



Association of Western Forestry Club's Conclave

Public Relations Plan

March 21st-25th, 2011

Winter 2011

Jill Donovan and Valerie Grant

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Executive Summary

The Cal Poly Logging Team will be hosting the 72nd Annual Association of Western Forestry Club's Conclave, AWFC, on Cal Poly Campus March 23rd-25th. This event brings publicity outlet with the potential for positive and negative media attention. We hope this plan assists in increased positive media coverage, spectator attendance and special event awareness. In result of hosting AWFC at Cal Poly the Team would like strengthened support from the school and community.

The Cal Poly Logging Team's Mission Statement is: We are an intercollegiate team of men and women students who are interested in traditional forestry field skills. This includes competitive events like double bucking, axe throwing, horizontal and vertical chopping, and chainsawing. Participation with the logging team is also a good way to develop practical working skills in a safe environment.

Consultation

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1. Cal Poly Logging Team for their Spring 2011 Association of Western Forestry Club's Conclave (AWFC.)
2. Erika Schwall, Logging Team President
530.598.0380
eschwall@calpoly.edu
3. The club was started at Cal Poly over thirty years ago. The tradition of competitive logging sports was started in logging camps during the 1800's.
4. The team provides educational demonstrations, sells firewood. They are best known for demonstrations of their skills in wood chopping and bucking.
5. The team is part of the forestry clubs at Cal Poly. They are part of the Natural Resources Management Department. The team has two faculty advisors Dr. Wally Mark and Dr. Samantha Gill. The team's leadership consists of a President, Vice President, Secretary, Treasurer and Equipment Manager.
6. The team is publicly held since it is part of Cal Poly. Team members must add the class NR-290 Intercollegiate Forestry Activity to participate. They do not discriminate major, gender, ethnicity or skill level.
7. The team is not government regulated. They do have limitations based on insurance and school affiliation. For example the school must be informed of the teams traveling and various activities.
8. No, they are not part of a union.
9. The team is one of is one of 11 participating schools for the North West region covering Schools with forestry programs west of the Mississippi River. The competitive teams include; Central Oregon Community College, Colorado State University, Flathead Valley Community College, Humboldt State University, Modesto Junior College, Oregon State University , University of California-Berkeley , University of Idaho , University of Montana , University of Nevada, Reno and University of Northern Arizona. There is a southern, Midwest and North East Region covering the United States. International teams exist although they have yet to compete with the Cal Poly team.
- 10." We are an intercollegiate team of men and women students who are interested in traditional forestry field skills. This includes competitive events like double bucking, axe throwing, horizontal and vertical chopping, and chainsawing. Participation with the logging team is also a good way to develop practical working skills in a safe environment."

SWOT

Internal Factors

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Strengths (Maximize)

- **People:** Trained Competitors planning the event. This help in a greater understanding of how a logging competition should be run. We have two advisors Dr. Wally Mark and Dr. Samantha Gill who are helpful in advising decisions. Jeff Riemer the NRM Technician is directly supervising us-providing guidance. Two “old school” competitors are providing input Chrisy and Alvie Marcelli.
- **Resources:** The logging team is currently building a new competition site on campus. The site has new climbing poles and a pond for water events. The rodeo area on campus has agreed to let us run the STIHL TIMBERSPORTS competition Friday afternoon.
- **Innovation & Ideas:** The team has agreed to run a Best Beard and Best Dressed Birling contest to add interest for competitors and spectators. They are making an effort to make the banquet unique in decoration and gifts.
- **PR:** We will be running ads in the mustang daily, local papers and flyers on campus. We plan on getting radio coverage also.
- **Marketing:** We are working with NRM Department Faculty to gain volunteers by offering extra credit in classes.
- **Operations:** Exposure on campus for the team is important. Students will not have classes so they can dedicate more time to running and participating in the event. Elementary schools can attend on fieldtrips.
- **Budget:** See attached excel document.

Ways to exploit:

- The team must make an effort to condense opinion and follow the budget.

Weaknesses (Minimize)

- **People:** Disorganization: many people and their opinions are trying to influence the event. This can cause disorganization and “stepping on toes.”
- **Resources:** There is a rushed deadline forbidding and completing the new site. A great amount of time must be spent by students sourcing building materials. There must be a balance between building still keeping up with school and training for the competition.
- **Innovation & Ideas:** Lack of Participation in contests. Extra effort made may not pay off for the event. We must ensure promotion to gain participation.

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- **PR:** We must argue and clearly explain that the event is significant since many may be foreign to logging sports.
- **Marketing:** The public, families, SLO Community and Students need to want to attend. We must spread the SOCO message.
- **Operations:** During spring break for Cal Poly, fewer offices will be open. Some elementary schools have minimum days during the week so they will have more time to attend.
- **Budget:** The funding is strict and specific so the team must stick to budget. Some donations are made for specific items and this must be recognized.

Ways to exploit:

- We can really increase attendance with local schools, clubs and senior citizen support. We must reach out to these groups who will have the most free time during the week.

External Factors

Opportunities (Maximize)

- This is an educational event for not only the Students at Cal Poly but members of the community.
- Parks and Recreation Students need a certain amount of volunteer time. We can market this to them as an opportunity to volunteer.
- The last time this event was in San Luis Obispo was 1999 it will be at least 4 years before it may return.
- This is a fun event for students who stay during spring break.
- It is a good way to gain alumni support. We will host an alumni night at a supporting bar Tuesday March 22nd.
- It coincides with the NRM Department 40th Anniversary Celebration so alumni may attend both events in one weekend.

Threats (Minimize)

- People do not attend.
 - We must ensure we properly market the SOCO message and get the word out about the event. We will hope for good spectator weather, the team cannot afford tenting and the show must go on.
- Going over budget
 - The department head will not authorize spending for anything not on budget

Focus Group

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What is the main point you want across?

The main goal for the Cal Poly Logging Team is publicizing the competition we will be hosting during the Cal Poly spring break. We would like to increase the number of supporters who turn out for the event.

What issues could come up?

- o Parking?
- o Lack of Volunteers?
- o Timeline of Media?

Ways you want publicity:

- o Street Signs?
 - Higuera
 - Campus
- o Campus Flyers?
- o Publications:
 - o Tribune
 - o Mustang Daily
 - o SLO Life
 - o New Times
 - o Radio Programs?
 - Broadcast at event?
 - o T.V Stations
- o E blast for majors on campus and Alumni to get volunteers

What else do you want assistance with?

Work as middleman between STIHL® Timbersports Series® PR firm and Cal Poly College of Agriculture's new PR representative Ellen Cohune.

Strategy

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1. Mission Statement- We are an intercollegiate team of men and women students who are interested in traditional forestry field skills. This includes competitive events like double bucking, axe throwing, horizontal and vertical chopping, and chainsawing. Participation with the logging team is also a good way to develop practical working skills in a safe environment.
 2. Situation Analysis-
 - i) We got where we are now due to the last AWFC competition and the teams voted on where to hold the next competition.
 - ii) We are holding the competition here during the Cal Poly spring break, hosting the twelve other competing schools.
 - a. The current situation for planning the AWFC event includes:
 - Site Building
 - Wood Sourcing
 - Campus Facilities
 - Banquet and Awards
 - Lunches and Competitor Accommodations
 - b. Strengths: Exposure, Strong Team, Faculty and Mentor Support
Weakness: Budget, Many "Cooks in the Kitchen", Low attendance
 - c. Cal Poly has a strong core group and faculty support for the event. This planning team is larger than other schools have had recently. We have greater campus policies to abide by in order to host the event.
3. We will campaign on campus, with alumni and the community in order to gain sponsorship, volunteers, exposure and spectators. This strategy will target the audiences of youth, families and outdoor enthusiasts and educate the public about forestry.
 4. One Year(Goal):

The team would like to gain added interest in logging sports recruiting more team members from campus. Increased alumni, financial and community support for the team would be ideal. The exposure on Cal Poly campus will be high.

5. Short Term Results (Objectives):
6. Financial

- i) An increase in any funding will be helpful in insuring the team may function after hosting the event.
- ii) The budget can currently leave us with a \$0 balance. Therefore, any increased funding will reduce the deficit.
- iii) Ideally funding will come before the event. We will hopefully more easily gain sponsors with the added exposure post event. For example between the March Conclave and the November Conclave we can gain sponsorship in order to host that secondary event.
- iv) We have invited industry professionals who are most likely to sponsor.

Volunteer

- i) Currently we have a minimal list of alumni attending to volunteer.

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- ii) We need approximately 30 volunteers Wednesday and Thursday 7am-5pm. Friday 7am to noon.
- iii) We must start NOW in order to get volunteers by March 23rd.
- iv) We will reach out to local groups, boy scouts, parks and recreation majors, water polo and track team for additional support.

Community Support

- i) Few know this event is happening. The event is on a few community calendars such as NEW TIMES.
- ii) We want radio, KSBY, news print coverage. Flyers in supporting businesses would be helpful. ESPN will be filming the Friday STIHL TIMBERSPORTS SERIES event.
- iii) A save the date should be released by the second week in February. A media announcement and packet will be distributed the first week of March. The farmers market before the week of the event we can have flyers passed out.
- iv) Community, clubs and families who listens to the radio, read the news, KSBY or attend farmer's market will hopefully hear about the event.

7.

a) Constituencies

- i) Youth/Families: Some schools have early dismissal and their children may need something to occupy their time. This is an exciting event
- ii) Community: Other community members such as the elderly who may have sentimental interest to the era traditional logging sports exhibits.
- iii) Students: Those staying in San Luis Obispo over spring break may be looking for a volunteer opportunity or event to watch.
- iv) Alumni: encourage alumni to bring their past experiences to the competition. Volunteering/assisting run the event and network.

b) Characteristics

- i) Demographics: San Luis Obispo is a mix of college students and community members and families. They may be working during the week-so afternoon activities will be scheduled.
- ii) Psychographics: San Luis Obispo has an outdoor interest-this is an outdoor event and typically beautiful weather to get out there and enjoy the good weather. Rain or shine our competitors will compete!

c) Decision Making

- i) Smaller Groups: People who are environmentally concerned may attend the event. We will not be cutting trees down at the event so people will just view the competitive nature rather than focusing on the aspect of cutting down trees.

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ii) Degrees of acceptance: We are college kids doing really cool things-people in the community, students and alumni will most likely want to cheer on Cal Poly-the home team.

iii)Need for research: Our event is very specific to its offerings to spectators. This cannot be altered. We will make an effort as best we can to accommodate for the spectators. The event will be a logging sports event, this cannot change. No research is necessary at this point.

d) Key message statement per constituency.

i) Community- Come cheer on Cal Poly at a free lumberjack competition on Cal Poly Campus!

ii) Alumni- Come reminisce with your logging team buddies and help out the team-celebrate the NRM 40th event after.

e)Identify Gate Keepers

i)STIHL-they will be developing other online and print media through their company to promote the event across the nation. This benefits their sales as a company but also our attendance with that support.

Cal Poly-Ellen ColcunePR representative for the College of Agriculture will be assisting.

Faculty-Endorsement from faculty as extra credit opportunity for ate Educators-Having the support from the schools to endorse the event and promote for youth attendance.

Local Companies-Letting us put flyers in storefronts ect.

iii) Internet-Online media calendars, email for volunteers, website, and

facebook.

8.

a)The main goal for the Cal Poly Logging Team is publicizing the competition we will be hosting during the Cal Poly spring break. We would like to increase the number of supporters who turn out for the event.

b)We are an intercollegiate team of men and women students who are interested in traditional forestry field skills. This includes competitive events like double bucking, axe throwing, horizontal and vertical chopping, and chain sawing. Participation with the logging team is also a good way to develop practical working skills in a safe environment.

c) This is a free event for to community.

11 competitive schools will be traveling to Cal Poly to compete March 23rd-25th.

Event parking will be at theH-1 parking lot near the Rodeo Grounds. A shuttle will be available to take spectators to the Nielsen reservoir site.to compete March 23rd-25th.

The STIHL TIMBERSPORTS SERIES will be Friday March 25th 1-5 pm at Cal Poly's Rodeo Grounds. This will showcase professional and the best college competitors.

9. Communication Vehicles:

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- a. There is an opportunity to utilize mass media tools such as Facebook, Twitter, and local papers who could advertise the spring break event for the logging team.
- b. The specialized tools used by the logging team to meet with specific constituencies are fliers which will be posted all over the Cal Poly campus to reach the student population and also an announcement in the Mustang Daily. Another communications vehicle is the media announcement to the public schools in San Luis Obispo County to hopefully attract a younger audience to the event.

10. Spokesperson:

1. Erika Schwall and Walt Page
2. Dr. Wally Mark (advisor for the Cal Poly Logging Team)

11. Media Strategy:

- a. The best media strategy for the spring break event would be a mix of online sources, such as Facebook to reach the student population, and announcements in the local papers, such as the Tribune and the New Times, and local radio stations such as KSBY. The local papers will be read by members of the community who are prime candidates to attend and support the team.
- b. While it would be ideal to have advertisements in all the local papers and the mustang daily, as well as professional invitations to the local schools, our budget is limited. Therefore, the best mix of specialized communication tools is a few advertisements in the Tribune, free announcements in the student channels on mycalpoly, fliers around campus, invitations to the local schools, and emails to alumni and parents of students.

12. Action Plan:

A. Goal #1

- i) Objective: To increase awareness and attendance of the Cal Poly Logging Team Spring break competition.
 - (1) Strategy: We are trying to increase attendance.
 - (2) Tactic: Use a complementary mix of media strategies to get the word out in advance, concerning the competition to the student population of Cal Poly, alumni, parents, community members, and local schools.
 - (a) We will start advertising and publishing media advisories and press releases a month before the competition.
 - (b) The announcements have to be completed in a timely manner to get the word out, otherwise, the public will not be aware of the event in time to attend.
 - (c) See attached budget sheet.

13. Monitoring and measurement systems and procedures:

The event's success will be measured by the attendance of the spring break competition. Our primary objective is to increase awareness and attendance of the event. If there is increased attendance by the student population of Cal Poly, alumni, parents, community members, or local schools, then the public relations plan was successful.

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SOCO Worksheet

Key Message: Data that has been interpreted to provide meaning and context

In one brief paragraph, please state the key point or objective in doing the interview. This statement should reflect what you would like to see as the lead paragraph in a newspaper story or broadcast news report.

The main goal for the Cal Poly Logging Team is publicizing the competition they will be hosting during the Cal Poly spring break. We would like to increase the number of supporters who turn out for the event.

Key Facts: The smallest units of description—may be words, numbers or other symbols

What are the three facts or statistics you would like publics to remember as a result of reading or hearing about this?

1. There are twelve schools that have forestry programs west of the Mississippi attending and participating in the completion.
2. It is a three day logging sports completion over the Cal Poly spring break featuring events such as wood chopping and sawing.
3. Friday features a competition between professional loggers and the best college students.

Target Audience:

Who is the main audience or population segment you would like this message to reach?

Primary: San Luis Obispo residents

Secondary: Cal Poly students and Alumni and parents

Interview Objective:

What is the one message the audience needs to take away from this report/interview?

Encourage people to turn out for the event.

Primary Contact:

Who in your office/organization will serve as the primary point of contact?

Name: Valerie Grant Phone: 707 496-2697 Time available: Afternoons on weekdays

** Source: Robert Howard, Assistant to the Director, National Center for Infectious Disease, September 2008.*

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Future Recommendations

- We recommend that the team tries more extensively to reach k-12th graders in the area since budget cuts are hindering their ability to take field trips.
- Put posters up earlier than two weeks before the event
- Seek Sponsorship much earlier, One year ahead of scheduled event to aid t-shirt and banner development
- Clearly outline student responsibilities with department communications director

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Media Kit

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Backgrounder
March 1st, 2011

Contact:
Valerie Grant
707-496-2697
vgrant@calpoly.edu

Lumberjack Competition Coming to Town

Where your company is located, when company started, why company started:

The Cal Poly Logging team is from the California Polytechnic State University in San Luis Obispo.

The natural resources department at Cal poly started the logging team over 40 years ago, in 1977, and was officially recognized as a club in 1987.

The association of western forestry clubs, or AWFC, was started by a group of students from Montana in 1937.

It started to bring more opportunities to western United States students.

The university conclave was held in 1939 at the University of Montana, and has been held there annually, except for a disruption during WWII.

Cal Poly will be hosting the 72nd AWFC conclave on the Cal Poly campus. The Cal poly conclave will have approximately 170 students coming to compete.

What the Cal Poly Logging Team does:

The competition consists of 22 events:

Birling, Boom Run, Limber Pole, Horizontal Speed Chop, Horizontal Hard Hit, Vertical Speed Chop, Vertical Hard Hit Double Buck, Single Buck, Jack and Jill, Traverse, Speed axe throw, Dendrology, Wood Identification, Axe Throw, Fire Starting, Caber Toss, Pulp Toss, Pole Climb, Obstacle Pole, Choker Race, and Power Saw.

Who the Cal Poly Logging Team is:

The Cal Poly team has approximately 50 student members total, males and females, from numerous majors.

Key People:

The AWFC is comprised by students from 13 different schools; California Polytechnic State University, San Luis Obispo, Central Oregon Community College, Colorado State University, Flathead Valley Community College, Humboldt State University, Modesto Junior College, Oregon State University, University of California-Berkeley, University of Idaho, University of Montana, University of Nevada, Reno, University of Northern Arizona, and Shasta College.

The department head of the college of natural resources management is Dr. Doug Piirto.

The club advisors are Dr. Wally Mark, and Dr. Samantha Gill. They have been essential in helping us host this event.

Also the Department staff, Jeff Reimer and Ellen, are essential for this event to happen. Our Key sponsors are PG&E, ESRI, Pacific Coast Lumber, Big Creek Lumber, and STIHL. The logging team is fortunate to use Swanton Pacific Ranch as a "learn by doing" resource.

Information about the AWFC event:

March 23rd 7:00 am- 5:00pm

March 24th 7:00am-5:00pm

March 25th 7:00am-12pm

STIHL TIMBERSPORTS SERIES 2pm-5pm

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Directions for parking and the shuttle will be posted on the Cal Poly campus, the STIHL event will be at a different location, at the Cal Poly rodeo grounds. Students attending the competition will be touring the agricultural area and Pacific Coast Lumber, a local sawmill.

The accomplishments of the team:

The last time Cal Poly hosted the AWFC conclave on Campus was 1999. They also hosted at Swanton Pacific ranch in 2006. Our biggest rival is Humboldt State University we lost by one point at our last competition.

The future of the team:

The Cal Poly Logging team is looking towards a bright future, because it encourages practical working skills for its members while celebrating its history. It hopes to continue competing in the AWFC for years to come.

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Position Paper

Lack of support from Cal Poly PR, Marketing, and Advertising to club sports on campus

Cal Poly pledges in their sports mission statement to make sports an integral part of the education program of the university. Yet the numerous club teams on campus are completely disregarded when it comes to the Cal Poly PR, marketing, and advertising which is used to support the intercollegiate teams and the University sanctioned teams. On behalf of all the club teams on campus, the Logging team feels that they deserve support from the University.

The logging team needs assistance from the College of Agriculture Food and Environmental Science, to increase awareness on campus. It would be in the best interest of the college to increase support and awareness of these clubs to increase enrollment and raise the universities reputation as a promoter of club sports.

On the official Cal Poly Club Sports website, the Logging team is not even listed as an official sport, which needs to be changed. According to the site, "a sport club is a recognized student organization formed by individuals with a common interest in a sport activity that exists to promote, develop interest, and/or compete in that particular way. Clubs may be instructional, recreational, competitive, or any combination thereof. Characterized by being student-initiated and student-run, the basic structure of clubs allow members numerous opportunities for leadership and decision-making." According to this definition, the Logging team undoubtedly meets the requirements as a club sport.

The club sports site states that "Sport clubs are partially funded through student fees. Cal Poly's ASI Board of Directors allocates these fee monies to the Sport Club Council, which is the governing body for all of the sport clubs. Clubs also fund their activities through fundraisers, donations, and membership dues." The logging team feels that this is not promoting the importance of club sports fairly. The club sports on campus should be funded with the same consideration as the varsity athletic teams.

Cal Poly is a University with an outstanding reputation. Yet the school could do even better if it treated their club sports with the same consideration as the varsity athletic teams. The club sports should be accurately represented on the club sports website, as well as funded by the University and fully covered by the PR, marketing, and advertising on campus.

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March 1st, 2011
FOR IMMEDIATE RELEASE

Press Release
Contact:
Valerie Grant
707-496-2697
vgrant@calpoly.edu

Lumberjack Competition Coming to Town

SAN LUIS OBISPO-Cal Poly may be on Spring Break but there is an event on campus you won't want to miss. Collegiate Logging Sports Teams from 13 schools west of the Mississippi will be packing up their crosscut saws and axes to travel to the 72nd Annual Association of Western Forestry Club's Conclave at Cal Poly Campus March 23rd-25th.

This is a free community event occurring from 7am-5pm on Stenner Creek Road on the north end of campus. Signs will direct parking. Bring your family and friends to watch the excitement and witness the longstanding tradition of a lumberjack-and-jill competition. Cheer on the home team!

The event is hosted by the Cal Poly Logging Sports team which practices traditional logging sports including log rolling, wood chopping and power saw. The STIHL® TIMBERSPORTS® Series will be held Friday from 1-5pm at the Cal Poly rodeo grounds. The Western Qualifier event features the nation's top lumberjacks. They will compete with the college's outstanding competitors. "We are so pleased to host the 2011 Western Qualifier competition here at Cal Poly," commented Natural Resources Management Department Head Dr. Doug Piirto. "The Cal Poly Logging Team students, faculty and staff have worked tirelessly to prepare for this high-profile event, and I am very proud of the leadership skills that our students have demonstrated in the process. The team has done a superb job in preparing to compete and to showcase their competitive club and their University."

Full event schedule and competition information can be found at www.awfc2011.com.

For more information email calpolyloggers@gmail.com.
For more information about STIHL TIMBERSPORTS visit www.stihltimbersports.us.

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Media Advisory
March 1st, 2011
FOR IMMEDIATE RELEASE

Contact:
Valerie Grant
707-496-2697
vgrant@calpoly.edu

Lumberjack Competition Coming to Town

Who: Cal Poly Logging Team and STIHL TIMBERSPORTS

What: Collegiate Lumberjack Competition with 13 schools represented and a professional Lumberjack competition presented by STIHL TIMBERSPORTS. This extreme sport event include traditional logging skills such as crosscut sawing, log rolling and wood chopping.

When:

March 23rd 7:00 am- 5pm

March 24th 7:00 am- 5pm

March 25th 7:00 am- 12pm

STIHL TIMBERSPORTS SERIES 2 pm-5 pm

Where:

Main Competition at Cal Poly Logging Team Competition site at the end of Stenner Creek Road.

Directions:

From California Blvd.

Turn right onto California Blvd.

Turn left onto Highland Drive

Turn right onto Mt. Bishop Road

Turn right onto Stenner Creek Road

Continue down Stenner Creek Road until you pass the avocado fields and then turn left onto a dirt road.

If you go under the railroad trestle you have gone too far, so turn around and try again.

The dirt road will lead to the competition site.

Parking will be directed by event signs on campus.

*****Location Moves after 12pm on Friday*****

STIHL TIMBERSPORTS SERIES will be held at the Cal Poly rodeo grounds off Mt. Bishop Road.

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Media List

KSBY - NBC
KCOY-CBS
KEYT-ABC
Univision-Santa Barbara
The Santa Maria Times
The New Times-slo weekly paper
The Tribune-SLO Daily
Ventura County Star
Santa Barbara News Press
Paso Robles Tribune
Mustang Daily-student paper
KCBX-local public radio
KVEC-local newstalk radio

And our CA regionals (sports) include:

Bakersfield Californian
Fresno Bee
Sac Bee
SJ Mercury News
SF Chronicle
LA Times
Contra Costa Times
CA bureaus of Sports Illustrated and ESPN Magazine

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Opinion Editorial

Cal Poly's Swanton Pacific Ranch

Date: 3.14.11

Valerie Grant

Swanton Pacific Ranch where "Learn by Doing" Happens
Swanton Pacific Ranch, in Davenport California, is a valuable resource for students. An essential part of the Cal Poly experience, students learn by doing on Swanton's 3,200 acres of foggy apple orchards, thick green pastures and thriving redwood stands. Even when unplanned events like the 2009 Lockheed Fire blaze through the ranch it is a resource for data collection, senior projects, experimentation and experience.

The ranch is valuable for field trips, internships and summer classes such as Sustainable Forestry & Environmental Practices (NR 475,) and Sustainable Livestock and Rangeland Management (ASCI 470.) This is all because of Cal Poly graduate and founder of Orchard Supply Hardware, Al Smith. Smith donated the ranch to Cal Poly in 1993 with the specific goal"...that Swanton Pacific Ranch be maintained as a working ranch and used exclusively for agriculture, recreational, educational purposes."

Research and monitoring activities include: Little Creek Water Quality Monitoring and Channel Change, Precipitation and Sediment Source Survey, Geomorphic Monitoring and Light Detection and Ranging Survey, Continuous Forest Inventory (C.F.I.), Pitch Canker Research and Monitoring, Mill Creek Restoration & Monitoring, Queseria Creek Restoration & Monitoring and Dual Frequency Identification Sonar (DIDSON) Monitoring of Adult Steelhead Abundance in Scott Creek. Swanton Pacific Ranch has vast opportunities for internships and senior projects. It is a place to use new technology and study the effects of management practices.

Swanton's 1600 acres of forest land is the closest commercial forest to Cal Poly. It is named Swanton because of the boardwalk founder Swanton name the area such. The Pacific comes from the ocean front property overlooks the Pacific Ocean. The cattle brand and "tool stamp" at Swanton is a lazy SP. It is in the Coast Forest District, Mount Diablo Meridian, in Santa Cruz County. It is challenged by the general attitude of Santa Cruz against cutting trees. The ranch was logged in 1909-1921 to rebuild San Francisco after the 1908 earthquake. Forest operations have since improved even having Forest Stewardship Council certification (FSC.) FSC certification helps the ranch build leverage to harvest without as much resistance from the community. Cal Poly's association with Big Creek Lumber, who were essential to the Z'Berg-Nejedly Forest Practice Act and setting the standards of sustainable forestry, assists their rapport.

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Swanton is a High Conservation Quality Forest (HQVF). It has third party certification to be Forest Stewardship Council certified. FSC's mission is that "The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations." This means Swanton goes above the bar of even California's strict standards to manage its forest. The Non-Industrial Timber Management Plan (NTMP) components include: Section I –General Information, Section II –Plan operations, Section III –Plan addendum, Section VI –Cumulative Impacts Analysis, Section V –Other Attachments, Section VI –California Archaeological Addendum. The NTMP is functionally equivalent to CEQA, the California Environmental Quality Act. Past students names are listed in this document as contributors-that is truly learn by doing.

Swanton's selective forestry management restricts cutting to a max diameter of 32"-38" DBH, depending on site quality. 30-40% of the trees at maximum diameter will be removed every 15-20 years, depending on site quality. Forest management areas of Swanton include:

- Little Creek Forest is an even-aged stand, about 80 years old composed of Douglas-fir and redwood trees. Tanoak is dominates the understory with some madrone.
- Scotts Creek Forest is has natural and planted stands of Monterey pines. The hardwood trees are mostly riparian forest and contains the world's largest nutmeg tree. This unit is characterized by its steepness and grasslands.
- Satellite Units includes seven small stands which are primarily Douglas-fir with Monterey pine and small pockets of redwood. These smaller stands are less marketable.
- Valencia Creek Forest includes mainly redwoods with stands of Douglas-fir and some hardwoods, tan oak, madrone and Shreve oak.

Current Forest Harvesting Operations, discussed by Steve at his presentation included: bridge removal, stream crossing R7, timber falling, ground based operations, skyline cable yarding and helicopter logging. At any moment there are a variety of operations happening at Swanton. The NTMP is consulted for when, where and how operations may be conducted. Sometimes this may mean adjusting the NTMP. Something like fixing the railroad bridge requires many agencies such as Fish and Wildlife Service's and Cal Fire must be consulted and provide approval. The steelhead in the creek especially, requires special consideration. It was interesting to get to walk the Staub House trail and see the sites Steve had just lectured on right along the road.

The logging team has the opportunity to host Cal Conclave at their practice unit, built by Jason Pearson at Swanton. This November will be the 33rd annual event. Logging Sports teams from The University of California Berkeley, University of Nevada, Reno, Modesto Junior College, Central Oregon Community College and Humboldt State University also have the opportunity to visit our school forest.

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August 12th, 2009 the Lockheed fire torched 7,817 acres Swanton. A seven year study with has monitored water quality in Little Creek in relation to the effects of logging on streams. The fire has coincidentally provided an opportunity to study the effects of fore on the watershed. The fire also brought about a helicopter salvage logging operation and a new rubber tire skidder to the ranch. The use of the helicopter allowed Cal Poly to log sites that had not been logged since Cal Poly acquired the property. The helicopters could reach areas that are infeasible to build roads to.

As Al Smith would have wanted Swanton is thriving. The ranch is logged, harvested and grazed. Resource Manager Steve Auten converted Swanton's production into pounds. In 2009 Swanton produced 9,000,000 lbs of timber, 135,559 lbs of livestock, 225,549 lbs of herbs, 30,000 lbs of oat hay and 7,000 lbs of organic apples. That totals 9,398,099 lbs of agriculture products produced in accordance to students learning by doing with staff and faculty support. The resource production is managed sustainably. The forest is internationally recognized Forest Stewardship Council certified.

Cal Poly's Swanton Pacific Ranch is an incredible resource for research, production and education. The ranch is managed so that future students at Cal Poly may have the same opportunities current and past students may have had. There are many acres to explore, learn from and manage. We have wonderful faculty that facilitate this learning. I am lucky to have spent many weekends at Swanton. I think it is the heart of opportunity for Cal Poly's learn by doing education-Thank you Mr. Al Smith.

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Shirt and Hat Designs

By Valerie Grant



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BACK



MOCKUP

Location: Center Back
 Ink Color(s): Black
 Size: 12" Across
 Garment: Safety/ Green T-shirts

Images not actual size

PROOF 1



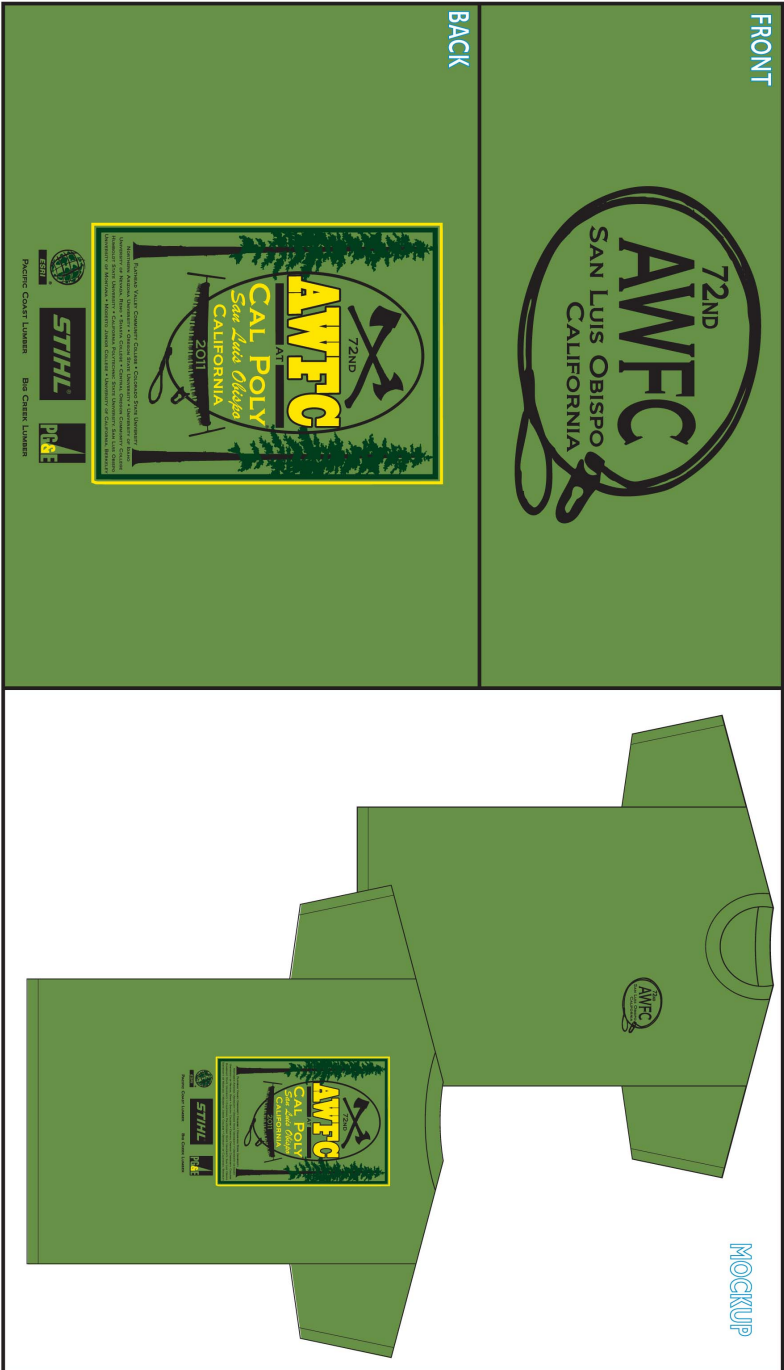
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Left Coast T-shirt Company will not be held responsible for any problems with the artwork (including, but not limited to, spelling, colors, sizing, or location) once the artwork proof is approved by the customer. Please check the artwork thoroughly before giving approval. Thank you!

Date: 2-23-11
 Artists: CJN

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Location: Left Chest
Ink Color(s): Black
Size: 4" Across by 2.9" Tall
Garment: Kiwi T-shirts

Location: Center Back
Ink Color(s): Forest Green, Yellow, & Black
Size: 15" Tall (max) by 9.3" Across

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PROOF 1

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Date: 2-23-11
Artist: CJN

log rolling ✂ axe throwing
wood chopping



Lumberjack Competition!

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Cal Poly Campus
7am-5pm

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