



SUMMER 2012

sightline

A Newsletter for the Inspecting Foresters of the American Tree Farm System®

ON THE GROUND

Connect with Landowners on MyLandPlan.org

MyLandPlan.org serves as a “recommendation engine” by actively presenting information about foresters based on location, certification, services, and expertise.

The MyLandPlan.org tool also gives you a head start on the consultation process. The site is built around the first question that many foresters ask landowners: “What do you want to do with your land?” As landowners engage with the site, they will be able to share their plan with you and give you an advanced glimpse of their goals for their land.

ATFS invites all inspecting foresters to visit MyLandPlan.org and create a forester profile. You can create your profile using a template that allows you to highlight your skills, experience, and services.

What sort of information should I post on my profile?

- Name and contact information
- Services you provide
- Training and qualifications (including your ATFS inspector training!)
- Certification
- Service area
- Education
- Experience (the focus of your work, years in service, etc.)
- Success stories from your work with landowners
- Photo and logo
- Your website

American Forest Foundation
My Land Plan
The woodland owner's resource

Keyword Search: []

My Plan | Log out

What do you want to do with your land?
Enjoy it | Protect it | Make it healthy | Profit from it | Pass it on | My Plan

My Land | My Goals and Actions | My Forest Journal | Ask a Forester

Mike Burns
Professional Forestry Services

PO Box 51
Nelliston New York 13410
Phone: (518) 993-2815
Email: mburns@forestfoundation.org

Service Area:
New York

Services Offered

- Enjoy It**
 - Wildlife habitat improvement
 - Wildlife habitat cost share programs
 - Aesthetic enhancements (timber stand improvement)
- Protect It**
 - Marking boundaries
 - Timber theft appraisal and expert witness testimony
- Make it Healthy**
 - Timber stand improvement
 - Forest health survey and appraisal
- Profit From It**
 - Management plan
 - Timber stand improvement
 - Forest certification
- Pass It On**
 - Conservation easements
- Map It**

Education:
AS Business Administration – Jamestown Community College

The American Tree Farm System (ATFS) has launched a new website to help woodland owners protect and enjoy their woods (see story on page 8). Not only is MyLandPlan.org stacked with cords of useful information for landowners, but it provides a new way for you to connect with potential clientele.

The site features a robust forester professional directory that goes beyond the standard “find a forester” approach.



The American Tree Farm System®: We grow stewardship from the roots.

www.treefarmssystem.org

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How will this directory be different from other forester directories?

MyLandPlan.org reaches a much wider audience of people with a diverse range of interests. Landowners today are interested in much more than just owning their woods for timber. They value their woods for recreation, because they enjoy the beauty and solitude, and because they want the land to be their legacy. They are concerned with keeping their woods healthy, as well as protecting it from trespassers and pests.

The forester profile on MyLandPlan.org allows you to highlight your services, training, and experience relevant to this diverse audience. It allows landowners to search easily through foresters in their area to find the one who fits their needs and has experience in their interest areas.

MyLandPlan.org also allows landowners to recommend foresters on their profiles, similar to the “like” function on Facebook. This recommendation will be valuable as landowners are searching for a forester.

What else will I be able to do on the site?

Foresters will be able to answer questions in the “Ask a Forester” section of MyLandPlan.org. Your answers will also be posted on your profile, providing additional valuable information to landowners on the work that you do and your areas of expertise.

Once invited by a landowner, you will also be able to view the land plan that he/she has developed. This land plan includes a property map and important features that the landowner has identified, along with the landowner’s goals for the property as well as any actions he/she is undertaking or has completed. All of this information will be helpful as you begin your working relationship with the landowner.

How do I get started?

Create your profile by visiting <http://mylandplan.org/forester-signup>. If you have any questions, contact Caroline Kuebler at ckuebler@forestfoundation.org.

STUMPED?

Answers to Inspectors’ Most Frequently Asked Questions

Question: One of my clients owns several scattered parcels in a county; can I certify them all as a single Tree Farm?

Answer: The contiguous, forested parcel serves as the unit of evaluation for ATFS Certification. Contiguous parcels are discrete parcels that share a boundary line and are held in the same legal ownership name. Each contiguous parcel constitutes a unique Tree Farm and should be singly identified in the ATFS system. However, a landowner may own several Tree Farms covered by a single management plan, so long as each parcel is individually identified within the management plan and on the map. Once certified, each Tree Farm is assigned its own record in the ATFS database. This helps to ensure that each acreage category is adequately represented in the ATFS internal monitoring system and in third-party audits. For questions, please contact Sarah Crow at scrow@forestfoundation.org or 202.463.2738.



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