Concurrent Sessions
Thursday February 1, 2018
Check the final program for time and room assignments.

Attracting Young Leaders: A Millennial Perspective
Brittany VanderWall, Michigan Tree Farm Committee
Kayti Brinkman, Michigan Tree Farm Committee
Many state committees struggle with legacy planning for the leadership of their committee due to a lack of young volunteers. The content of your committee is not the limiting factor, but the overall purpose and opportunities given to those who want to serve can be. The Michigan Tree Farm committee has seen a drastic increase in participation from individuals younger than 35 in the past 2 years. Flexibility, meaningful tasks, training, and asking for help are just some of the keys to not only engage, but keep young leaders.

Building a Movement: Engaging Southern Vermont Landowners in Stewardship Activities
Kathleen Wanner, Vermont Tree Farm Committee
Morgan Smith, American Forest Foundation
Family and individual forest owners are the largest forest ownership group in America, thus they are key to sustaining forests across the country. How do we begin to encourage such a large and diverse group to enhance forest stewardship? This session will describe a unique partnership between the Vermont Tree Farm Committee, the American Forest Foundation, and Audubon Vermont that is working to engage woodland owners in forest management and wildlife habitat improvement across southern Vermont. We will discuss our innovative strategies to accelerate and increase forest management activities and how these strategies could be applied elsewhere.

Can a Summer Intern Help Your State Committee?
Rich Barnes, Jim James, and Rex Storm; Oregon Tree Farm System
The Oregon Tree Farm System board saw an opportunity in the 2016 ATFS Grant Program’s internship support. Working with the Small Woodlands Association, both boards decided a forestry intern could meet common goals critical to our missions. Just as important was the opportunity to provide work experience to an Oregon State University forestry student. With a $1,500 ATFS grant as seed money, each organization budgeted $5,000. Learn how intern Jeremy Felty attended the 2017 NLC and the following summer helped grow memberships in both organizations.

Updated October 20, 2017
Family Forests Contributing to the Resilience of Rural Communities in the Upper Midwest
Paul DeLong and Caroline Kuebler, American Forest Foundation
The Upper Midwest plays an important role in producing forest products for the US and abroad. However that isn’t the only benefit. As the ATFS sign states, these lands also provide wildlife habitat and water quality, which support recreational activities that together with the forest products industries, create more resilient rural communities. AFF’s Upper Midwest assessment (including MI, MN, and WI) will explore these connections further. Come learn about AFF’s assessment including gathering stakeholder feedback, surveying landowners in the area and doing a spatial analysis where family forest owners are providing these benefits to support strong rural communities.

Test Your Assessment Knowledge with ATFS Jeopardy!
Shawn Ellsworth, PricewaterhouseCoopers
Kristina Duff, American Tree Farm System
Third-party assessments are an essential component of ATFS Certification. Planning for, implementing and responding to third-party assessments is a multi-faceted process. During this session, we will share insights about best practices that lead to a successful third-party assessment experience. The audience will have an opportunity to ask questions and test their knowledge with an interactive game of Jeopardy.

Understanding Human Impact on Fire Regimes
Mary Stuever, New Mexico State Forestry
Tom Swetnam, Laboratory of Tree Ring Research
This interactive session will focus on interpreting tree rings to understand the relationship between humans and fire. In a facilitated exercise, participants will examine fire scarred tree rings samples from northern New Mexico. They will develop an understanding of how recent human history (the last two centuries) has intersected with ecological disturbances, especially wildfires. In understanding fire exclusion, the audience will explain the need for active stewardship of forests. Dr Swetnam will share findings from the Jemez Fire and Humans in Resilient Ecosystems (FHiRE) Project. This project explores how Native American tribes lived with fire before European settlement.

Using Wood for the Love of Forests: Getting the Message Out
John Matel, Virginia Tree Farm Foundation
What we do is good, but we don’t tell our story well. The wider public does not understand forestry, is often ambivalent and sometimes hostile to what they think we do. We must counter the narrative of loss. Instead of talking defensively about limiting damage, we need positively to explain wood as part of a beneficial ecological value chain. Sustainably grown wood is a solution to environmental challenges. Building with wood contributes to environmental and human welfare. In this session, we will discuss and interactively develop ideas for engaging and getting people on our side, the side of good forestry.

Washington State's FORI Toolkit
Nicholas Kunz, Washington Tree Farm Program
The concept of Forest of Recognized Importance (FORI) incorporates a wide array of landscape values which can be difficult to identify let alone interpret their relevance. Utilizing existing
mapping technologies, the Washington Tree Farm Program has aggregated this data and
developed further guidance on how Inspectors and Tree Farmers can identify FORI values to
incorporate into management plans or demonstrate how management is already addressing these
values. Learn how the FORI Toolkit project also reveals how geospatial information can identify
and refine outreach and collaboration with outside organizations.

**Writing Grants that Will Get Funded**
*Mike Smalligan, Michigan Tree Farm Committee*
Come learn how Mike wrote four successful proposals to the US Forest Service that provided
$137,500 for the Michigan Tree Farm Committee in the last two years. Learn how to find the
right funding opportunities, evaluate Requests for Proposals, develop effective partnerships,
create a simple budget and write a compelling proposal that reviewers will want to fund. This
session will also describe how to implement grant-funded projects and submit reports to the
funding agency.

---

**Optional Thursday Afternoon Technical Workshops**
**Thursday February 1, 2018**
*Check the final program for time and room assignments.*

**ATFS Website Training for State Committees**
*Caroline Kuebler, American Forest Foundation*
Maintaining your own Tree Farm website can be costly. And having a page or section on another
organization’s website can mean that you don’t have easy access make your own edits. Let us
help you keep your committee’s web presence relevant and up-to-date! ATFS provides state
committees access to their own section of the ATFS website. During this session, you will be
trained to access your state’s page, update as well as create new pages. Join us to learn how to
get a refresher if you’ve already been trained. Bring your own laptop to maximize your learning.

**ATFS Database Fundamentals**
*Nephtali Chavez, American Tree Farm System*
The ATFS Database can be a very confusing place. Join Nephtali to learn the fundamentals of
the database so that you can more effectively use this tool. This session will cover the major
functions of the database including searching, creating records, assigning and entering
inspections. This training is appropriate for all levels. Participants are encouraged to bring their
laptops or tablets to follow along.

**Streamlining the Inspection Process Starts with You**
*Nephtali Chavez, American Tree Farm System*
Getting inspections into the ATFS Database is easier than ever thanks to tools like the Inspection
App and Uploader. Pushing inspectors to use them is the hard part! Join Nephtali to learn how to
use these tools and gain the confidence to pass this knowledge along to inspectors in a hands-on
training. Participants are encouraged to bring their laptops or tablets to follow along.