

# Branding & Marketing Tribal Forest Products



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Seattle, WA

March 1-2, 2011



# Housekeeping

- Registration Packet
- Breakfast, Lunch, & Breaks
- Workshop Being Taped and Converted to Streaming Video — Microphone, State name when speaking
- Please silence cell phones
- Q&A After Presentations

# Project Team

ITC	Gary Morishima
University of Washington	Larry Mason, Ivan Eastin, Indroneil Ganguly
Washington State University	Jim Freed
Northwest Management	Vincent Corrao
Evergreen Foundation	Jim Petersen
Sealaska	Wade Zammit, Nicole Tillotson, Dennis Gray Jr.
International Forest Products	Jim Haas
Idaho Forest Group	Scott Atkison



# Also Joining Us Today

Warm Springs Tribes	Delvis Health, Invocation
Quinault Nation	David Martin, Welcome
Idaho Forest Group	Rick Palmiter
Wesley Rickard, Inc.	Julia Rickard
US Patent & Trademark Office	Scott Baldwin



Wesley Rickard, Inc.



# Objectives For Workshop

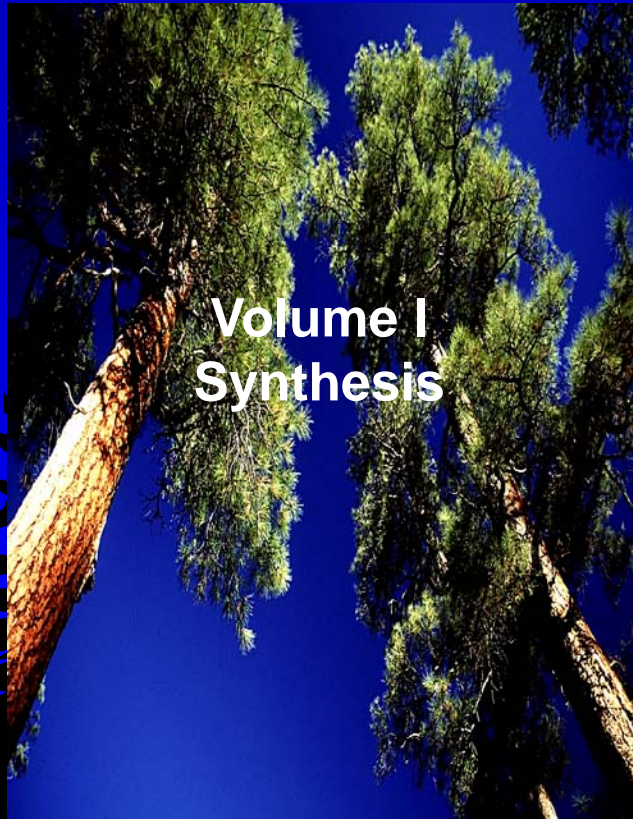
1. Present findings & recommendations
2. Inform & learn from each other through dialogue
3. Get connected - establish networks
4. See the Vision & Chart the Course



Image: Psychology Today

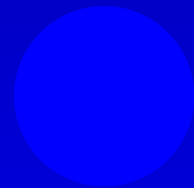
# Your Story Is Your Brand

## Study Reports



**Volume I**  
**Synthesis**

**Printed**



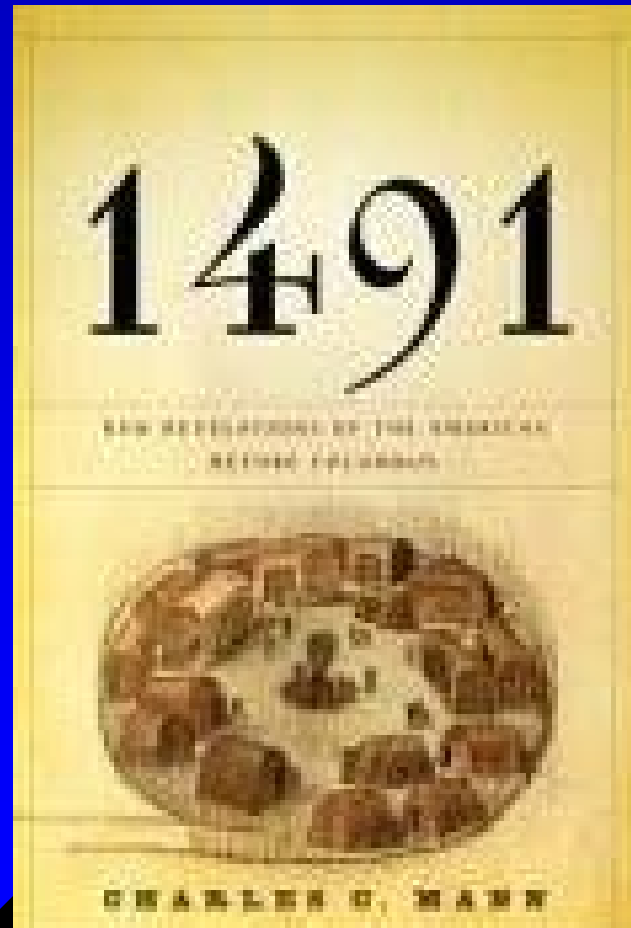
**Volume II**  
**Topic Module Summaries**

**Electronic Only**

# This Was Once Indian Country



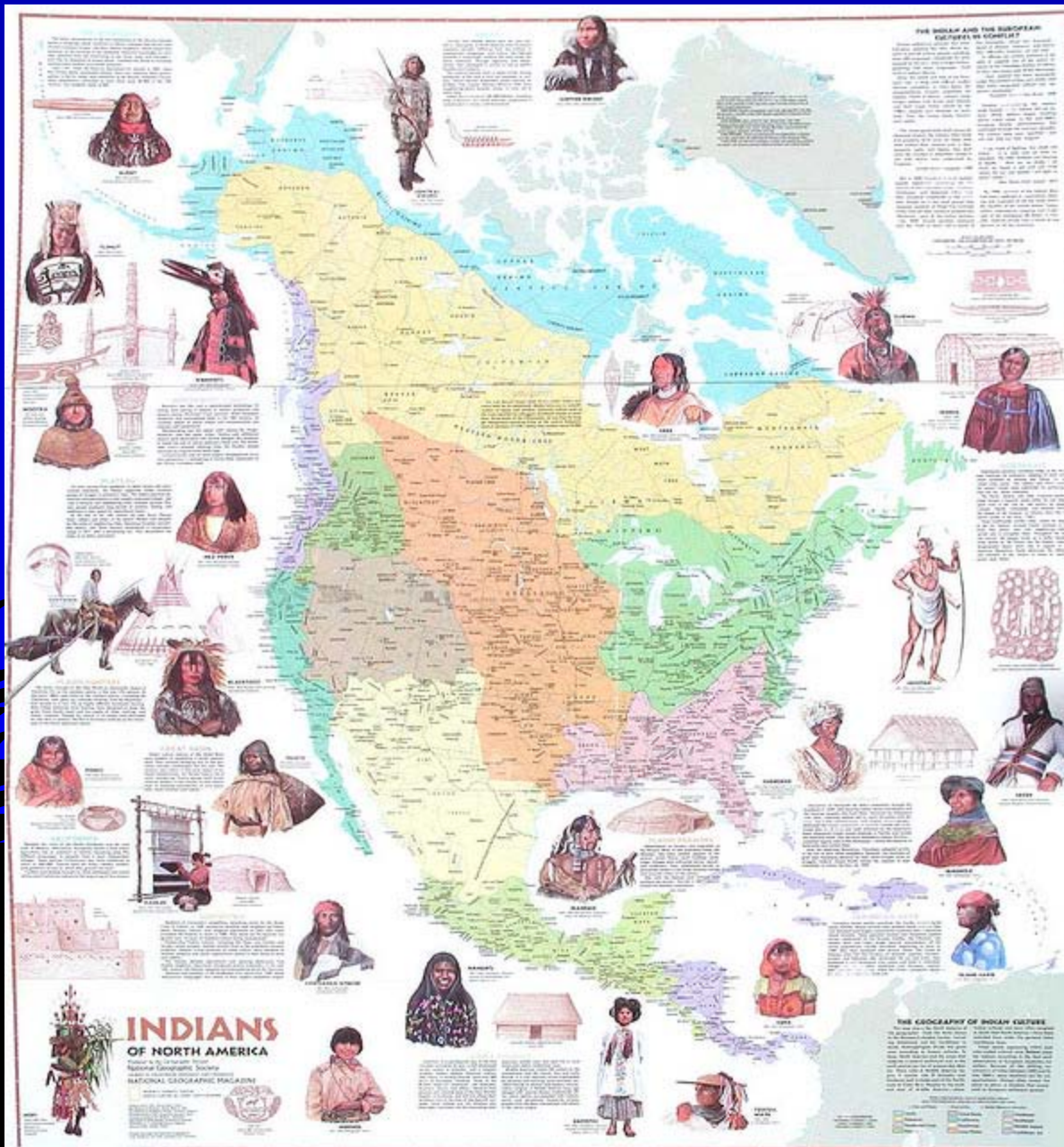
# Not Vast, Untouched Wilderness





# Peoples of North America

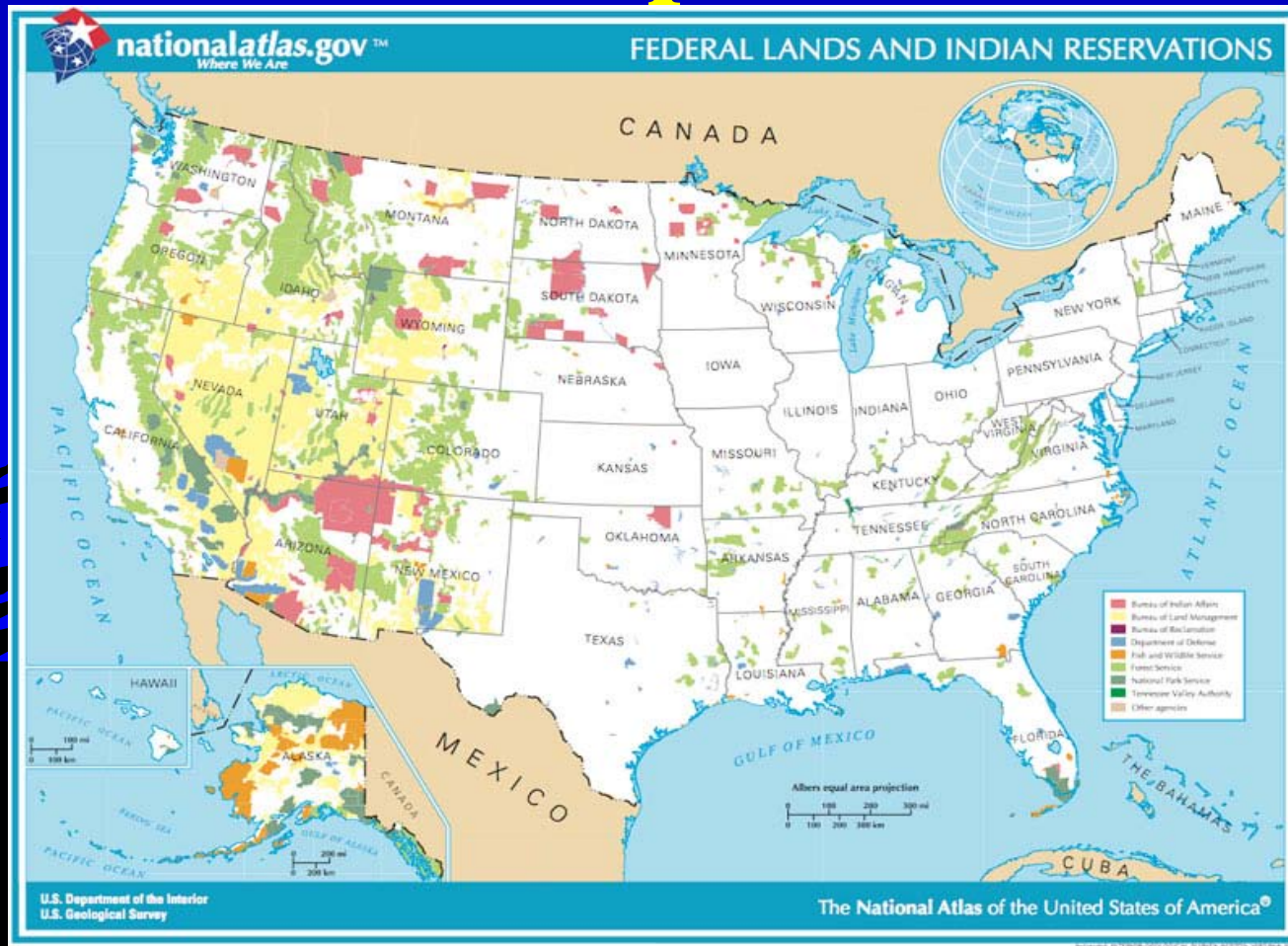
Cultural and Biological Diversity Are Intertwined



# Tribal Management

- **Permanence**
- **Dependence on natural resources**
  - ❑ Intimate ties between communities and environments (economic, cultural, spiritual)
  - ❑ Commitment to stewardship and sustainable use
  - ❑ Multi-generational, place-based experience
  - ❑ Adaptability to change

# Tribal Influence on the Landscape Has Waned



Reservations & Reserved Rights not enough

Ability to continue use of important resources is being lost

# Status of Forest Products Industry



# Current Downturn Has Affected Tribal Communities

- Forest Dependent Tribes Hit Hard
- ITC Symposium in Lewiston



# PROJECT

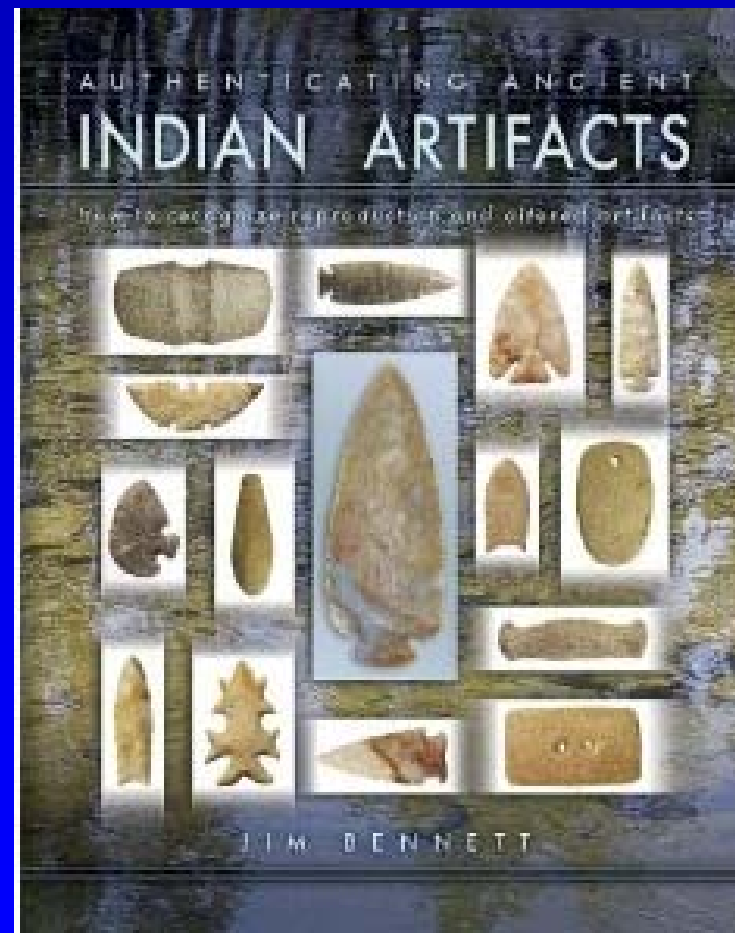
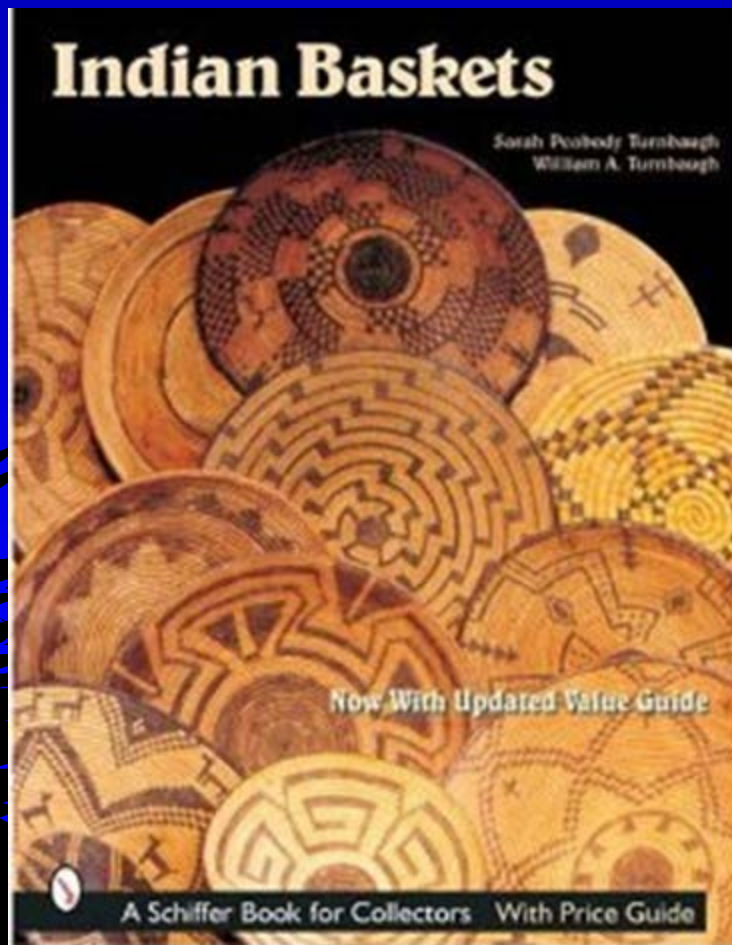
**Determine potential opportunities and benefits from branding and marketing initiatives to differentiate forest products from Indian lands by virtue of unique cultural, environmental services, public benefits, sustainability, and product quality values provided through Tribal forest management.**

# A Brand



**“Your Story Is Your Brand”**

# Branding Not New To Tribes





# Branding Alone Is Not Enough



# What Sets Tribes Apart?

Attribute	Comments
<b>Stewardship</b>	Environmental Responsibility Sustainability Permanence
Small Business	8(a)
Minority Business	Social diversity goals
<b>Trust Relationship</b>	Tax Treatment (land base, income, fiduciary responsibilities, reserved rights)
<b>Political Sovereigns</b>	IRA Sec 17 corporations Tribal preference




**TOM  
TOLES**

**Are We**

**View Branding and Marketing as a component of a **broader** Tribal strategy**

- **Educate and Inform the public**
- **Increase tribal presence & influence**
- **Maintain & restore vital ecological processes**
- **Cultural and societal continuity**

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AND SEE, IT'S NOT AS  
GREAT AS EVERYBODY SAID - 

# Why Do Tribes Sell Timber?

- Generate stumpage income?
- Provide employment?
- Maintain forest health?
- Salvage value?
- Alter water flows?
- Promote fish & wildlife production?
- Clear land for other uses?
- Improve views?

# First Understand the “Whys”

- What are the objectives?
- What are the options and constraints?

Then choose the “Hows”

# **Team Recommends An Approach That Is:**

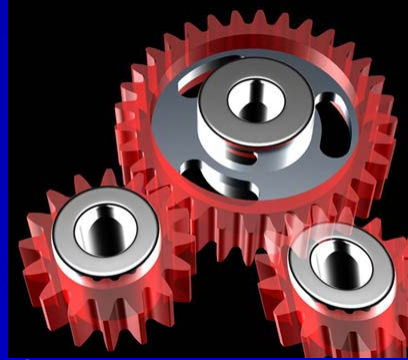
- **Low Risk**
- **Proactive, yet cautious**
- **Incremental**



# Blinders?







# Expand Your Vision

**How Can Branding & Marketing Help Tribes  
Advance Larger Strategies?**

**Manage the land so it can continue to provide  
for the needs of the resources and the people**

*Imagine the possibilities*

# The Ball Is In Your Court

