



# ANNUAL REPORT 2011

DOVETAIL PARTNERS, INC.

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612-333-0430

***“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”***

**- Albert Einstein, 1879-1955**

## **LETTER FROM THE CHAIR....**

Hi All,

2011 was the best year in Dovetail Partners history, to date. Key accomplishments were:

- Launching a Speaker's Bureau,
- Expanded partnerships to support responsible business development and planning with small businesses throughout the Northeastern United States,
- Expanded partnerships for delivering green building and responsible materials education, and
- A new partnership to support education and outreach related to growing college student's interests in natural resource careers.

We have always stated that the key to Dovetail's success is in the development of and strategic alignment with key partners. In 2011 we were very successful in growing relationships particularly with the forest and forest products sectors. The key to the future is to expand our relationships to further include organizations from a broad sector that ensure that we remain well informed and trusted in our purveyance of science-based information.

The relationships developed through activities started in previous years have resulted in major projects for 2012-13, and we are looking forward to continued growth in our programs and projects.

The addition of important staff and associates in the past year, including my increased time with Dovetail, have been a significant part of the growth in opportunities and capacity within the organization. We expect great things in years to come.

*Jeff*

Jeffrey L. Howe

President and Chairman of the Board

### **Dovetail Mission Statement**

*Dovetail Partners provides authoritative information about the impacts and trade-offs of environmental decisions, including consumption choices, land use, and policy alternatives.*

## **Table of Contents**

---

Letter from the Chair

Mission Statement

Programs:

Green Building

Responsible Materials

Certification

Land Use

Project Report:

Speakers Bureau

Publications & Newsletters:

Commentaries

Reports

Dovetail Board, Staff, Interns &  
Advisors

Financial Statement

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## **PROGRAMS**

### ***Green Building***

Dovetail Partners provides information and assistance with many of the currently available green building programs. Staff is experienced with green building practices, program standards, and project registration and certification processes. Dovetail Partners is a member of the United States Green Building Council (USGBC) and active in a number of green building programs including Minnesota GreenStar, Minnesota Green Communities, and LEED. Dovetail Partners is also a member of the Sustainable Furnishings Council. Recent activities related to green building have included reviews and reports addressing the development of the International Green Construction Code.

### ***Responsible Materials***

Dovetail creates and supports incentives that recognize the full spectrum of ecological attributes found in the forest and the social benefits provided by these forests. Dovetail hosts a “Responsible Materials Initiative” to summarize information about materials in a way that best helps organizations and individuals to make sustainable choices that they wholly understand. In 2011, Dovetail joined the NSF Joint Committee on Dimensional Stone Sustainability to support the development of responsible production standards for these materials.

### ***Certification***

In 2011, Dovetail’s work related to certification included the release of a report on the differences between the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certification standards that are applied to forest management operation and audits in the United States. The report focused on recent changes made to each program and was cited in a Congressional Research Service report released in September 2011 that addressed the issue for applying forest certification to the management of national forests.

### ***Land Use***

Throughout 2011, Dovetail continued to support responsible land use through the diverse partnerships on several projects. The Northwoods Regional ATV Trail System project continues to make progress while being environmentally sensitive, economically beneficial, and supported by the surrounding community. Dovetail is also continuing efforts to identify market opportunities for forest-based carbon credits as well as other ecosystem service markets for land managers in Northern Minnesota. Two other recent land use projects include the development of an Aitkin County Comprehensive Recreation Trail Plan and a similar comprehensive plan for county-managed public lands in Crow Wing County, Minnesota. Also in 2011, new work began on the project “Supporting Community-Driven Sustainable Bioenergy Projects” with funding provided by the *Minnesota Environment and Natural Resources Trust Fund* as recommended by the Legislative-Citizen Commission on Minnesota Resources (LCCMR).

## ***Project Report:***

### ***Dovetail Partners' Speakers Bureau***



In 2011, Dovetail Partners launched a Speakers Bureau to provide access to experts on diverse environmental topics and to deliver information to a full range of audiences.

The listing of speakers includes experts on a full range of topics – including sustainable forestry and land management, environmental policy, responsible consumption, green building, green marketing, environmentally-focused business management, systematic assessment of environmental impacts, urban forestry and agriculture, bio-energy and many other topics.

The Speakers Bureau provides online access to information about available presenters. A list of potential presentations, areas of expertise and keynote topics are provided. Speaker biographies and brief YouTube videos provide additional information.

The current line-up of Dovetail Speakers includes several staff and associates, and additional experts will be added to the Speakers Bureau in the future.

<http://www.dovetailinc.org/speakers>

## ***Publications & Newsletters***

Dovetail offers several different publications and a monthly e-newsletter.

### **Commentaries**

Commentaries are briefs presenting the opinions and ideas of Dovetail Staff and Associates.

### **Reports**

Dovetail Reports address a wide range of topics and issues related to sustainable forestry, responsible materials, and responsible trade and consumption.

### **Newsletter**

Dovetail publishes a monthly e-newsletter, *The Outlook*, with information about our latest publications, news and events.

## ***Dovetail in the news***

Dovetail's commentaries, reports and news releases are often reprinted and referenced in the media, journal articles, and newsletters and publications from diverse organizations.

Examples of "Dovetail in the News" in 2011 include:

- **"Positive Reforms" Needed to Encourage Biomass Use says Society of American Foresters**  
Renewable Energy Magazine  
December 27, 2011
- **Active, responsible forest management, including use of wood products, provides greater carbon mitigation benefits than no management, finds new report**  
Industry Intelligence November 15, 2011
- **Home remodelers discover 'urban timber'**  
Washington Post November 11, 2011
- **Geothermal 101: The Basics and Applications of Geothermal Energy**  
Sun E News October 2011
- **Green Claims: The Rise and Significance of Environmental Product Declarations**  
Engineered Wood Journal Autumn 2011
- **Demand Increasing for Environmental Transparency among Building Materials**  
MarketWatch October 5, 2011
- **Bamboo: can it live up to the 'green gold' hype?**  
Ecologist 30 August 2011
- **Consortium to help wood manufacturers "green" their bottom line**  
Forest Business Network August 2011
- **Dovetail Partners Releases New Report on Bioenergy**  
SFGate August 2011
- **Model Forest Dedicated in Aitkin County**  
Aitkin Independent Age June 2011
- **Growing Talent in the Lumber Business**  
Building Products.com May 2011
- **Environmental Product Declarations Hold Potential as Standardized Comparisons**  
Sun Herald April 22, 2011
- **SFC Names 4 New Board Members**  
Home Furnishings Business April 1, 2011
- **Upstaging the ash borer**  
Star Tribune January 26, 2011
- **Biomass feasibility study underway**  
Cook County News Herald January 1, 2011



## ***Commentaries 2011***

- **What do Trees and People have in Common? – Lots!**

Climate change is a hot environmental topic, and carbon sequestration, reducing carbon footprints, and carbon trading are among the solutions that are being discussed to mitigate man's impact on global climate. For the past two hundred years man has poured literally billions of tons of carbon based "greenhouse" gases such as carbon dioxide and methane into the atmosphere. While there is still some debate (in some regions) over the degree to which man actually can influence the global environment, there appears to be general alignment behind the idea that behaviors that lead to increased long-term storage of carbon, particularly of atmospheric carbon, are a good thing. Some have even been suggested that halting the harvest of trees might be an effective way to increase carbon storage. However, this simplistic solution to the atmospheric carbon problem is misguided.

- **Renewable Versus Nonrenewable: Can there even be a Question?**

Today, as we discuss strategic use of materials and various green behaviors, the terms renewable and nonrenewable are tossed around rather carelessly. To a certain extent, renewable has become more of a catchphrase than a term with important and critical meaning. Perhaps a good way to compare and contrast the terms "non-renewable" and "renewable" is to look at examples of each type of material and explore what it means to be renewable.

- **Do Well by Doing Good**

As part of a mission to foster sustainability and responsible behavior, Dovetail has made the training and development of leaders of organizations focused on social and environmental responsibility a high priority. In the past the definition of those companies has been ascribed either to their nonprofit status or been somewhat subjective. Recently, however, a new business sector, which some have described as the Fourth Sector, has arisen as a means to characterize firms for whom business is about more than money.

- **What's the Difference Between a Green Building and a Loaf of Bread**

Earlier this year, we published a report on green marketing that discussed some of the various market segments and their interests and involvement in green products as well as some strategies for getting involved in the green marketplace. In this commentary we want to address one of the most frequently asked questions in green marketing: "will people pay more for green products?"

*Read the complete commentaries online at:*

<http://www.dovetailinc.org/content/dovetail-commentaries>

## ***Reports 2011***

- [An Introduction to Urban Agriculture](#)
- [Building Codes: Barriers to Green Innovation](#)
- [Managing Forests for Carbon Mitigation](#)
- [Geothermal 101](#)
- [Carbon Sequestration in Solid Wood Products from Urban Forests](#)
- [Life Cycle Impacts of Forest Management and Bioenergy Production](#)
- [Carbon and Carbon Dioxide Equivalent Sequestration in Urban Forest Products](#)
- [Potential Impacts of Climate and Energy Policy on Forest Sector Industries](#)
- [Limits to Global Petroleum Production – an Update on Recent Analyses](#)
- [Utilizing Urban Forests for Fruit Production](#)
- [Differences between the FSC and SFI Certification Standards](#)
- [Working Lands Conservation Offers Path to Sustainable Land Use](#)
- [Effective Communication](#)
- [Environmental Product Declarations \(EPDs\) Are Coming – Is Your Business Ready?](#)

*Access the complete reports online at: <http://dovetailinc.org/reports>*

## ***Dovetail Board, Staff, Interns & Advisors***

### **Dovetail Board of Directors 2011**

Jeffrey Howe, Ph.D., Chairman of Dovetail Partners

Brian Adams, Senior Vice President, Bremer Bank

Jim Bowyer, Ph.D., Bio-products and Environmental Consultant

Kim Carlson, Founder, EarthSmart LLC

Edwin Chanin, Attorney, Chanin Law Firm

Jill Koosmann, CEO, HRK Group, Inc.

### **Dovetail Staff 2011**

Jeffrey Howe, President

Kathryn Fernholz, Executive Director

Jim Bowyer, Director of Responsible Materials Program

Steve Bratkovich, Project Manager for Recycling and Reuse

Janet Bratkovich, Director of Environmental Education

Sarah Stai, Associate Ecologist

Matt Frank, Program & Research Assistant

Don Heise, Project Manager

Jeff Bowyer, Associate

### **Dovetail Interns 2011**

Adam Zoet, Renewable Energy Policy

Jennifer Garman, Green Building

Grace Giampietro, Environmental Policy

Kelsey Reinke, Green Building

Olivia Allen, Communications

Ryan Radzak, Research

David Werley, Policy

### **Dovetail Board of Advisors 2011**

William Banzhaf, Former President, Sustainable Forestry Board, Retired

Paul DeLong, Wisconsin State Forester, Wisconsin Department of Natural Resources, Division of Forestry

R. Philip Guillery, Systems Integrity Director, FSC

Reginaldo Hasslett-Marroquin, Director, Rural Enterprise Center

Don Heise, Architectural Wood Specialties

Robert Hrubes, Ph.D., Senior Vice President, Scientific Certification Systems, Forest Conservation Program

Douglas MacCleery, Senior Policy Analyst, Forest Management Division, National Forest System, Washington, D.C.

Patrick O'Brien, Organizational Development Consultant

## ***Financial Statement***

Dovetail Partners, Inc.

Statements of Financial Position

December 31, 2011

### Assets:

|                                 |           |
|---------------------------------|-----------|
| Cash and cash equivalents       | \$249,745 |
| Investments                     | -         |
| Grants and contracts receivable | 44,359    |
| Prepaid expenses                | -         |
| Total Current Assets            | 294,104   |
| Grants and Contracts Receivable | -         |
| Property and Equipment - Net    | 8,244     |
| Total assets                    | \$302,348 |

### Liabilities and net assets:

#### Liabilities:

|                                 |          |
|---------------------------------|----------|
| Accounts payable                | \$52,754 |
| Accrued wages and payroll taxes | 7,527    |
| Funds held for others           | 15,233   |
| Total current liabilities       | 75,514   |

#### Net assets:

|                        |         |
|------------------------|---------|
| Unrestricted           | 166,834 |
| Temporarily restricted | 60,000  |
| Total net assets       | 226,834 |

|                                  |           |
|----------------------------------|-----------|
| Total liabilities and net assets | \$302,348 |
|----------------------------------|-----------|

Dovetail Partners, Inc.  
 Statements of Activities and Changes in Net Assets  
 December 31, 2011

|                                      | Unrestricted     | Temporarily<br>Restricted | Total            |
|--------------------------------------|------------------|---------------------------|------------------|
| <b>Support &amp; Revenues</b>        |                  |                           |                  |
| Grants and contributions             | \$24,052         | \$ -                      | \$24,052         |
| Fees for services                    | 466,861          | -                         | 466,861          |
| Sales                                | 1,536            | -                         | 1,536            |
| Interest Income                      | 715              | -                         | 715              |
| Miscellaneous                        | 133              | -                         | 133              |
| Satisfaction of Program restrictions | 65,847           | (65,847)                  | -                |
| Satisfaction of Time Restrictions    | 5,000            | (5,000)                   | -                |
| Total support and revenues           | <u>564,144</u>   | <u>(70,847)</u>           | <u>493,297</u>   |
| <b>Expenses:</b>                     |                  |                           |                  |
| Program Services                     | 545,590          | -                         | 545,590          |
| Support Services:                    |                  |                           |                  |
| Management and general               | 25,736           | -                         | 25,736           |
| Fundraising                          | 6,775            | -                         | 6,775            |
| Total Support Services               | <u>32,511</u>    | <u>-</u>                  | <u>32,511</u>    |
| Total expenses                       | <u>578,101</u>   | <u>-</u>                  | <u>578,101</u>   |
| Change in Net Assets                 | (13,957)         | (70,847)                  | (84,804)         |
| Net assets - Beginning of Year       | 180,791          | 130,847                   | 311,638          |
| Net assets – End of Year             | <u>\$166,834</u> | <u>\$60,000</u>           | <u>\$226,834</u> |

Dovetail Partners, Inc.  
Statement of Functional Expenses  
December 31, 2011

|                          | Program<br>Services | Management<br>and General | Fundraising | Total     |
|--------------------------|---------------------|---------------------------|-------------|-----------|
| Expenses:                |                     |                           |             |           |
| Salaries                 | \$85,319            | 13,526                    | 5,202       | \$104,047 |
| Payroll taxes            | 6,576               | 1,043                     | 401         | 8,020     |
| Total Personnel Costs    | 91,895              | 14,569                    | 5,603       | 112,067   |
| Consulting               | 420,770             | -                         | -           | 420,770   |
| Staff Mileage and Travel | 7,199               | -                         | -           | 7,199     |
| Board Expense            | -                   | 210                       | -           | 210       |
| Occupancy                | 7,949               | 1,260                     | 485         | 9,694     |
| Accounting               | -                   | 7,912                     | -           | 7,912     |
| Telephone and Internet   | 3,298               | 523                       | 201         | 4,022     |
| Education and Training   | 3,796               | -                         | -           | 3,796     |
| Office supplies          | 1,448               | 229                       | 88          | 1,765     |
| Program Expense          | 1,308               | -                         | -           | 1,308     |
| Insurance                | 1,333               | 211                       | 81          | 1,625     |
| Miscellaneous            | 848                 | 134                       | 52          | 1,034     |
| Dues and Subscriptions   | 1,402               | -                         | -           | 1,402     |
| Printing and Copying     | 1,067               | 169                       | 65          | 1,301     |
| Depreciation             | 3,277               | 519                       | 200         | 3,996     |
| Total Expenses           | \$545,590           | \$25,736                  | \$6,775     | \$578,101 |

Dovetail Partners, Inc.  
Statements of Cash Flows  
December 31, 2011

Increase (Decrease) in Cash and Cash Equivalents

Cash Flows from Operating Activities:

|   |            |
|---|------------|
| Change in Net Assets                    | \$(84,804) |
| Total Adjustments                       | 144,842    |
| Net Cash (Used) by Operating Activities | 60,038     |

Cash Flows from Investing Activities:

|  |         |
|--|---------|
| Proceeds from Sale of Short-term Investments     | 105,670 |
| Purchase of Short-term Investments               | (75)    |
| Net Cash Provided (Used) by Investing Activities | 105,595 |

Cash Flows from Financing Activities:

|      |   |
|------|---|
| None | - |
|------|---|

Net (Decrease) in Cash and Cash Equivalents 165,633

Cash and Cash Equivalents – Beginning of Year 84,112

Cash and Cash Equivalents – End of Year \$249,745

*Special thanks to our donors and supporters!*

### **Foundations & Grant Making Organizations**

Blandin Foundation  
Blue Rock Charitable Fund of The Minneapolis Foundation  
The Everwood Foundation  
Forest Stewardship Program - Minnesota  
F.R.E.E Network  
HRK Foundation  
Minnesota Department of Natural Resources - Division of Forestry  
Natural Resources Conservation Service - USDA  
Otto Bremer Foundation  
USDA Forest Service - Wood Education and Resource Center  
Wisconsin Department of Natural Resources  
Xcel Energy Foundation

### **Individuals**

Adam Zoet  
Alexis Bloomstrand, New Morning Windows  
Alison Lindburg  
Beth Waterhouse  
Brett Emmons  
Brian Adams  
Cassie Phillips  
Charles H. Thompson  
Cynthia and Rick Siewert, Wood from the Hood  
Donald Seawater  
Edwin Chanin  
Eric Bloomquist  
Gerald Mich  
Greg Nolan & Marcia Rapatz, *In Honor of Our Grandchildren*  
James R. Marshall  
Jessica Basilio  
Jill and Charles Koosmann  
Jim and Ruth Bowyer  
John and Lori Gunn  
Judie Johnson  
Kari Wenger and Peter Henry  
Kathleen D. Hiltley  
Keith Komro, Vital Systems, Inc.  
Kim E. Carlson, EarthSmart, LLC.  
Kim Chapman, Applied Ecological Services  
Mark H. Jacobs  
Michael Ansel, *In Honor of Peter Lytle*  
Norman and Susan Moody  
Patrick de Freitas  
Paula Westmoreland  
Rick Larson  
Robert J. Hrubes, Scientific Certification Systems  
Robert Sonnenberg

Sam Sherrill  
Sarah Stai, EcoSmith Consulting  
Shawn Markham  
Stephanie Berkland  
Stephen H. Kaiser  
Steven and Nancy Rosenberg  
Steven Fenster  
Susan Audette  
Susan Marvin, Marvin Windows & Doors  
Susan Odell  
Thomas and Mary Kroll  
Thomas McLain  
Timothy Tracy  
W. R. Beer  
William H. Banzhaf and Adela Backiel  
William E. Hayward, Hayward Lumber  
William F. Wieger

### **Businesses, Land Managers and Other Organizations**

Beltrami County Natural Resource Management  
Boise White Paper, LLC.  
Carlton County Land Department  
Certified Wood Products, Inc.  
Clearwater County Land and Forestry Department  
Columbia Forest Products  
Forest Products Management Development Institute, University of Minnesota  
Fullerton Companies  
Hanley Wood Business Media  
Hedstrom Lumber Company, Inc.  
Innovative Natural Resource Solutions, LLC  
Interforest, LLC  
Koochiching County, Land and Forestry Department  
Minnesota Forestry Association  
Minnesota Power  
National Cooperative Grocers Association  
Northwestern Lumber Association  
Resource Management Service, LLC.  
Shaw/Stewart Lumber Co.  
Snowy Pines Reforestation  
Structural Wood Corporation  
The Remodeler's Choice, Inc., a Division of Fullerton Companies  
Universal Forest Products, Inc.  
UPM, Blandin Paper Co.  
Weekes Forest Products, Inc.

...and additional anonymous donors.





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