

YELLOW WOOD NOTES

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

Spring 2008

In This Issue

Update on Our Work: Ford Foundation,
You Get What You Measure,
Green Community Technologies
What's New at Yellow Wood?
Spring Puzzler and Spring Reading

We Welcome Your Comments

228 NORTH MAIN STREET
ST. ALBANS, VT 05478
PH 802.524.6141 FAX 802.524.6643
E-MAIL yellowwood@yellowwood.org
WEBSITES <http://www.yellowwood.org>
<http://www.greencommunitytechnologies.com>

Update On Our Work

Formulating a Sustainable Economic Development Process for Rural America

Wayne Fawbush, Program Director at the Ford Foundation, has invited Yellow Wood to play a key role in exploring how progressive economic development strategies can become more effective by intentionally targeting triple bottom line impacts. The triple bottom line includes economy, environment and social inclusion. The four frameworks of interest to Ford include business clusters, entrepreneurship, value chains, and targeted financial services. We will be working with seasoned practitioners from Regional Technology Strategies, Sustainability Institute's Food Lab, CfED, and the Triple Bottom Line Collaborative founded by Shorebank Enterprise Pacific and Coastal Enterprises to explore how their frameworks currently impact the triple bottom line, how the triple bottom line relates to wealth creation and retention in rural communities, and how wealth creation and retention can effectively be measured. We are thrilled to have this fabulous opportunity to pursue our longstanding interest in wealth-based development.



Community Forest Workshop

Interest in community forests and forestry is alive and well in New England. Yellow Wood worked with the Community Forest Collaborative to design and facilitate a day-long workshop in Shelburne, New Hampshire using our See the Forest® interactive approach. The workshop was designed to help participants understand what community forests are; explore the range of values and benefits for communities that can be provided by community forests; explore how to engage communities in acquiring and governing a community forest; identify resources and collaborations that have been useful in strengthening towns' relationships with their forests; and experience the Randolph and Gorham Community Forests and learn from experienced communities. The weather was glorious and the forests sparkled! One participant wrote, "Thank you so much for the effort you put into Saturday's workshop. We at Mahoosuc Land Trust appreciate how well the day went. I for one now feel more confident talking about community forests." The workshop was sponsored by the Shelburne Conservation Commission, Mahoosuc Land Trust, Mahoosuc Initiative and the Community Forest Collaborative.

Walking the Talk

Over the past year, Yellow Wood has worked hard to reduce the environmental impact of our own office. Yellow Wood joined the Vermont Business Environmental Partnership to identify opportunities to improve the resource productivity in our office operations. We also enlisted the help of Vermont Gas Systems to do an energy audit of our office, which led to the replacement of an ancient one-ton boiler with a new high efficiency model. We are now working on several projects using low impact development retrofit techniques to reduce the impact of stormwater runoff from our building site. We've recently installed a new rain barrel and are planning for the installation of rain gardens and permeable pavement later this year.



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 Technologies®; 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, Lee Wood, Associate, Daniel Spies, Associate, and Cheri Hutchison, Administrative Support.



YELLOW WOOD
a s s o c i a t e s , i n c .

Update On Our Work

Green Community Technologies® at Work in Minnesota

West Central Initiative (WCI) of Minnesota, a regional community development organization, hired Yellow Wood to conduct research into alternative approaches to drinking water, wastewater, and stormwater issues in three communities in west central Minnesota using our Green Community Technologies approach. According to WCI, "Communities in west central Minnesota are facing an \$813.5 million crisis that will impact their future. Their most basic types of [water] infrastructure are failing, and the resources currently available to address the situation are inadequate. With many systems built in the 1930s that had an estimated design life of approximately 50 years, communities are living on borrowed time."

Yellow Wood spent time in each community meeting with city officials, learning about each city's particular goals and issues, and developing an assessment of the systems already in place and the extent to which they are or are not meeting current and projected future needs. Based on that assessment, Yellow Wood conducted research targeted to the goals and conditions in each community to identify alternative approaches that are preferable economically, environmentally, and socially.

*Sketch of Kate Mountain Community Center in
Franklin, New York*



Green
Community
Technologies®

Work in Franklin, NY Continued

In 2006, Yellow Wood used our Green Community Technologies approach to help the Town of Franklin, New York (population 1,218) design a building restoration and construction program that maximized use of its existing assets, corrected environmental and facilities compliance problems and incorporated green building principles including plans for a LEED-certified community center. To generate community buy-in for the project, the Town of Franklin asked Yellow Wood to coordinate production of a short video, PowerPoint and public presentation that explains the need for the program, its benefits, costs, and how the community can pay for it. The video will be widely distributed and available on the town's website. The video can be viewed at our website, www.greencommunitytechnologies.com or www.townoffranklin.com.



New Website Unveiled

Our new website, www.greencommunitytechnologies.com, is officially launched. The interactive site features brief synopses of our work in different communities, resources, forms to engage us in thinking about your community, and more. Please contact us with any feedback you might have and send communities our way.



Spring Puzzler

A REBUS is a picture representation of a name, work, or phrase. Each "rebus" puzzle box below portrays a common word or phrase. Guess what it is.

TAILR
RIALT
LIRTL
TLRIA

1234567890
12safety90
1234567890

o tofu
u foot
to fou

D B#1
N B#2
A B#3
T B#4
S B#5

sta4nce

Give Get
Give Get
Give Get
Give Get

What's New at Yellow Wood?

Staff Updates

Introducing Cheri Hutchison

Hello, my name is Cheri Hutchison; I joined Yellow Wood as an Administrative Assistant last fall after spending the summer working at a local emergency food shelf. I am a Franklin County native, and live on my family's dairy farm in Fairfield.

Growing up in Vermont has instilled in me strong values regarding community and land. I am so excited to be working here at Yellow Wood, and admire their strong commitment to both. There is so much to be learned from everyone here, and I look forward to new challenges and continual learning.



Ella Mae

Melissa, her husband Jim and their son Noah welcomed a baby girl, Ella Mae, to their family on March 4, 2008.



Lee is Still Here

In our last newsletter, we said that Lee was leaving. Well, he changed his mind and he's still at Yellow Wood for now.

Answer to Puzzle

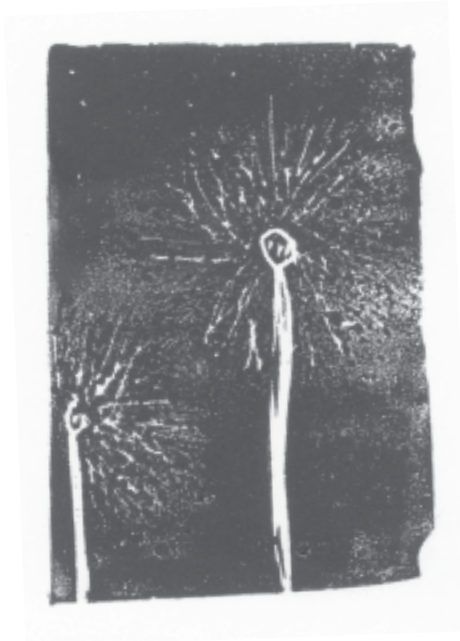
*Trail Mix
Safety in Numbers
Out of sorts
Stand Up and Be Counted
For Instance
Forgive and Forget*

You Get What You Measure® News

You Get What You Measure will be featured in a new book on Outcome Frameworks by Robert Penna of the Rensselaerville Institute. Publication is expected in June 2008.

“Even within a given organization, differences of opinion may exist between Board Members, leaders, program designers and manager, and front line staff concerning the right outcomes for a given initiative. How to get all these people to agree so that the effort can be launched with the most support and the widest

agreement on designated targets? One tool that is exceptionally well suited to this need is called You Get What You Measure.”



Shanna Ratner presented a Taste of Measurement at Evaluation 2007, the annual meeting of the American Evaluation Association held in Baltimore in November. The You Get What You Measure demonstration was supported by the Nonprofit and Foundation Evaluation Topical Interest Group. Thanks to Kim Norris for suggesting this.



What We're Reading

The Book Thief, by Markus Zusak, is the most original, riveting, engaging and enlightening human scale story of World War II I've ever read. Zusak's skill is breathtaking. Read this book! ~ Shanna

Cloudsplitter, by Russell Banks. This novel about John Brown and his family and their work against slavery is a long one, but worth the read. I haven't finished it yet, but am anxious each day to read more.
~ Melissa



YELLOW WOOD
a s s o c i a t e s , i n c .

228 North Main Street
St. Albans, VT 05478

PRSR1 STD
U.S. Postage Paid
Burlington, VT
Permit No. 253