



Communication Skills for Successful Forest Ownership

Brooks C. Mendell, Ph.D.

www.lovingtrees.com

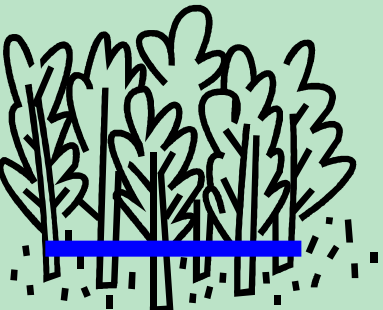
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Loving your trees is not enough.

- Manage the forest as if you own it...
....because you do.
- Preserve income from your forests...
....because you can't get it back.
- Know who uses your forest...
....because it's a crazy world.





Successful forest owners...

- Retain (forestry) professionals at times.
 - Forestry: consultants, loggers, tree planters...
 - Other: accountants, lawyers, surveyors...
- Manage these professionals.
 - They get what they paid for.



Retaining (forestry) professionals



- Write an interview guide.
- Do research.
- Check references.
- Get it in writing.





Why an interview guide?

- Prepares you.
- Helps you compare.
- Protects you.

Key Topics

Background & experience

Training & certification

Approach to the job

Communication

Insurance & liability

Fees & expenses

References



Do research before the interview; check references after.



- Research
 - Internet: Google, website, associations
 - Phone: call someone with internet
- References
 - Check them, call them, visit them.
 - Tip: call and leave a message.
 - “If you can REALLY recommend this person, could you call me back?”





Get it in writing.

- Never do forestry work without a contract.
- Know what you are signing.



Manage your (forestry) professional for results.



- Ask questions.
- Get answers.
- Check the work.
 - Trust and verify.
 - Show what's important by how you spend your time.
- Write letters.

Two different things.



Tips on working with your forestry professionals



- Judge on actions.
- Beware family connections.
- Value clear communication.





Useful Resources

- “Owning and Managing Forests”
 - Written by Thom J. McEvoy
- Forestry.about.com
 - Maintained by Steve Nix
- State forest owner associations
 - Such as AFOA

