

Dear Colleagues,

The National Forest Foundation (NFF) is pleased to announce the [2014 Barrett Foundation Business Concept Challenge](#) to spur innovation in natural resource management. This unique competition is open to teams that include at least two accredited college or university students, graduate students, or post-doctoral students. Founded by Craig Barrett, Former Chairman and CEO of Intel Corporation and long-time Board Member of the NFF, the Challenge encourages and rewards innovative market-based solutions to natural resource issues affecting National Forests and Grasslands and hopes to cultivate a new generation of entrepreneurial natural resource and business leaders.

The objectives of the Barrett Foundation Business Concept Challenge are:

- To develop and launch market-based solutions that satisfy multiple goals of forest health, sustainable use, and economic development, including job creation
- To stimulate creative thinking to address problems and identify opportunities that benefit the National Forests and Grasslands
- To educate students and their partners about the practical steps necessary to design and implement market-based solutions to natural resource challenges
- To prepare students to work with interdisciplinary partners in response to complex natural resource challenges

The Barrett Foundation Business Concept Challenge offers a \$75,000 cash award to the winning submission and a \$25,000 cash award to the first runner-up.

Please share this announcement broadly with your network of students and associates. Application instructions and more information can be found here:

<http://www.nationalforests.org/consERVE/grantprograms/barrett-prize>

If you have any questions or would like any additional information, please contact [barrettprize@nationalforests.org](mailto:barrettprize@nationalforests.org).

Thank you,

Adam Liljeblad

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Adam J. Liljeblad  
Director of Conservation Awards | National Forest Foundation  
Building 27, Suite 3 Fort Missoula Rd. Missoula, MT 59804  
Direct Line: (406) 830-3357 | Main Office: (406) 542-2805  
Direct Fax: (406) 830-3382 | Office Fax: (406) 542-2810  
[aliljeblad@nationalforests.org](mailto:aliljeblad@nationalforests.org)  
[www.nationalforests.org/consERVE/grantprograms](http://www.nationalforests.org/consERVE/grantprograms)