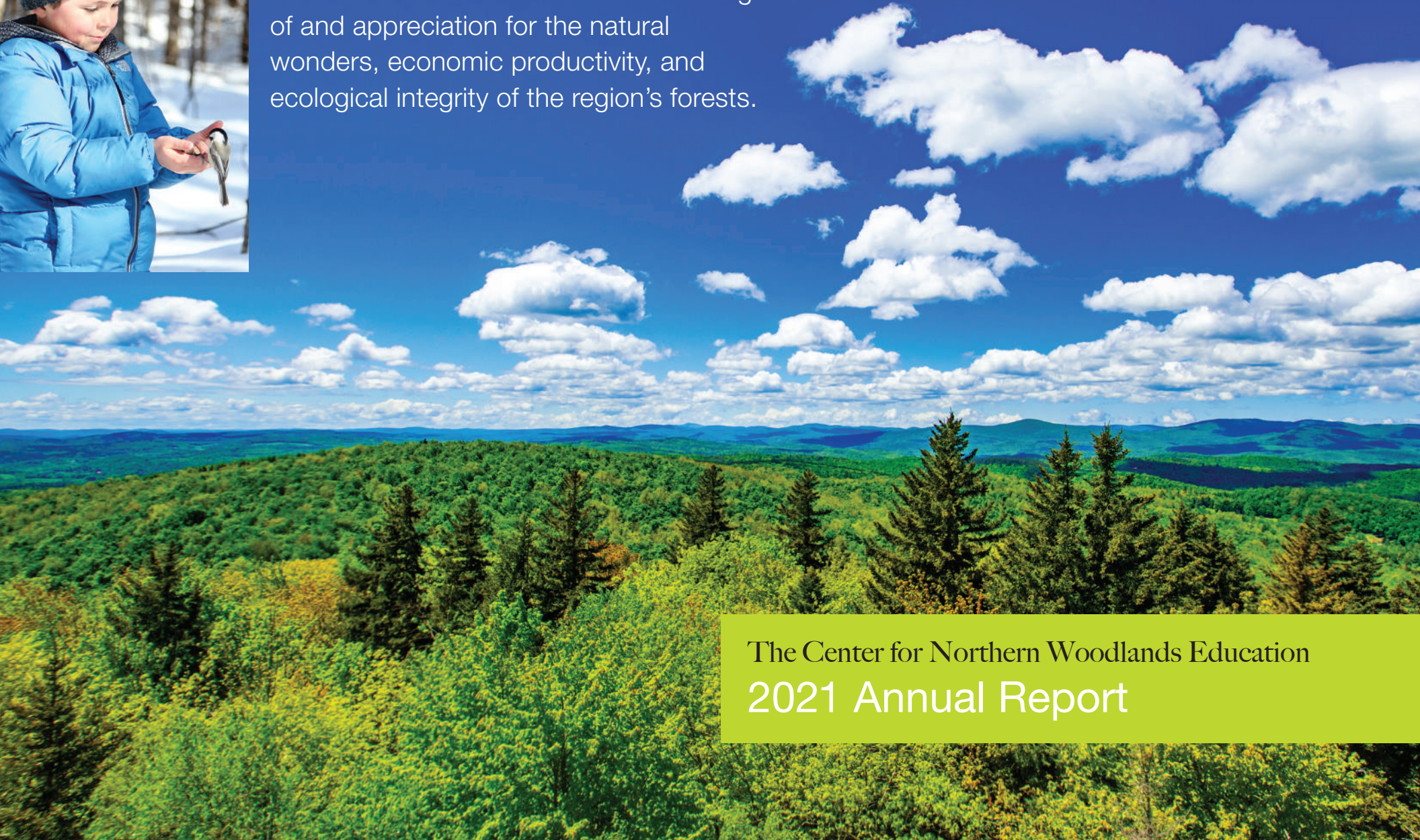




The mission of the Center for Northern Woodlands Education is to advance a culture of forest stewardship in the Northeast and to increase understanding of and appreciation for the natural wonders, economic productivity, and ecological integrity of the region's forests.



The Center for Northern Woodlands Education
2021 Annual Report



Dear Friends,

What a pleasure for the staff to be together again in the office! The Center for Northern Woodlands Education (CNWE) got through the period of pandemic isolation in good shape, and we're now enjoying the fellowship and practical benefits of working in-person. Brainstorming coffee breaks on our office porch, "walking meetings" that inspire new article ideas for *Northern Woodlands* magazine, and laughter in the conference room as we work through details for our August "Field Day" are just some of the ways that our work has become richer.

CNWE made steady progress in the past fiscal year, maintaining the quality of our core programs while investing in editorial and administrative improvements that allow for further growth. As you review this brief report, I encourage you to think about two key objectives behind our work: sharing forest knowledge and strengthening community.

Every day, CNWE distributes scientific and natural resource information to meet a perennial public need for environmental literacy and basic understanding of forest issues. *The Outside Story*, our popular ecology essay series, is an example of that work. Just as importantly, we promote the Northeast's proud tradition of respectful dialogue and collaboration to tend the forests that sustain us. With offerings such as our *Community Voices* interviews, we hold a mirror to our readers and reveal, through their own words and images, how much they have in common.

A forest stewardship community that shares a common set of knowledge and welcomes different strengths, experiences and interests, can be a powerful force for good in the years ahead. With our unique focus on forest communication, CNWE advances inclusive woodland values and thoughtful management practices. Thank you so much for being part of this work.

A handwritten signature in black ink that reads "Elise Tillinghast".

Elise Tillinghast, *Executive Director*

In our twenty-seventh year as a trusted source of information and inspiration, we proudly:



Spread stories of watershed resilience and restoration

Articles and infographics in our *Forests to Water* series highlighted community-based efforts to support watershed health and resilience to climate change.

Celebrated the diverse backgrounds and experiences of people who share a love of northeastern forests

Community Voices interviews featured foresters, artists, woodworkers, mill operators, loggers, ecologists, and educators. Several presented perspectives that have been historically under-represented in mainstream media.

Honored those who work to sustain the benefits of wooded lands

Magazine features and social media posts described a wide range of public, private, and non-profit efforts to care for tomorrow's forests and wildlife.



Raised awareness of key issues in forest stewardship

Print and online articles made sense of complex topics such as supply chains, carbon management, and recovery of threatened fish and wildlife populations.

Stoked wonder and connection to the natural world

Northern Woodlands mainstays, such as Seasonal Notes, Tracking Tips, and the Reader Photo Gallery, continued to motivate readers to explore nearby woods and waters.

Equipped educators and homeschooling families with resources to study the Northeast's forests and wildlife

We provided teachers and homeschoolers free subscriptions to *Northern Woodlands* magazine, along with complimentary access to digital back issues. *This Week in the Woods*, a photo-based phenology series, presented fascinating facts about forest plants and animals – from the familiar to the unexpected.



BY THE NUMBERS

2.9 million
Website pageviews
(a 240% increase since 2016)

13,029
Print subscriptions

556
Donors making gifts of \$100 or less

226
First-time donors

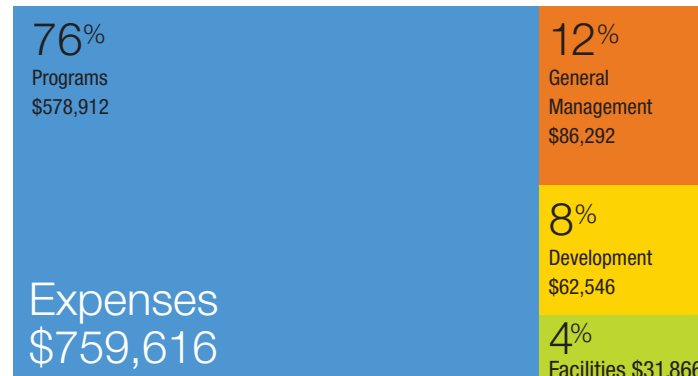
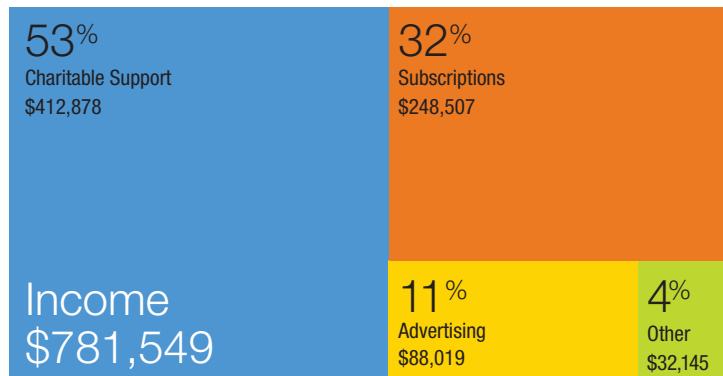
48
New contributors to the magazine

113
Magazine issues published since 1994

1,017
Outside Story essays syndicated since 2002

Unless otherwise noted, figures refer to fiscal year 2021

FISCAL YEAR 10/1/20 TO 9/30/21



STAFF

Elise Tillinghast, *Executive Director/Publisher*
Dan Lambert, *Associate Director*
Cheryl Daigle, *Editor*
Meghan McCarthy McPhaul, *Assistant Editor*
Emily Rowe, *Circulation/Communications Manager*
Nancy Farwell, *Circulation/Ad Sales Coordinator*

DIRECTORS

Richard Carbonetti,* *President* (fiscal year 2021), LandVest, Inc., Newport, VT
Robert Cowden, *President* (incoming), Casner & Edwards, LLP (ret.), Newton, MA
Kimberly Royar, *Vice President*, Vermont Fish & Wildlife Department, Montpelier, VT
Mike Jurnak, *Treasurer*, BerryDunn, Manchester, NH
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Starling Childs,* *Ecological and Environmental Consulting Services*, Norfolk, CT
Celia Evans, *Secretary*, Cornell University College of Engineering, Paul Smith's, NY
Ben Cosgrove, *Musician/Writer*, Portland, ME
James Curtis, *Cooperstown Environmental, LLC*, Andover, MA
Tony D'Amato,** *University of Vermont Rubenstein School of Environment & Natural Resources*, Williston, VT
Eva Greger,** *The Rohatyn Group* (ret.), Malden, MA
Chris Kueffner, *West Hartford Public Schools* (ret.), Storrs, CT
Jessica Leahy, *University of Maine School of Forest Resources*, Orono, ME
Matt Sampson,** *The Forestland Group*, Wellsboro, PA
John Sanders, Jr., *Geisel School of Medicine at Dartmouth*, Lyme, NH
Bob Saul,* *Shearwell, LLC*, Amherst, MA

Outgoing after a completed third term.* *Joined in fiscal year 2022.*

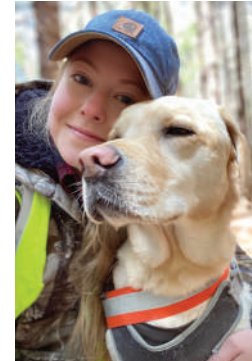
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Photography by Northern Woodlands except as noted.

Cover: Tiffany Soukup; inset, Anne Small; page 2: Upper right, courtesy of Tim Cook; lower right, courtesy of Sumana Serchan; page 3: Left, Ashley L. Conti; center, courtesy of Nan Stout; center right, Mary Russ/White River Partnership; bottom right, Mary Holland; page 4: Upper right, courtesy of Rachel Dandeneau; center left, courtesy of Sebastian Moreno; center, courtesy of Kelly French



Visit northernwoodlands.org to learn more about *Northern Woodlands* magazine, *The Outside Story* series, the Northern Woodlands Field Day, programs for teachers, and other resources distributed through our newsletter and social media channels.

