

WORLD FORESTRY CENTER
MAGAZINE



WORLD
FORESTRY
CENTER

2025 SUMMER ISSUE

FROM THE EXECUTIVE DIRECTOR

Building Momentum for Forests, Communities, and the Future



Joseph A. Furia
Executive Director,
World Forestry Center

With the end of the year in sight, World Forestry Center's investment in exploring new programming and partnerships is building momentum that should carry us well into the future. And it is in no small part due to the fantastic support from all of you.

First, we are proud to announce a transformative \$1 million grant from the Cultural Resources Economic Fund (CREF), administered by the Cultural Advocacy Coalition of Oregon. This investment in our campus, approved by the Oregon legislature and signed by the Governor, affirms the relevance and urgency of our mission and underscores our shared commitment to building a more sustainable forestry future for all.

Over the past few months, we've been traveling across the region for our new State of World Forestry Center events—meeting with friends, partners, and supporters in Corvallis, Eugene, Central Oregon, and Seattle. These conversations are sparking new ideas, new partnerships, and new pathways to action. From our Legacy Leaders Dinner, honoring decades of visionary stewardship, to our Heritage Families Day and ForestFest, which welcomed hundreds of families back to our campus to celebrate the intergenerational legacy of forestry leadership, we are putting down deeper roots and branching out in ways that will make the organization more resilient and impactful.

We're also reaching new audiences off campus through our Forest Pub series at the Mission Theater in NW Portland, including our most recent event which brought together scientists, winemakers, foresters, and the public to explore wildfire resilience and sustainable land use over a glass of Oregon wine.

Inside our Discovery Museum, we are enjoying new connections and insights with the adapted art exhibit: *Sasquatch: Ancestral Guardians*, a powerful exploration of Indigenous storytelling and our relationship with the non-human world. This exhibit continues our work to challenge assumptions, elevate underrepresented voices, and spark curiosity about forests in all their complexity. We are also putting the finishing touches on our first new permanent exhibit in 20 years—*Wildfire, Climate, and Forests*. Stay tuned.

The experiences and events are educational, but we are also feeling the benefits of growing our community—we have reinvigorated something special and it is continuing to grow. Thank you for being part of this journey. With your support, World Forestry Center is poised to connect, lead, and inspire for generations to come.

With appreciation,

Joseph A. Furia
Executive Director

Help Fund the Future of Forestry

Your tax-deductible gift helps us grow our impact—connecting people to forests, fostering new ideas, and building a more sustainable future. Scan the QR code or visit worldforestry.org to donate today. Tax ID: 93-6034757

Is World Forestry Center included in your estate plans? We'd love to know! Contact Sarah Marks, Annual Fund Manager, at smarks@worldforestry.org.



STAFF UPDATES

Our work begins with our people, and we have had the luxury of working with incredibly talented individuals over the decades. Here are a few of the latest additions to our team at World Forestry Center. To learn even more about our new staff members, visit our website at worldforestry.org.



Sharon Perez, Chief Advancement Officer

Sharon Miller Perez joined as Chief Advancement Officer in June, where she leads our fundraising campaigns and donor engagement initiatives. Her forestry roots began at Oregon State University, where her father completed his forestry dissertation, and continued through his career with federal land agencies. Sharon's career spans nonprofit leadership, environmental advocacy, and editorial storytelling, all centered on building stronger, more connected communities. She also serves as Editor of *Mercer Island City Lifestyle* magazine and lives in Washington with her husband and two sons.



Chris Deppa, Campus Director

Chris Deppa joined our team as Campus Director in March, bringing a background in trades and facilities management and a deep personal connection to Oregon's forests. Raised in Portland and shaped by time spent outdoors, Chris now oversees our 5.5-acre campus and Magness Memorial Tree Farm with the same hands-on care and sense of purpose that has guided his career. He finds daily inspiration in the natural beauty of the site and is passionate about giving back to the landscapes that helped raise him. Outside of work, he enjoys fishing, hunting, and volunteering with Northwest Steelheaders.



Bobbie Winchell, Visitor Services Manager

Bobbie Winchell joined World Forestry Center in April as Visitor Services Manager, bringing over 25 years of experience in customer service, retail, and nonprofit leadership. She brings a thoughtful and guest-centered approach to her work, shaped by a career dedicated to creating meaningful experiences for others. Bobbie is most inspired by the joy she sees in visitors of all ages as they connect with forests and nature. Outside of work, she collects and sells Laserdiscs through her small business LD Empire, and enjoys quiet hikes, quirky discoveries, and community volunteering.

Farewell and Thank You to Merrit Thompson

A fond farewell and thank you to Merrit Thompson for your many years of outstanding leadership, dedication, and heart at World Forestry Center. Your vision has shaped our development work, strengthened relationships, and inspired generosity that will have lasting impact. You've championed our mission with skill and warmth, leaving a lasting legacy for our community and forests.

While we miss your expertise, creativity, and friendship, we celebrate your achievements and the difference you've made. Wishing you all the joy, success, and new adventures ahead—your roots here will always run deep.



FEATURED EXHIBITION

Sasquatch: Ancestral Guardians

*"We must walk lightly when we are between worlds with this sacred being."
– Phillip Cash Cash*

Our featured exhibition, *Sasquatch: Ancestral Guardians*, explores the longstanding sacred relationship between Indigenous peoples and these forest protectors, often called *Sasquatch* and *Bigfoot*. The works in this exhibition were created by Indigenous artists and honorgenerations of spiritual practices, storytelling, and tradition. Visitors are invited to leave their preconceived notions behind and immerse themselves not in the question of whether Sasquatch exists, but rather, how we exist with and honor this non-human other.

This exhibition was created in collaboration with a group of Indigenous artists and the High Desert Museum in Bend, Oregon, which commissioned many of the artworks for their 2024 exhibition *Sensing Sasquatch*. Since then, the exhibition has been re-curated to align with the mission of World Forestry Center and features stories from the forests of the Pacific Northwest. *Sasquatch: Ancestral Guardians* also features new work from two additional artists.



"Organizationally and personally, it has been a transformative experience to collaborate with these artists and advisors to curate this exhibition and explore their longstanding relationship with Sasquatch," said Stephanie Stewart Bailey, Experience Developer. "We realize Sasquatch has morphed into a beloved Westernized pop culture icon, but when inside this gallery, we intentionally invite visitors to take part in a culturally informed experience, shaped by Indigenous knowledge, where Sasquatch is not a spectacle, but a sacred presence."



Thank you to our sponsors:

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Meet the Artists

Greg Archuleta (Grand Ronde) is Clackamas Chinook, Santiam Kalapuya, and Shasta, and a member of the Confederated Tribes of Grand Ronde. He teaches the culture and history of Western Oregon Tribes, including carving, basketry, Native art design, ethnobotany, and cedar hat making.

Phillip Cash Cash, Ph.D. (Nez Perce, Cayuse) is a linguistic anthropologist, artist, and writer, as well as a passionate advocate for endangered languages. A fluent speaker of Ni-mi-pu-tímt (the Nez Perce language), he collaborates with Indigenous communities, museums, and professional organizations to support cultural identity, advocacy, and communication.

HollyAnna CougarTracks DeCoteau Littlebull (Yakama, Nez Perce, Cayuse, Cree) is a land protection advocate, oral historian, author, and musician. Raised on the Yakama Indian Reservation, she considers herself a "protector of KwiKwiyai, or Bigfoot." She teaches Sahaptin language and traditional arts, and is an avid huckleberry gatherer.

Frank Buffalo Hyde (Nez Perce, Onondaga) is an Onondaga/Niimípuu (Nez Perce) painter known for exploring contemporary Indigenous life through bold, vibrant, and pop-cultural imagery. He studied at the Institute of American Indian Arts in Santa Fe, New Mexico, and his work is held in permanent collections nationwide.

Rocky LaRock (Salish) is a StóꞤlō master carver from the community of Sts'ailes, his mother's traditional Coast Salish territory on the Canadian West Coast. He uses chainsaws and power tools in place of traditional carving tools to express the spirit and essence of figures such as Sasquatch.

Charlene "Tillie" Moody (Warm Springs) is a member of the Confederated Tribes of Warm Springs and also descends from the Paiute, Miwok, Modoc, and Yakama peoples. She holds a B.A. in Art and Architecture from the University of Oregon and an M.S.W. from Portland State University. Tillie creates diverse works of art and finds joy in sharing her knowledge with others.

Joe Scott (Siletz) is a member of the Confederated Tribes of Siletz Indians and a descendant of the Rogue River Tribes of Southern Oregon. He lives and works on Kalapuya Illahee as Curriculum Director for the Traditional Ecological Inquiry Program and is a Traditional Fire Practitioner.



Four artists gathered at the opening reception on June 5, 2025.
From left to right: Frank Buffalo Hyde, HollyAnna CougarTracks DeCoteau Littlebull, Phillip Cash Cash, and Joe Scott.

Sasquatch: Ancestral Guardians will be on view until January 4, 2026.

What the Log Saw: Honoring the Legacy of Catherine "The Log Lady" Coulson

From May 1 to June 8, 2025, World Forestry Center's Discovery Museum hosted "What the Log Saw: Honoring the Legacy of Catherine 'The Log Lady' Coulson," a pop-up exhibit celebrating the life and environmental advocacy of Catherine Coulson, best known as "The Log Lady" from the show *Twin Peaks*. The exhibit featured iconic artifacts from the show, including the original Ponderosa Pine log and the character's signature red glasses, as well as personal memorabilia and photographs. The exhibit followed the thread of Catherine's environmental advocacy, beginning with the backstory of Coulson's character, through to her wildfire prevention efforts beyond the screen in Southern Oregon.

The exhibit brought in record-breaking attendance and attracted a new and diverse audience—many visiting the Discovery Museum for the first time. A highlight was *Log Lady Day*, featuring a look-alike contest.

Produced in collaboration with Coulson's daughter, the *I Know Catherine, The Log Lady* documentary film team, and Paramount Home Entertainment, the exhibit was a meaningful tribute that successfully blended pop culture and forest conservation.

Learn more at worldforestry.org/loglady.



RECENT EVENTS, PROGRAMS, AND HAPPENINGS

Forest Pubs: Pines, Pints, and Pizza

Since launching earlier this year, Forest Pub—hosted in partnership with McMenamins—has grown into a lively monthly gathering for people passionate about forests, culture, pizza, and, of course, beer. Recent programs have featured speakers from the Portland Timbers, the Oregon Wine Board, Oregon State University, OPB's *All Science No Fiction*, and the Port of Portland, covering a diverse range of forest-related topics.

Looking ahead, we're excited to continue bringing fresh voices and perspectives to the conversation in a relaxed, welcoming atmosphere. Join us on the second Monday of each month at McMenamins Mission Theater in NW Portland.

Learn more and see upcoming Forest Pubs at worldforestry.org/forestpub.



ForestFest & Heritage Families Picnic

On July 19, we welcomed over 250 visitors for our inaugural ForestFest, a free, family-friendly celebration of the many wonders of our forests. Visitors enjoyed live music from local band *Trashcan Joe*, food vendors, a photo booth and virtual reality experience of working forests, and witnessed a working traveling sawmill in action. Community partners and local artists offered educational activities and resources, helping guests connect more deeply with the role of trees and forests in our everyday lives.

Alongside the public festivities, we held a picnic for the heritage families of World Forestry Center—providing longtime supporters a special opportunity to connect, celebrate, and enjoy the event together.

Taking the Conversation on the Road

This year, we've taken the State of World Forestry Center on the road—hosting gatherings in communities across the region, including Eugene, Central Oregon, Corvallis, and Seattle. These intimate events have given us the chance to connect with longtime supporters, engage local partners, and share our vision with new audiences in their own backyards.

We're grateful to everyone who has joined us along the way and look forward to continuing these meaningful conversations in more communities soon. If you are interested in hosting a State of World Forestry Center event, please reach out to Sharon Perez, Chief Advancement Officer, at sperez@worldforestry.org!



Gathering Our Legacy Leaders

This past spring, we welcomed past board members, staff, and supporters who have helped to shape World Forestry Center over the decades at our *Legacy Leaders Dinner*. The heartfelt evening of connection and storytelling was held in Fountain Hall in the Discovery Museum.

Guests shared personal stories, milestones, and reflections on the organization's impact—highlighting the deep roots and enduring relationships that have sustained our mission for decades. Executive Director Joe Furia offered a look at our recent work and shared the vision for the years ahead.

We extend our sincere thanks to former board members John Shelk and John "Onny" Warjone, who graciously co-hosted the evening and helped make this special gathering possible.



2025 Complimentary Venue Grant Awardees

For the fourth year in a row, we've supported our local community through our Complimentary Venue Grant Program. Each year, we award two nonprofit organizations a complimentary rental of one of our event spaces.

We're honored to announce the 2025 recipients:



Portland Indigenous Marketplace uplifts Indigenous artists and entrepreneurs by offering barrier-free, culturally respectful spaces. Their work strengthens cultural resilience and economic sustainability through public education and celebration of cultural arts. Learn more at indigenousmarketplace.org.



Loco Por La Aventura is dedicated to increasing educational equity and access to outdoor recreation within the Latino community. By promoting engagement in nature-based activities, they help foster a stronger connection to the outdoors and lifelong learning. Learn more at locoporlaaventura.com.

Love is in the Forest Air

As the warm weather returns each year, so do the celebrations of love. This summer, we've welcomed several couples to our forested campus to share their special day surrounded by friends, family, and trees. With 5.5 acres of natural beauty in the heart of Portland, our campus offers a magical setting for unforgettable weddings.

We're especially thrilled to have been featured in a six-page spread titled "Sustainable Love" in *PNW Weddings* magazine, highlighting us as one of the region's most eco-conscious wedding destinations—perfect for couples looking to celebrate thoughtfully and beautifully.

Here are a few snapshots from the weddings we've hosted so far this year. Looking for a venue for your next social or business event? Host it with us! Inquire today at worldforestry.org/rentals.

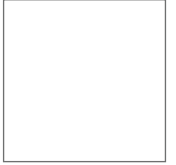




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CANOPY: Forests + Markets + Society

September 16-18, 2025 | World Forestry Center | Portland, Oregon

In just a few weeks, hundreds of professionals representing over 150 companies will attend our signature forestland investment conference, CANOPY: Forests + Markets + Society.

Topics this year include: federal policies on forests, renewable bioenergy, forests as a nature-based solution to climate change, carbon markets, tribal management of forests, changes in recent forest management technology, and more.

Thank you to our Title Sponsors: Aarden AI, Campbell Global, Farm Credit System, Greenline Climate, and Stoel Rives, as well as our Classic Sponsors for their support.



Support World Forestry Center!

Your tax-deductible donation helps us connect people and forests through innovative programs, community partnerships, and captivating art and science exhibits. As a 501(c)(3) nonprofit, our mission is to create and inspire champions of sustainable forestry. Thank you for being a part of this vital work by donating at worldforestry.org/donate.

