

USDA Forest Service

URBANFOREST CONNECTIONS

webinar series

Scaling-Up Your Urban Wood Opportunities: A Role for Everyone

Wednesday, December 11, 2019 | 1:00 – 2:15pm ET

We are at a tipping point in local markets for urban-sourced wood all over the world. In most large cities you can find entrepreneurs who are stocking up and preparing wood for a growing market. At this milestone event, we will reflect on the bottle necks to achieving success and share the way forward with two leaders in this new entrepreneurial field. **Katie Fernholz** will bring us up to speed on the market opportunity, specific local needs, and the potential for provision of a stable, predictable, and reliable supply of wood. **Jennifer Alger** will share a proven strategy for scaling up and marketing urban wood, introducing a new national standard that will build confidence in architects and designers to spec locally grown products.



Katie Fernholz

Dovetail Partners, Inc.

Jennifer Alger

Urban Salvaged and Reclaimed Woods

This webinar is open to all. We are seeking 1.25 CEU with the International Society of Arboriculture. Check our [website](#) for updates and to watch recordings of previous webinars.

Contact the Urban Forest Technology & Science Delivery Team at SM.FS.urban@usda.gov with questions, feedback, requests for special accommodations, or speaker suggestions. To receive future webinar notices and announcements, [sign up for our mailing list](#). Please feel free to forward this announcement to interested parties.

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Presented by the USDA Forest Service National Urban Forest Technology & Science Delivery Team

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