



Red-cockaded woodpecker.  
Photo by Chuck Nicholson.

## THE PLACE

Potlatch manages an extensive area of timberlands in south-central Arkansas. An important center for pine production, the area also contains many species rarely found within the state, including the red-cockaded woodpecker, a federally endangered species that nests exclusively in pine forests.

## THE CHALLENGE

Potlatch forest managers strive to manage their timberlands in a way that produces economic benefits in the form of forest products and jobs while at the same time protecting and restoring the area's natural environment. Conflict arises when individual forest stands have the potential to provide both high economic and high conservation benefits. How do resource managers develop a forest management plan that appropriately balances the timber production and conservation values of their timberlands? To address this question, Potlatch needed a way to quickly and accurately identify the conservation value of each forest stand and compare it to the timber values of those stands.

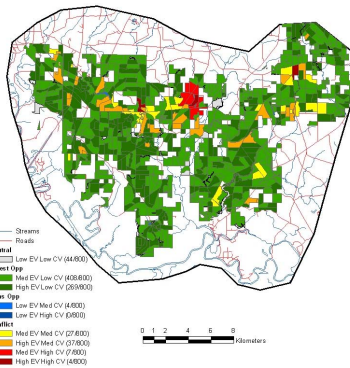
## THE SOLUTION

For the study area, NatureServe Vista was used to identify the forest stands that rank high for both conservation value and timber production value. Specifically, NatureServe Vista was used to:

- Identify the species and ecological systems present within the project area;
- Calculate the total conservation value of each forest stand under several different scenarios, with each scenario weighting the individual species and ecological system occurrences in different ways;
- Rank forest stands by their conservation value;
- Compare the timber production and conservation values of each forest stand in order to identify forest stands that are appropriate for timber production, forest stands that should be conserved, and areas where additional analysis is needed to develop appropriate management plans.

## BENEFITS

- Allowed forest managers to focus their resources on areas with the most need for in-depth analysis.
- Provided an opportunity for forest managers to evaluate "what if" scenarios by comparing results from a series of different conservation value scenarios.
- Documented the benefits that would be achieved through the conservation of specific forest parcels.
- Enhanced the repeatability and efficiency of ongoing analysis and updates through NatureServe Vista's standardized decision-making framework.



Potential Conflict Zones: Yellow, orange, and red areas represent forest stands that require additional analysis prior to developing forest management plans.

Learn more at  
[www.natureserve.org/vista](http://www.natureserve.org/vista).

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