

Summary & Wrap Up

**ITC Workshop
Branding & Marketing Tribal Forest
Products
March 2, 2011**





"All things are connected. Whatever befalls
the earth befalls the sons of the earth."

Attributed to Chief Seattle

Natural Resources

- **Supported tribes for millennia**
 - Survival
 - Economy
 - Spirituality & Cultural identity
- **More than users - tribes were managers with a profound stewardship ethic to provide for the needs of future generations**



Natural Resources

- Natural resources have always been central to the cultures, lifeways, distinctness, identity, and economies of tribal communities.
- Natural resources are still abundant in Indian Country, but suffer from years of neglect and abuse, insensitive development, encroachment, expropriation, and lack of investment.

Natural Resources

A large elk with impressive antlers is the central focus of the image. The elk is shown in profile, facing right, with its head slightly raised. The background is a soft-focus landscape of a field with some brush and trees under a hazy sky. The overall tone is natural and somewhat somber.

Despite their natural resources, Indian Country suffers from shocking levels of unemployment, poverty, health and social ills.

The potential of natural resources to improve tribal economies and meet community needs remains unrealized.

“Land Rich, Dirt Poor”

Rebecca Adamson

100 Million acres (56 M in trust) plus reserved rights to fish, hunt & gather

- 8 Million acres commercial forest lands
- 5% of oil
- 10% of gas
- 30% of low sulphur coal
- 40% of uranium
- Wind potential 20%-50% of US Electrical demand
- Solar potential 4.5 X U.S. Energy consumption

Something's Wrong

From 2000 census

- 22% Average unemployment on reservations (25% during Great Depression); much higher on many reservations
- Average per capital income \$7942
 - 36% of families below poverty level

Opportunities

A close-up photograph of a snake's head, showing its eyes and mouth, with a list of opportunities overlaid on the left side.

- **Economic development to meet pressing needs for income and employment**
- **Assert greater influence & leadership in the development and implementation of natural resource policies and strategies**

A painting depicting several Native American children. In the center, a young girl with dark hair and a blue headband is holding a white bird, possibly a dove, close to her face. To her left, another child is partially visible, also holding a white bird. The children are wearing traditional, patterned clothing. The background is dark and textured, suggesting an outdoor setting. The overall mood is one of care and connection with nature.

Protection of Tribal Resources & Interests In Grave Jeopardy

- **Tribal leadership occupied by complex demands of governance**
 - enormous demands to meet pressing needs in their communities
 - Potential to lose sight of ties with natural resources
- **Can't afford to take benefits from natural resources for granted**
- **Inadequate resources to manage**
 - Deterioration = less capacity to support tribal use

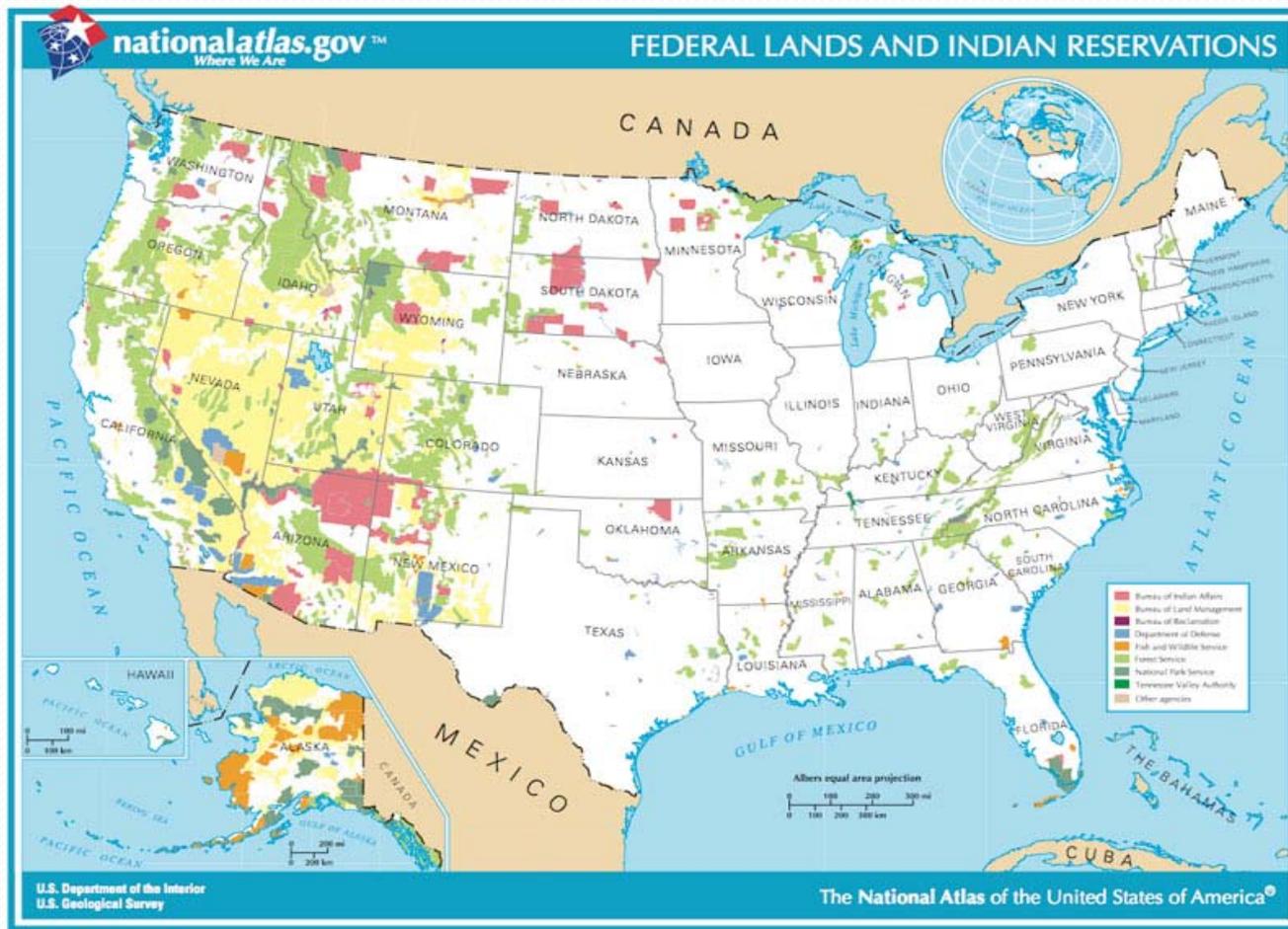
We Can Only Keep Doing What We've Been Doing For So Long



Status of Forest Products Industry



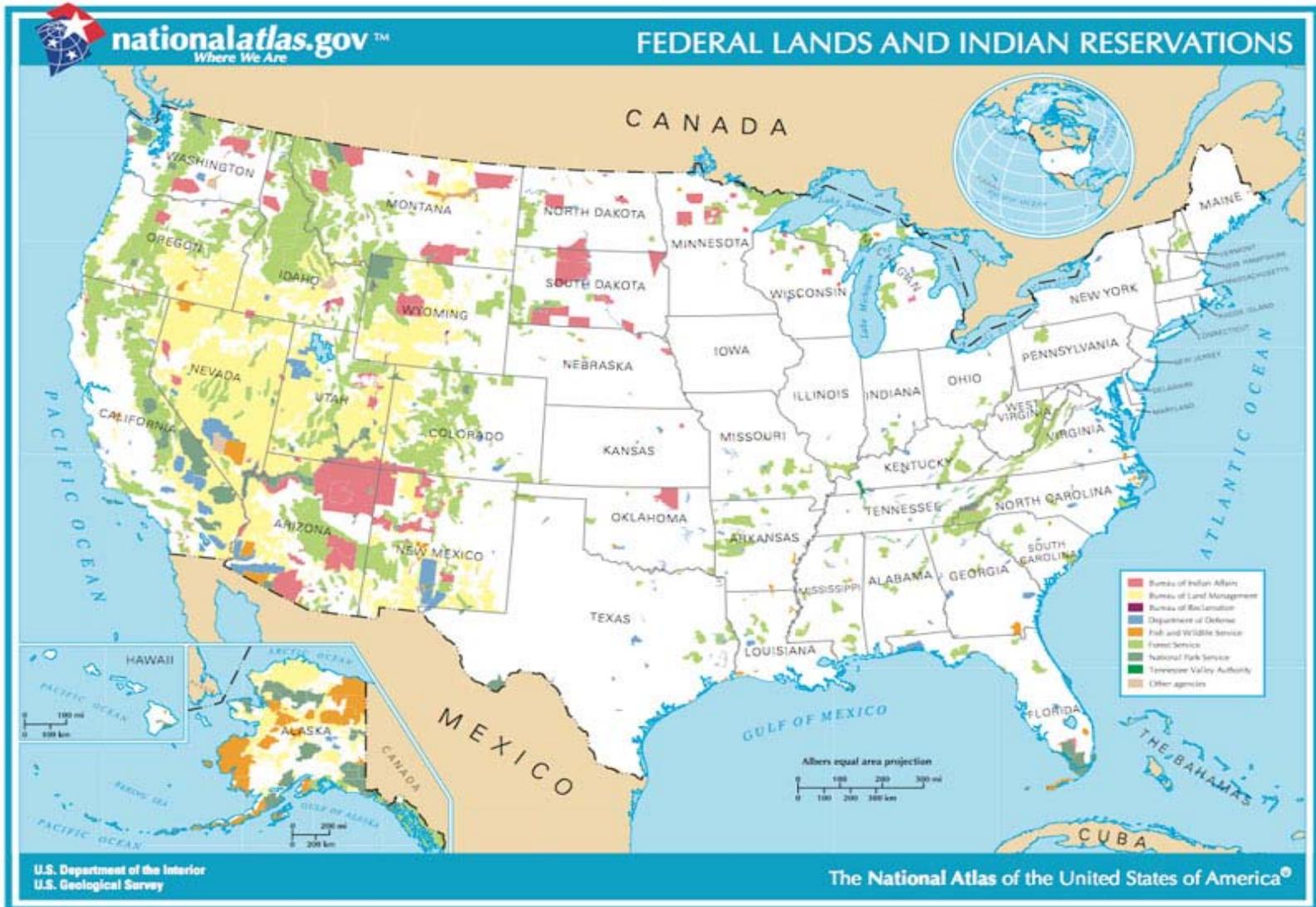
Tribal Management Influence on the Landscape Has Waned



Reservations & Reserved Rights not enough

Ability to continue use of important resources is being lost

Tribal Economic Influence Is On the Rise



What Sets Tribes Apart?

| Attribute | Comments |
|-----------------------------|---|
| Stewardship | Environmental Responsibility Sustainability Permanence |
| Small Business | 8(a) |
| Minority Business | MBE, Social diversity goals |
| Trust Relationship | Tax Treatment (land base, income, depreciation), Fiduciary responsibilities, TFPA Reserved rights) |
| Political Sovereigns | Uniqueness & Diversity Sovereign immunity IRA Sec 17 corporations Tribal preference - Promote use on Indian resources in Indian Country |



Wake Up!

This is serious stuff!

Have We Removed The Blinders?

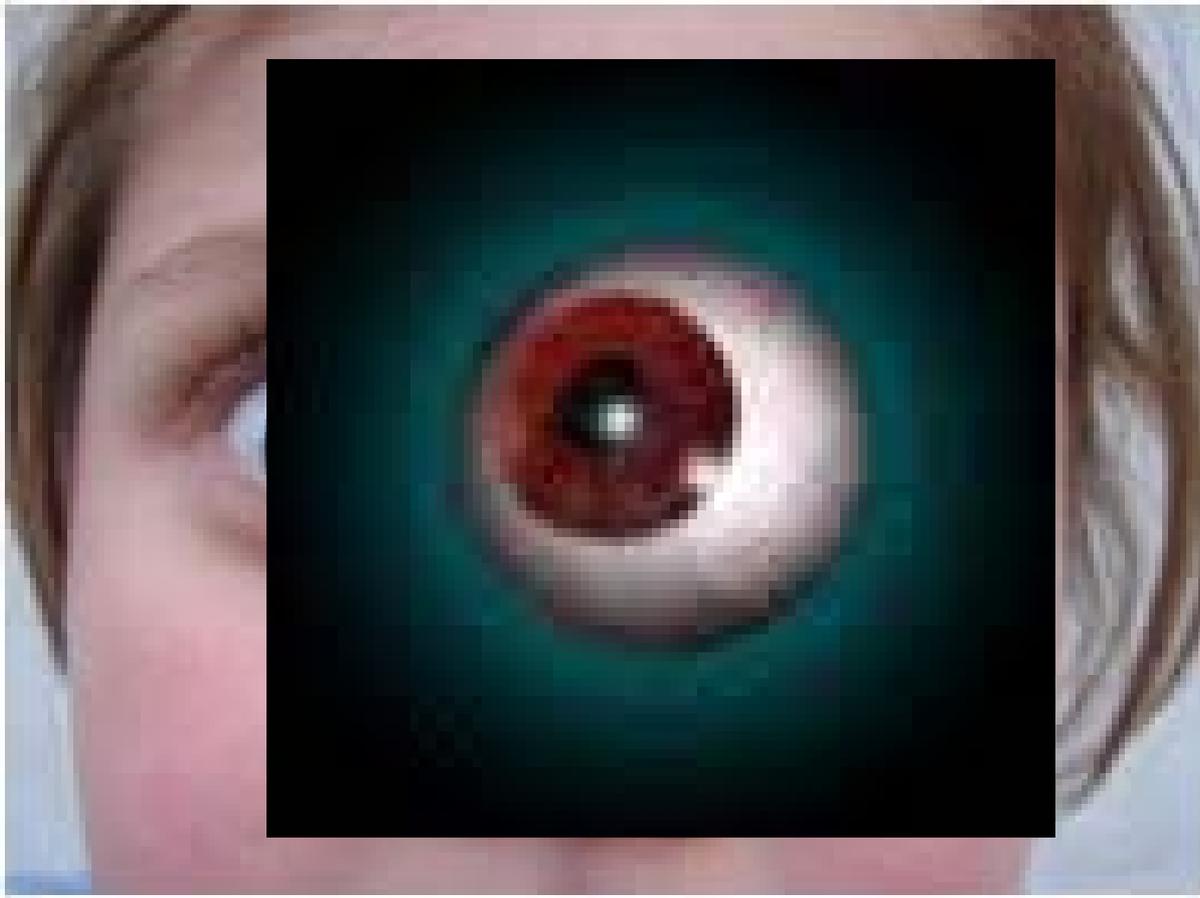


Have We Expanded Your Vision?



How Branding & Marketing Could
Help Tribes Advance Larger
Strategies?

Did You Open Your Eyes?



Imagine the Possibilities

- Intertribal collaboration and support
 - Economic & Political Power To Shape Your Own Future

**The Ball
Is Truly
In Your
Court**



The Ground Is Shifting

1. Forest Products are marketed globally
2. Tomorrow's consumers want to be connected
3. While some doors are closing, others are

It's Time to Adapt

- Ecotourism
- Ecological services

And Lots of Hard Work Ahead

4. Will accustomed ways of doing business work in the future?
5. Increased cooperation and collaboration among tribes will be needed

Decisions, Decisions, ...

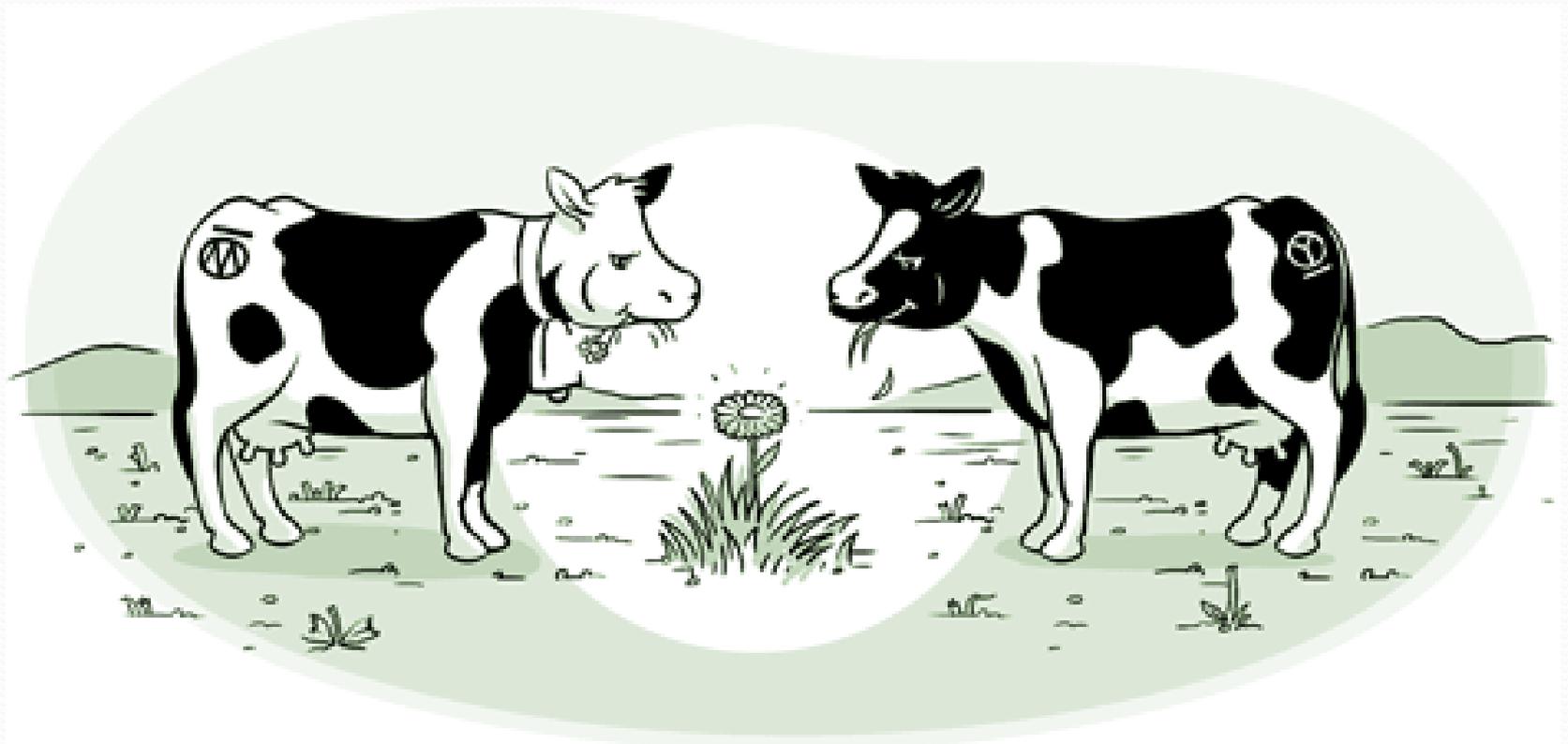
- **Should we**
 - Brand & trademark?
 - Cooperatively market?
 - Develop a tribal certification system?
 - Improve efficiency and integration of forest enterprises, management, and administration?
 - Pursue a pilot program with Lowe's?
 - Develop NTFP? EcoServices? EcoTourism? Biofuels?

Think It Over, But Decide



Garrett Hardin (1968)

Tragedy of the Commons





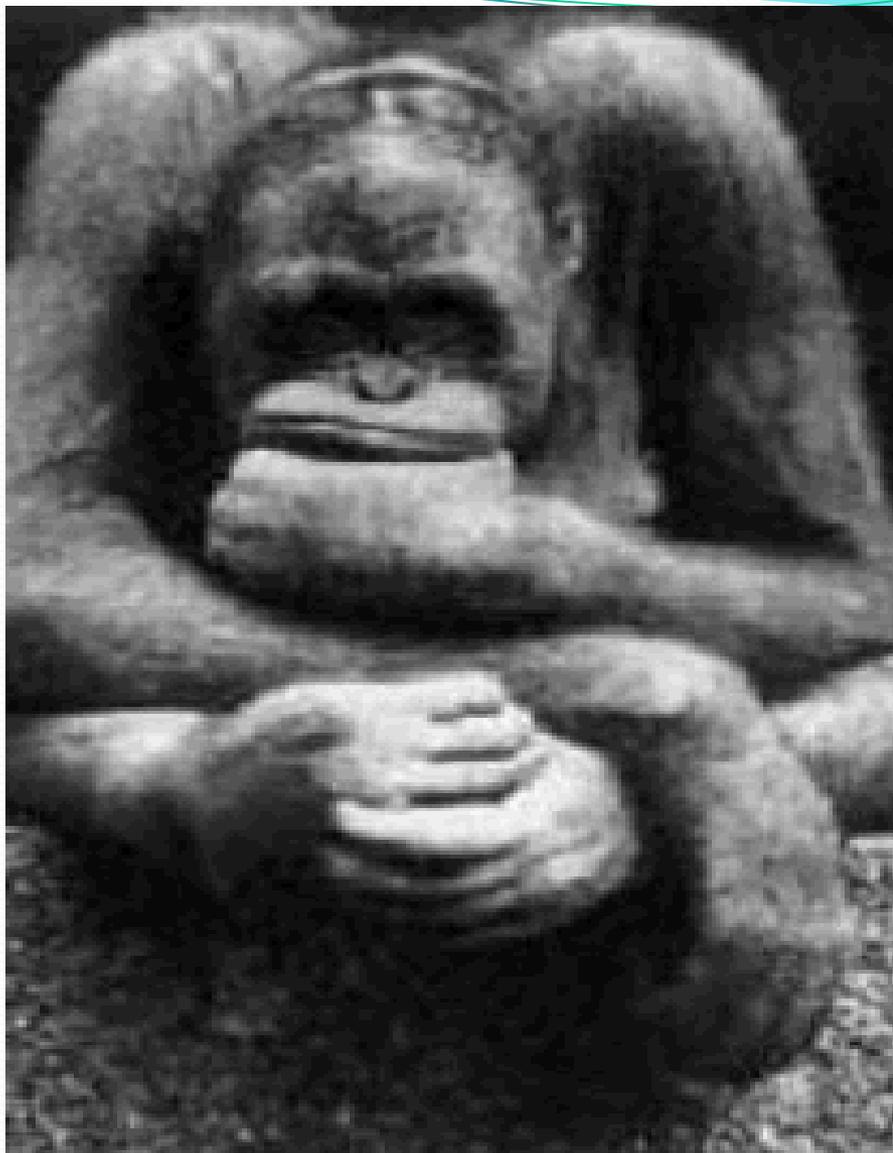
“It is one of the peculiarities of the warfare between reform and the status quo that it is thoughtlessly governed by a double standard. Whenever a reform measure is proposed it is often defeated when its opponents triumphantly discover a flaw in it. As Kingsley Davis has pointed out, worshipers of the status quo sometimes imply that no reform is possible without unanimous agreement, an implication contrary to historical fact. As nearly as I can make out, automatic rejection of proposed reforms is based on one of two unconscious assumptions: (1) that the status quo is perfect; or (2) that the choice we face is between reform and no action; if the proposed reform is imperfect, we presumably should take no action at all, while we wait for a perfect proposal.



But we can never do nothing. That which we have done for thousands of years is also action. It also produces evils. Once we are aware that the status quo is action, we can then compare its discoverable advantages and disadvantages with the predicted advantages and disadvantages of the proposed reform, discounting as best we can for our lack of experience. On the basis of such a comparison, we can make a rational decision which will not involve the unworkable assumption that only perfect systems are tolerable.”

Opportunity





A Last Pitch



Please complete:

- **Workshop Opinion Survey**
- **Evaluation Form**
- **Research Survey**

Thanks to the Presenters



A Final Word

THANK YOU!