

Field Trip: Sierra Forest Products

Media Type: iCEV segment

Duration: 5 min.

Goal: To tour Sierra Forest Products and view the processes involved with logging.

Description: This field trip takes you to Sierra Forest Products in Terra Bella, California. Watch as logs are transported to the log yard, scaled, debarked, scanned, cut, dried and graded for various wood applications.

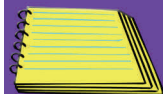
Objectives:

1. To describe the process of logging.
2. To detail a closer look at a business in the manufacturing industry.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Application of Mathematical Technology</i>	<ul style="list-style-type: none">• Collecting data• Classification/organization skills
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none">• Editing/proofreading• Descriptive, informative, creative and persuasive writing• Organizing logical argument• Brainstorming• Vocabulary enhancement
	<i>Analysis of Text, Literature and Information</i>	<ul style="list-style-type: none">• Creative thinking• Expression of thoughts and ideas• Communication skills
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none">• Utilizing document processing software• Utilizing presentation processing software

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Lesson Plan

Class 1: Begin the class by distributing the *Field Trip: Sierra Forest Products Worksheet* for students to use as reference material. Handout the *KWL Activity* and allow time for students to fill in the 'what I know' and 'what I want to know' sections. Show *Field Trip: Sierra Forest Products*. Have students complete the *KWL Activity*. Administer the *Field Trip: Sierra Forest Products Assessment*. Have students begin the *Background Information Activity* and assign the *Marketing Piece Project* for homework.



Video
6 min.

Class 2: Students should finish and present the *Marketing Piece Project* to the class.



Lab Activity

Background Information

Directions:

Students will list five key components of Sierra Forest Products which will be included in the *Marketing Piece Project*. Examples of information include: the location, the owner, facts about the process, etc.



Project

Marketing Piece

Directions:

Students will develop a marketing piece for Sierra Forest Products to use to attract new customers. Students may select one of the following: flier, brochure, postcard, commercial or magazine advertisement. The piece should include the information included in the *Background Information Activity*.



Lesson Links

Sierra Forest Products

- <http://www.sierrafp.com/>



Career & Technical Student Organizations

Family, Career & Community Leaders of America

- Logging
- Natural Resources



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50696, Kent Duysen, President, Sierra Forest Products
- iCEV50912, Dale Bosworth, Chief of U.S. Forest Service, USDA