



University of Idaho
Extension

Family Forest Landowners
& Managers Conference

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LOCATING AN IDAHO FORESTRY PROFESSIONAL

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FOREST OPERATIONS & PRODUCTS MANUFACTURING
EXTENSION SPECIALIST

STATEWIDE STAKEHOLDERS

FROM SEEDLING TO STORE

- Idaho's forest products industry represents a diverse distribution of stakeholders representing all aspects of the supply chain
 - Landowners
 - Management Agencies
 - Loggers
 - Haulers
 - Support Services
 - ...



BUILDING BRIDGES

EDUCATION AND EXPOSURE

- Need increased awareness of benefits and opportunities associated with sector
- Connect stakeholders, industry, and public
- Tell our story so others don't for us



SERVING BROAD AUDIENCES

LEVERAGING ONLINE RESOURCES

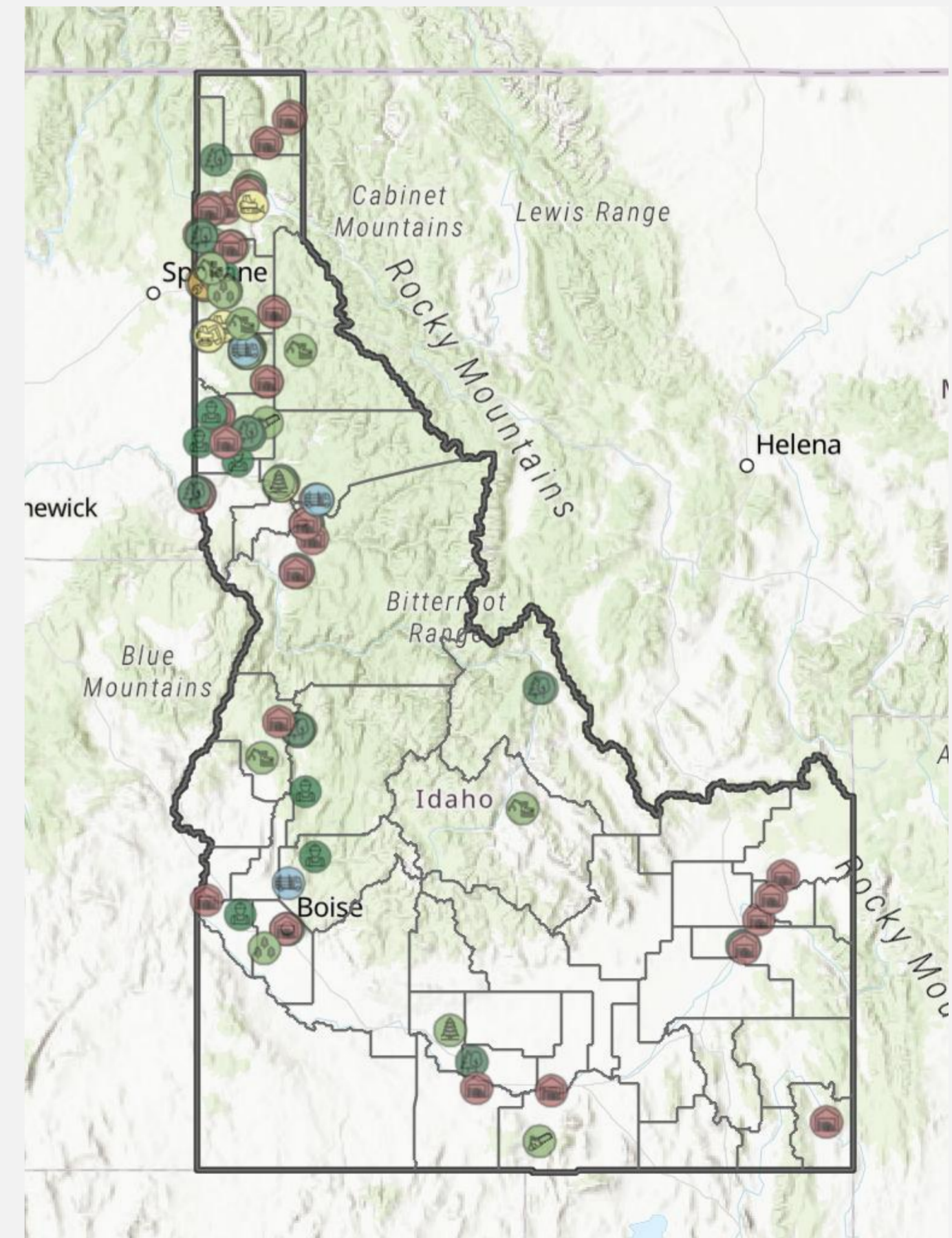
- How do we engage and interest diverse groups?
- Develop engaging, useful, and **accessible** resources
 - Easy to access and use
 - Is there value added?
- Ubiquity of mobile, smart devices make online, digital resources valuable option



IDAHO FOREST INDUSTRY WEB MAP

AN EVOLVING AND EXPANDING RESOURCE

- Identified key players across the forestry supply chain
- Develop a digital directory of businesses at all levels of the sector
- **Primary goals**
 - Connect job seekers with jobs
 - Connect industry with industry
 - Connect the public with industry

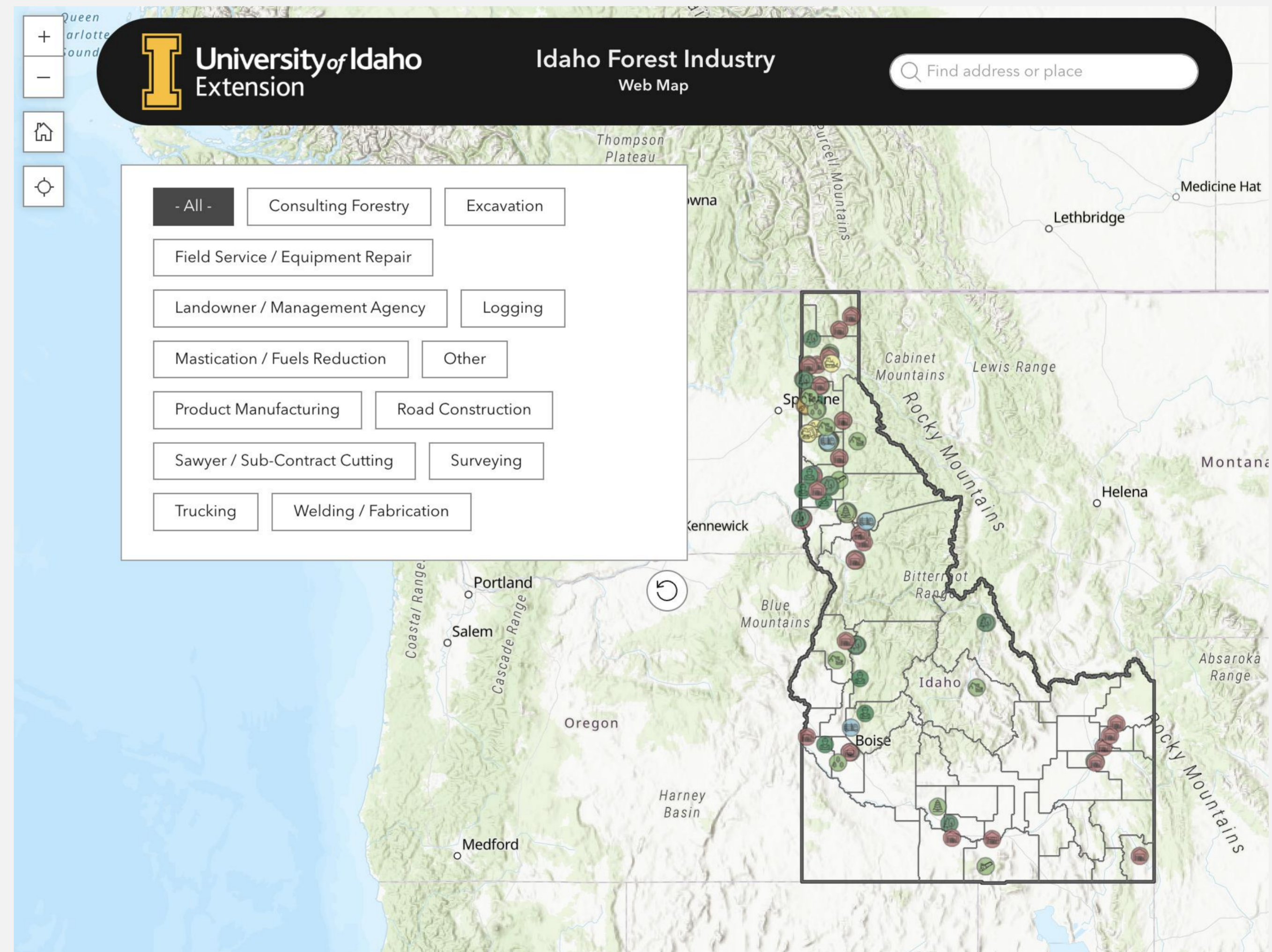




MAP FEATURES

SIMPLE AND EFFECTIVE

- Business type filter
- Business Info
- Integrated “Stakeholder Addition Request” Form



LOOKING AHEAD

INCREASING EXPOSURE AND ENGAGEMENT

- Adding businesses

- Improving map functionality
 - Seeking industry and stakeholder feedback

- Expanding the geographic extent
 - Need for partnerships

Access the Map





THANK YOU!

ANY QUESTIONS?

PLEASE FEEL FREE TO
CONNECT!

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