

Honoring the Tree-

Increasing Urban Wood Utilization from Tiny Towns to Mega Municipalities

Hosted via Zoom – Trees Virginia

Day 1: August 3, 2021

9:00 – 9:30 Speakers presenting log on

9:30 – 9:35 **Welcome / Announcements**, *Joe Lehnert, Virginia Department of Forestry*

9:35 – 9:55 **The Urban Wood Network: Trees First, Wood Next**, *Donald Peterson, President, Renewable Resource Solutions, UWN Organizational Advisor*

Local urban wood programs have great potential – not only to reduce the amount of woody material going to waste, but also to generate income for planting and maintenance through time and cost savings. Programs can stimulate local economies with jobs, goods and services, but they are complex, and working collaboratively is essential. The [Urban Wood Network](#) (UWN) brings industry stakeholders together to inform, collaborate, and connect to build community and business and consumer confidence in urban wood.

9:55 – 10:45 **Urban Wood Owner/Operator Stories from Georgia**

Joe and Laura Sissoko, Atlantic Fine Woods in Decatur, GA
Mike Frost, Co-Owner, Urban Lumber Furnishings in Douglas County, GA

Business owners and operators speak about their experiences working in Georgia's expanding urban wood market.

10:45-10:50 **BREAK**

10:50 – 11:35 **Urban Wood Certification Update**, *Katie Fernholz, Dovetail Partners*

Katie Fernholz, owner of Dovetail Partners LLC. Will discuss the latest developments in the urban wood certification effort.

11:35 – 12:20 **Urban Wood: A Tale of Perceptions, Problems & Profit**, *Chris Tietz, Kirtz Shutters*

Chris Tietz owns and operates Kirtz Shutters in Stillwater, Oklahoma. He will discuss obstacles that they've encountered when utilizing urban wood and how they have overcome them to turn a profit.

12:20 – 12:25 **BREAK**

12:25 – 1:00 **Urban Wood as the Featured Performer**, *Scott Paul, Taylor Guitars*

Scott Paul, Director of Natural Resources Sustainability for Taylor Guitars of El Cajon, CA, will highlight the use of urban woods by his company and the next steps for using it on a much larger stage.

Day 2: August 4, 2021

9:00 – 9:30 Speakers presenting log on

9:30 – 9:40 **Welcome / Announcements**, *Riley Coy, Oklahoma Forestry Services*

9:40 – 10:40 **Urban Wood Reuse in Charlotte: Small Steps to Realizing a Big Vision**

Damon Barron, Carolina Urban Lumber & Erin Oliverio, City of Charlotte

This presentation will dive into the history of this company as well as its plans for the future. In addition, we will highlight the work in progress with the City of Charlotte to utilize a closed landfill site, incorporate urban wood into the urban arboretum trail as well as the plan to utilize the wood in city buildings.

10:40 – 10:45 **BREAK**

10:45 – 11:20 **How Did COVID Affect Wood Waste Volumes in VA?** – *Mike Galvin, Save A Tree*

Save A Tree tracked wood waste volumes from municipal and private tree care or wood waste operations in small, medium, and large Virginia communities. The initial intent was to examine a year of data to compare volumes and seasonal patterns between public and private operations. When COVID hit, the project was extended to be able to compare a “standard” year to a “pandemic” year. Mike will discuss findings, barriers, and recommendations.

11:20 – 11:30 **BREAK**

11:30 – 12:40 **State Sharing – GA, MS, NC, OK, VA**

Each state program has 10 to 15 minutes to discuss what is happening in perspective state. Questions at the end of the session.