

MAINTAINING WISCONSIN'S FOREST-BASED ECONOMY

TUESDAY, NOVEMBER 9th, 1:00-5:30, HALL OF IDEAS E

KEY ISSUES

- Global demand for forest products requires primary and secondary forest industries to make business decisions in the context of a worldwide market.
- Sustainable management certification is emerging, and the global market for sustainable forest products may give certified Wisconsin forests a competitive edge.
- Sustainable energy and environmental standards will need attention to maintain healthy forest and human communities.

IMPORTANCE AND IMPACTS

Forestry plays a significant role in the ecological and social benefits derived from the existence of a healthy and diverse forest-based economy.

Wisconsin's forest-based economy is important in local, state and global economies, supporting employment, forest improvement and strong revenues for landowners.

More than 100,000 people are employed in 1,850 wood-using companies in Wisconsin. This generates roughly \$20 billion in primary economic activity.

More people than ever are using Wisconsin's forests for recreational and tourism activities. Wisconsin households spend over \$5.5 billion per year on goods and services associated with forest-based recreation. Of this total spending, roughly \$2.5 billion are spent in local areas. This represents a significant percentage of tourism spending in Wisconsin.

Strategies to maintain Wisconsin's strong forest-based economy will be required as the globalization of the economy increases.

SCOPE AND IMMEDIACY

Forest-based economic activities affect all areas of the state including both rural and urban areas, as well as lands owned publicly, privately and corporately.

Wisconsin's forest-based economy operates in the context of a global economy.

Stakeholders include a broad range of business, government, tribal, landowner, education, conservation and environmental interests.

MORE INFORMATION ON THIS THEME AND THE STATEWIDE FOREST PLAN

At least 11 issues in the Statewide Forest Plan relate to Wisconsin's forest-based economy, including large blocks of industrial forest land changing hands rapidly (Issue 31), changing forest owner demographics (Issue 34), more people purchasing forest land (Issue 32) and forest fragmentation (Issue 12).

CHAMPION

BRENT ENGLISH, DIRECTOR, COMMERCIALIZATION & GRANTS, CENTER FOR TECHNOLOGY TRANSFER, INC.

Brent English is the Director of Commercialization for the Center for Technology Transfer, Inc. (CTT) in Madison, Wisconsin. For many of the past 15 years, English has been involved in the development and commercialization of composite products based on wood residues from secondary forest products operations. In that regard, he has worked as a Program Manager at the University of Wisconsin-Stout as an Industrial Specialist at the USDA Forest Products Laboratory, and as co-founder of North Wood Plastics, Inc., a Sheboygan-based supplier of wood fiber-plastic composite materials. English holds nine patents, has published nearly 40 technical articles, and given more than 30 presentations on wood composite materials and the efficient manufacturing of wood-based products. English holds a B.S. and M.S. from the University of Wisconsin-Stout in Industrial Technology.

CTT is an organization dedicated to improving the competitiveness of Wisconsin businesses by accelerating the adoption of energy efficient and environmentally friendly technologies. The private, nonprofit corporation is funded by Focus on Energy, Wisconsin's energy efficiency and renewable energy initiative.

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