



Thank you for your interest in the **Sierra Forest Entrepreneurs Program**. This goal of the program is to build capacity for small businesses in the forest restoration economy. **Both existing and prospective forest related businesses are welcome to apply.** We encourage applications from recently started businesses, from those working on a forest business idea but who have not yet officially started a business and from existing businesses who are looking to grow or expand activity in the forest restoration economy.

**All types of forest related enterprises are welcome to apply!** The **Sierra Forest Entrepreneurs Program** is designed to support the range of businesses needed in the forest restoration economy, including everything from in-woods work to wood products manufacturing.

We know that building and supporting local forest businesses is key to ensuring that forest restoration work gets done, and we want to identify and assist leaders of emerging or growing forest businesses. Businesses may include firewood production and sale, timber harvesters, sawmill operations, and wood products manufacturers, forestry, landscape management, planning and wood industry marketing and sales among others. If you aren't sure if your idea or business fits, please contact us.

The program is supported by the Sierra Nevada Conservancy. The program includes in-person and online workshops, both one-on-one and group training, and peer learning. Participants will be eligible for up to \$3,000 of funding to pay for specialized assistance identified as needed for success. The program will begin with an in person event August 27th, and will wrap up in early December.

**Expected commitments from participants:**

- Participate in one all-day in-person workshop in Taylorsville on August 27th
- Participate in all virtual workshops (approximately monthly, lasting no more than 4 hours)
- Participate in one all-day in-person workshop TBD in early December

**To apply, please complete the following questionnaire below (3 pages) or online at <https://forms.gle/A5hQQRQfyXwmnSGa9> no later than July 21st.** Paper copies can be scanned and sent to [redmore@sierrainstitute.us](mailto:redmore@sierrainstitute.us) and [zwatson@sierrainstitute.us](mailto:zwatson@sierrainstitute.us) or mailed to:

Sierra Forest Entrepreneurs Program  
c/o Sierra Institute for Community and Environment  
PO Box 11  
Taylorsville, CA 95983

This will help us ensure the program would be useful for you and will help us design the program to best support emerging businesses. **All applicants will be notified of their participation by July 30th.**

Please contact Lauren Redmore ([redmore@sierrainstitute.us](mailto:redmore@sierrainstitute.us)) with any questions or concerns.



**Sierra Forest Entrepreneurs Program Application**

**About you:**

Name

Email

Phone Number

Address

In a few sentences, please tell us about your experience in the forest restoration economy:

**Business status and interests:**

Location of proposed business (if in a different town than your listed address):

In 3-5 sentences, tell us about your business or business idea:

How long have you been in business or working on your business idea?

Do you consider yourself a small business? (Circle one) Y N

Do you currently, or will you likely have any employees? If so, how many?

Check all the ways your business fits into the forest restoration economy? For example, trucking, logging, timber cruising, wood product manufacturing, etc. Please list all the ways.

Timber harvesting/felling     Timber hauling     Timber cruising     Chipping

Landscape restoration     Wood products manufacturing     Product development

Other: Describe \_\_\_\_\_

**Business Management:**

On a scale of 1-5, please rate how much your business could benefit from assistance in the following areas (**1 is not a lot of benefit, 5 is a lot of benefit**). Feel free to elaborate on your response in the comments section:

Networking with others in the industry

Rating: 1 2 3 4 5      Comments:

Developing and following a business plan

Rating: 1 2 3 4 5      Comments:

Making decisions about how to file your business

Rating: 1 2 3 4 5      Comments:

Managing accounting and finances

Rating: 1 2 3 4 5      Comments:

Pitching your business idea to investors

Rating: 1 2 3 4 5      Comments:

Marketing your product

Rating: 1 2 3 4 5      Comments:

Hiring and accessing workers

Rating: 1 2 3 4 5      Comments:

Developing and managing contracts

Rating: 1 2 3 4 5      Comments:

Tracking inventory and managing supply

Rating: 1 2 3 4 5      Comments:



Please describe any challenges you face in your business, including anything from technical aspects of wood science and technology through business management. If possible, include what kinds of training assistance would be most helpful:

**Further information:**

This program will involve two in-person meetings at locations in the northern and central Sierra Nevada.

Are you able to travel to attend two day-long in person meetings, held on Fridays in late summer and early winter (circle one)? **Yes No Maybe** Comments:

This program will involve virtual (over zoom and phone calls) meetings with peers that are also in the program as well as with workshops on business development topics.

Are you able to attend online meetings, over the computer once a month for three months (circle one)? **Yes No Maybe** Comments:

At the in-person events, we will provide food. Please list any dietary restrictions below.

How did you hear about the Sierra Forest Entrepreneurs Program?

Do you have any recommendations for others who may be interested in this program and with whom we should try and connect? Please list names and contact information.

Do you have any ideas for speakers or trainers who can provide an important perspective to support yours and other businesses in the forest sector? Please list names and contact information.

**Thank you! We will be in touch shortly.**