



Let's talk about Christmas trees!

Have you been inside a "big box store" lately? It is safe to say people are thinking about Christmas trees right now. Outreach points to consider: why real trees are a good idea, how to make a smart decision on which tree and decorations to buy, and finally- how to properly dispose of your Christmas tree. Wondering why you should connect firewood and Christmas trees? We've learned through the years that the public already connects them, so we just roll with it as an opportunity to reach more people with a timely and related topic.

[Public outreach Christmas tree materials at your fingertips >>](#)

[USDA APHIS Information for Growers, Suppliers, and more >>](#)

First ever Firewood Awareness Month a success

Many thanks to all the participants, big and small, in our first ever Firewood Awareness Month effort. We're still tabulating all the media coverage right now- but we already can see our message traveled far and wide. As one measure- #FirewoodMonth on Twitter was mentioned 380 times by 209 separate accounts, being seen by up to 1.1M viewers. And we've located 23 online outlets- ranging from local newspapers to the Leave No Trace Center for Outdoor Ethics- that used our media kit to publish an article or blog during the month. Take a peek below, and you can look forward to a full accomplishment report in January's newsletter.

[As the Weather Cools, Your Firewood Choices Matter \(USDA APHIS blog\) >>](#)

[Did you know it is Firewood Awareness Month? \(Leave No Trace Center for Outdoor Ethics blog\)](#)

>>

[See all 380 mentions of Firewood Month on Twitter >>](#)

Use the Firewood for Home Heating infographic

The informative, fun, and good looking Firewood for Home Heating infographic is ready for you to use. You can download it, refer to it, use the social media ready snippets to promote it... whatever works for you. With scientifically accurate facts and industry information, this infographic was a huge hit last fall- and it should be just what your facebook, twitter, and pinterest profile will need this year, too!

[Download the infographic and supporting materials here >>](#)

Plan Ahead! We'll be back in January 2017

The Firewood Professionals Newsletter skips December every year. Aside from our [Christmas tree materials](#), what else do you need to tide you over? Late November is when you should be reaching out to the [Christmas Bird Count birdwatching volunteers](#) in your area and supplying them with the [Holes in Trees handout](#). The first week of December is a good time to reach out on the topic of [Firewood for Home Heating](#). And any time in December is good to [submit your January stories](#) to ensure we've got you on the books for our January newsletter.

The featured image this month is a tree riddled with sapsucker foraging holes. These birds create holes in patterns easily recognized by birdwatchers- and the holes are completely unrelated to the presence of any invasive forest pests. [Read the Harness the Power of Birdwatchers blog](#) and consider [reaching out to this uniquely skilled demographic as potential First Detectors](#).

Map Quiz! Brown Spruce Longhorn Beetle

Canada shares a 5,525 mile long border with the United States, and many tree-killing invasive insects and diseases found in one country are indeed found in the other. One notable exception is the brown spruce longhorn beetle, which is known only in what single Canadian province at this time? Hint: it is not Nunavut.

[Click here for the answer >>](#)

Want a National Perspective on Emerald Ash Borer?

Stay informed by pursuing professional education via the Emerald Ash Borer University ("EAB U"). One of the upcoming webinars, National Perspective on Emerald Ash Borer on December 13th, looks pretty intriguing to me.

[See all upcoming EAB U webinars >>](#)

Don't Move Firewood Campaign

Webinar Recording: Forest and Firewood National Polling

Did you miss our fall FOIC webinar, "Forest and Firewood National Polling" a few weeks ago? We recorded it, so you are in luck! You'll learn what slogans are best understood by the public, where the gaps might be in our outreach efforts, who is the most trusted messenger in the USA when it comes to forest issues, and so much more.

[Watch the recording on YouTube >>](#)

In The News

California Today: An Invasive Beetle Threatens State's Southern Palm Trees
3 Nov 2016

Moving firewood, tipi poles, and other wood products to Standing Rock
18 Oct 2016

Regional assessment of emerald ash borer, *Aarilus planipennis*, impacts in forests of the Eastern United States
18 Oct 2016

Massive yet grossly underestimated global costs of invasive insects
4 Oct 2016

Submit Your Story

This is the **Firewood Outreach Coordinating Initiative** newsletter, designed to share information about firewood and invasive forest pests. Do you have a story you want us to include in a future newsletter? Submit your story of 120 words or less.

[Submit Your Story](#)

[Click to view this email in a browser](#)

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