

YELLOW WOOD NOTES

An Occasional Publication
for the Benefit of
Our Clients, Colleagues, and Friends

Spring 2007

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We Welcome Your Comments

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Update On Our Work

Follow-up for Save Passamaquoddy Bay

Last year, Yellow Wood prepared an economic and fiscal impact study of a generic proposed liquified natural gas import terminal on Passamaquoddy Bay, an international water body lying between the U.S. and Canada. Our client was Save Passamaquoddy Bay, a citizens group fighting to keep liquefied natural gas import terminals out of Passamaquoddy Bay. Over the winter, Save Passamaquoddy Bay asked Yellow Wood to prepare a review of the Financial Framework Agreement between the Town of Perry and Quoddy Bay LNG, LLC. Quoddy Bay LNG has filed an application with the Federal Energy Regulatory Commission. At the same time, they have approached the Town of Perry, Maine with the framework for an agreement that, if approved, would demonstrate town support for their project while eliminating the town's right to negotiate for any adjustment of benefits in the future. As is typical of these sorts of agreements, the focus is exclusively on projected financial benefit to the town without any analysis or consideration of financial cost. We believe town residents should have a complete picture of costs and benefits before being asked to vote on any such agreement.

Economic Benefit of Public Land

Yellow Wood and Mt. Auburn Associates have completed their work with the Trust for Public Land studying the full range of economic benefits associated with parks and public lands. The final result is a report recently released by the Trust for Public Land entitled *Parks and Beaches: Common Cents for the Common Wealth*. The report can be downloaded at www.conservationandrecreationcampaign.org/docs/Color_CRCBrochure_022007.pdf



Update On Our Work

Marketing Alternative Forest Products and Benefits: A Forum for Urban, Suburban, and Rural People

Shanna Ratner designed and facilitated a workshop at the Urban Forestry Center in Portsmouth, NH on behalf of the National Network of Forest Practitioners. A lively group of participants from New England tackled issues related to entrepreneurship, market development and policy linking rural, urban, and suburban supply and demand. Here are three take away points among many:

1. Tapping into and understanding the emotional attachment people have to wood/wood products is key to strengthening market relationships for products, services and land protection.
2. We need to develop state-based emergency forest response plans for New England. We know we're going to get another major snow or ice storm

some time; it's just a question of when. There should be funding for forestry emergency first responders, e.g., loggers, migrant workers. Right now, there are not enough qualified people to do the work of removing damaged and fallen trees and salvaging usable timber in an emergency.

3. There are more migrants than you might think working in our woods. They do not understand how their work in thinning and replanting fits into the bigger forestry picture. Support is necessary to help them understand their rights and the value of their contributions.

Workshop sponsors included USDA Forest Service Urban and Community Forestry Program - National Urban and Community Forestry Advisory Council, the New Hampshire Division of Forest & Lands, the National Wildlife Federation, and the Ford Foundation.

About Yellow Wood Associates & *Yellow Wood Notes* . . .

Yellow Wood Notes is a twice yearly publication of Yellow Wood Associates, Inc. We publish this newsletter to maintain contact and share ideas with friends, colleagues, and clients. We appreciate your feedback and suggestions.

Yellow Wood Associates, Inc. is a private, for-profit firm specializing in rural economic research and training for community capacity building since 1985. We provide clients with research services including feasibility studies and Green Community TechnologiesSM; training and facilitation services including See the Forest[®], You Get What You Measure[®] and Home Town Competitiveness. Our clients include small towns, nonprofit organizations, federal, state, and county governments, foundations, and the private sector. Yellow Wood Associates are Shanna Ratner, Principal, Melissa Levy, Associate, and Lee Wood, Associate.



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Update On Our Work Green Community TechnologiesSM



Community Inventories

Yellow Wood has completed infrastructure inventories for five communities: Hancock, New Hampshire, Richmond, Massachusetts, Thetford, Vermont, Litchfield, Maine, and Barnstable County, Massachusetts. These inventories have given us several insights into how to improve this process in the future, including the need to better explain the required GASB information and calculations, and the need to better clarify upfront the community's role in data collection.

New Brochure

Thanks to Gotham City Graphics, we now have an attractive new brochure. We will be using these brochures to get the word out about Green Community TechnologiesSM. If you would like to distribute the brochure to communities you work with, let us know and we'll send you some.



Franklin, New York

Yellow Wood has completed its initial project with the Town of Franklin, New York, in the Adirondacks. The final report included the results of a use analysis of its town buildings,

which buildings should be housing certain uses, which buildings need work, and what green building approaches to consider. The report included ideas for next steps as well as recommendations about phasing the work so that all functions can continue. The Town of Franklin has contracted with Yellow Wood to develop bid lists for architects, contractors, commissioning

agents and clerks of the works experienced with green or LEED buildings and working with municipalities on relatively small projects.

"This is the best money our town ever spent."

- Franklin Town Building Committee member

Spring Puzzler

Bees and Flowers

In a pond there are some flowers with some bees hovering over the flowers. How many flowers and bees are there if both the following statements are true: 1. If each bee lands on a flower, one bee doesn't get a flower. 2. If two bees share each flower, there is one flower left out.

Dress Up for Grown-Ups

How many hats do you wear?

Most people who attend the various workshops we facilitate wear many different hats.

Usually, we think about this metaphorically, but at a recent workshop we decided to use actual hats as part of an ice-breaking exercise. The workshop was designed to foster relationships among people from rural, suburban, and urban places. Yet many of us have lived in more than one of these at some point in our lives. So, rather than force people into a box that didn't quite fit, we invited them to tell us the story of their lives through hats.

Three hats sat on the floor in the center of a circle of chairs. One was a woolen Irish beret, one was a leather cowboy's hat, and one was a polar fleece ski hat. People were free to use or not use any or all of the hats as they saw fit. Each person stood up and put on one hat after another as they described the different places where they'd lived over the course of their lives. For some it was a one hat story, but most needed two or three. The stories were fascinating and revealed connections among us that would likely not have surfaced otherwise. For example, two women sitting next to each other who had never met before discovered they were "mirrors." One lived in the place in which the other had grown up and vice versa! Instant connection.

Putting on hats added humor and whimsy while helping us all recognize the richness of experiences we had to bring to the work that took place over the next day and a half.

If you decide to use hats in your work, please let us know what happens! We predict lots of laughs at the very least.



Update On Our Work

Upcoming Presentations

Shanna Ratner and Melissa Levy have again been invited to present an Introduction to You Get What You Measure® at the EPA Community Involvement Conference in Jacksonville, Florida June 20-22. The eight-hour session provides participants with a thorough introduction to the You Get What You Measure® process and an opportunity to consider how they might use it in their own work. Shanna will also be presenting You Get What You Measure® at the National Scenic Byways Conference in Baltimore, Maryland on May 21 and 22 in a session called "Effective Strategic Planning Methods for Your Byway." If you would like to consider a You Get What You Measure® workshop for a meeting you're planning, please let us know. We offer three versions of conference workshops: 1 ½ hours, 3 hours, and 8 hours.

Shanna Ratner will be presenting Green Community TechnologiesSM at the Community Development Society and National Rural Development Partnership Annual International Conference June 17-20 in Appleton, Wisconsin. Shanna Ratner will also be making a presentation about Green Community TechnologiesSM at the Adirondack Research Consortium Conference on May 22-24 in Tupper Lake, New York.

Observations on Service Provider Networks Based on Our Work with the Advantage Valley Entrepreneurship Development Collaborative

In the world of entrepreneurship development, the term "service provider network" is a catchy phrase. An ideal "service provider network" is one in which an entrepreneur can approach any provider of technical assistance, whether in the public, nonprofit or private sector, have their needs correctly identified, and either receive the service they need from the person they approached, or be referred to a well-suited provider. This implies that: 1) service providers are familiar enough with what each other does and how well they do it to make useful referrals; 2) service providers and entrepreneurs have the skills and knowledge required to accurately diagnose what is needed; 3) entrepreneurs are willing to approach service providers and service providers are willing to make referrals. Needless to say, the reality is far from the ideal. Public and nonprofit sector service providers typically work with people considering starting a business and recent start-ups and often lack experience with helping growing companies in real time. Most entrepreneurs who are

Answer to Puzzler

4 bees and 3 flowers.

beyond the start-up phase rely primarily on private sector accountants, lawyers, and bankers for advice and support. This leaves many entrepreneurs without clear places to turn for assistance in critical areas outside the scope of accountants, lawyers and bankers such as personnel management, marketing, quality control, deal-making, etc. While computer portals that identify available service providers and their services may or may not encourage entrepreneurs to seek services and providers to make referrals, they will certainly not address the other two barriers identified above. Real networks

are about relationships that evolve over time. Is it possible that a service provider network that concentrated on building relationships and trust among providers while delivering training in how to diagnose needs might eventually improve the quality of service delivery? Or will services only improve as entrepreneurs become clearer about their own needs and demonstrate greater demand for quality services and services in areas that are now neglected? We hope to gain some insight into these questions by the end of year three of the Advantage Valley project. Yellow Wood is the external evaluator for the Kellogg-funded Advantage Valley Entrepreneurship Development Collaborative.



What We're Reading

Devil in the White City by Erik Larson – Fantastic insights into the roots of much of what we take for granted architecturally and culturally in this non-fiction book that intertwines the story of the Chicago World's Fair with that of a serial murderer. Find out where Walt Disney got the idea for the Magic Kingdom! ~Shanna

A Fine Balance, by Rohinton Mistry, is a fascinating but sad book about India in 1975, when a corrupt and brutal government has just declared a State of Emergency. This book chronicles an unlikely alliance between four people, including their various histories, and provides an educational and historical view of India. ~ Melissa

Confessions of an Economic Hitman, by John Perkins – An eye-opening account of Perkins' role in brokering huge international development projects, funded by the World Bank under the guise of foreign "aid," that resulted in lucrative contracts for U.S. corporations, enormous third world debt, and easily manipulated puppet governments. A behind-the-scenes look at U.S. foreign policy and predatory financing at the geo-political scale. ~ Lee



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