



DOGWOOD
ALLIANCE

10th ANNIVERSARY REPORT
1996-2006



DOGWOOD
A L L I A N C E

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Ten years ago Dogwood Alliance was formed by environmental and community activists to protect Southern forests and communities from the impacts of a rapidly expanding paper industry. Formed during the peak of the industry's expansion across the South, we never stopped to ask ourselves whether or not we had the resources or experience to challenge successfully what had become the largest wood products industry in the world. We just knew that without a collective effort in the region some of the world's most precious forests would be destroyed. So, Dogwood Alliance was born -- not from a wealth of resources or experience but from a collective passion for Southern forests that gave rise to unyielding courage, determination and confidence to take on one of the most destructive industries of our time.

Over the past ten years, I have come to realize that Dogwood Alliance's work is a lot like climbing Mount Everest. It requires endless passion, patience, teamwork, skill, experience, leadership and the ability to persevere through unimaginable challenges. It takes years of climbing smaller mountains in preparation for summiting the largest. And even once you are prepared, it still takes great skill and team work just to make it to an altitude from which a summit can be attempted.

Each year Dogwood Alliance has been preparing, gaining the necessary experience and knowledge and building our team of supporters. Each year Dogwood Alliance has brought about new and previously inconceivable victories that have helped prepare us in our journey to the top of the largest mountain of industrial forestry in the world.

In just the first few years of the organization's existence, Dogwood Alliance leveraged an unprecedented two-year federal study of the impacts of an expanding paper industry on Southern forests. We also played a major role in helping local communities fight chip mills and clearcutting throughout the region. Upon the completion of the two year federal study, our network of activists had grown to include scientists, religious leaders, recreation businesses, community leaders, and hunters from across the region.

Equipped with a strong network, a few successes, and government documentation of the devastating impacts of paper production on Southern forests and communities, Dogwood Alliance began the big climb. Our first attempt to reach base camp was not without setbacks. As we worked to

influence government policy, we realized that the profound changes we knew were necessary would be slow to come if we chose to hike the tumultuous path of government politics and bureaucracy.

So we pioneered a new path -- a way to get to the same result with fewer resources in less time. Within three years of implementing a strategy focused on changing market demand, Dogwood Alliance mobilized our grassroots activist network to successfully influence the two largest retailers of paper products in the world -- Staples and Office Depot.

Less than a year later, Dogwood Alliance secured a groundbreaking forest conservation commitment from Bowater Inc. -- the largest manufacturer of newsprint in the US and the largest paper producer operating on the Cumberland Plateau.

Ten years later, the South's largest producers of paper are taking Dogwood Alliance seriously. We have successfully made it to base camp, and it's time to go for the summit.

Dogwood Alliance has emerged as the leading world-class expert in holding corporations accountable for the impact of unsustainable forestry practices on Southern forests. With a committed board of directors, a strong and ever-growing network of activists, skilled negotiators, and a winning strategy, we will summit the largest mountain of industrial forestry in the world. We will create a major transformation within the paper industry that will result in meaningful and far-reaching protection for the South's forests and all the species and communities that depend on them. We hope you will join us as it will indeed be an adventure and the view from the top is sure to be spectacular!

Danna Smith

Co-founder and Policy Director

SOUTHERN FORESTS

From the cypress swamps, pine bogs and pocosins of the Atlantic and Gulf coasts to the mixed pine-oak and hardwood forests of the Piedmont and Cumberland Plateau to the rich and diverse landscapes of the Appalachians and Ozarks, Southern forests are places of amazing natural beauty. Our forests are home to more plants and wildlife than any other region in North America and in the case of freshwater aquatic diversity, more than anywhere else in the world.

Southern forests provide an amazing array of resources that are integral to both our quality of life and are an essential part of our cultural heritage. Millions of people in the South rely on clean drinking water from our forested watersheds. We all rely on clean, healthy air to breathe. Our forests act as important air filters and also play a major role in both moderating climate and preventing flooding.

For generations, our forests have supported community saw mills and local wood products industries like manufacturers of fine furniture, hardwood flooring, and high quality lumber. They are also an amazing resource for medicinal plants such as ginseng and golden seal. We hunt in our coastal forests for game species like deer and grouse, fish our mountain streams for brook trout and photograph migratory songbirds making stopovers between the Boreal forests of Canada and South American rain forests.

In addition to hunting, fishing and bird-watching, forest-based recreation such as hiking, mountain biking and whitewater rafting brings hundreds of millions of dollars to our local economies in the South every year. Our whitewater paddling is considered by most experts to be some of the best in the entire world. In addition to work and play, our forests provide an amazing place to find peace and solitude and refresh and replenish our spirits.

Our beautiful and wild Southern forests deserve respect and protection.



We proudly support Dogwood Alliance and admire their innovative, effective strategies. Dogwood Alliance broke new ground through grassroots support and by holding companies accountable for unsustainable forestry practices. In ten years, Dogwood Alliance has made impressive progress toward ending the destruction of Southern forests for paper.

R.E.M.

CHANGING LANDSCAPE OF THREATS

By the beginning of the 20th century the vast majority of Southern forests had been logged by timber barons robbing the people of the region of their natural and cultural heritage. Over half a century later the forests had largely returned showing their amazing resiliency. Seizing on opportunity in a region where 90% of the forests are privately owned and legal protection is notably absent, the pulp and paper industry moved here en masse starting in the mid 1980's.

In a matter of two decades, the Southern United States was rapidly transformed into the fiber basket for the world, and now produces over 15% of the world's paper supply. By 1999, over six million acres of Southern forests were logged every year, largely for paper production.

In addition to large-scale clearcutting and its associated impacts, the paper industry brought with it the rapid conversion of our native forests to lifeless pine plantations managed with the routine use of chemical fertilizers, toxic herbicides, and insecticides. Though production levels have decreased in recent years, the South remains the largest producer of wood products in the world and is projected to remain a world leader in paper production for many years to come.

As the paper industry has become more entrenched in the region, the issues associated with its forestry practices have become more complex. In the South, the majority of the trees that paper companies use to make paper, has always come from private landowners but today many companies rely on private landowners for 100% of their wood fiber needs.

Paper companies, which used to be the largest landowners in the region, have sold off millions of acres of lands to pay down debt -- some of that land has ended up in development, some in the hands of conservation groups but the overwhelming majority has ended up in the hands of Timber Investment Management Operations (TIMOs). In virtually every case, paper companies have negotiated long-term agreements to purchase the wood from the land to supply their mills. The massive change in forest ownership has not resulted in any significant changes in forest use.

In addition, increasing levels of carbon in the atmosphere mean that the South and the rest of the world face an unprecedented environmental threat. From our addiction to burning fossil fuels to the increasing destruction of the world's forests which help moderate the Earth's climate, global warming represents the cumulative effect of our society's unsustainable use of the Earth's natural resources.

Healthy forest ecosystems act as net carbon sinks -- they remove carbon from the atmosphere where it is sequestered in trees and soil. Not only are Southern forests important because they remove and store carbon, but the science also suggests that their destruction via large-scale industrial forestry practices could be a major contributor of carbon emissions since bound carbon is exhausted from the soil when forests are cleared and managed intensively with chemical fertilizers.

To learn more about threats facing Southern forests, please visit the 'Southern Forests' page on our website: www.dogwoodalliance.org.



AN EVOLVING STRATEGY

From our humble beginnings, Dogwood Alliance has always embraced the power of people and communities to come together and overcome great odds. Over the years the number of organizations, communities, and individuals joining our network has grown steadily. Our work takes us from communities directly impacted by the paper industry to college campuses in major Southern cities where inspiring students join the fight and even to the virtual world where thousands of people take action online.

When our organization began in 1996, it was in response to people across the South convening to stop the large-scale plunder of the region's forests. We organized rallies, attended public hearings and raised the issue from Virginia to Arkansas and all points between. All of this hard work paid off with people changing their perspectives, a growing spotlight on the beauty and diversity of our forests nationally and internationally, and even with the federal government stepping in to study the state of our forests and produce a landmark report, "The Southern Forest Resource Assessment."

As we garnered important victories in North Carolina, Virginia, Tennessee and Missouri, we realized that our long-term goals were going to take too long to achieve if our main focus centered on attempting to change policy and state law to regulate private lands forestry in the region. So in 2000, we decided to take the fight straight to the source, right to the largest corporate consumers of paper originating from Southern forests.

While the paper companies did not want to engage on the issues being raised by Dogwood Alliance and our network of concerned citizens across the region, we knew they would certainly care if we could convince their largest customers to express concerns. The large consumer companies care because they have become so dependent on their brand images. Any campaign that links them to forest destruction tarnishes their image which they cannot afford in today's competitive business climate.

It's working! Through a combination of inside negotiation and persistent pressure from their large corporate customers and the public, we are convincing the South's largest paper producers to improve forestry practices and protect the region's endangered forests. We insist these companies take the lead in ending the unsustainable forestry practices that destroy millions of acres of Southern forest every year. Because paper companies have broad economic influence



over the management practices of Southern forestland owners, any improvements they make will have far-reaching, positive impacts for our forests.

As we convince more and more customer companies to change their paper purchasing practices and demand sustainably produced paper products, we are creating the context necessary for turning paper industry adversaries into industry leaders for the responsible management and protection of Southern forests.

“When it came to taking on one of the biggest paper companies in the Southeast, NRDC chose to partner with the Dogwood Alliance because we knew that this was going to be a tough fight and we needed the smartest, most reliable team we could find.”

John Adams, Founding Director, Natural Resources Defense Council

SHIFTING THE MARKET -- PROTECTING SOUTHERN FORESTS

Dogwood Alliance has successfully pioneered a new strategy for protecting Southern forests. We are transforming the paper industry by holding companies accountable for the environmental impacts of their business practices.

In November 2002, Dogwood Alliance joined Staples in a joint press conference to announce the company's public release of a landmark environmental paper procurement policy.

This was followed in 2004 by a similar policy from Office Depot, and in 2006 our continued campaign to transform the largest retailers of office supply products has propelled us into final negotiations with OfficeMax.

In June of 2005, Bowater, Inc., the largest newsprint manufacturer in North America, broke ranks with the paper industry. Working with Dogwood Alliance, Bowater committed to end the conversion of natural forests to plantations, protect ecologically significant forests in the region and to set strict limits on the aerial spraying of chemical herbicides and fertilizers.

As its large customers began to make changes to their paper procurement practices, Georgia-Pacific, the second largest paper producer in the South, launched a pilot project with the Forest Stewardship Council (FSC). The purpose of the project was to assess how FSC certification standards could be applied to private forestlands in the South.

These events are markers of the change made by Dogwood Alliance, but are only the beginning of the story. Across the office supply retail sector we have challenged the assumption that copy paper must be made from virgin fiber, and today the sector has become a leader in including post-consumer recycled content in all its paper products. In fact, last year an industry report confirmed that deinked pulp mills producing such paper are operating at record capacity due to increased demand from Staples and Office Depot demanding post-consumer recycled paper.

Our agreements with office supply sector retailers have created other changes as well. As part of its environmental commitment Office Depot established the Forest & Biodiversity Conservation Alliance and has recently announced a project on one of our important focal areas, the Northern Cumberland Plateau, to evaluate public policy tools available to protect environmental values on a working landscape and how they can be implemented in the future.

After only one year, we find Bowater is in "substantial compliance" with our agreement. We can mark on-the-ground progress. Aerial spraying, landowner education, ecological surveying and rate of conversion are all in line with the terms of our agreement.

Taken together these initiatives speak to an industry that is beginning to change. We will continue to work with the progressive companies that have made commitments to protect endangered forests and turn away from "business as usual" industrial forestry practices. And we will play a lead role in bringing together customers, suppliers and other key stakeholders in the region such as landowners and scientists to develop broad policy solutions for achieving a conservation vision in the South.

"This policy was finalized in November 2002 after input from the nonprofit organizations ForestEthics and Dogwood Alliance -- who helped us realize the major impact our sourcing decisions could have on forest ecosystems, as well as feedback from many of our paper manufacturers and other stakeholders."

From the 2005 Staples Corporate Responsibility Report



DOGWOOD ALLIANCE TIMELINE

LATE 1980S: Dogwood Alliance co-founders Cielo Sand and Denny Haldeman coordinate a successful campaign to convince the federal government to deny permits for three proposed chip mills (facilities that grind whole trees into wood chips for paper production) to operate on the Tennessee River and begin the movement to protect Southern forests from the expansion of the paper industry.

DECEMBER 1995: Native Forest Network and Katuah EarthFirst! (two of Dogwood's founding member groups) along with local and regional activists hang a banner on a Kimberly-Clark wood chip export facility in Mobile, Alabama.

JUNE 1996: Community and environmental activists from across the region gather in the Bankhead National Forest to discuss how to stop the expansion of the paper industry. A steering committee forms to facilitate the development of a regional network to coordinate forest protection efforts across the South focused on stopping the construction of new chip mills.

OCTOBER 1996: North Carolina's Governor Hunt commissions chip mill study. (Economic and Ecologic Impacts Associated with Wood Chip Production in NC)

NOVEMBER 1996: Dogwood Alliance is officially born as a project of Heartwood when the regional network created at the Bankhead National Forest holds its first meeting at the Sequatchie Valley Institute. The network not only comes up with a name -- Dogwood Alliance -- and structure, but also a broad strategy for grassroots action

APRIL 1996: Dogwood Alliance coordinates our first day of action when citizens across the region hold press conferences releasing a letter signed by more than 100 environmental groups to the EPA calling for a moratorium on the licensing of new chip mills pending the completion of a federal study of their impacts on Southern forests and communities.

OCTOBER 1997: Dogwood Alliance members from across the region testify at the public hearing regarding the first state chip mill study in North Carolina.

1997-1998: Dogwood Alliance members win a major victory when the city of Russellville, Arkansas, votes to deny Weyerhaeuser a business license to operate an export chip mill on the Arkansas River.

1998: Dogwood Alliance wins two major victories in a row when North Carolina and Missouri both decide to implement stricter permitting requirements for chip mills.

APRIL 1999: US Forest Service, Environmental Protection Agency and US Fish and Wildlife Service announce plans to conduct the first-ever, comprehensive study of Southern forests, after Dogwood Alliance's two-year campaign to convince the agencies of the need for the study.

JULY 1999: Dogwood Alliance officially receives 501c-3 non-profit status from the IRS and becomes an independent organization.

APRIL 2000: Dogwood Alliance wins a moratorium on new chip mills permits in Missouri.

JUNE 2000: Dogwood Alliance moves our headquarters to Asheville, North Carolina.

AUGUST 2000: Dogwood Alliance convinces Lowe's to include Southern forests as one of three areas that the company will protect through its new environmental policy.



NOVEMBER 15, 2000: In partnership with ForestEthics and groups across the country, Dogwood Alliance launches a campaign to convince Staples to protect endangered forests and sell more recycled paper.

NOVEMBER 19, 2000: Dogwood Alliance earns the “EPA Region IV Environmental Merit Award” for “vision, determination and dedication” in the campaign to secure the region-wide assessment of Southern forests sustainability.

SPRING 2001: Dogwood Alliance runs ads on 22 North Carolina radio stations calling for a moratorium on new chip mill permits. The ad is nominated for an industry award.

OCTOBER 2001: Dogwood Alliance records Public Service Announcement with rock band, REM, calling on viewers to insist that the paper they buy is tree free.

NOVEMBER 12, 2002: Dogwood Alliance participates in a joint press conference with Staples to announce Staples’ new environmental policy which commits the company to phase out products originating from endangered forests (including endangered forests in the Southern US) and to increase the average post consumer fiber in all paper products from less than 10% to 30%.

FEBRUARY 19, 2003: Following on the successes of the Staples campaign, Dogwood Alliance and our partners launch a campaign to convince Office Depot to protect endangered forests and sell more recycled paper.

NOVEMBER 2003: Dogwood Alliance coordinates actions at over 100 Office Depot stores calling on the company to protect endangered forests.

FEBRUARY 28, 2004: Dogwood Alliance’s partner NRDC (the Natural Resource Defense Council) declares the Cumberland Plateau of Kentucky, Tennessee, and Alabama, a BioGem, making it an area of high priority conservation in the Western hemisphere.

MARCH 23, 2004: Dogwood Alliance and our partners reach agreement with Office Depot on adoption of a new environmental policy which matches Staples on its’ commitment to protection of endangered forests and increased recycled content and integrates further protections for native forests from destructive practices such as conversion.

MARCH 31, 2005: Over 90 prominent Southern scientists sign a letter to the Sustainable Forestry Board expressing concern for the protection of the South’s great biodiversity and join Dogwood Alliance in calling for fundamental improvements in the timber industry’s Sustainable Forestry Initiative certification scheme.

JUNE 2004: Dogwood Alliance and NRDC, building on years of citizen resistance, target Bowater, the largest newsprint manufacturer in North America, demanding the company stop logging endangered forest and cease unsustainable forestry practices such as the conversion of the native hardwood forests of the Cumberland Plateau to sterile pine plantations.

JUNE 29, 2005: Dogwood Alliance and NRDC reach a landmark agreement with Bowater to make significant improvements to its forest management practices including the end to the conversion of natural hardwood forests to plantations and a moratorium on logging of the company’s most sensitive lands.

OCTOBER 2005: Dogwood Alliance calls on OfficeMax to meet or beat the groundbreaking environmental policies of its competitors, Office Depot and Staples.

MARCH 23, 2006: Dogwood Alliance coordinates over 100 actions at OfficeMax stores around the country including over half in the South calling on the company to stop selling paper that comes from endangered forests in the South.

NOVEMBER 11, 2006: Dogwood Alliance celebrates our Ten Year Anniversary in Asheville, North Carolina, unveiling a new logo and revealing plans to take on the largest paper sector in the South -- packaging...

LOOKING AHEAD: BIGGER AND BETTER VICTORIES FOR SOUTHERN FORESTS

By exerting grassroots pressure on the large, corporate customers of the South's paper producers, over the past five years, Dogwood Alliance has successfully catalyzed market demand for sustainable forestry practices, permanent protection of endangered forests and increased use of recycled content.

We will continue to work with large corporate consumers to develop and implement high environmental standards for their paper procurement, which will facilitate further growth in markets that support the responsible management and protection of the South's forests.

With commitments in hand from the big three in the office supply sector, Dogwood Alliance is now gearing up for a campaign targeting large consumers of paper packaging. More wood fiber from Southern forests is used to make packaging than any other paper product, accounting for approximately 25% of the paper products made in the South.

Across the South, dozens of mills owned by large domestic and international companies produce a laundry list of paper packaging products from corrugated cardboard boxes to heavy bags to ice cream boxes, milk and juice containers, boxes covering bottles of aspirin and fancy perfume or hair gels and even the paper boxes for music CDs, DVDs, and computer games. In 2004, more than half of all the paper produced in the United States was used in paper packaging. In other words, more than half of all of the trees, forests, and habitat cut down, chipped up, and pulped became the packaging that holds the products consumed in our modern American lifestyle.

Working together with regional and national partners, we will educate the public and the marketplace about the negative environmental impact on Southern forests caused by "business as usual" packaging. As the large corporate consumers of packaging hear from us, they will eliminate fiber from endangered forests, increase the use of responsibly sourced fiber such as FSC, minimize overall packaging and packaging waste, and shift to high post-consumer recycled content paper.

Working with these large packaging customers as well as the office supply sector retailers, Dogwood Alliance will continue to catalyze transformation in the paper industry. As the world's largest producers of paper, such as International Paper, respond to market pressure and improve the way they do business, our precious Southern Forests will be afforded the kind of protection they deserve.



The Dogwood Alliance is one of my favorite environmental organizations -- they have helped put the Southern US, a biodiversity hotspot and an extremely important region, on the map for forest activists all over North America and they pursue protecting this special place with intelligence and passion.

*Todd Paglia, Executive Director of
ForestEthics*

FINANCIAL OVERVIEW



FUNDRAISING:
344,193

MANAGEMENT & GENERAL:
492,347



PROGRAM:
2,291,198

NOTE: Expense reporting doesn't include the years 1996-1998, while Dogwood Alliance was a project of Heartwood, and did not have its own 501c3 status or file a tax return.

VISTA CIRCLE DONORS

Dogwood Alliance created the Vista Circle as a way to recognize and acknowledge donors who have been willing and able to contribute \$250 or more annually. The investments of these financial partners truly have allowed us to carry out the strategic, visionary campaigns that have made and will continue to make such an impact on forest protection in the South. Everyone at Dogwood Alliance extends our heartiest congratulations to all of our donors on making such a positive difference in the world! You are deeply and sincerely appreciated everyday.

Anonymous (2)
Joel and Marla Adams
Gary Alexander
Holly and Bernard Arghiere
Frances D. Armentrout
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Yakima/ Jennifer Jones
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PARTNERS

Business Ethics Network
Environmental Paper Network
ForestEthics
FSC
Free the Planet!
Global Justice Ecology Project
Green Corps
Heartwood
Institute for Conservation Leadership
Model Forest Policy Project
NRDC
NC Center for Nonprofits
Rainforest Action Network
SEAC
Southern Forest Network
Student Sierra Club
SURGE
Tennessee Forest Council

MEMBER GROUPS

Activists in Aprons

Marshall, NC

Allegheny Defense Project

Clarion, PA

American Lands Alliance

Washington, DC

American Whitewater

Cullowhee, NC

Appalachian Science in the Public Interest-ASPI

Mt. Vernon, KY

Appalachian Voices

Boone, NC

Asheville Friends Meeting

Asheville, NC

Active Students for a Healthy Environment - ASHE (UNCA)

Asheville, NC

Blue Ridge Environmental Defense League-BREDL

Glendale Springs, NC

Celebrate Activism Now-CAN

Bowling Green, KY

The Center

LaFollette, TN

The Clinch Coalition

Coeburn, VA

Coalition for Jobs and the Environment-CJE

Abingdon, VA

Coastal Water Project

Rockland, ME

Columbia Audubon Society

Columbia, SC

The Commission On Religion in Appalachia-CORA

Charleston, WV

Communities for Sustainable Forestry-CSF

Union Mills, NC

Dagger Canoe and Kayaks

Arcata, CA

Environmental Coalition of Mississippi

Jackson, MS

The Farm

Summertown, TN

The Forest School

Constantine, KY

Friends of Georgia

Dawsonville, GA

Friends of Honokaa

Honokaa, HI

Georgia Forest Watch

Ellijay, GA

Grassroots Recycling Network-GRRN

Madison, WI

Healing Harvest Forest Foundation-HHFF

Copper Hill, VA

Heartwood

Bloomington, IN

Hickory Alliance-HA

Pine Hall, NC

Hooked on the Outdoors

Atlanta, GA

Hunters for Habitat

Bluffton, SC

Indiana Forest Alliance

Bloomington, IN

Katuah Earth First! - Tennessee Valley Faction

Chattanooga, TN

Katuah Earth First! - French Broad Faction

Asheville, NC

Kentucky Heartwood

Lexington, KY

Kentucky Waterways Alliance-KWA

Munfordville, KY

Memphis Audubon Society

Memphis, TN

Mississippi River Basin Alliance-MRBA

New Orleans, LA

Missouri Coalition for the Environment-MCE

St. Louis, MO

Native Forest Network

Missoula, MT

Patagonia of Atlanta

Atlanta, GA

Protect Our Wildlife, Environment, and Resources-POWER

Leland, NC

Protect Our Woods

Dubois, IN

Protecting Property Rights of All Citizens of the Township-PROACT

Kane, PA

Regional Association of Concerned Environmentalists-RACE

Brookport, IL

Save Our Cumberland Mountains-SOCM

Lake City, TN

Sequatchie Valley Institute at Moonshadow

Whitwell, TN

South Carolina Forest Watch

Clemson, SC

South Wings

Asheville, NC

Southern Appalachian Biodiversity Project-SABP

Asheville, NC

Students Actively Volunteering for the Environment-SAVE

Boone, NC

Students for Environmental Awareness-SEA (UGA)

Athens, GA

Swamp Watch Action Team-SWAT

Leland, NC

Sun Oak Sustainable Living Center & Forest Farm

English, IN

Taking Responsibility for Earth and the Environment-T.R.E.E.

Blacksburg, VA

Tennessee Riverkeepers Project

Sales Creek, TN

3 River Confluence

St. Louis, MO

Virginia Forest Watch-VAFW

Nickelsville, VA

Webster Groves Nature Study Society

St. Louis, MO

Western North Carolina Alliance-WNCA

Asheville, NC

Wild Alabama

Moulton, AL

Wild Animals, Rivers and Trees of Dickenson County-WART

Clintwood, VA

Wild Virginia

Charlottesville, VA

Women involved for a Safer Environment-WISE

Spartanburg, SC

Zentech Computer Recycling

Atlanta, GA

FOUNDATIONS

We appreciate the generous support of these foundations whose investment in Dogwood Alliance has helped us to achieve our many successes for Southern forests.

Astrov Fund
Aveda
Harris and Frances Block Foundation
Blumenthal Foundation
Common Stream
Conservation Alliance
Educational Foundation of America
Environmental Support Center
Florence Fund
The Sarah Forslund Fund for Environmental Leadership
Foundation for Deep Ecology
Guacamole Fund
W. Alton Jones Foundation
Lawrence Foundation
Max and Anna Levinson Foundation
Merck Family Fund
Moriah Fund
Curtis and Edith Munson Foundation
Norcross Wildlife Foundation
Overbrook Foundation
Ozark Natural Resources Foundation

Park Foundation
Patagonia
Z. Smith Reynolds Foundation
Threshold Foundation
Town Creek Foundation
Turner Foundation
WaterWheel Foundation
Weeden Foundation
WestWind Foundation

“An investment in Dogwood Alliance moves the companies who use our Southern forests, public and private, to awareness, new policy, and new business practices.”

*Lisa Renstrom,
Dogwood Alliance Vista donor*

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John Beal, Atlanta, GA
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Trevor FitzGibbon, New York, NY

“I think Dogwood Alliance is one of the best forest protection groups around. Dogwood Alliance’s market campaigns are just plain smart and have shown great success. Kudos to staff, board and volunteers for their hard work, dedication and resolve.”

*Virginia Dollar,
past chair of Dogwood Alliance*

Be among the first to honor Dogwood Alliance in your estate planning or by creating a life-income gift with Dogwood Alliance. Your gift will help sustain the only organization in the South holding corporations accountable for the impact of their forestry practices on our forests and our communities. If you would like to include Dogwood Alliance in your will or trust, we

suggest the following language: “To Dogwood Alliance, a non-for-profit, charitable organization, based in Asheville, NC, I give, devise and bequest (specific amount, percentage, or remainder of estate) for Dogwood Alliance’s general purposes.” For more information, please contact Michelle Smith, Development Director at 828-251-2525 x.15.

OUR STAFF



HELEN POWELL started with Dogwood Alliance in December 1998 and has been managing the operations and finances ever since. Helen earned a degree in philosophy from the University of Tampa in 1992. Her first environmental job was in the summer of 1992 with FL PIRG. After experimenting in the for-profit world for several years she moved to Asheville in 1997 and became the first paid summer intern for the Southern Appalachian Biodiversity Project. Helen's favorite thing about Southern forests is the incredible amount of life they support, and she is totally fascinated by all the animals, insects, trees, plants, fish and birds in the region.



MICHELLE SMITH found a great way to use her skills and talents to make a positive difference in the world at Dogwood Alliance. She came to the organization after working as Membership Director for WNCW, an award winning, nationally recognized public radio station located in Western NC. She's a graduate of UNC Asheville and a member of Toastmasters International. Michelle loves our forests because forests keep us alive, and the forests of the South support so much life!



SCOT QUARANDA joined the Dogwood Alliance staff in 2000 and has performed many roles including Organizing Director, Field Director, and Communications Director allowing him to tap into his many strengths. Prior to joining Dogwood Alliance, he organized in Pennsylvania, Florida, and California with the State PIRGs and the Fund for Public Interest Research and worked as a publicist for two years in the music industry. He graduated Drew University with a dual degree in Psychology and Philosophy. To Scot, there is nothing quite like a swim in one of the many creeks across the South on a hot summer day or even a cold one.



ANDREW GOLDBERG joined Dogwood Alliance from the position of Program Coordinator for Environmental and Natural Resource Programs at Western Carolina University's Center for Regional Development. Andrew received a JD and Certificate in Environmental and Natural Resources Law from Lewis & Clark Northwestern Law School in Portland, Oregon, where he was a Natural Resources Scholar. He completed his undergraduate studies at Tufts University in Boston, Massachusetts. While practicing environmental law in Vermont, he was a co-founder of Forest Watch, one of the largest environmental groups in Vermont, where he worked on forest protection issues. Although he is an Appalachian Trail through-hiker, these days you are more likely

to find Andrew and his wife Joanne O'Sullivan pushing their son Finn in his stroller and chasing after their daughter Maeve in an Asheville park. Andrew loves the great hiking found throughout the region.



EVA HERNANDEZ joined Dogwood Alliance as the Campaign Organizer in 2005. After graduating with a B.S. in Environmental Policy from the University of Kansas, Eva became a Green Corps field organizer during which time she took a role in securing Dogwood Alliance's historic agreement with Bowater. Eva has also worked with Corporate Accountability International and as an assistant director for the US PIRG's citizen outreach office in Washington, DC. Eva currently serves on the Board of Directors for Environment North Carolina. Eva loves how Southern forests are unique amongst forests all over the world, changing with the seasons and providing new surprises and adventures around every corner.



DANNA SMITH graduated from the University of South Carolina with a degree in political science and went on to obtain a law degree from Emory University. After practicing law for several years, Danna gained experience working on environmental campaigns with Greenpeace. She was one of the founding members of Dogwood Alliance. In her current role as Policy Director, Danna develops the broad strategy related to the organization's work to protect the South's forests and negotiates with the South's largest paper producers. She, her husband Jay and daughter Summer love to watch the sun rise over the Appalachian mountains from their cabin in the woods. Danna loves the vast abundance of salamanders and wildflowers found in our forests.

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