In This Issue
Update on Our Work:
Community Roadmap to Renewable Woody Biomass Energy
Wealth Creation in Rural Communities
25th Anniversary Party
You Get What You Measure® Presentations

We Welcome Your Comments

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Community Roadmap to Renewable Woody Biomass Energy

The Community Roadmap to Renewable Woody Biomass Energy: A step-by-step decision-making tool for NH communities was completed in January and was on the road this spring with presentations at both "Heating the Northeast with Renewable Biomass" and the "Woody Biomass Energy Research Symposium for the Northern Forest." The guide is available for download at: http://www.nhrcd.net/index.php?id=communityroadmap.


USFS Wood Energy

In the third year of our contract with the US Forest Service, we have continued to provide biomass pre-feasibility reports to a range of facilities, including schools, hospitals, nursing homes and manufacturers, in New York, Wisconsin, Kansas and Vermont through the Wood Energy Utilization Support Program. In June, Agriculture Secretary Tom Vilsack announced the award of nearly $3 million dollars in grants for developing wood-to-energy projects, including a grant for $250,000 for Burrows Paper Corporation. Burrows Paper, located in Little Falls, NY, applied for this grant using the information provided in the biomass pre-feasibility report provided through the Wood Energy Utilization Support Program. Another report recipient, Lakewoods Resort in Northwest Wisconsin, also received a grant, this one from the Wisconsin Office of Energy Independence, to implement the wood pellet system recommended in our pre-feasibility report. We are currently analyzing applications from nine Pennsylvania facilities and are planning upcoming work in Massachusetts, Michigan and New Hampshire.
Update On Our Work

Economic and Fiscal Impacts of Resort Development in Tupper Lake, New York

The Adirondack Club and Resort (ACR) is a major real estate development proposed for Tupper Lake, New York. Protect the Adirondacks!, a non-profit, grassroots membership organization dedicated to the protection and stewardship of the public and private lands of the Adirondack Park, and to building the health and diversity of its human communities and economies for the benefit of current and future generations, hired Yellow Wood Associates to review ACR application materials with respect to economic and fiscal impacts. Yellow Wood’s contributions focused on: the extent to which the Village of Tupper Lake may incur liabilities related to installation of sewer-related infrastructure and roads installed by the developer; the extent to which local unemployed individuals are likely to benefit from the proposed development through direct employment; and the assessment of overall municipal carrying costs of resort development among other things. Yellow Wood conducted research and prepared and delivered testimony at the hearing held by the Adirondack Park Agency. The hearing is now concluded with decision pending.

About Yellow Wood Associates & Yellow Wood Notes . . .

Yellow Wood Notes is a twice yearly publication of Yellow Wood Associates, Inc. We publish this newsletter to maintain contact and share ideas with friends, colleagues, and clients. We appreciate your feedback and suggestions.

Yellow Wood Associates, Inc. is a private, for-profit firm specializing in rural economic research and training for community capacity building since 1985. We provide clients with research services including feasibility studies and Green Community Technologies®; training and facilitation services including See the Forest®, You Get What You Measure® and Home Town Competitiveness. Our clients include small towns, nonprofit organizations, federal, state, and county governments, foundations, and the private sector. Yellow Wood Associates are Shanna Ratner, Principal; Melissa Levy, Senior Associate; Samantha Dunn, Associate; and Ginger Weil, Office Manager.
Wealth Creation in Rural Communities

National Rural Wealth Creation and Livelihoods Conference
In our role as managing grantee for the Ford Foundation’s Wealth Creation in Rural Communities Initiative, we are working with USDA’s Economic Research Service to plan a unique conference that will bring together researchers, practitioners, funders, intermediaries, and policymakers interested in rural wealth creation for two and a half days of intense shared learning. The conference, which is by invitation only, is being managed and facilitated by the Aspen Institute and is fully subscribed. However, please let us know if you would like to be part of the larger community of practice we expect to emerge from the conference, and we will add you to the list. Email ginger@yellowwood.org to be added to this list.

Interest in the wealth creation framework continues to grow
The Ford Foundation and Yellow Wood have been approached by two national organizations, Grantmakers in Health and the National Cooperative Business Association, to familiarize their members with the wealth creation framework. Grantmakers in Health sees the framework as a tool that may be helpful to members in guiding their investment decisions. The National Cooperative Business Association wants to explore the framework as a way to understand and explain the variety of ways in which cooperative businesses positively impact their communities. Both these efforts are at a very early stage. We look forward to these opportunities to learn more about the value of the wealth creation framework in different applications.

After a presentation at the Appalachian Funders Network meeting in Charleston, WV in June, the funders decided to adopt the wealth creation framework as one of their guiding principles. One funder, the Foundation for Appalachian Ohio, has since expressed interest in building the wealth creation approach into their plan for regional economic development. They report interest in the approach among conventional economic developers as well as other stakeholders.

Spreading the Word
On Thursday, June 30th, Shanna Ratner visited the University of Vermont to talk about the Wealth Creation in Rural Communities approach with participants enrolled in Community Economic Development: Building Sustainable Economies. Dr. Rhonda Phillips was the instructor for this five-day intensive Summer Program offered by the UVM Institute for Global Sustainability.
Update On Our Work

Visit the new Wealth Creation in Rural Communities website

Thanks to the hard work of the Wealth Creation Resource and Policy Development Team, especially Marjorie Kelly and her crew, the Initiative now has a new website — www.creatingruralwealth.org — that provides an entry point to learn about our work and the work of Ford grantees on the ground. The Yellow Wood site — www.yellowwood.org/wealthcreation.aspx — remains the repository of all reports and archival materials related to the Initiative. If you are not already on the list to receive announcements of new publications and would like to be, please send an email to ginger@yellowwood.org.

The 3rd Rural Issues: Community Leadership Conference. April 2011.

Shanna Ratner presented the keynote, "Why Does Agriculture Matter and What Can Municipal and Public Officials Do to Grow the Agricultural Economy?" at the Central New York Agricultural Council's third annual conference in Cooperstown, New York. Shanna’s presentation at the conference was cited by the Utica Observer Dispatch & Country Folks, and showed up in a clip on WKTV news.

Town of Johnson, Vermont

Yellow Wood is finishing up our work with the Town of Johnson, Vermont and the Lamoille River Food Cooperative (LRFC) on a pre-feasibility study of a local food center in Johnson, Vermont. The long-term aspirations for this food center are many, including community space, community kitchen, butcher shop, dry and cold storage, waste/compost management, demonstration gardens, working farm and retail food enterprise. Yellow Wood has been focusing our work on the demand and potential for a retail food enterprise, as a useful and potentially economically sustainable commercial venture in the Town of Johnson and as an anchor institution for a future local food center. A successful retail food enterprise can become a hub for other food-related activities over time. What made this endeavor even timelier was the recent flooding and closing of the Grand Union grocery store in Johnson, leaving the town without a grocery store. The study has included interviews with local food businesses, institutions and social service agencies to determine their needs and interest in a local food center, investigation into other retail food store models and structures, and a retail trade market area analysis.
A Note from Shanna

We had a heck of a party! Sorry you couldn’t all join us. The weather was kind and beautiful after a spring of unremitting rain. Robert Turner taught us the secrets of GPS and gave whole new meaning to the idea of triangulation. Eric Palola and Todd Sager of Loggerhead provided lovely acoustic entertainment and Chow Bella knocked our socks off with delights like savory mango cheesecake and baked Alaska. Ginger Weil put together a 25 year Yellow Wood time-line that reminded us from whence we’ve come and made a lovely beaded hanging that represents the different strands of our work. The lucky attendees received commemorative magnets which will, undoubtedly, become collectors’ items some day (smile). And Sam Ratner wrote and read a poem in honor of the occasion (see next page).

View the 25th Anniversary Timeline at:

www.yellowwood.org/YWATimeline.pdf
An Ode To Yellow Wood

My mother called me up one day,
And in excitement began to say,
"A birthday party, I did contrive,
For your older sister who turns 25"

"She's seen the forest
For the trees,
She gets what she measures,
She GCT's"

"Does she not deserve a celebration
with food and music and libation?
We'll invite her far flung friends as guests
and make them play with GPS"

"And when it's time for dinner
And they've had their play
We'll let them know
We've this to say:"

Many roads diverged for Yellow Wood,
But we know we've chosen well and true,
Because with our favorite travelers we've long stood,
And tonight, once more, we stand with you.
Puzzler & Reading

Puzzle
Can you cut out these pieces and fit them together to form a perfect chessboard? The answer is on page 11.

What We're Reading

The Checklist Manifesto, by Atul Gwande
In his most recent book, The Checklist Manifesto, Atul Gwande paints an enthralling picture of how a simple checklist can save lives. In his accessible style, Gwande weaves together storytelling with data to show how checklists in a range of industries from airline piloting to construction to medicine have been developed and how they have successfully impacted how those industries work. Even with a 6-month old baby at home, I read this book in less than a week and have been motivated to apply the checklist manifesto to both my personal and professional lives. - Samantha Dunn

Devil Take the Hindmost: A History of Financial Speculation, by Edward Chancellor
Chancellor's book combines fascinating historical sketches with clear financial analysis. The scope includes stock trades in the Ancient Roman Republic, Holland's Tulip Mania in the 1600s, and the Savings and Loan crisis of the 1980s. A section on the early trade in South American development bonds during the 1800s was particularly intriguing. Juicy quotes from contemporaries give a lively sense of the personalities involved. - Ginger Weil
Melissa Levy becomes Senior Associate

We are pleased and delighted to announce that Melissa Levy has been promoted to Senior Associate at Yellow Wood. Over the past eight years, Melissa has demonstrated her dedication to our mission while contributing to a wide range of services from the National Community Forestry Center to You Get What You Measure® to Green Community Technologies®. Melissa has also been working closely as a coach with a number of wealth creation grantees as well as contributing to research on indicators and measurement of wealth. Please join us in extending your “congratulations” to Melissa. In addition to her role as point person for You Get What You Measure®, you can expect to see her taking the lead on more projects over time.

What’s new at Yellow Wood?

Notice

Beginning with this issue, Yellow Wood Notes will be sent only by email to those contacts for whom we have email addresses, unless you request a paper copy. If you have questions, would like to request that you receive paper copies, or would like to provide your email address to receive the newsletter by email, please call our office at 802-524-6141, or email Ginger Weil at ginger@yellowwood.org.

Find us on Facebook:
http://www.facebook.com/pages/Yellow-Wood-Associates/214461345237941
New Logo and Brochure
You Get What You Measure® has been growing and changing over the past year. With the help of Gotham City Graphics, Chris Landry and Carey Baker of Midnight Sun Designs, we have a new and improved You Get What You Measure® logo. Gotham City also helped us to create a beautiful new brochure which will be making the rounds of various conferences, meetings, and more.

Becoming a Measurement Guide
The next Becoming a Measurement Guide training will be held November 2nd - 4th, 2011, in St. Albans, VT. For more information, please contact Melissa Levy at melissa@yellowwood.org or 802-524-6141. You can download a registration form at: http://www.yellowwood.org/BMGRegistrationFormNovember2011_fillinform.pdf

The Nonprofit Outcomes Toolbox
You Get What You Measure® was also featured in a recent book, The Nonprofit Outcomes Toolbox: A Complete Guide to Program Effectiveness, Performance Measurement, and Results, by Dr. Robert M. Penna, Yellow Wood colleague and consultant to the Charity Navigator. Craig Newmark, founder of Craigslist, explains, “The Nonprofit Outcomes Toolbox could not have come out at a better time. We are at the beginning of a tipping point in the nonprofit sector in the U.S. and the notion of donating to charity is slowly but surely being replaced, at least among some leading funders, by the idea of social investing. In other words, the awareness is growing that when you provide support to a nonprofit, you have a right to expect a return on that investment – meaningful change in communities and people’s lives (something of social value). The good news is that there have been some noteworthy developments in the evolution of tools that are available to improve the performance of nonprofits. The Nonprofit Outcomes Toolbox is an achievement in compiling some of the most significant strides that have been made in this area.”
Measurement News

Practice Based Approach
Yellow Wood Associates is offering a new approach to You Get What You Measure (YGWYM), which allows small organizations to go beyond talking about new knowledge and skills to actually learn through practice in a supportive process with other like-minded organizations. The outcomes of this training program include: 1) a deeper understanding and comfort level with new knowledge and skills; and 2) a strategic plan and measurement system, including: goals, indicators, measures and actions, developed for your work by you and your colleagues. This training can take place over the course of six-eight months, allowing organizations to work through the process in a deliberate and engaging way.

This approach uses content calls/webinars, alternating with peer calls to review concepts and experiences. Central to the approach are monthly assignments that you complete with your stakeholders as you develop your strategic plan and measurement system. The process culminates with a stakeholders meeting where you put the plan into action. The six-eight month YGWYM practice-based training program is equivalent to a traditional three-day program (not including the time needed to complete the plan with your stakeholders), but leaves you with the work done – not looming on the horizon.

National Good Food Network
Melissa Levy presented a webinar on You Get What You Measure® for the National Good Food Network’s seminar series in January 2011, with a diverse group of professionals from throughout the world of food systems.

2011 EPA Community Involvement Training Conference
Melissa Levy and Barbara Wyckoff recently presented a 7 hour You Get What You Measure® workshop at the 2011 EPA Community Involvement Training Conference on July 21. The workshop was extremely well attended.

Answer to puzzler
This is puzzle 74, “The Broken Chessboard.”

SUMMER 2011 YELLOW WOOD NOTES PAGE 11