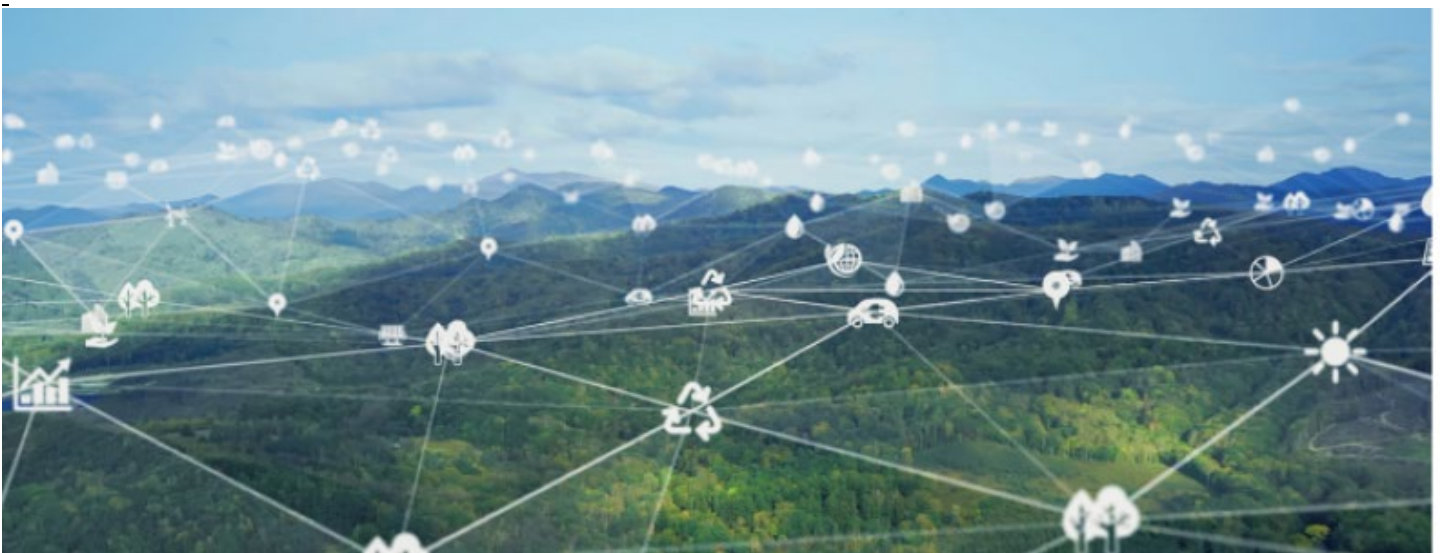


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FOR IMMEDIATE RELEASE

## **Preparing Plan B: A Guidebook for Forest Industry-Reliant Communities Facing Economic Transition**



Greenville, SC – August 21, 2023 – In response to the critical need for proactive strategies in forest industry-reliant communities facing economic challenges, the U.S. Endowment for Forestry and Communities (Endowment) announces the launch of *Preparing Plan B: A Guidebook for Forest Industry-Reliant Communities Facing Economic Transition*. This comprehensive guidebook serves as a beacon of guidance and empowerment, assisting communities heavily dependent on a single dominant employer in preparing for economic shifts and safeguarding their collective well-being.

The Endowment and the F.B. Heron Foundation funded the research behind and production of this guidebook. Based on learnings from a pilot project in Wisconsin, the guidebook focuses on how to identify the early signals of a potential forest industry mill closure and how community leaders might prepare for economic recovery/development using the natural resources in the region.

The “Preparing Plan B” guidebook is the result of collaborative efforts between forest industry leaders, community representatives, and technical advisors. It is intended for community leaders and the broader region and economic sector. It offers practical insights and actionable strategies to help communities recognize signals of potential corporate disruptions, evaluate their readiness for change, and proactively work towards shaping a resilient and desirable future.



21 August 2023



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Key Highlights of “Preparing Plan B”:

1. Anticipating Change: This guidebook equips communities with the tools to identify early signals of disruptive corporate shifts and help navigate the challenges posed by economic transitions.
2. Strategic Action: This guidebook highlights long-term actions to engage leadership and community networks, while also offering practical steps for forest-reliant communities to take in the face of impending closures or restructuring.
3. Actualizing Success: This guidebook flips the conventional narrative of community deficit into highlighting positive assets and capacity that can steer a community towards success. This encourages communities to create their own prioritized definition of success based on their unique perspectives and needs.

“The Endowment is confident that this guidebook can provide meaningful insights to mill towns and other communities that are heavily reliant on one forest sector industry,” said Alicia Cramer, Senior Vice President at the Endowment. “*Preparing Plan B* is a comprehensive resource designed to empower communities with the knowledge and tools needed to proactively shape their destiny.”

To download or view “*Preparing Plan B: A Guidebook for Forest Industry-Reliant Communities Facing Economic Transition*,” please click [here](#). The Guidebook was based on research and resulting case study produced by NYU Stern Center for Sustainable Business.

**About the U.S. Endowment for Forestry and Communities**

The U.S. Endowment for Forestry and Communities is a not-for-profit public charity working collaboratively with partners in the public and private sectors to advance systemic, transformative, and sustainable change for the health and vitality of the nation’s working forests and forest-reliant communities. To learn more about the Endowment, please visit our website at [www.usendowment.org](http://www.usendowment.org).

**For more information, contact:**

Aleta Rogers, Director of Grants and Contract Compliance at the U.S. Endowment for Forestry and Communities

(864-233-7646; [aleta@usendowment.org](mailto:aleta@usendowment.org)).

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 Richard P. Vlosky, Ph.D.  
 Crosby Land & Resources Professor of Forest Sector Business Development  
 Director, Louisiana Forest Products Development Center  
 Room 227, School of Renewable Natural Resources  
 Louisiana State University Agricultural Center  
 Baton Rouge, LA 70803 USA  
 Phone: (225) 578-4527; Mobile: (225) 223-1931



21 August 2023



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[rvlosky@agcenter.lsu.edu](mailto:rvlosky@agcenter.lsu.edu)

<https://www.lsu.edu/rnr/people/profiles/vlosky.php>

Chair, LSU Agricultural Faculty Council, LSU AgCenter/College of Agriculture

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