



## **ITC Workshop: Branding & Marketing of Tribal Forest Products**

### **March 1-2, 2011, Seattle Washington**

The Intertribal Timber Council (ITC) invites you to attend a workshop on the potential for branding and marketing to increase the presence and value of tribal forest products in the marketplace because of unique qualities that interweave utility, cultural heritage, and environmental protection.

**Location: Hilton Seattle Airport & Conference Center**

17620 Pacific Hwy S.  
Seattle, Washington 98188  
Airport shuttle provided  
A block of rooms has been reserved for ITC for the  
nights of Feb 28 and March 1  
Ph: 888-235-4465  
206-244-4800  
Room rate: \$159+tax (effective until 2/14/11)

**Information: Don Motanic**

ITC Technical Specialist  
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**Purpose:** Participants will have the opportunity to engage in in-depth discussion of findings and recommendations and to guide the development of strategic initiatives dealing with a wide variety of forest products, including logs, lumber, florals, medicinals, foods, renewable energy, environmental services, and ecotourism.

**Who should attend:** Tribal elected officials, committee members and staff involved in the management forest and other natural resources, enterprise managers and entrepreneurs who manufacture or market tribal forest products, individuals who interact with Indian Tribes and Alaska Natives on forest and natural resources management.

**Background:** America's Indian tribes own and manage more than 7.7 million acres of timberland and another 10.2 million acres of woodlands in the continental United States. Alaska natives own another 44 million acres of forestland. Native Americans have been managing forests for millennia and, unlike other forestland owners, have an intergenerational cultural commitment to continuation of stewardship practices in perpetuity by combining traditional practices with forest science such that the land remains healthy, cultural lifeways are preserved, and revenues and jobs are sustained to produce cultural, environmental, and economic values.

The depressed housing market has created a state of emergency for many forest-dependent tribal communities. Jobs and revenues have been lost, and the health of tribal forests, water, fish, wildlife, foods, and medicines that are vital to sustain tribal lifeways is being threatened.

At its 2009 annual meeting, ITC's members decided to undertake a study to determine potential opportunities and benefits from branding and marketing initiatives to differentiate forest products from Indian lands by virtue of unique cultural, environmental services, public benefits, sustainability, and product quality values provided through Tribal forest management. A project team comprised of members from Indian Country, academia, and private industry was organized, a proposal prepared, and funding secured from the Bureau of Indian Affairs. The project was initiated in January 2010. Findings and recommendations from the completed study will be presented at the workshop along with key issues for tribal leadership to address. The final report, comprised of a synthesis (Volume I) and individual topical module summaries are available upon request from ITC ([DonMo@teleport.com](mailto:DonMo@teleport.com) or [ITCWebmaster@teleport.com](mailto:ITCWebmaster@teleport.com)).

Agenda:

**MARCH 1**

9:00	Tribal invocation	TBA
9:30	Introduction and Purpose	Gary Morishima, ITC Team Leader
10:00	Tribal interest in participating in a branding and marketing program for tribal forest products	Ivan Eastin & Indroneil Ganguly, University of Washington
11:00	Market perceptions of tribal forest products	Jim Petersen, Evergreen Foundation & Scott Atkison, Idaho Forest Group

**Lunch**

1:00	Certification & Opportunities to increase stumpage by improving timber sales administration procedures	Vincent Corrao, Northwest Management Inc.
3:30	Branding & Marketing	Larry Mason, University of Washington
5:00	Adjourn	

**MARCH 2**

8:30	Log export opportunities	Wade Zammit, Sealaska Timber Corporation
9:30	Alternative approaches for Cooperative Marketing	Jim Haas, International Forest Products
10:30	Opportunity to work with Lowe's	Jim Petersen & Gary Morishima

**Lunch**

1:00	Non-Timber Forest Products	Jim Freed, Washington State University
2:00	Environmental Markets and Eco-tourism	Larry Mason
3:00	Key Issues and Decisions	Group Deliberation
4:30	Summary and Action Plan	Gary Morishima
5:00	Adjourn	