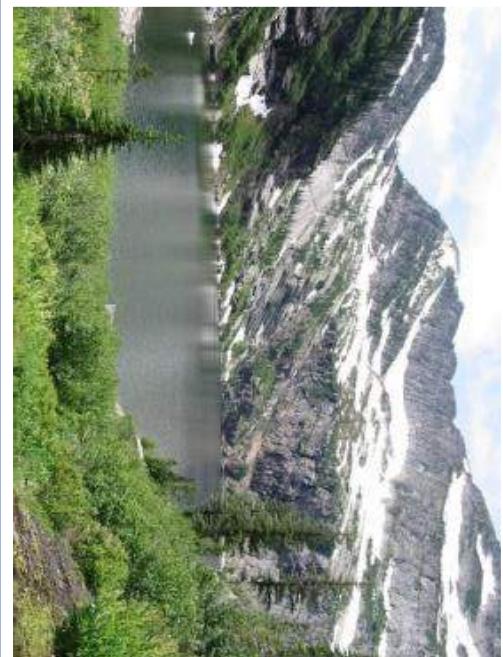


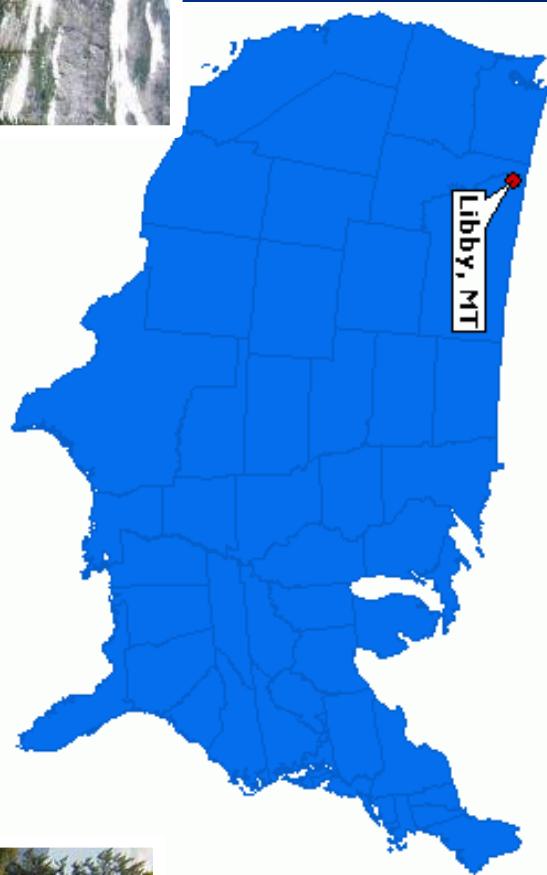
With Vision

There Is

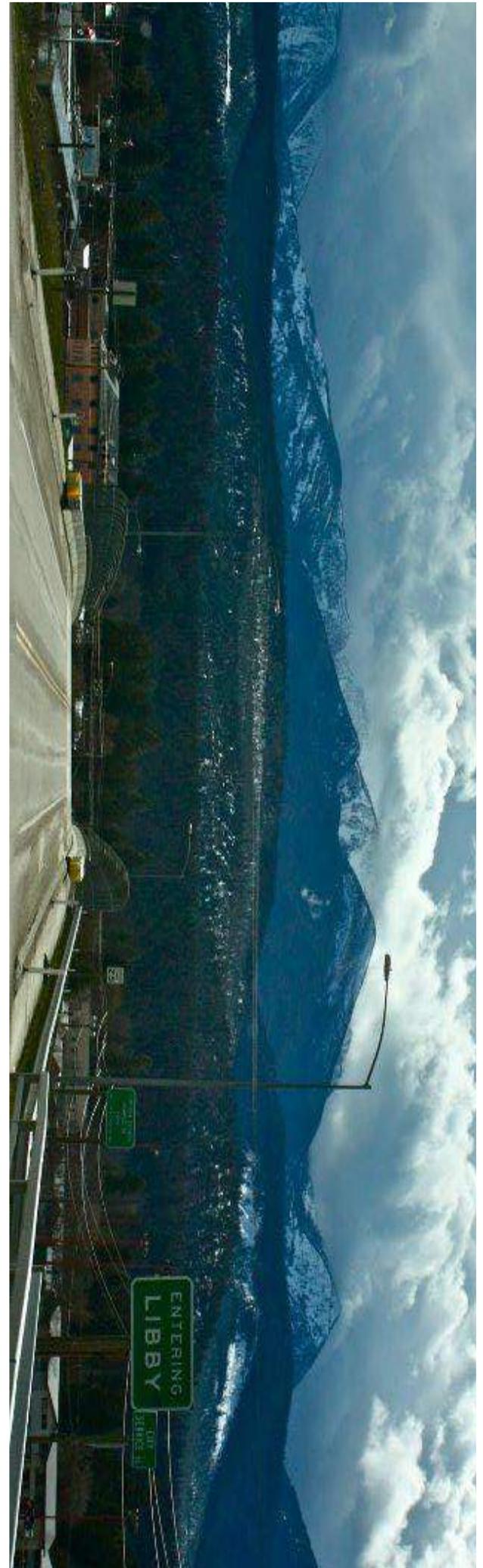
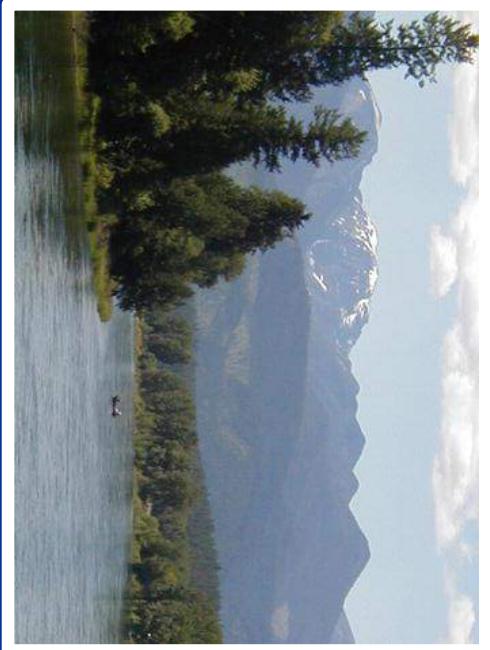
Hope

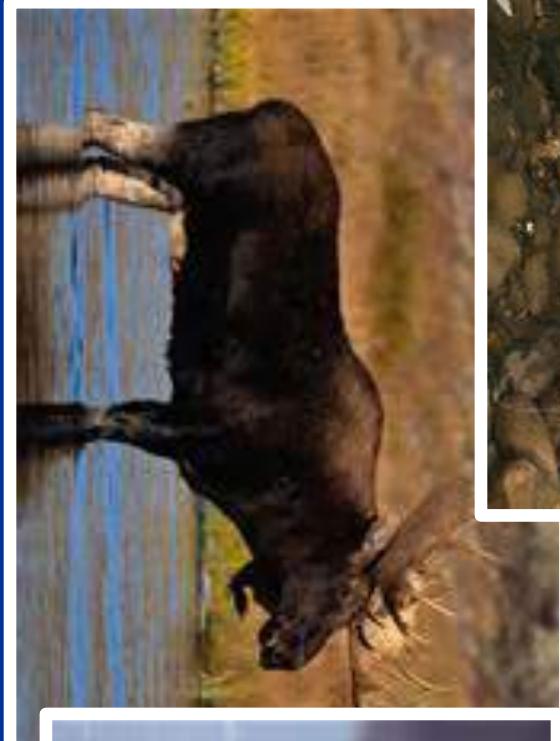


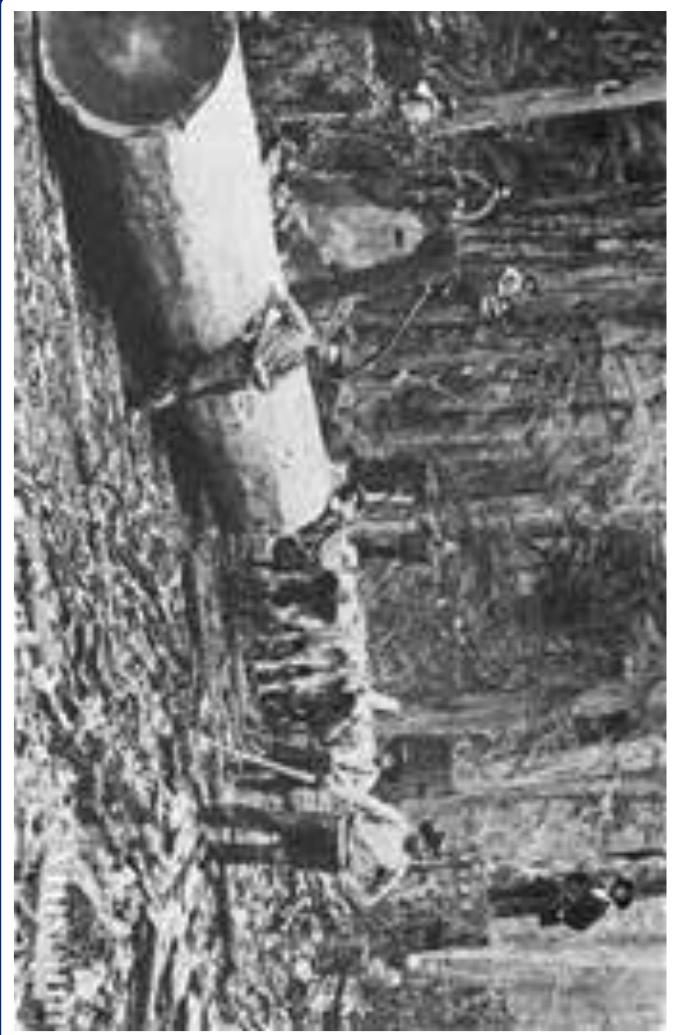
Libby



Montana















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?

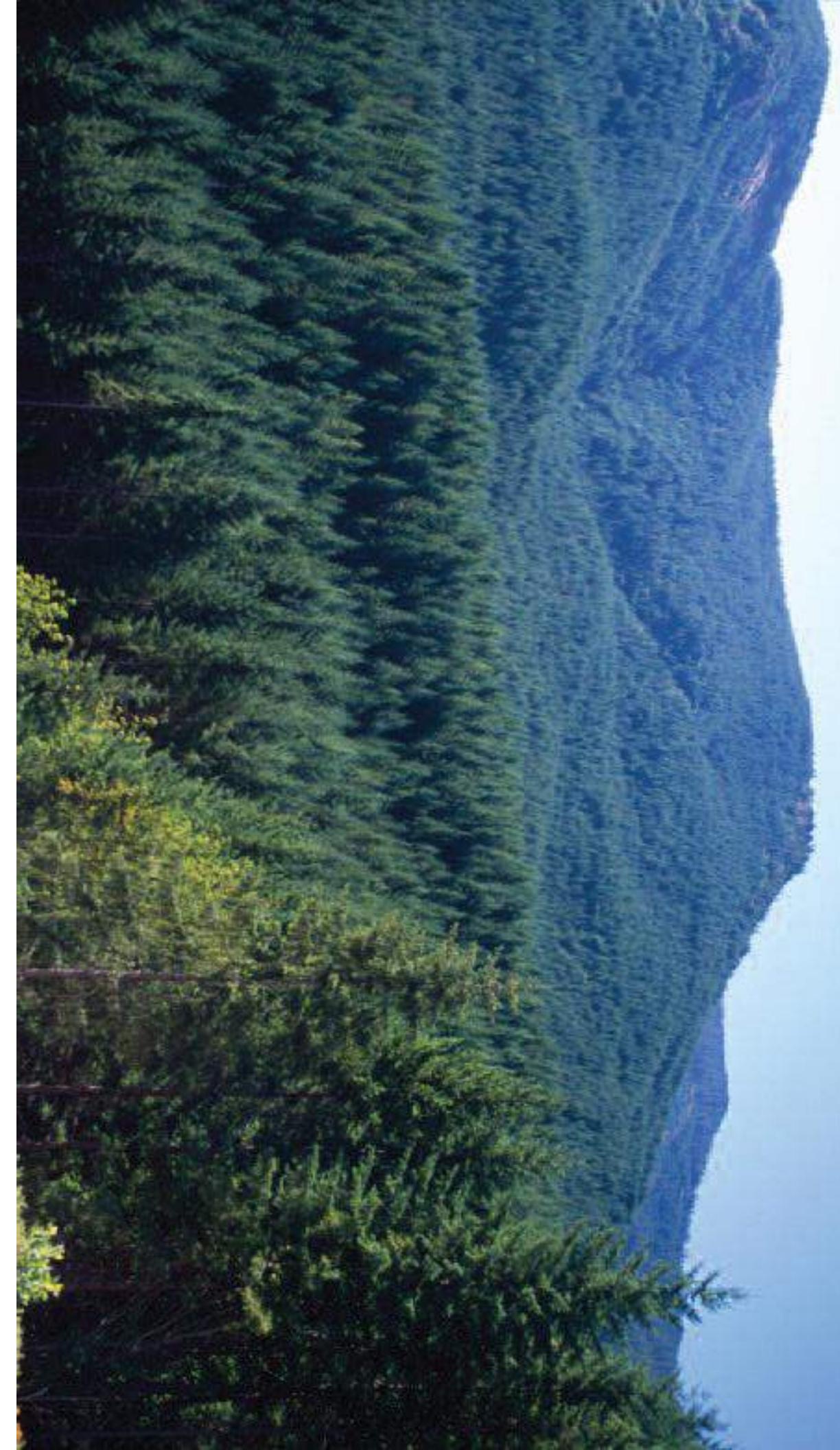
Where Are We?

Having a
Collision of Visions

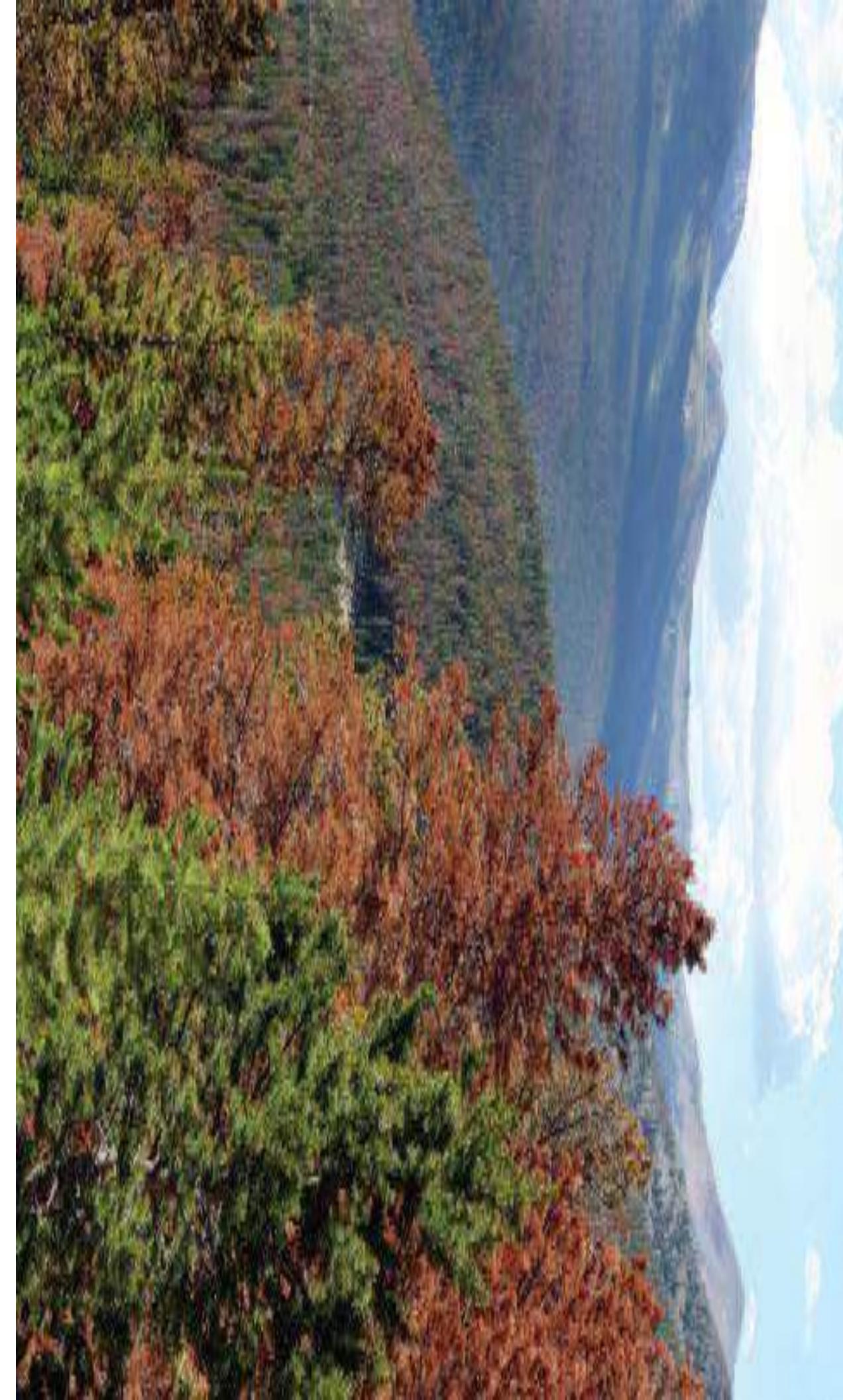
The Public Wants To
'Save The Forest.'

The TRUTH Was On Our
Side.....

How Could We Possibly
Lose!!

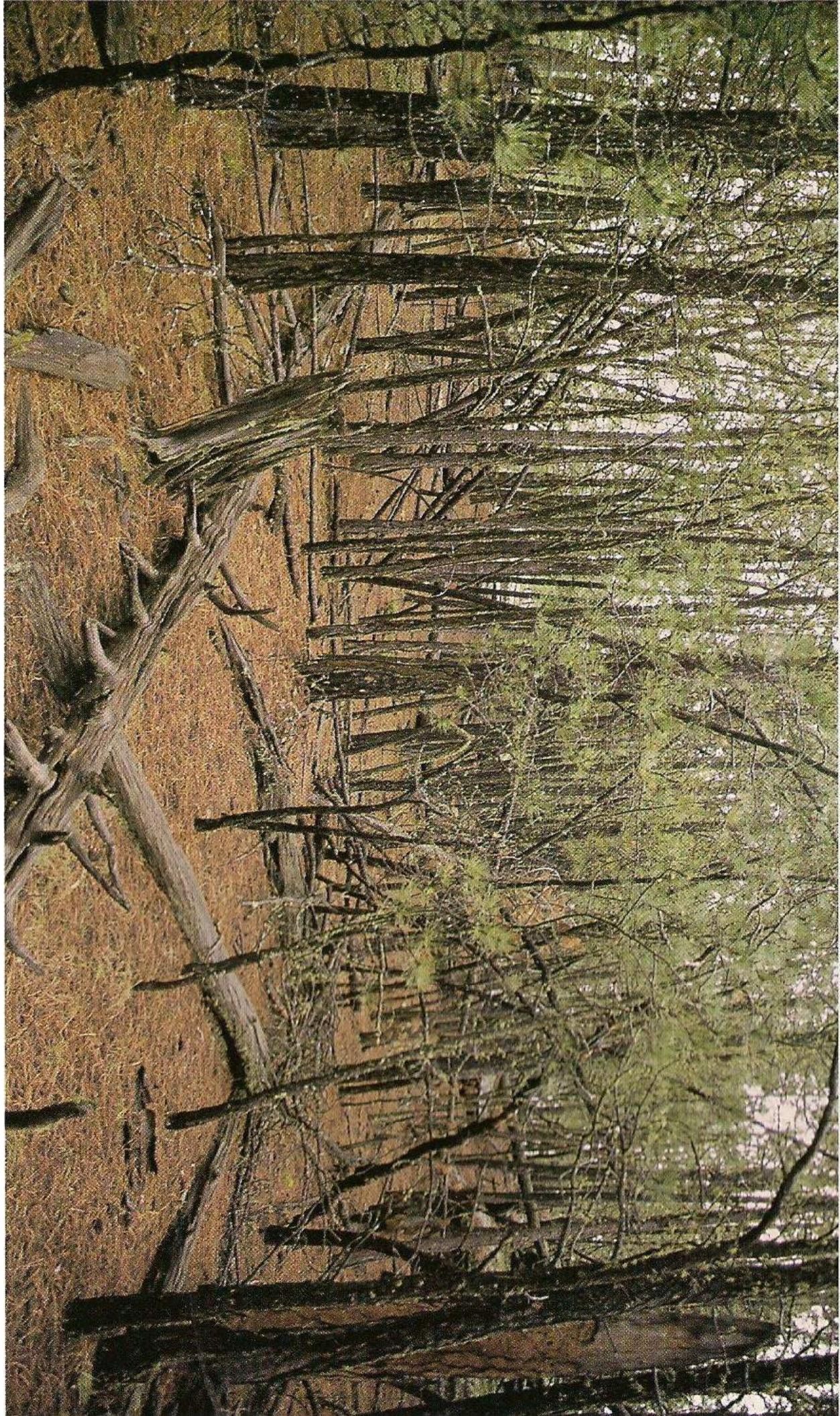
A photograph of a dense forest of tall evergreen trees, likely pines or firs, with a winding river in the foreground. The forest is lush and green, with some yellow and orange foliage visible, suggesting autumn. The river is a light blue color and curves through the landscape. The sky is clear and blue.

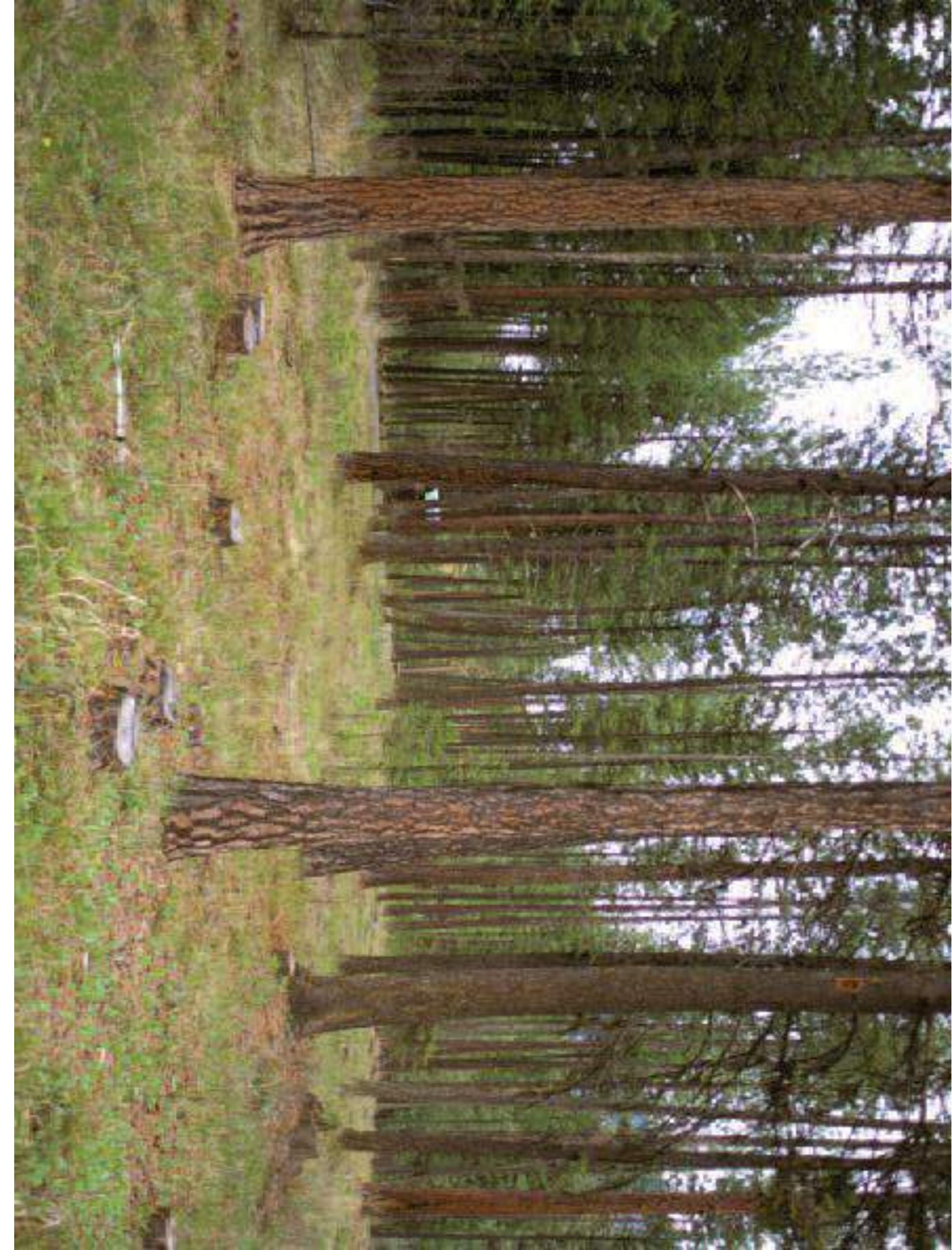
Is This A Healthy Forest?

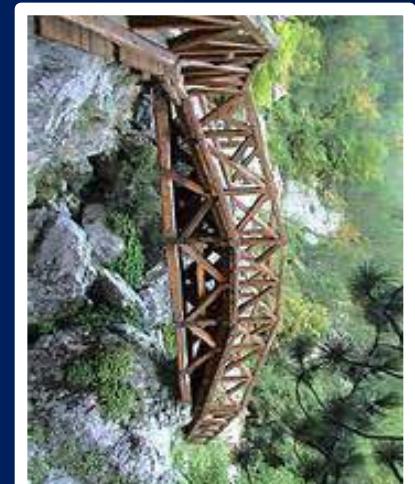
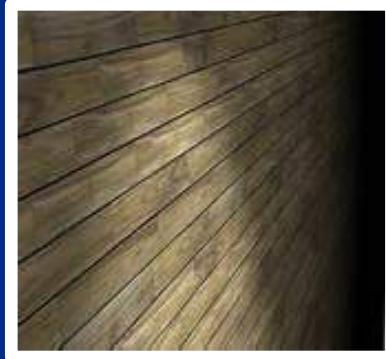
A photograph of a forest landscape. The foreground and middle ground are filled with trees that are mostly dead or severely damaged, showing brown and orange-brown bark. A few green trees are visible, but they are scattered. In the background, a large body of water, possibly a lake or a wide river, stretches across the horizon under a clear blue sky.

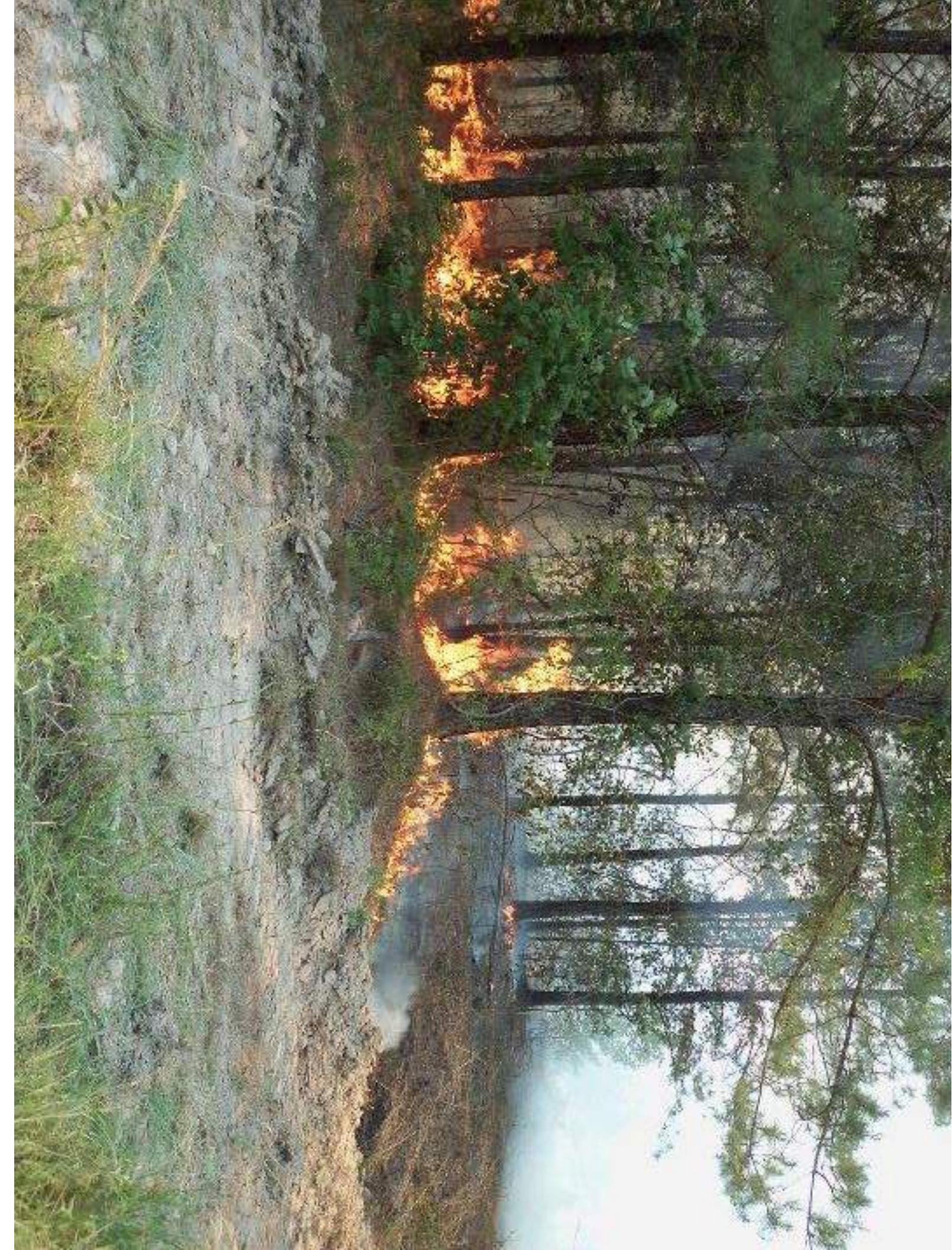
This Is An Unhealthy Forest

Unhealthy and Overstocked













KARI GREER VIA U.S. FOREST SERVICE



PHOTO SHOP

FLM BOOKS GIFTS POSTCARDS

BEER-SPIRITS

SHADES

CLOTHING

SOUVENIRS

COFFEE

PHOTO
SHOP

FLM BOOKS
GIFTS POSTCARDS



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



ONTARIO MINISTRY OF THE ENVIRONMENT

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 \$\$\$:
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*

THE
FIRE
...
P

WHAT
HIGH
MIGHT

THAT
SIGHT
TIPS

H E L P . . .

• 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**

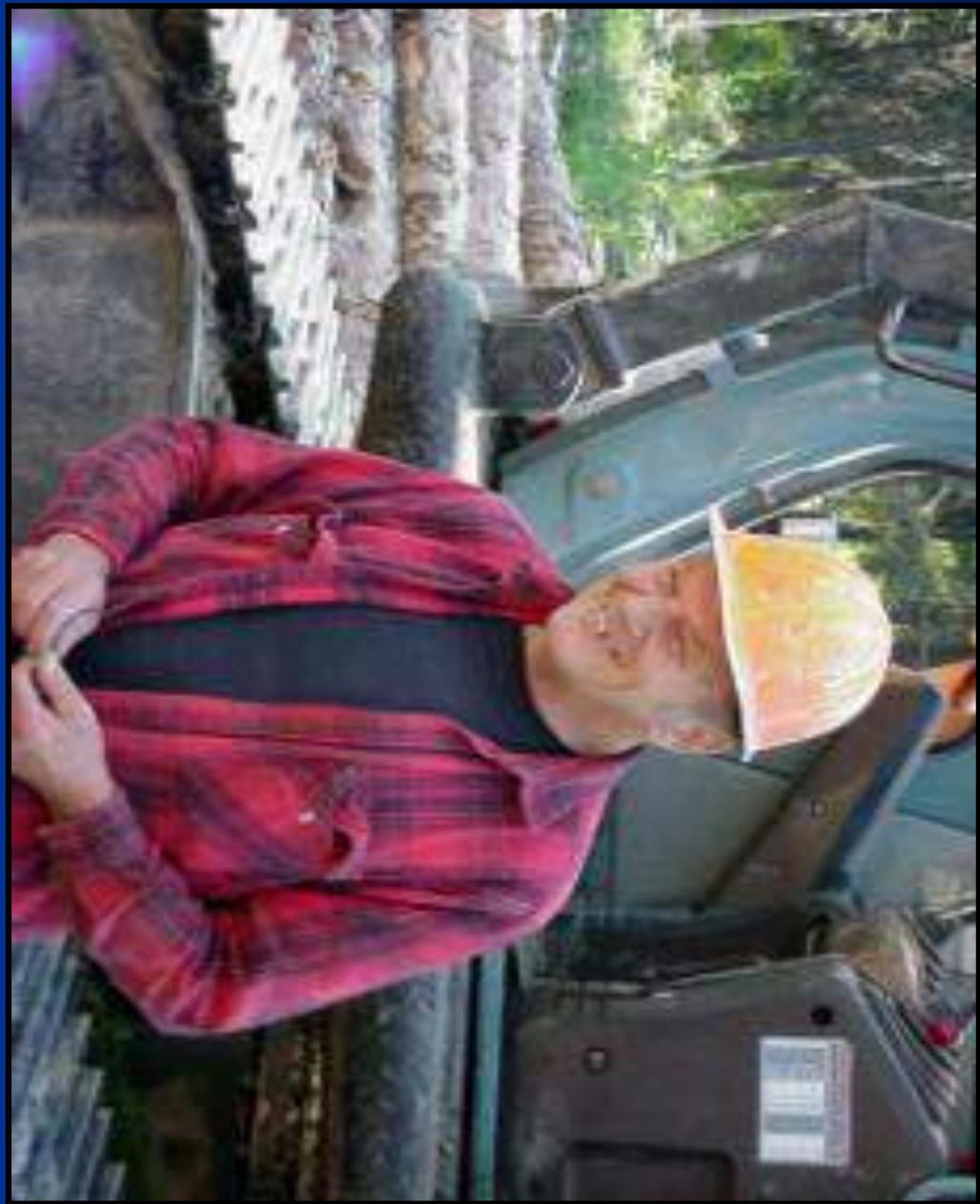
A PATH FORWARD FOR RURAL AMERICA

BRUCE VINCENT
NICOLE J. OLYNK WIDMAR
JESSICA EISE

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.

Bruce Vincent
406.293.8821
brucevincent@environomicsusa.com

AVAILABLE ON AMAZON
IN PAPERBACK AND E-BOOK



Dad





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