



## PROMOTING HEALTHY FORESTS THROUGH HEALTHY BUSINESS

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### M I S S I O N

*The Colorado Wood Utilization and Marketing Program works to support and expand Colorado's forest-based business sectors and the end-users of wood products by providing education, technical assistance, applied research, and advocacy through a team of highly specialized professionals.*

### V I S I O N

*We strive to raise awareness about Colorado's wood resources to increase the utilization of Colorado wood and lower the cost of forest management activities.*

#### **CO Wood Program's Business**

CO Wood works to support and expand forest products businesses and end-users through:

- ▶ Facilitation of partnerships and linkages between markets, business and end-users
  - ▶ Continuing education for sawmill owners, wood entrepreneurs and businesses, and contractors
  - ▶ Technical assistance to increase business sustainability
  - ▶ Applied research that reveals relevant information about costs, technology, wood species, and other topics
- Industry promotion and advocacy to elevate public awareness of the link between communities and forest health

#### **Primary Partners**

Colorado State Forest Service, Colorado State University, US Forest Service, Bureau of Land Management, Forest Products Lab

#### **Operating Environment**

We work in a constantly changing environment of need and opportunity. This requires our staff to be quick and opportunistic. The demand for a wide-variety of services will only increase. Therefore, setting and maintaining our focus is extremely important. Funding uncertainties are a real threat making the tangible delivery of our objectives paramount.

#### **Target Audience**

- ▶ Primary and secondary forest products manufacturers and entrepreneurs
- ▶ Potential consumers of wood products i.e. construction and architects.
- ▶ Public and private facilities suited to the use of biomass technology i.e. schools, community centers and manufacturing facilities.
- ▶ Federal, state, and local entities with land management responsibilities or interests. *(continued on back)*





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**GOAL 1 Facilitate increased use of biomass in the next 12 months.****Objective A**

Lead four efforts to put biomass facilities in place over next three years with reportable progress in 2005.

- ▶ *Active involvement with Stewardship Contracting in the Region*
- ▶ *Facilitate Biomass Working Group and Stay Linked with Front Range Partnership Efforts*
- ▶ *Assist on-going facility heating efforts as needed with supply data, technology info, feasibility funding sources , etc.*

**Objective B**

Complete two projects that directly help industry make sound decisions by organizing supply data by region and county.

- ▶ *Map Front Range Counties*
- ▶ *Map Remaining Forested counties State-Wide (WGA Grant).*
- ▶ *Make mapped data accessible to businesses and communities*

**Objective C**

Create four opportunities that help contractors do a better job of understanding and bidding on contracts.

- ▶ *Bidders workshop and technical assistance*



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**GOAL 2 Help create, retain, and expand markets and associated business through promotional, technical, marketing, and product development assistance.****Objective A**

Continuing education courses

- ▶ *Drying seminar on Front Range*
- ▶ *Biomass 101 Course for facility managers*

**Objective B**

Conduct relevant and appropriate studies

- ▶ *Pinyon Commercialization Projects*

**Objective C**

Heighten the awareness of wood uses

- ▶ *Colorado Forest Products Program Marketing*
- ▶ *Furniture design contest*



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**GOAL 3 Diversify funding sources and partners in calendar 2005****Objective A**

Work as a team to create two high profile demonstration projects that utilize wood from Colorado.

- ▶ *Home Builders Green Initiative*
- ▶ *BLM Pinion Management/Utilization Demonstration in Grand Junction*

**Objective B**

Increase awareness of our program and benefits.