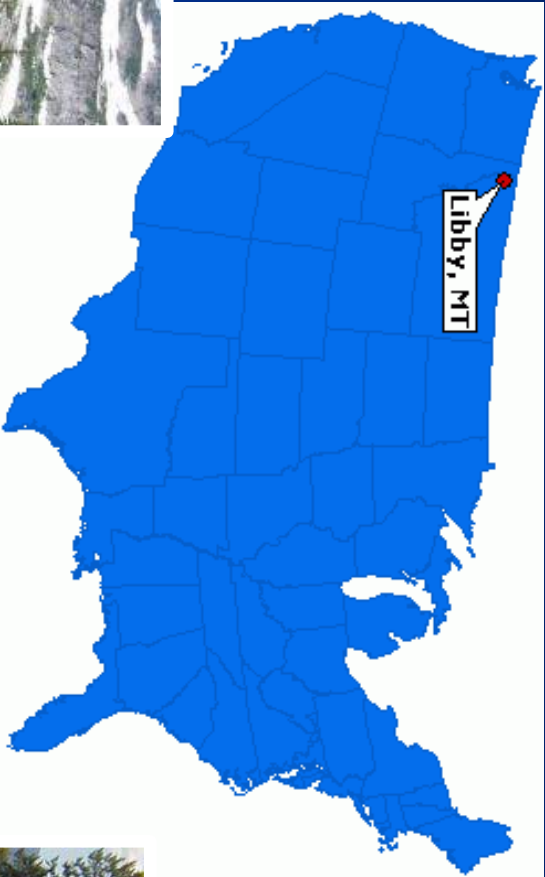


*With Vision  
There Is  
Hope*



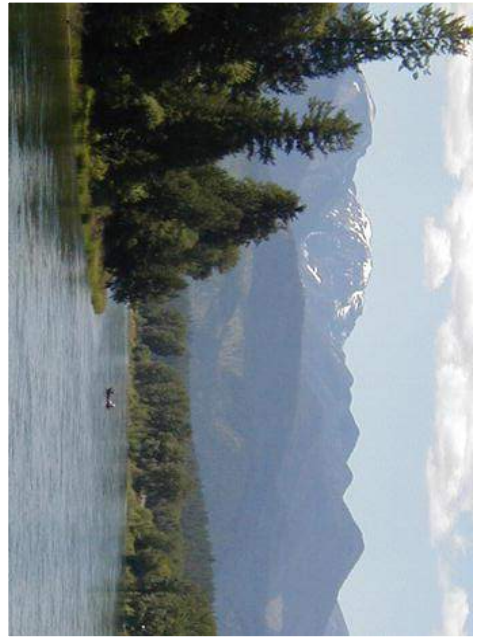


# Libby



# Montana

*Loggers*



























# *Something Is Wrong In Resource Communities*



# Why A Logger?

We Share Some Things:

Heritage of Conservation/Stewardship

Customs and Culture

One Big Reality:

*We Only Operate With The Consent  
Of The Public: A Social License*

*Ours Was Debated – And We Lost  
That Debate*



**Where Are We?**

**How Did We Get Here?**

**What Is The Conflict Industry?**

**What Can We Do?**



**Where Are We?**

**Having a**

**Collision of Visions**

# **The Public Wants To 'Save The Forest.'**



**The TRUTH Was On Our  
Side.....**

**How Could We Possibly  
Lose!**

# Is This A Healthy Forest?



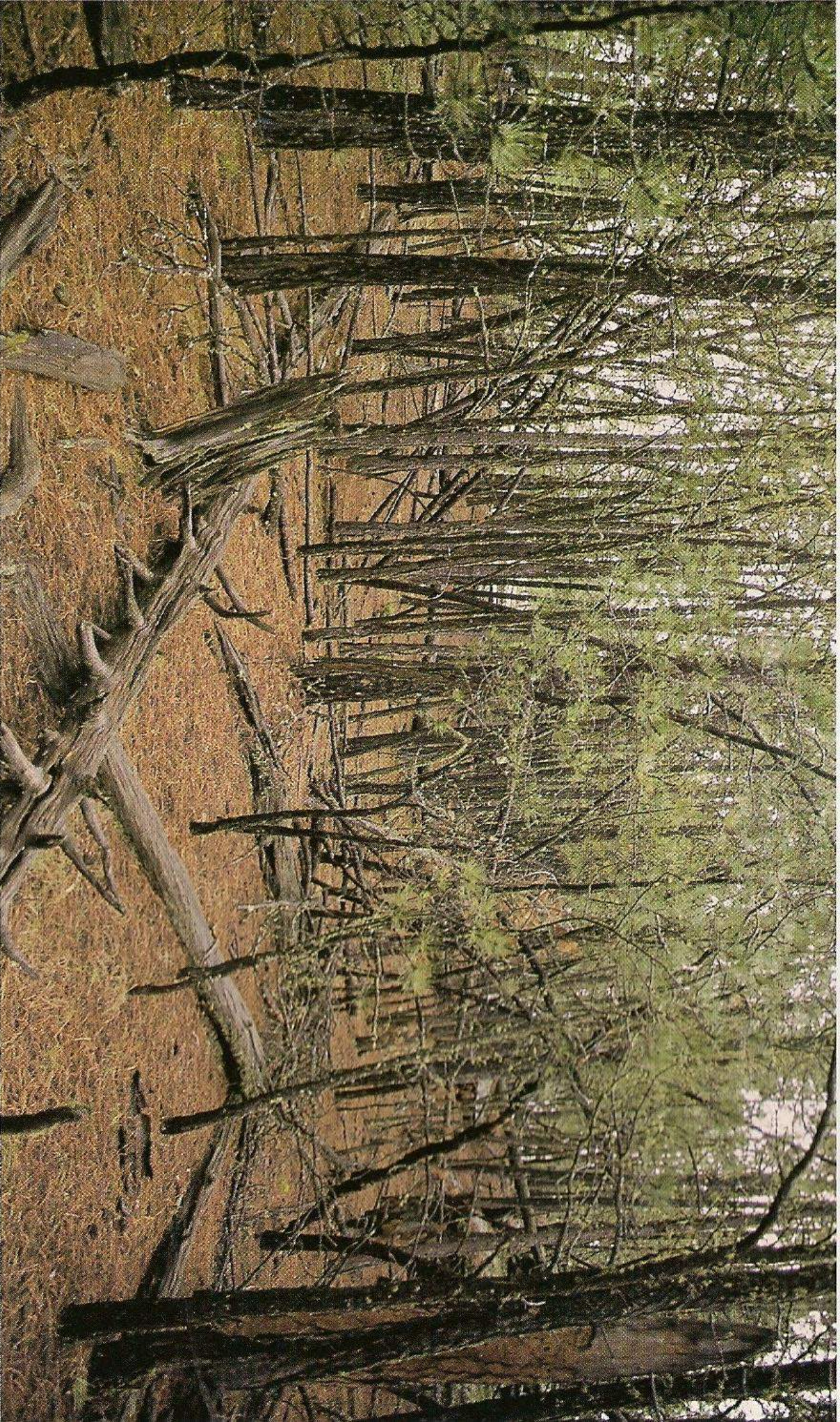


# This Is An Unhealthy Forest





# Unhealthy and Overstocked























KARI GREER VIA U.S. FOREST SERVICE









PHOTO SHOP  
FILM BOOKS GIFTS POSTCARDS

BEER+SPIRITS

SANDWICHES

CLOTHING

SOUVENIRS

COFFEE





**The 'Public's Truth Is Not  
Defined By Our Reality –  
It Is Defined By The  
Public's Perception Of  
Reality And  
Will Rogers Was Right...**

# 50 Years Of Disney



**We Are Crossing  
The Thin Line Between  
Environmental Sensitivity  
and  
Environmental Insanity...**

**How Did We Get Here?**



# The 1960's Cuyahoga River, Ohio



# The 1960's The Great Lakes





# The 1960's Los Angeles Airshed



# The 1960's Our Little Blue Ball





# The Environmental Social Movement Was Empowered



The Environmental Social Movement Has  
Been Hijacked And Turned Into An Industry  
Dependent Upon Crisis and Conflict...  
And \$\$\$\$:

# The Eco-Conflict Industry

(And we inadvertently participated in their  
business strategy.)



# Excellent Marketers Of Three Word Vision: 'Stop Doing That!'

# Twenty Second Sound Bytes – With Visuals



Pick – Which Would You  
Rather Have?



# Twenty Second Sound Bytes – With Visuals



Pick – Which Would You  
Rather Have?

# Twenty Second Sound Bytes – With Visuals



Pick – Which Would You  
Rather Have?



# Twenty Second Sound Bytes – With Visuals



Pick – Which Would You  
Rather Have?

# Twenty Second Sound Bytes – With Visuals



Pick – Which Would You  
Rather Have?



**We Get Angry \_  
Those Are Not The Only  
Choices!**

**But The Public Does Not  
Know This.**

# 4 Generations From The Farm



**We've Laughed At What  
The Public Does Not Know**

**It Is No Longer Funny –  
It Is A Fertile Marketplace For  
The Fear Mongering Of The  
Conflict Industry**



# **REMEMBER:**

If society believes they must choose between our business, culture and lifestyle and their environment – which will they choose?

Our challenge is to help society envision the possibility of having our business, culture and lifestyle  
AND a healthy environment.

# OIKOS

**Not Understanding How  
The Marketplace Worked,  
Timber Communities  
(That Means Me)  
Reacted.**



# Our Early Thoughts and Actions:

- Crazy in California, not HERE
- Pendulum Thing
- Our Jobs Matter
- It's Our Association's Job
- Our Truth Will Win
- Reverse Jeopardy...
- Sued The Bastards
- Took To The Streets... Third Ring
- Made Eco-Conflict Industry Billions....

**For Far Too Long,**

**U.S. Timber Towns**

**Fought.....**

**But Confused Fighting  
With Leading.**



**We Finally Learned  
The Real Enemy:**

**IGNORANCE**

**The Public's And Our's**

We Began To Learn

**HOW TO LEAD**

# THREE TRUTHS ABOUT 'LEADING'

1. *Democracy Works, But It Is Not A Spectator Sport*
2. *When People Lead, Leaders Follow*
3. *The World Is Run By Those Who Show Up*



**TIPS THAT  
MIGHT  
HELP...**

# HELP...

- Humanize
- Empathize & Educate
  - Lead
- Participate

# H: HUMANIZE

- *Social norms make it easy to vilify ‘Industry’: ‘Agri-Business’ ‘Factory Farms’*
- *Rural cultures need a trusted ‘Human Face’ to share our story ‘over the back-yard fence’ ....that face is YOURS.*



# E: EMPATHIZE

- *Understand Expressed Concerns Of Public*
  - What does the public think are 'Real' issues?
  - What solutions are 'Acceptable' to the public?
- *Engage In, Own and Showcase Environmental and Food Safety Initiatives*
  - On-the-farm/ranch and in-the-home clean air and water efforts, animal welfare efforts, individual and industry wide regulatory initiatives.
  - 'Outgreen The Posers'

# *Our Message To Assure The Public:*

“I am listening, I understand,  
I respect or I share your  
concerns and I am part of the  
answer to those concerns.”

# E: EDUCATE

– *Do Not Play Reverse Jeopardy.....*

- Listen
- Identify and address individual or societal questions/concerns/needs
- Learn to communicate answers to those perceived questions/concerns/needs...  
.....in understandable English.
- *Watch Our Language!*



# E: EDUCATE

***Remember:***

*Packaging of our 'truths' is often as important as the content of our truths.....*

*because conclusions humans draw have a hard driven emotional component.....*

*even for us.*

# From Nicole Widmar of Purdue University:







# L: LEAD

- *Craft and Implement Solutions That Answer The Public's Questions And That You Can Live With.*
- *Working Toward Your Solution Is Better Than Fighting Against A Solution Being Shoved Down Your Throat.*
- *Focus On Growing 'Local' Ambassadors*
  - *Local Media*
  - *Local Schools*
  - *Local Leaders*

# **P: PARTICIPATE**

***Line Item In Business Plan For***

# **ACTIVISM**

***1 Hour Per Week***

# Tools

- Industry Associations
- Conservation Initiatives
- Rural Leadership Programs
- Political Process - Solutions, Not Whining
- Tours/Open Houses
- Welcome Wagons
- Earth Day: Celebrations Of Progress
- Social Media...the new back yard fence....
- School Engagement



**Society Is Ready**

# THE DOOR IS OPEN...

Society Is Ready For A New Vision Of  
Environmentalism Based Upon:

Hope .... instead of fear

Science .... instead of emotion

Education .... instead of litigation

Resolution .... instead of conflict

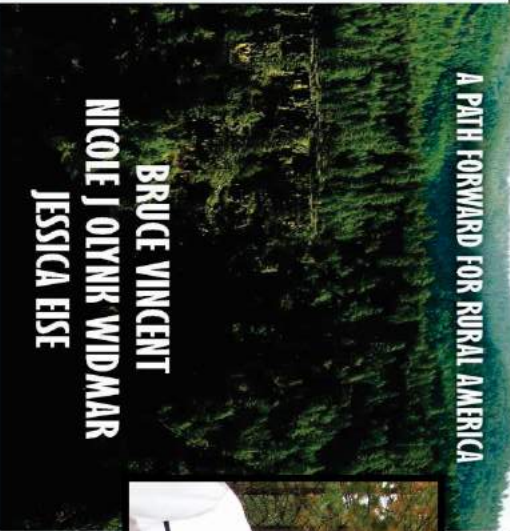
Employing .... rather than destroying human resources

# Jaw-Jacking in Book Form....


## AGAINST THE ODDS

A powerful firsthand account of life in rural America that offers a broad, probing look at the environmental tensions surrounding the collapse of many of our rural resource communities.

A PATH FORWARD FOR RURAL AMERICA



**BRUCE VINCENT**  
**NICOLE J OLYNK WIDMAR**  
**JESSICA ESE**



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**AVAILABLE ON AMAZON  
IN PAPERBACK AND E-BOOK**



# Dad









A photograph of a man and a young girl standing outdoors. The man, on the right, is wearing a blue denim shirt, a black fedora, and brown cowboy boots. He is smiling and holding a large coil of thick, light-colored rope. The young girl, on the left, is wearing a white t-shirt, a white visor, and bright blue pants. She is also smiling and holding the same coil of rope. They are standing on a paved surface next to a large tree. In the background, there is a chain-link fence and a brick building with a window. The text is overlaid on the image in a bold, black, serif font.

**BE A RIPPLE....  
AND TOGETHER WE WILL  
MAKE A WAVE THAT WILL  
SAVE THE LAST BEST PLACES  
AND THE LAST BEST PEOPLE.**