



MONTANA SAF State Meeting 2017

April 13-15, 2017 Missoula, Mont.

Register at: <http://www.cfc.umt.edu/saf/>

*Branching Out: Building Better Relationships Between
Natural Resource Professionals and Journalists*

Thursday, April 13

6:00-8:00 p.m. • SAF Executive Committee meeting – Holiday Inn

Friday, April 14

all events in University Center Ballroom at the University of Montana

7:00-8:00 a.m. • SAF State Society Business meeting and breakfast

8:30-9:00 a.m. • Welcome Beth Dodson, MT State Chair and Tom DeLuca, Dean, W.A. Franke College of Forestry and Conservation, University of Montana

Keynote – "Better Relationships Through Deeper Conversations" - Frank Allen, former Bureau Chief of Wall Street Journal, former Dean School of Journalism, University of Montana, and Founding Director of the Institute for Journalism and Natural Resources

10:00-10:30 a.m. • Break

10:30 a.m.-12:00 p.m. • Panel 1 – Why is it important for natural resource professionals to know how to communicate effectively (or at all) with the public?

- Tom DeLuca – moderator
- Larry Abramson, Dean, University of Montana School of Journalism
- Brian Kahn, Artemis Common Ground

12:00-1:30 p.m. • Lunch – Steve Wilent – Society of American Foresters, Editor of *Forestry Source*

1:30-3:30 pm. • Panel 2 – Understanding our audience

- Martin Nie, Professor of Natural Resource Policy and Director of the Bolle Center for People and Forests, W.A. Franke College of Forestry and Conservation, University of Montana – moderator
- Dave Atkins, Treesource President and CEO, NAFFP Communication Committee
- Glenn Marx, Executive Director of Montana Conservation Land Trusts

3:00-3:30 p.m. • Break

3:30-5:00 p.m. • Panel 3 – How can we be more effective telling our story?

- Paula Short, Director of Communications, University of Montana – moderator
- Mark Holyoak, Rocky Mountain Elk Foundation
- Ian Marquand, Journalism consultant

5:30-5:45 p.m. • Wrap-up Dale Bosworth, retired Chief of U.S. Forest Service

6:30-8:30 p.m. • Social and Dinner (Holiday Inn)

- Presentation of Montana SAF awards
- Tom DeLuca, Dean, W.A. Franke College of Forestry and Conservation, University of Montana
- Patrick Holmes, Natural Resource Advisor to Governor Steve Bullock
- Ryan Zinke, Secretary of Interior (invited)

Saturday, April 15

7:00-8:00 a.m. • UM Alumni Breakfast (Holiday Inn)

8:30 a.m.- 12:30 p.m. • Field tour Visit forest restoration and wildfire fuel reduction treatments on private and USFS lands in the upper Rattlesnake residential area. Speakers will include a private landowner, an operator, and Forest Service staff. (Departs from Holiday Inn)