how well a trusted local volunteer can be that ongoing connection.

Our foresters were very conscientious to only give landowners the amount of information that they wanted. We specifically did not want to just give everyone the same product regardless of

their interest or need. For many this was Introductory Forest Management 101. We have made the initial connection and begun to create the trust that is critical to long term success.

We have also learned that little things are sometimes large enough to prevent landowners from pursuing the goals for their land. We are working hard to remove those little things by staying in contact with the participants. We believe that a local person will have a better idea of how hard to push with specific individuals.

I have attached the lists that we have generated for the two pilots. In the past eighteen months, we have impacted approximately 2,591 acres which is 39% of the land that is in the MFL in those townships. The MFL has been in effect for 20 years and we have only been active for a year and a half.

**Describe the work that you anticipate completing in the next six month period:**

We plan to implement phase two of our effort by recruiting two local experienced woodland owners as the first Woodland Advocates. WFF will manage the administrative responsibilities and will support the local person who can focus on making personal trusted contacts with landowner participants.

WFF will recruit additional landowner participants. One will be an additional township in the established Baraboo Hills Pilot area and the other will be in the Stora Enso pilot area.

We will complete a survey of current participants to determine their satisfaction.

We will begin solicitation of support from foundations, individuals and others to create a viable funding base for an ongoing WFF program.

We will continue to publicize our efforts and make presentations to generate support.

**In the space below, provide the following in accordance with the Environmental Quality Incentives program (EQIP) and CIG grant agreement provisions:**

*A listing of EQIP-eligible producers involved in the project, identified by name and social security number or taxpayer identification number;*

*The dollar amount of any direct or indirect payment made to each individual producer or entity for any structural, vegetative, or management practices.*

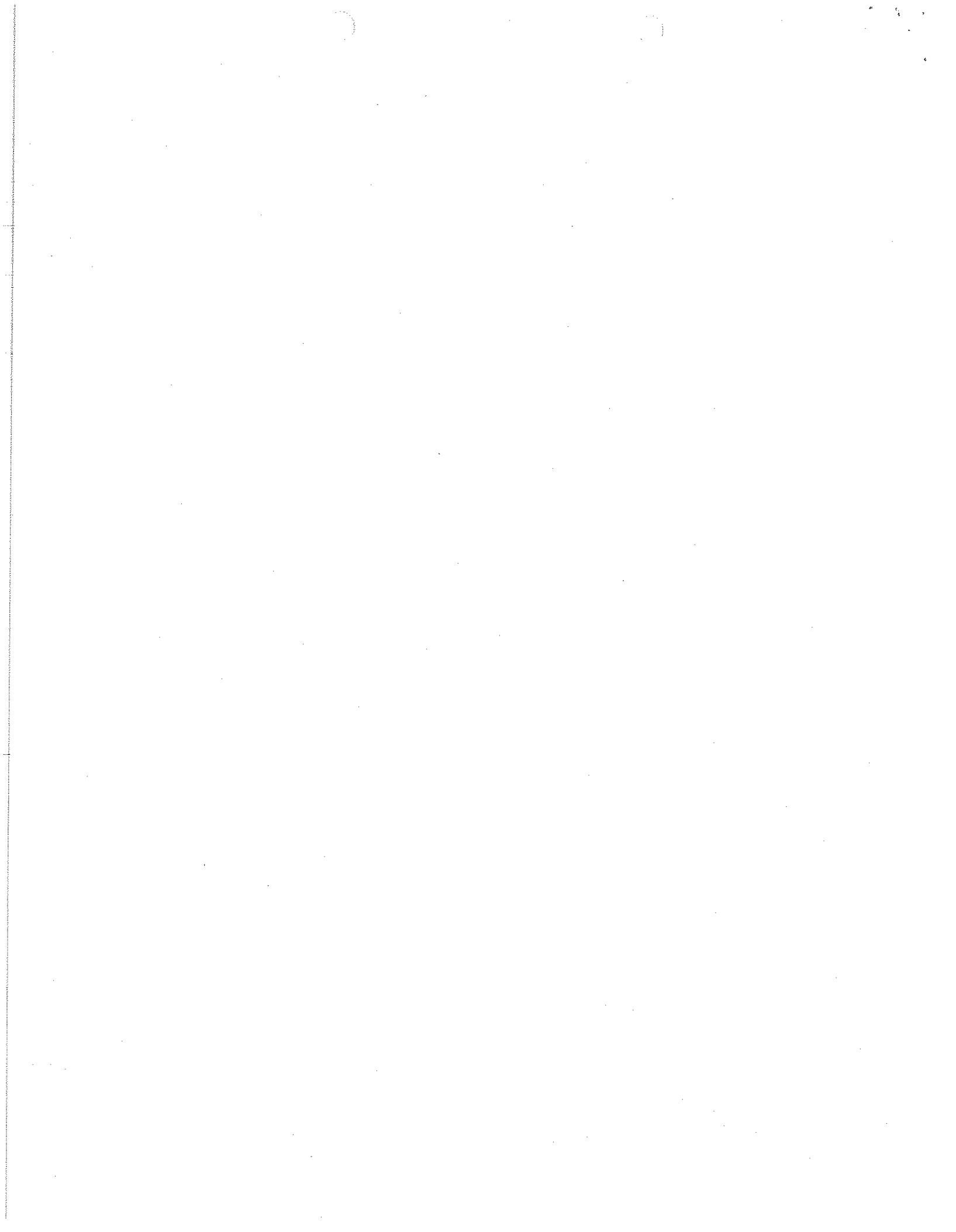
*Both biennial and cumulative payment amounts must be submitted.*

*A self-certification statement indicating that each individual or entity receiving a direct or indirect payment for any structural, vegetative or management practices through this grant is in compliance with the adjusted gross income (AGI) and highly-erodible lands and wetland conservation (HEL/WC) compliance provisions of the Farm Bill.*

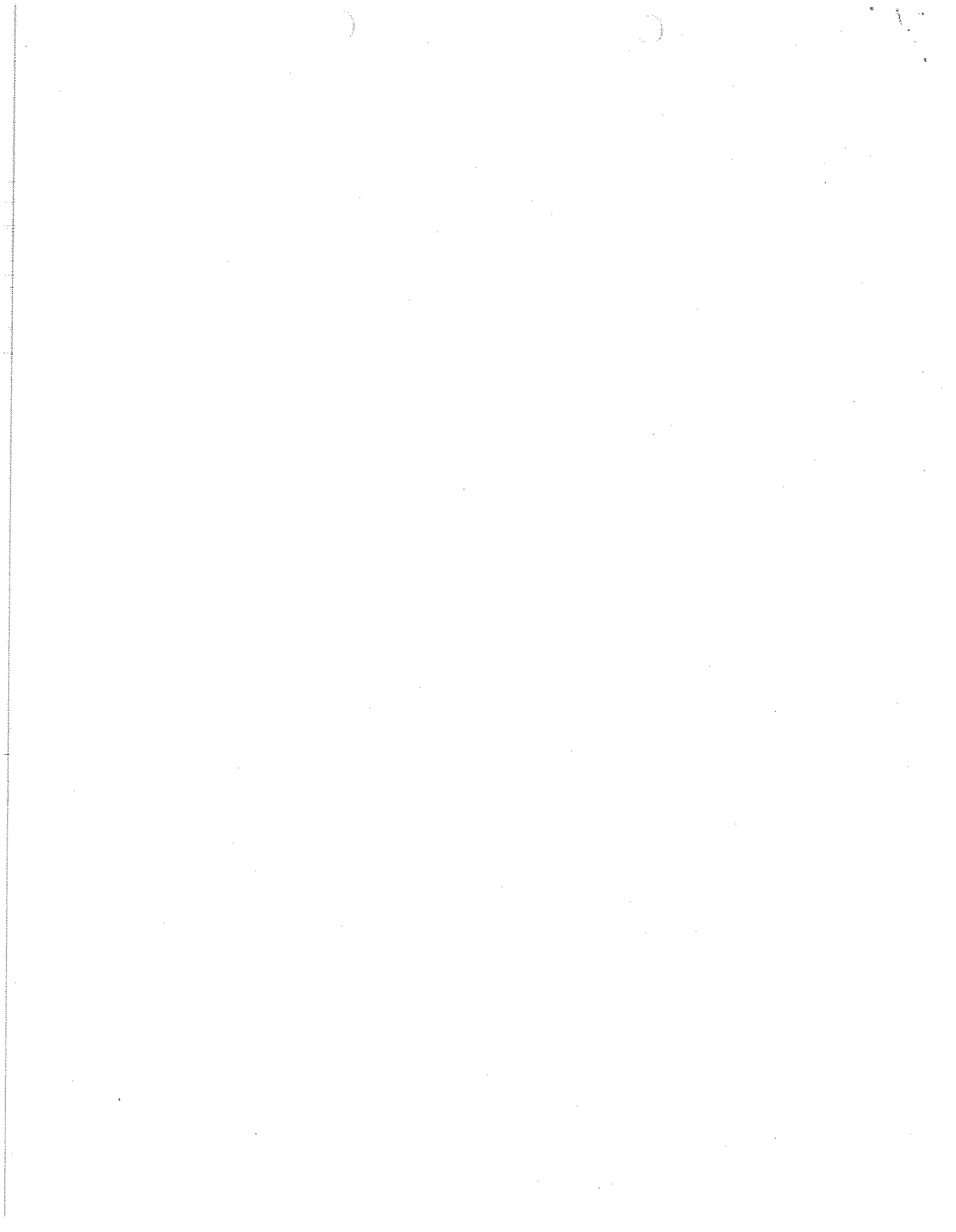
The attached tables list the participants to date. Some are identified as participating in 2006 prior to the requirement that we obtain their social security numbers. Others have their social security numbers listed.

None of our program participants have received nor will receive any payments. They are receiving advice, encouragement and referrals to other professionals. There are no cumulative payment amounts.

Please see the attached lists of participants in the program.



HEALTHY FOREST PILOT - DOOR COUNTY 9-30-07							
Landowner	Year or SS#	Letter or Email Follow up	Basic Forestry Plan Acres	Forestry Stewardship Plan Acres	MFL	Total	In Process or Not interested
Baumann, David	2006		35				
Callsen, David Lavonne	2006	25					
Casey, Jean	2006			30			
Christy, Stephen	xxx-xx-0147	40					
Erickson, Leif, Jennifer	2006	20					
Fierce, Daniel	xxx-xx-4162			10			
Grosskopf	xxx-xx-5821	39					
Hallstrand, Richard	xxx-xx-0320						10
Hatch, Michael	xxx-xx-3130						13
Henderson, Neal & Diane	2006	40					
Hill, Jean	2006		72				
Hitzman, Erv & Carolyn	xxx-xx-2151	15					
Johnson, Al & Ingert	2006						100
Johnson, Lars	2006						20
Jungwirth, Robert	xxx-xx-8372	120					
Koepsel, Don	2006						90
Krumenacher, Fred	2006	80					
Lawrenz, Melvin	xxx-xx-5149	15					
Levoy, Hugh	2006		16				
Luker, Don	2006			62			
Mann, Steve	2006						10
Marshalls Point	2006						500
Mellem, Roger	2006			10			
Miller, Ed	xxx-xx-4396	60					
Newman, Shirley	2006						90
Olson, Gary	2006			40			
Ostrem, Robert	xxx-xx-3586	40					
Overby, Harriet	2006						13
Pardoner/Reniger	2006		9				
Penney, James & Joanne	2006		53				
Pikas, Bruce	2006				30		
Pritchett, Tom & Donna	2006		5				
Racker, Stephen	2006			15			
Rodaer, James	xxx-xx-3290				20		
Rogers, Myron	xxx-xx-7718				12		
Schauder, Jeff	2006		74				
Schmitz Mike	2006	19					
Seaquist, Dale	xxx-xx-9662						60
Sisulak, Mary Ellen	xxx-xx-6356		19				
Skoiien, Gary	xxx-xx-5575				24		
Stott, Don	xxx-xx-0737		13				
Sunstrom, Greg	2006	120					
Sunstrom/Sawyer	2006	40					
Tidball, Robert & Barbara	xxx-xx-9073		24				
Varney, Robert	2006						47
Ward, Jeff	2006				25		
Weborg, Dorrance&Alma	xxx-xx-1655						20
ACRES		673	320	167	111	1271	973
PLAN TYPE		14 letters	10 basic	6 Stew	6 MFL	36	12 Potential



HEALTHY FOREST PILOT - BARABOO HILLS 9-30-07								
Landowner	Landowner	SS#	Pending	Letter	Stewardship	Harvest	MFL	Potential
Holly	Anderson	NR						NR
Chris	Arnold	2006					100	
RYAN	BAERTSCH	2006						12
Jim (Christine Clark)	Bakos	x		38		4 In Process		
Marilyn & Bob	Barth	x		80		80 In Process		
RALPH & PAULA	BAUCH JR	2006					40	
JENNIFER	BLAU	2006		5				
Kevin	Blau	NR						NR
Jerry	Bloom	NR						NR
Chris	Boggs	NR						35
SCOTT	BRANDT	xxx-xx-9178	20					
LINDA & DEAN PACKARD	CHRISTIANSO	2006			12			
JANICE	CLINGMAN	2006		5				
Evan	Clingman	xxx-xx-4287	40					
DAVID L & GRETCHEN	CONSIDINE	2006			18			
Francis	Cummings	2006						Has Stew
Gordon	Esser	NR						10
DONALD E & DIANE K	GILBERTSON	NR						NR
Kaaren & Gary	Gross	2006						Has MFL
J WILLIAM & SUSAN K	GROSZ	xxx-xx-8219		8				
THOMAS J & CHERYL	HAYES	2006		10				
Walter	Heinze	2006		10		5 declined		
HUBERT H	HILL	2006						100
Bob & Joyce	Hillmer	xxx-xx-0225			82			
PATRICK	HOLZEM	2006						10
Donald	Jackson	2006		5		8 In Process		
JEFFREY L & MELISA L	JOHN	2006			20			
ALVIN	JOHNSON	2006						82
Kathy	Koepp (Schmidt)	2006		57		61 declined		
Carlo	Krause	2006		5				
Karll	KRUSE		35					
RICHARD & JODI	LANIS	xxx-xx-2273			19			
Edwin	Lightfoot	NR						160
David	Lohr	2006				private sale		
Richard	Manthey	2006		5				
TERRANCE & BARB	MCCORMICK	2006			28			
NEIL A & TRUDY L	MICHAEL	2006			25			
Dick	Mielke	2006						Has MFL
JEFF & KAREN	MILLER	NR						NR
MICHAEL J	MOUNTFORD	2006			12	10 In Process		
JAMES C & JUDITH A	MOUNTFORD	2006			18	30 In Process		
ED	MUELLER	x						10
Jeff	Nelson	x		27		20 unsalable		
Don	NELSON	xxx-xx-6466		50				
Joanne & Tim	Nerenz	xxx-xx-9893			29			
CRAIG A & MIRIAM	OLSEN	2006		14				
Peter & Patricia Ernest	Owens	xxx-xx-0015	27					
Frank	Phippen	2006		4		4 no sale		
Jim	Pinnt	xxx-xx-4225			27			





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Biannual Progress Report

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Project Title: **Wisconsin's Multi-Owner Forest Stewardship Program**

Project director: Gerry Mich

Contact Information: Wisconsin Family Forests Inc.  
625 E County Road Y, Suite 700  
Oshkosh, WI 54901-9731

Phone Number: 920-424-7888 office

E-mail: [gerry@wisconsinfamilyforests.org](mailto:gerry@wisconsinfamilyforests.org)

Period Covered by Report: 10-1-06 to 3-30-07

Project End date: 9-30-08

**Summarize the work performed during the project period covered by this report:**

We have worked on these three numbered project activities that were part of our application.

**Activity #4** A pilot coordinated timber harvest involving participants in multi-owner plans and others that have individual forest management plans. The coordinated harvest would include timber sale setup, contract preparation, marketing, administration and oversight for approximately twenty landowners.

We have initiated a coordinated harvest and continue to recruit participants. Fourteen landowners have expressed interest as of this date. The foresters have determined that four did not require a harvest or did not have a marketable sale. One harvest was completed this winter and two others have been offered for bids. Others are still in the process of deciding whether to participate or are in the process of sale set up. We will continue to offer the coordinated harvest service as long as participants show interest.

**Activity #6** Marketing research that can be used to effectively recruit landowners to participate in forest landowner cooperation projects

We engaged a professional marketing consultant to conduct four focus-group meetings in two counties and two online discussion sessions of non-residents from two other counties in December 2006. We are using this research to guide the further development of our program. The attitudes and opinions of these woodland owners will guide our choice of words and choice of partners in our presentations. They also clarify the needs and services that we should focus on as we develop our service structures. Please see the attached summary, "**Wisconsin Healthy Forests Program Research.**"

**Activity #8** Landowner surveys

We completed telephone surveys with ninety-nine participants to measure our success in reaching their needs. We are modifying our approach as we proceed so that we will design a successful program. We continue to recruit more participants in the second year of our program and have sent recruitment letters to both pilot areas. We have nineteen new requests from those letters as of this date.

**Describe significant results, accomplishments and lessons learned. Compare actual accomplishments to the project goals in your proposal:**

We are in the first six months of a twenty four month project. We have begun working on many of the goals and are in the process of accomplishing them, but will see more results as we proceed.

We have learned that landowners support a concept of a forest coordinator who can be a connection to the forest industry. They want expert advice, but they also want someone who can refer them to specific preferred providers. Public foresters and employees are not able to give specific preferences, but a private person may be able to steer landowners clear of poor choices.

They need expert information and they need to know whom they can trust.

We have also learned that little things are sometimes large enough to prevent landowners from pursuing the goals for their land. We are working hard to remove those little things by staying in contact with the participants.

I have attached the lists that we have generated for the two pilots. Many are still in progress and we are in the process of responding to nineteen more. We have 24 contacts that are in the process of getting visits, 33 have received a visit and a letter or basic plan, 18 have received a Stewardship plan and 3 were referred to the DNR Managed Forest Law program to get a plan and a tax break.

The research has also allowed Wisconsin Family Forests to hold two strategic reorganization meetings to sharpen our focus and direct our efforts to continue to develop and support the Healthy Forest program. This grant has given a new method that we can pursue to engage more woodland owners in practicing sustainable forestry.

We have featured the Healthy Forest Program in our newsletter many times as a way to explain it to our members and all statewide DNR and consulting foresters. We will also feature it on our website as we refresh the web site in the near future.

**Describe the work that you anticipate completing in the next six month period:**

We anticipate completing and approving the comprehensive forestry plans.

We expect to develop and complete a business model for ongoing coordination efforts.

A program handbook is being developed and should be substantially complete.

**In the space below, provide the following in accordance with the Environmental Quality Incentives program (EQIP) and CIG grant agreement provisions:**

*A listing of EQIP-eligible producers involved in the project, identified by name and social security number or taxpayer identification number;*

*The dollar amount of any direct or indirect payment made to each individual producer or entity for any structural, vegetative, or management practices.*

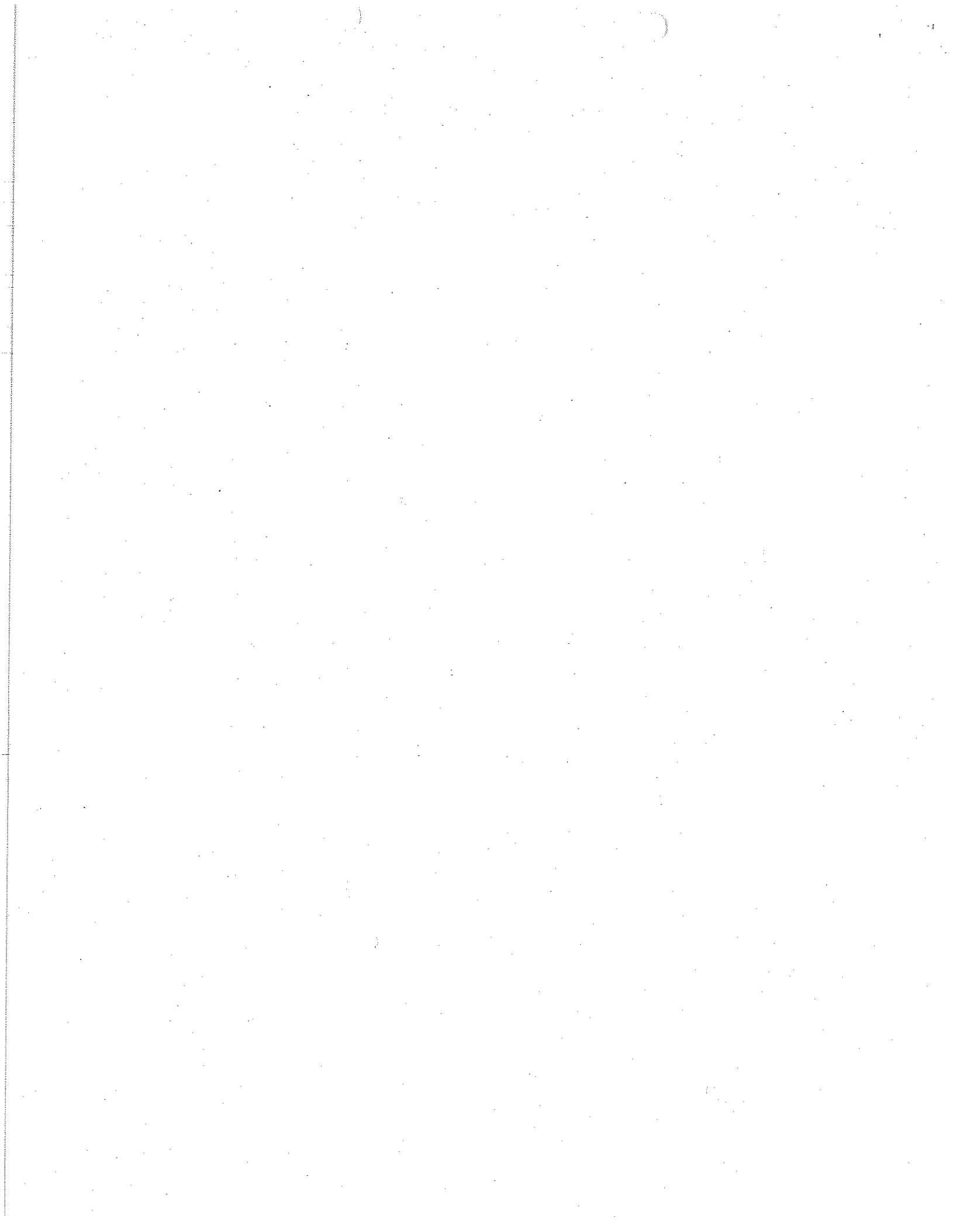
*Both biennial and cumulative payment amounts must be submitted.*

*A self-certification statement indicating that each individual or entity receiving a direct or indirect payment for any structural, vegetative or management practices through this grant is in compliance with the adjusted gross income (AGI) and highly-erodible lands and wetland conservation (HEL/WC) compliance provisions of the Farm Bill.*

The participants to date are the ones who were recruited in 2006, prior to receiving this grant. We did not require social security numbers of them prior to receiving USDA money. We are in the process of obtaining social security numbers from the new recruits who are being recruited since receiving this USDA grant.

None of our program participants will receive any payments. They are receiving advice, encouragement and referrals to other professionals.

Please see the attached lists of participants in the program.



# Wisconsin Healthy Forests Program Research

Multi Owner Project - December 2006

## Research Goals

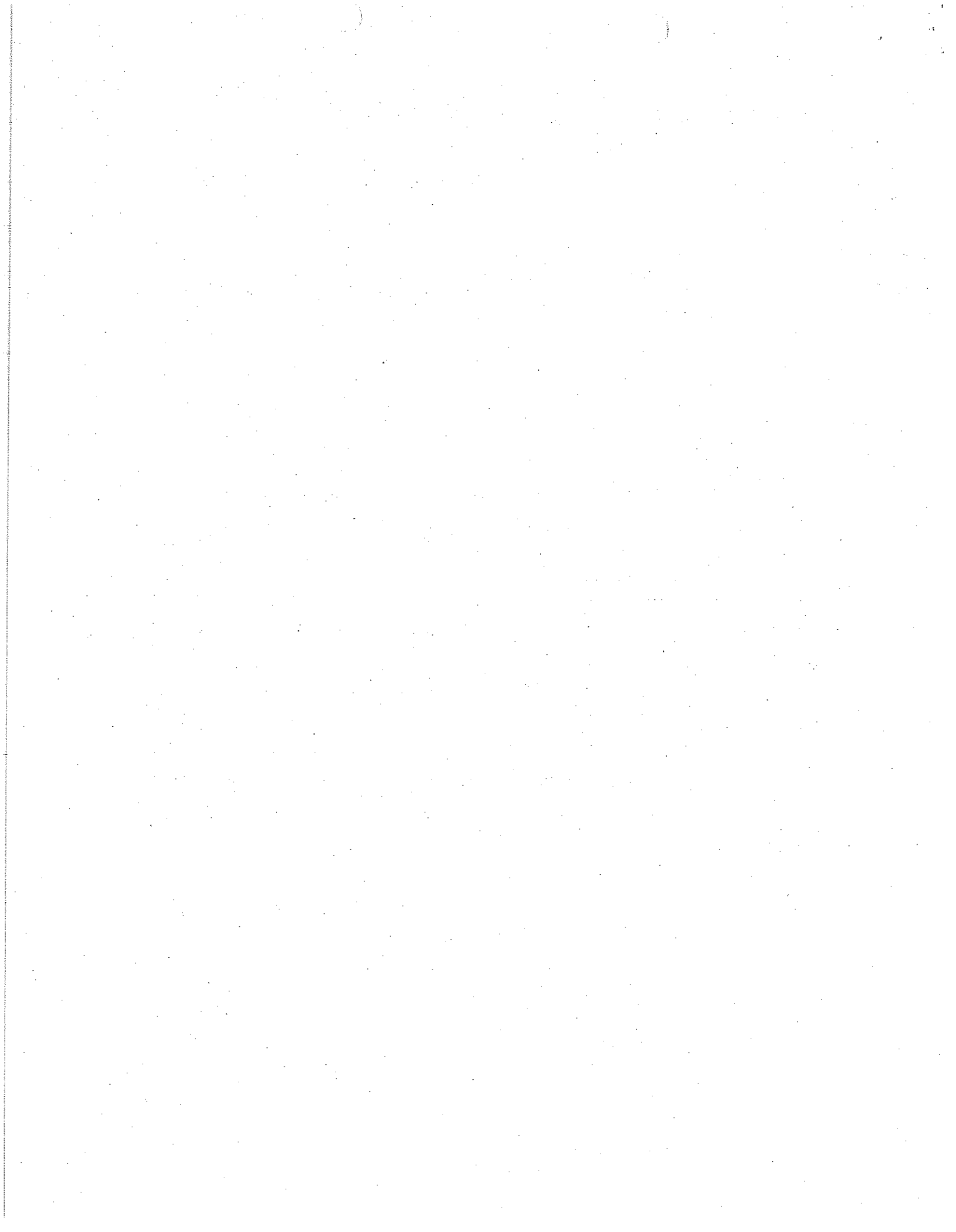
- Assess the needs of woodland owners.
- Determine whom woodland owners receive services from.
- Identify what services woodland owners are willing to pay for.
- What do woodland owners expect the qualities and characteristics of a WHF program sponsor to be?

## Methodology

- Four focus groups were held with 29 adults who are woodland owners in Sauk and Shawano counties on December 5 & 6 2006.
- Two online discussions of 6 people each were also held on the CSKThoughtNet research site with landowners in Door and Chippewa counties. This research medium allowed access to non-resident landowners not physically able to attend the in-person groups. The questions posed to these respondents were largely the same as those presented at the in-person groups.

## Key Findings

1. Woodland owners are not always clear about their needs and they do not always understand where to go for information in managing their land.
2. While some landowners are very informed and articulate about the management of their land, many are not. Many do not have a strong awareness of the services they need in the ongoing management of their land. Almost all respondents expressed concern about the integrity of those they might decide to work with as service providers.
3. Most landowners' first instinct is to assume that there is tax-supported help available for most services they would need.
4. Landowners are not opposed to paying a modest fee for most services, but expect steep discounts for public agency help.
5. The Wisconsin Healthy Forests program was well received and the "coordinator" position concept helps to improve their perceptions of the opportunity of success of the program.








HEALTHY FOREST PILOT - BARABOO HILLS								
	Landowner	SS#	In process	Letter	Stewardship	Harvest	Had a plan	No Response
Ron	Pinnt	2006		L				NR
JOHN H JR & JULIE A	WILZ	2006						NR
Jerry	Bloom	2006						NR
SCOTT	BRANDT	2006						NR
PATRICK	HOLZEM	2006						NR
Holly	Anderson	2006						NR
RYAN	BAERTSCH	2006						NR
HUBERT H	HILL	2006						NR
ALVIN	JOHNSON	2006						NR
EDWARD M & ERIC	VORPAGEL	2006						NR
THOMAS L	WALKER	2006						NR
STEVEN	ZAUTKE	2006						NR
Kathy	Koepp (Schmidt)	2006		57				NR
Dick	Mielke	2006					Has MFL	
WILLIAM	ZUCH	2006					Has MFL	
Kaaren & Gary	Gross	2006					MFL 1987	
Francis	Cummings	2006					Stew 8-06	
Jim	Tracey	x		50		done		
Jim (Christine Clark)	Bakos	x		38		In Process		
Marilyn	Barth	x				In Process		
Jeff	Nelson	x		40		In Process		
RANDY W & JANE L	RIETMANN	x			27	In Process		
TODD	RIETMANN	x			29	In Process		
Martin	Sukup	x		19		In Process		
Mike	Weber	x		40		In Process		
Frank	Phippen	2006				no sale		
David	Lohr	2006				private sale		
Peter & Fontaine	Stellas	2006				private sale		
Walter	Heinze	2006				undecided		
Jim	Pinnt	x	IP	40		undecided		
Paul	Strickland	x	43			undecided		
JENNIFER	BLAU	2006		5				
JANICE L	CLINGMAN	2006		5				
Donald	Jackson	2006		5				
Richard	Manthey	2006		5				
RONALD W & SUZANNE J	PONIATOWSKI	2006		5				
DICK & MAVIS A	SCHULZE	2006		5				
MARK J & JOYCE	SMIDL	2006		5				
KEVIN C & TERESA E	SEAROCK	2006		7				
KELLY F & MARIE A	SODERGREN	2006		7				
THOMAS J & CHERYL L	HAYES	2006		10				
CRAIG A & MIRIAM K	OLSEN	x	IP	14				
Bob & Joyce	Hillmer	2006	IP	80				
Carlo	Krause	2006		L				
Karen+ Dean	Voeks	2006		L				
LINDA & DEAN PACKARD	CHRISTIANSON	2006			12			
MICHAEL J	MOUNTFORD	2006			12			
DAVID L & GRETCHEN	CONSIDINE	2006			18			
JAMES C & JUDITH A	MOUNTFORD	2006			18			

JEFFREY L & MELISA L	JOHN	2006			20			
DR CARL & GRACE	SHELLENBERGER	2006			20			
NEIL A & TRUDY L	MICHAEL	2006			25			
TERRANCE & BARB	MCCORMICK	2006			28			
JAMES D & DEBBIE K	ZAMZOW	2006			41			
WILLIAM D & RITA	ZAMZOW	2006			44			
RALPH & PAULA	BAUCH JR	2006					wants MFL	
RICHARD & JODI	LANIS	x	20					
Evan	Clingman	x	40					
Chris	Arnold	2006	100					
DONALD E & DIANE K	GILBERTSON	x	IP					
JEFF & KAREN	MILLER	x	IP					
ALBERT B & BETTY M	STOLTENBURG	x	IP					
JAMES E & HARRIET	VANDER MEER	x	IP					
J WILLIAM & SUSAN K	GROSZ	x	IP?acres					
Acres covered			203	437	294			934
Participants			12	19	12			43