



Understanding and acting upon new trends that affect our individual, community and corporate lives.

News & Events

November 2009

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## Greetings,

JKA Group has launched its first newsletter to bring you updates, trends, and the exciting activities in which our three companies engage. We wish you to be a part of our activity by sharing in our newsletter and that it is enjoyable for you to read.

## Kent and Preister invited to Washington, DC

Marine Col. Paul Pond of the *Joint Guam Program Office* has invited Jim Kent and Kevin Preister to DC to discuss the U.S. Marine relocation from Okinawa to Guam. The topic of discussion will be the social and cultural impacts on Guam and how this small island of Guam can absorb the planned influx of 8,000 marines and their families in a manner that enhances the sustainability of the social, cultural and physical environment. We'll give you an update in our next quarterly newsletter.

## Summer Field School Great Success



Congratulations to 2009 summer field school students. The Center for Social Ecology and Public Policy (CSEPP) in



Jim welcomes your input and thoughts at this new interactive site. He'll be talking about how informal systems and informal networks work at the local, regional, national and international levels. This understanding is central to successfully dealing with global challenges in the 21st Century, such as climate change, sustainable economic systems, poverty, and environmental health. Check out the blog [here](http://jimkent.wordpress.com).

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collaboration with Southern Oregon University held its first annual Field School in Social Ecology and Public Policy. Students from around the country converged on Ashland, Oregon for 4 weeks during this summer. Students participated in daily research on the emerging policy of "Alternative Transportation in Ashland." By the end of their project they were ready to present their findings to Ashland City Council members and citizens. CSEPP trainers and consultants Kevin Preister and Trish Malone lead the training and Jim Kent came in as a special guest lecturer.

You'll find an overview of the students findings in an op-ed piece The Daily Tidings newspaper ran [here](#). CSEPP will hold its second annual Field School in Ashland during the summer of 2010. Two other universities have entered discussions and are evaluating the possibilities of bringing the field school to their campuses.

For more information on the activities of the Center, go to: <http://www.jkagroup.com/companies/csepp.html>

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## Jim Kent asked to write a bi-monthly

Barbara Billitzer, publisher and editor of International Right of Way Magazine, has invited James A. Kent, President of the JKA Group, to contribute a bi-monthly column on a vital and increasingly important concept: the importance of working effectively with informal networks in a community when proposed site and corridor projects impact them.

Barbara described it well: "Attaining early community participation on newly planned infrastructure projects is no longer a luxury proposition. When local residents are embraced during the introductory stages, miraculous results follow. From faster approval to accelerated project schedules, the strategy of managing community issues works."

[Read More](#)

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## Trends:

We track regional, national and global trends for use by our clients. Informed by the Discovery Process™, our unique method of grassroots contact and research, the trends combine quantitative measures available to other trend trackers with qualitative trends identified at the grassroots. Interestingly, it is the qualitative measurements of trends, identified by residents in their own settings, that best identify emerging trends which

are later substantiated by quantitative measures. Below are two examples of recent trends we are tracking.

### [JKA tracks recreation trend for Oregon Department of Forestry](#)

James Kent Associates (JKA) completed a Recreation Assessment for Northwest Oregon in March, 2009 for the Oregon Department of Forestry. It summarized major conditions and trends in recreation throughout the region, projected trends affecting future management, and recommended policies for recreation management. The document received 500 hits in its first six weeks on the ODF website! It will become the policy basis for new programs in the future.

[http://www.oregon.gov/ODF/STATE\\_FORESTS/docs/Recreation/Analysis\\_of\\_Rec\\_Needs-Final\\_Report\\_3-09-09.pdf](http://www.oregon.gov/ODF/STATE_FORESTS/docs/Recreation/Analysis_of_Rec_Needs-Final_Report_3-09-09.pdf)

### [Citizen-Based Ecological Stewardship](#)

Citizen-based Ecological Stewardship is alive, well and growing and represents an irreversible trend. Over the last 10 years, citizens have increased their participation, predictability and control in their environment. This trend is so pronounced that it is already creating economic niches such as, restoration forestry that was not seen in previous years. Even more telling, field approaches of federal land management agencies are increasingly incorporating citizen-based ecological stewardship in order to deal with current challenges in a time of reducing budgets.

Look for more discussion on this trend in our next newsletter or at

[jimkent.wordpress.com](http://jimkent.wordpress.com)

## [Small Diameter Harvest for Forest and Community Health: CSEPP Undertakes Landscape Level Challenge](#)

Kevin Preister, Executive Director for The Center for Social Ecology and Public Policy (CSEPP) has been working with the Southern Oregon Small Diameter Collective for some time now which is committed to large-scale thinning and removal of overstocked small diameter trees. This group has developed criteria for the application of social, economic, and ecological standards for productive harmony, a concept central to the policy intent of the National Environmental Policy Act (NEPA). This transparency has allowed diverse groups of people to develop common goals and objectives. Industry, environmental groups, federal agencies and community forestry types are all represented.

Other groups around the West have attempted to create agreement for large scale forest thinning to improve forest health and reduce fire risk. So far, no one has been successful. Now, the Collaborative has retained CSEPP to conduct a regional social assessment in order that the emerging program addresses social and economic trends to foster healthy communities as the work advances. In addition, CSEPP will conduct "social opportunity mapping" in several communities to foster local participation and to ensure that the social, economic and ecological benefits of each project are optimized.

If the Collaborative is successful to implementing landscape-level projects of 100,000 acres or greater while holding its political coalition together, this work will become a national model and used elsewhere.

Stay posted, we will keep you updated in our next newsletter or you can contact Kevin Preister at 541-601-4797 or [kpreiser@jkagroup.com](mailto:kpreiser@jkagroup.com).

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