

## Register Now for Q1 Webinar on March 7th

Exploring Carbon Capture & Storage - Innovations in Climate Solutions

### Webinar Topic: Exploring Carbon Capture & Storage - Innovations in Climate Solutions

March 7, 2025 8:30am - 9:45am CST

### Speakers: Kathryn Fernholz & Harry Groot

The webinar will cover Dovetail Partner's [report](#) on Carbon Capture & Storage (CCS), exploring how this technology is mitigating climate change. Katie and Harry will cover findings from the report and discuss the role of biochar as a carbon sequestration method.



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**Kathryn (Katie) Fernholz, President/CEO, Dovetail Partners**  
Kathryn is a forester by training with over 25 years of experience in the forest and forest products sector. She has worked on environmental issues in a range of roles, including environmental assessments, permitting, and GIS analysis. Her career has focused on sustainability concerns, including leadership on family forestry, community-based decision making, forest certification, and environmental standard setting.

**Harry Groot, Associate, Dovetail Partners**  
Harry Groot's projects over the last 6 years have been focused on biochar, the biochar industry, and its technology and market development/potential. He's authored or co-authored reports available in Dovetail's library at [www.dovetailins.com/reports](http://www.dovetailins.com/reports). Harry's work experience is built on his Mechanical Engineering undergraduate and Industrial Engineering graduate work and as a Professional Engineer and Certified Energy Engineer, tempered by 5 decades of hands-on business experience. He has worked in forest products manufacturing since 1980, has served in the public sector (at both Federal and State levels) as well as the private sector. He has participated as Principal Investigator, Project Manager or as a Participating Partner in 22 public or privately funded grants with awards totaling over \$5.8M. His work experience includes in-depth business analysis and planning and consulting on technical, business, and organizational issues at strategic, tactical, and operational levels.

Dovetail Partners is offering quarterly webinars throughout 2025 to highlight key topics and provide greater insight into issues addressed in our reporting. You can learn more about the remaining topics [here](#).

Register Here

### The Intersection of Social Marketing, Social Media, AI, and Forestry

Moira Daley, Internship Project

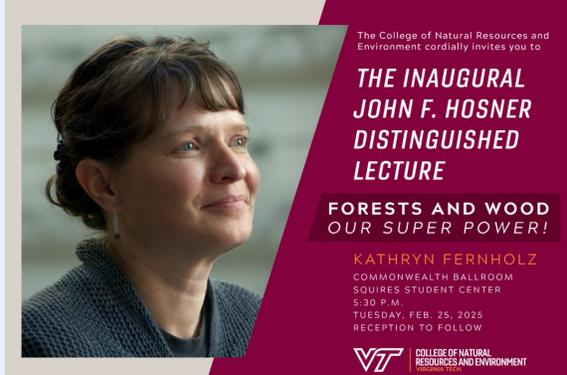
This paper explores the application of social marketing techniques to forestry, including conservation efforts with family forest landowners. Additionally, quickly developing technologies like social media and artificial intelligence (AI) can further the impacts of social marketing by fostering an interactive dialogue and community between the audience and the marketer and accelerated learning. This analysis highlights the future possibilities for social marketing and social media to advance forestry conservation outreach and landowner and community behavioral change efforts. Social marketing has previously been researched by Dovetail Partners, and this paper is a continuation and update to the earlier research.



Read Report

### Forests and Wood, Our Superpower

The College of Natural Resources and Environment at Virginia Tech will host the inaugural John F. Hosner Distinguished Lecture.



The lecture, "Forests and Wood, Our Superpower," will be delivered by Kathryn Fernholz, President of Dovetail Partners, at 5:30 p.m. on Tuesday, Feb. 25, in the Commonwealth Ballroom in Squires Student Center. A reception will follow.

[Register Here](#)

## 'Woods Whys': Forest insights

KAXE's Tuesday Morning Show, produced by Mark Jacobs, strives to take an in-depth look at some natural resource-based issues important to Northern Minnesota. In a recent episode Dovetail Associate, Michael Snyder, talked about his book, *Woods Whys* and shared insights on our nation's forests. Listen [here](#).

### Government Contracting for Forestry Workshop in Minnesota's Arrowhead: March 13th, April 2nd, & April 22nd

For new and experienced forestry contractors, including (but not limited to) loggers, tree service, planners, tree planters, and fuels reduction businesses. Get help deciphering the government contracting process, learn about current and future hand and mechanical work projects on public and private lands, and discuss challenges facing the forestry industry. There will be opportunities to connect with contract representatives from federal, state, and county agencies. Learn about the different contracting systems, prerequisite(s) for submitting responses/receiving an award, and what is needed to be part of a solicitation - insurance, certifications, etc. Additional information will be shared about upcoming work the government expects to contract out in the coming years. Learn more [here](#).



### Dovetail Partners Contributes to the Society of American Foresters release of "Our Forests, Our Future" in celebration of 125th Anniversary

The Society of American Foresters proudly starts 2025 by celebrating its 125th anniversary year of the organization with the release of its latest publication, *Our Forests, Our Future*. Kathryn Fernholz and Eliza Meyer of Dovetail Partners contributed to the writing of *Our Forests, Our Future*. The book has been released by the Society of American Foresters in celebration of the organization's 125th Anniversary. Kathryn and Eliza are authors for the chapter addressing forest policy history in the US. More than 20 authors contributed to the curation of this coffee-table style book that lends powerful insight to the forecast of our future by honoring the past that began in 1900. This information and more can be found at the SAF website linked [here](#).

## Balancing Forest Values and Benefits in an Era of Change

The U.S. Forest and Wood Products Inclusion Council

is excited to share results from our Workforce Study Insights report!

This information is part of a workforce study focused on the forest and wood products sector led by Dr. Pipiet Larasatie at the University of Arkansas-Monticello. Its aim is to identify and characterize the existing labor force, and it explores issues and opinions around inclusion, recruitment, and retention.

You can find the full report [here](#). We also invite you to share your learnings, feedback, ideas, and reactions related to the report via a brief survey [here](#).



## Register Now for WFC's March 2025 Lunch & Learn

[Join](#) the Women's Forest Congress for our March 2025 Lunch & Learn, Thursday, March 20, 1:00-2:00 pm Eastern Time (12:00-1:00pm Central/11:00am-12:00 pm Mountain/10:00-11:00 am Pacific), for an interview with [Dr. Julia Pham](#) about the [7 Forms of Respect](#) framework, which will help you transform your communication and relationships with the people you work with in lasting and surprising ways.

And mark your calendars for our quarterly 2025 WFC virtual gatherings.

- June 10, 1-2pm ET – Building Trust and Relationships
- September 9, 1-2pm ET – Self Advocacy: Articulating Values and Value Proposition
- December 9, 1-2pm ET – Topic to be confirmed

# We want your feedback!

[Take Survey](#)

*Dovetail supports progress and change to address inequality.*

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