

Northeast Utilization & Marketing Council

Council Supports Northeastern U.S. Utilization and Marketing Specialists

The Challenge

Healthy forest-based rural economies depend on both proper management of the forest resource and available markets for forest products. If markets for all products derived from the forest are not maintained, rural economies fail to reach their full potential and forests cannot be managed as adequately for forest health, protection, products, and other values.

Federal and State assistance can stimulate and support the sustainable management of forests in rural America. Clearly, there is a need to maintain a group of dedicated, technically competent forest product utilization and marketing professionals to improve forest stewardship and rural economic health.

The Solution

The Northeast Utilization & Marketing Council was established in 1990 by state utilization and marketing specialists located in the 20 northeastern states to “promote the wise use of forest resources in the 20-state Northeastern Area...in such a manner that the environmental, economic, and social well-being of the area is enhanced.” The council was authorized by the Northeastern Association of State Foresters (NAASF) and each year is assigned a state forester for advice and guidance. The council provides a training forum for forest product utilization and marketing professionals. The council also offers networking opportunities to help utilization and marketing professionals establish and maintain markets for forest products, a critical component of proper stewardship of our Nation’s forests and rural economic health.

“The council has given me access to training and a network of professional support that has been invaluable as I work on maintaining forest product markets that are so critical to rural economic and forest health.”

– Keith Jacobson, MN Northeast Utilization & Marketing Council Member



Northeast Utilization & Marketing Council Members learn how local market connections foster good forest management

Resulting Benefits

The council has improved both forest and rural economic health by:

- Providing annual training and other educational opportunities for State, Federal, Extension, and other forest product utilization and marketing personnel
- Providing networking opportunities for utilization and marketing personnel to promote collaboration across State lines on issues of mutual benefit
- Promoting and enhancing sustainable forestry by maintaining and establishing markets for forest products
- Increasing support for forest product utilization and marketing programs in the Northeastern Area by providing information to policy and decisionmakers about the benefit and need for these programs

Sharing Success

In 2005, the Northeast Utilization & Marketing Council held a national meeting for utilization and marketing professionals to share their formula for successful collaboration across the country. There were representatives from 25 states present at the meeting.



USDA Forest Service
Northeastern Area
 State and Private Forestry

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