American Tree Farm System®

2014 Education and Capacity Building Grant Reports
Colorado
Submitted By: Wes Rutt
Email: stumpmaker@gmail.com

Project Title: Outreach Through Donations
Grant Amount Awarded: $2550
Number of individuals participating: 2
Estimated number of work-hours: 90

Describe the specific activities completed for this project, highlight what was and what was not successful.

1. Created a "Donate" button and description of the "free" gift to be received for a donation and insert it on our website, email newsletter, and YouTube channel.
2. Created a form and spreadsheet for collecting the names and contact information from people wishing to donate.
3. Created a customized first page for the book with the Family Forest logo and a brief description of the educational benefits found through the Tree Farm program. (We must order a minimum of 250 copies to be able to customize this page.)
4. Wrote articles for our website and email newsletter and made a video describing the value of this book and the benefit that a donation to our Tree Farm organization will provide to the health of Colorado’s forests.
5. Brought books to all public meetings hosted or attended by Tree Farmers and offered them to the public.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

- Spent 60 hours making presentations at 8 community meetings around the state
- Spoke to more than 250 landowners
- Added 48 subscribers to our Tree Farmer Alerts email newsletter
- Distributed 23 books in exchange for donations
- Received 0 donations from our website, newsletter or YouTube channel

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

We learned that timing is everything. After years of more and ever larger wildfires. Colorado experienced an extremely low incidence of wildfire in 2014. see link to "Colorado Wildfire Activity Near Historic Low this Year" in uploaded file above
We were aware of how narrow a window we have after a crisis to get people involved but were still surprised at how quickly people chose to avoid to deal with a past threat that will certainly reoccur in the near future. The previous year these books were selling like hotcakes. We expect much more interest as wildfires increase again in the future but many people chose to take a break from the worry in 2014.
**What are the next steps for this project?**

We are going to distribute the remaining books to our Tree Farm inspectors, active Tree Farmers, SAF members, select contractors and others who can help us reach a broader audience in 2015.

We'll make a presentation at the next Tree Farm inspector meeting to encourage them to support the effort.

**Project Budget**

*Transport/Travel*

- **Grant Funds:** $0
- **Match:** $355
- **Description of expenses:** Travel to and from community meetings
- **Lodging - 1 night**

*Events*

- **Grant Funds:** $0
- **Match:** $200
- **Description of expenses:** Donations to fire districts and local organizations

*Printing/Postage*

- **Grant Funds:** $0
- **Match:** $0
- **Description of expenses:** Although no books were ordered through the website, we will keep our Donation buttons active and look forward to orders as fire danger increases.

*Materials*

- **Grant Funds:** $2550
- **Match:** $0
- **Description of expenses:** Cost for 250 books custom printed with the Tree Farm logo and an intro from the Colorado State Tree Farm committee.

*Personnel*

- **Match:** $1800
- **Description of expenses:** 90 hours x $20/hr = $1800
Evidence of Activities

- **YouTube video** - [http://youtu.be/B-UXw51Ic](http://youtu.be/B-UXw51Ic)
- **Website "Donate" button** - [http://www.treefarmer.com/](http://www.treefarmer.com/)

- **Colorado Wildfire Activity**
Iowa
Submitted By: Jesse Randall
Email: randallj@iastate.edu

Project Title: Conversion of Master woodland managers class to online content
Grant Amount Awarded: $10000
Number of individuals participating: 12
Estimated number of work-hours: 80

Describe the specific activities completed for this project, highlight what was and what was not successful.
we started with the front and back ends of the online content. we designed and built a user ID and Login page that would allow users to sign up for and register for the online course material. It would automatically track their progress and on the back end it would alert the instructor (ISU Forestry Extension Specialist) that they have completed the online content which would then allow them access into the the hands-on training portion pairing several online users that were geographically close. The web designer also built a pre and post quiz into each module and created a standard presentation intro and build brand loyalty to the class. he also built in a link to track community service hours after completion of the course which are mandated as part of the course. As that was occurring I rounded up volunteer speakers that were experts in their respective forestry fields. we had a wide variety of topics (tree ID, Tree Physiology, soils, silviculture, harvesting methods, non timber forest products, plant pathology, forest entomology, forestry assistance in Iowa, etc). Each module was designed as a 30 minute voice over power point lecture with a 10 question pre and post quiz to judge change in knowledge. The hardest part was getting on the schedules of the district foresters to speak on pertinent topics. the on-campus focus were much easier but those that had to travel really slowed the process down. what has also slowed down the course roll out has been the after presentation editing. I was unaware as to the length of time it takes to put together an online course from the web development side of things. just a lot of moving parts that one does not see nor think about when an idea of moving content to an online format is written into a grant.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We currently have 16 modules recorded and are refining the pre and post quizzes with each module to better capture the change in knowledge. these 16 modules accounts for over 1/2 of the total course time and we are looking at only needing 2 full days to conduct the hands on training portions. We had hoped to run the first class in the fall of 2015 but the bugs were not worked out in time. we are aiming for a full roll out in summer of 2016. we have begun to advertise the new to the 15000 woodland owners newsletter subscribers and hope to have a large initial class.

What were the lessons that your committee learned that will improve your future projects and thus could improve other committee’s projects? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
plan for 2 years to get all things recorded, vetted for content, adjustments to quizzes, bugs worked out in the website to accurately record users, time on exams, minimum scores required
to move on is also important, and updateable volunteer records. It takes longer and costs more than you budget for so expect to have cost overruns and have backup funds available so work does not stop as it is hard to get started again.

**What are the next steps for this project?**

We are planning to fully roll out the site now that the bugs are worked out and we are identifying additional speakers to discuss herbicides in forestry plantings, sprayer calibrations, species selections based on soils etc., wildlife benefits from forestry practices, and ways to mitigate wildlife damage. So in general we aim to expand the course from the initial stage.

**Project Budget**

*Transport/Travel*
- Grant Funds: $0
- Match: $0
- Description of expenses: 0

*Other*
- Grant Funds: $10000
- Match: $?
- Description of expenses: give the cost overrun on the project we used the funds for the web development and recording of the modules. I used university funds to pay for travel if speakers were not able to use official IDNR vehicles or were not ISU employees. I leveraged Extension
Maine
Submitted By: Andrew Shultz
Email: andrew.h.shultz@maine.gov

Project Title: Quarterly Electronic Newsletter
Grant Amount Awarded: $8200
Number of individuals participating: 10
Estimated number of work-hours: 173

Describe the specific activities completed for this project, highlight what was and what was not successful.

Success: The Maine Tree Farm Committee (MTFC) directed that a regular communication tool was necessary and desirable to inform Maine Tree Farmers about Tree Farm matters, and to bring them a sense of membership in the organization, which had been somewhat lacking. MTFC decided to try quarterly newsletters, to be sent ideally within one month following the quarterly Committee meetings. The Education & Outreach sub-committee of the MTFC took on the task of producing the newsletter. E&O convened in person 4 times during CY 2014, and numerous other times by e-mail or phone. The top agenda item was the newsletter. 4 editions, in both paper and electronic form, have been sent out to date; Spring, Summer and Fall, 2014; and Winter 2015 (the last went out in the first week of January; however, nearly all the work effort for it was done in 2014.) Copies of the electronic version can be found on the Maine Tree Farm website, or by going to http://mainetreefarm.org/newsletter.html. Anecdotal feedback has been great; in particular, responses, including 17 calls to MTFC members, following the Winter Edition’s request for input on State Voice-State Choice has been excellent.

Room to improve: The terms of the initial grant were very optimistic regarding the collection of e-mail address. In fact, a substantial number of Maine Tree Farmers either do not have or did not give us their e-mails, even after an extensive effort in 2013 to enlarge the e-mail list. Further, many Maine Tree Farmers prefer receiving the paper copy. We offer the choice, but try to entice folks towards the e-version with more content. Nonetheless, we will be using both forms for the foreseeable future, though we do hope to increase the electronic readership, and reduce the costs of printing and mailing the paper version.

We had hoped to send out a feedback survey to the newsletter recipients at the end of CY 2014. However, we lost our coordinator in November (she took a full time position with another firm in November). The prime contractor for the program coordination services (INRS LLC) was able to provide the personnel to get the Winter edition out, but the survey will have to wait until a new coordinator is in place.

The MTFC strategic plan calls for the formation of a fund-raising sub-committee, charged with soliciting donations and other sources of income for Committee activities, including contracting with a program coordinator and producing the quarterly newsletter. The sub-committee has been active in 2014 and continues in 2015. We are optimistic that efforts will be successful.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

The 4 editions of the quarterly newsletter comprised 5,234 paper copies and 3,906 electronic versions, for a total of 9,140 copies. Although the Winter 2015 edition was mailed in early January, 2015, substantially all the work was done in 2014. The mailing date was timed in order to not compete with holiday related travel and events on the part of the recipients.
What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

Other than having to accept the dual nature (electronic and paper) of our Tree Farmer population, and thus of the newsletter, we believe the project is a success. We plan to continue. The major reasons for the success of the newsletter are the presence of a coordinator to handle the actual layout, publishing, and mailing; and the E&O subcommittee, which provides content either by writing articles and providing pictures, or soliciting them from others.

What are the next steps for this project?
We plan to continue the quarterly distribution of electronic and paper versions of the newsletter, as long as we have the funds to do it and the services of a coordinator to handle the majority of the logistics, which is also a funding issue. Once a new coordinator is in place, we will send out a survey to get feedback on the effectiveness of the newsletter.

Project Budget

Printing/Postage
Grant Funds: $4807
Match: $289.71
Description of expenses: Printing and mailing of the paper version of the Quarterly newsletter.

Consultants
Grant Funds: $3393
Match: $0
Description of expenses: Program coordinator's time to lay out, publish, and send, via USPS and e-mail, 4 editions of quarterly newsletter: approximately 85 hours @ $40/hr.

Personnel
Match: $2200
Description of expenses: Time spent on quarterly newsletter by members of the education & outreach subcommittee.
9 individuals, approx. 88 hours @ $25/hr.
Maryland
Submitted By: Kenneth Jolly
Email: Kenneth.Jolly@maryland.gov

Project Title: Discover Your Woods Workshop and Walking Tours
Grant Amount Awarded: $5000
Number of individuals participating: 9
Estimated number of work-hours: 160

Describe the specific activities completed for this project, highlight what was and what was not successful.
Two "Discover Your Woods" Tree Farm Tours were held. Each Tour attracted approximately 40 attendees, for a total of 80 participants. The Tours were advertised via a direct postcard mailing to all woodland owners with 10 or more acres within a 10-mile radius of the Tree Farm Tour location, as determined by a GIS targeting exercise. The intention of the postcard mailing was to attract "new" woodland owners to come to the Tour, and interest them in joining the Tree Farm program. The Tour was also advertised via traditional forestry newsletters, so that Tree Framers currently in the program could benefit / enjoy the Tour as well.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We were pleased with the number of attendees to both of our Tours. We found the postcard mailings to be very successful at attracting attendees - most attendees who completed a survey indicated they found out about the Tour via the Postcard (63%). This result - e.g., that the Postcard Invitation was effective - was consistent with our findings in 2013, when we did four similar tours. For the 2013 Tours, we tested three "alternatives" (postcard, paid newspaper ad, and a submitted newspaper article), and found the postcard to be the most effective. Even more interesting, 81% of attendees indicated they had never before participated in a forestry event - so we were highly successful in attracting new landowners. We also measured "before and after" knowledge gains from tour attendees for each of the Tour subject areas; in all cases, attendees reported that had gained in knowledge (average 40% gain on a 1 to 5 scale). A total of 9 woodland owners indicated on the survey form they would be interested in a follow-up visit from a forester, and although follow-ups are still in progress, we anticipate that several of these contacts will result in new Tree Farms.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Although we did two "Discover Your Woods" Tours through this specific Grant, this project was a continuation of our effort in implementing four "Discover Your Woods" Tours in 2013. We learned several lessons: (1) The first year, it was relatively easy to find good Tour locations, the second year (e.g., the 2014 Grant), it was more of a challenge. Finding Tree Farm properties large enough to easily accommodate parking for 40 or so attendees was our biggest challenge. (2) Postcards are a very good method to advertise / attract participants. (3) Tours appear to be a good venue to interest / attract "new" participants. (4) Most attendees indicated one hour as the "upper limit" of how far they would be willing to travel to attend a forestry event. (5) It
takes a substantial amount of work and funding to accomplish a successful Tour. If a State Committee already has a lot to do on their Annual Work Plan, they should carefully consider whether they have the capacity to do a Tour.

**What are the next steps for this project?**
We will continue to follow-up with those Tour attendees who indicated they would like a visit from a forester, and find out from the assigned Inspector if these attendees have indicated an interest in joining the Tree Farm program.

**Project Budget**

*Transport/Travel*
Grant Funds: $118  
Match: $500  
Description of expenses: Cash expenditure was $284.50 for Committee Member mileage reimbursement and golf cart rental to transport physically limited attendees on Tour (one of the key speakers at this Tour had just had knee surgery and couldn’t walk for long distances; cart was also used by several older attendees). Cash match of $167 from Tree Farm Committee; remainder of match amount based on via use of MD DNR Forest Service and Univ. of MD Extension vehicle mileage used to plan, support, and participate in the Tours.

*Events*
Grant Funds: $2858  
Match: $510  
Description of expenses: A total of $2,858.44 was expended in this budget category, as follows:  
- Food/paperware: $1,818.87  
- Portable toilets: $406.30  
- Tents/chairs/tables: $551.60  
- Misc. supplies: $81.67  
A total of $510 was received in registration payments for Match.

*Printing/Postage*
Grant Funds: $1939  
Match: $0  
Description of expenses: Printing expenses for four postcard mailings (two for each Tour) totaled $1,938.58.

*Materials*
Grant Funds: $85  
Match: $0  
Description of expenses: Door prizes (various wildlife nesting boxes) for attendees.

*Personnel*
Match: $5600  
Description of expenses: 120 hours of MD DNR Forest Service and Univ. of MD Extension Staff Time estimated at $40/hour. 40 hours of Tree Farm Committee volunteer time estimated at $20 hour.
Maryland
Submitted By: Kenneth Jolly
Email: Kenneth.Jolly@maryland.gov

Project Title: MD Woodland Stewards
Grant Amount Awarded: $5000
Number of individuals participating: 4
Estimated number of work-hours: 110

Describe the specific activities completed for this project, highlight what was and what was not successful.
This project involved a 3-1/2 day intensive workshop to provide forest stewardship and leadership training to a group of 21 woodland owners. Program participants agree to assist with forest stewardship / MD Tree Farm Committee education and outreach activities following completion of the workshop. The program included 13 guest speakers, including four members of the MD Tree Farm Committee (two Tree Farmers and two University of MD Extension staff), and focused on the compatibility between forest management and wildlife management in achieving woodland management goals.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The outcomes resulting from the workshop and overall Maryland Woodland Stewards program are varied and many. Workshop participants learned about the American Tree Farm System, the Maryland Tree Farm Committee, and the advantages that membership and certification offer. The average ratings (out of five) for the workshop were high and the knowledge level of participants increased dramatically - in most cases the knowledge levels at least doubled. Participants took part in the workshop with the knowledge that they would be required to complete 40 hours of volunteer education and outreach service in the following year (October 2014 to September 2015) and were issued a field log book to document their work. Before leaving, each participant designed a personal action plan outlining the work they planned to do in the coming year to put their new knowledge and skills to work while also earning their required 40 hours of volunteer service.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The Maryland Tree Farm Committee will benefit from the program in several ways. As the program participants complete their volunteer work, part of the knowledge they share with other landowner contacts will be about the Tree Farm program. Their training and experience also makes them excellent candidates for the regional Tree Farmer positions within the Maryland Tree Farm Committee. They will also serve as volunteers for Tree Farm programs and educational workshops, allowing Committee members to disperse some Committee work outside of the Committee itself, helping to spread the load and prevent member burnout.
What are the next steps for this project?
A formal survey will be done after one year of the participants. In an effort to provide an indication of impacts that may be produced, the results from the May 2013 Maryland Woodland Steward class are provided in the attached Full Report document on page 5-6, per the results on a one-year follow-up conducted in June 2014. (Note: the 2013 class was funded by Maryland Tree Farm grant in 2013 and the workshop in 2014 was very similar to what was held in 2013).

Project Budget
Transport/Travel
Grant Funds: $285
Match: $0
Description of expenses: UME Staff Travel Expenses.

Events
Grant Funds: $2949
Match: $2750
Description of expenses: Workshop lodging, catering, conference rooms, and participant promotional items, such as hats. Match funds provided by UME for conference facility costs.

Printing/Postage
Grant Funds: $1546
Match: $0
Description of expenses: Participant workbooks, copies, reports.

Materials
Grant Funds: $220
Match: $0
Description of expenses: USB drives for participants containing workshop materials and supplemental forestry documents and information, and misc. workshop supplies.

Personnel
Match: $3600
Description of expenses: UME Staff time.
Project Title: 2014 Massachusetts Database Cleanup Grant
Grant Amount Awarded: $10000
Number of individuals participating: 16
Estimated number of work-hours: 400

Describe the specific activities completed for this project, highlight what was and what was not successful.

What Worked:
1. We used a variety of methods (mail, email, phone, web search) to contact and sometimes just locate more than 300 Tree Farmers whom we had not been in contact with in recent years to find out if they continue to manage their woodlands and get up to date contact information.
2. We got more than 130 new email addresses for Tree Farmers and we updated the mailing addresses and phone numbers for 90 others. We also decertified 23 Tree Farms that either had been sold, had owners we could not locate, or weren't interested in continuing as Tree Farms.
3. As a result of what we learned, we were able to distribute more than 100 reinspection forms to foresters and 26 of those properties have been recertified.
4. As a result of the cleanup, we would estimate that our database is now 90 percent or better accurate, and we know now which Tree Farms we are not yet confident in all of their information.
5. As a result of the cleanup, when PwC selected 15 Tree Farms to be visited in May during the 2015 assessment, we were able to say confidently that 12 of those were clearly active and managing, and with some additional checking, found that all 15 were active and managing and hence we needed NO replacements.

What Didn't Work
1. We were not able to clear up all the issues in the database due to running out of time and difficulty in tracking down some property owners' contact information (emails, phone numbers, etc). We do know which ones we're not sure about, on the other hand.
2. While we were able to distribute more than 100 inspections to our inspectors, due to the change in the AFF Standards and expiration of the forms and inspector certifications, most of those will have to be done again after the new forms are available and we hold inspector training in April.
3. While we set aside $2,000 for stipends to get foresters to recertify 40 Tree Farms that lack foresters who are currently certified inspectors, we were not able to get to the point of trying to implement that due to the length of time needed to determine which Tree Farms qualified.
4. While we set aside $1,000 for new signs for 100 newly recertified Tree Farms, we only spent $200 on this as only 26 recertifications have been completed to date.
5. While we had allocated $500 to do a followup mailing to Tree Farmers, we ran out of time to do this before the grant expired.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Successes:
1. We contacted nearly 300 Tree Farmers that we had not been in recent contact with and were able to update 130 emails, and 90 mailing addresses or phone numbers.
2. We distributed more than 100 recertification forms to foresters to do recertifications on Tree Farms we contacted, and 26 of those were completed. We also decertified 23 Tree Farms which had either been sold, were inactive, or whose owners we could not find.
3. We have increased the accuracy of our database of about 600 Tree Farms to probably 90 percent or better, and, just as important, we know better which Tree Farms we still need to contact to resolve their status.
4. Because we did such extensive work on the database and talked with many Tree Farmers, when we met with AFF & PwC to choose 15 Tree Farms to visit for the on-the-ground assessments, we were able to accurately say which Tree Farms were active and which we weren’t sure about. As a result, we so far have not needed any replacements for the 15 Tree Farms that were selected.
5. We talked and reconnected with many Tree Farmers who hadn't had recent contact with the Tree Farm program.

Problems:
1. We were not able, within the limits of the time we could spend, to reach all the Tree Farmers who we haven't had recent contact with.
2. We were not able to get as many Tree Farms recertified as we hoped and budgetted for.
3. We never felt we reached the point where we could do the follow up mailing that we'd planned to do.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
1. Part of the reason that the database information gets out of date so quickly is that Americans are incredibly mobile and adaptive -- changing addresses, emails, and phone numbers on the drop of a hat. At least 5 percent of all information will probably change in any given year -- but only occasionally will the Tree Farmer actually tell you it has.
2. Don't place excessive credence when mail gets returned as "deceased" or "no such person" -- in 70 percent of the cases or more, we found the Tree Farm was still being managed, in some cases by a family member, or sometimes by the original Tree Farmer who just moved to a new home.
3. If you can't get information about a Tree Farmer through their former forester, try talking with other Tree Farmers with land in the same community -- they can often fill you in on whether a property has been sold or if a different family member is now managing it.
4. While some Tree Farmers are gruff when you call to find out about them and their Tree Farm, others are quite happy to to talk with you about it and want to be reconnected.
5. It would be best to clean up your database after new Standards have gone into effect, rather than when they are about to -- we distributed recertification forms for more than 100 Tree Farms whose status we'd cleaned up, but most of them became out of date because ATFS changed the Standards and the forms before foresters could complete the recertifications -- which means we'll have to do it all over again later this spring.
6. We would be happy to continue this project to completion this year but with setting up inspector training in April, and the assessment visits in May, and the onset of summer vacations, we would probably not be able to allocate time to complete it until fall.

**What are the next steps for this project?**
1. We will continue to update the database and Tree Farmers information as we have time
2. We will again distribute recertification forms to inspectors to get out of date Tree Farms recertified after the new forms are available and after we hold the inspectors training workshop on April 8th. We would like to get these forms out to the inspectors in late May or June so they will have them available when completing filing of new management plans for current use assessment in late June

**Project Budget**

*Transport/Travel*
Grant Funds: $283
Match: $1452
Description of expenses: mileage to distribute signs to Tree Farm inspectors: 515 miles @ .55 = 283
mileage for inspectors recertifying 33 Tree Farms @ 40 miles roundtrip x .55/mile = $1,452

*Printing/Postage*
Grant Funds: $413
Match: $0
Description of expenses: Cost to copy and mail survey to 600 Tree Farmers

*Consultants*
Grant Funds: $4780
Match: $0
Description of expenses: 239 hours of MFA staff time @ $20/hour = $4,780
Time was spent as follows:
20 hours contacting Tree Farm inspectors about Tree Farmers' status & information
174 hours contacting Tree Farmers by email, phone, etc
15 hours downloading and distributing rec

*Materials*
Grant Funds: $200
Match: $0
Description of expenses: Tree Farm signs and footers provided to recertifying Tree Farmers

*Personnel*
Match: $9240
Description of expenses: 132 hours foresters time doing 33 recertification inspections @ 4 hours/inspection x $70/hour = $9,240
Tree Farmer Questionnaire 2014:

We may not have been in contact with you recently so some of the information we have about you and your property may be out of date.

If you haven’t returned such a survey in the last year, please fill this out and return it to the address listed below.

Property Owner: _____________________________

Owner’s Address: ____________________________

Town: ___________ State: _______ Zip ___________

Best Telephone Number: _______________________

Email Address ______________________________

Town your woodland is in: ____________________

Current Tree Farm acreage: ____________________

Please Check/fill out the appropriate section below:

1) We actively manage our land and want to recertify it as a Tree Farm. Please send the recertification form to our forester listed below.

   Forester’s name: _______________________________

2) We would like to recertify our land as a Tree Farm but don’t currently have a forester.

   Please send us a list of foresters who work in our area. ____________________

3) We no longer own this property: _______

4) We are no longer interested in managing the land as a Tree Farm: _____________

Return this form to:

Massachusetts Tree Farm Program
13 Pond Road
Hawley, MA 01339
New Mexico
Submitted By: Doug Boykin
Email: doug.boykin@state.nm.us

Project Title: Field Days
Grant Amount Awarded: $2700
Number of individuals participating: 125
Estimated number of work-hours: 500

Describe the specific activities completed for this project, highlight what was and what was not successful.
We had two outstanding field days, the first one at Tree Farmer Sid Goodloe's tree farm near Capitan, NM (May, 2014) and the other at 2013 Tree Farmer of the Year Matt Silva's tree farm near Gallup New Mexico (October, 2014). There was a large number of forest landowners present at both field days as well as resource professionals. Outstanding dialogue between the landowners and resource professionals took place at all levels.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
One of the goals for this grant was to determine the feeling for certification and the SVSC issue for New Mexico. Discussion at each field day revolved around this issue and it was unanimous with tree farmers that were present that certification is not that beneficial to New Mexico Forest Landowners. Additional feedback from tree farmers that were not present has been similar. That is the reason for NM to opt out of the Certification path.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The Field days are something that we will continue to do, one in the Spring, one in the Fall. They are always meaningful and beneficial.

What are the next steps for this project?
Having regional field days is always a way to draw tree farmers. One statewide field day is usually not very successful due to the distance. We will continue to schedule these activities each year.

Project Budget
Transport/Travel
Grant Funds: $1250.21
Match: $500
Description of expenses: Assist with travel cost for committee members $1,250.91
NM FD staff estimated travel cost = $500.00

Events
Grant Funds: $1227.86
Match: $0
Description of expenses: Food items, door prizes, Logistical Support, etc

*Printing/Postage*
- Grant Funds: $0
- Match: $100
- Description of expenses: Postage for mail out of field day flyers and information

*Materials*
- Grant Funds: $221.93
- Match: $276.77
- Description of expenses: Door prize (Book provided at cost by local writer, increment borer for use at Philmont Demonstration Forest)
- Match = Tree Farmer of the year Award/Plaque engraving

*Personnel*
- Match: $12480
- Description of expenses:
  - 8 NM FD employes x $20/hour x 8 hours = $1,280
  - Assorted volunteers and Tree Farmers attendance
    - May field day = 40 x $20/hour x 8 hours = $6,400
    - October Field Day = 40 x $20 x 6 hours = $4,800
New York
Submitted By: Mary Jeanne Packer
Email: mjpacker@gwriters.com

Project Title: Quarterly eNews
Grant Amount Awarded: $3900
Number of individuals participating: 3
Estimated number of work-hours: 24

Describe the specific activities completed for this project, highlight what was and what was not successful.
Success - setting up a Constant Contact account and copying email addresses from database (that had been updated as a result of a prev. funding project) to excel file and uploading to Constant Contact. This went very smoothly.
Not so successful - quality of addresses. First several emails sent led to numerous bounces and bad addresses including typo's made by farmers when self entering data into the state's 2013 Survey Monkey (to address this, in Feb. 2015, Committee did a direct mail to all names on list requesting updated email addresses).
Success - establishing a template including masthead, fonts, colors, graphical elements using Constant Contact tools for all state eNews to use (this has also been carried over to print eNews).
Success - linking content directly to files that had been uploaded onto the state tree farm program website. A very affordable way of getting reports (such as the 2015-20 Standards information) in front of people in a widely distributed state such as NY.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The first eNews that was written, designed, and sent went to 589 addressees of which 179 farmers opened the eNews. There were 93 bounces, 1 spam report and 5 opt-outs. The final eNews went to 639 addresses and 198 opened. There were 111 bounces, 0 spam reports, and only 1 opt-out. This open rate is just a slight increase over the course of the year, which is disappointing given the efforts made to increase addresses by over 8%. Contracted staff have reviewed Constant Contact best practices for newsletter design to try and make the content more "openable". However, with the considerable email that everyone receives, it is understandable how these messages could get ignored. At least by investing in a reputable mass email service, we know that spam filters are generally not kicking out our messages.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The committee would like to continue the eNews and believes that it was a worthwhile investment in setting up the Constant Contact account and eNews template. It appears to work better with a targeted message to a subset of the entire list. For example, when we needed to communicate with just those inspectors who had recently completed an inspection about upcoming training, instead of spending hours generating a memo, typing labels, copying and preparing a mailing, and having no feedback mechanism; we quickly got the information that
the inspectors needed in front of them and had a very good response rate (48 sent with 22 opened). We had 6 bounces in this example and were able to make address corrections to resolve all.
Lesson learned - need to get more addresses from tree farmers in the state (we only have about 70% of the active farm's addresses); and we have done a direct mail to attempt to obtain more.

**What are the next steps for this project?**
Continue to use eNews for general information sharing and targeted emails to sub-groups of the entire list.
Enter address corrections and new addresses resulting from the direct mail.
Continue to host and update state tree farm website. People click through from the eNews to download files.

**Project Budget**

*Consultants*
Grant Funds: $3600
Match: $1200
Description of expenses: $300/month professional fees for planning, designing, account management, writing and editing content, and list management.

*Other*
Grant Funds: $300
Match: $0
Description of expenses: Annual subscription to Constant Contact.

*Personnel*
Match: $1800
Description of expenses: State Tree Farm administrator providing address updates to consultant and answering tree farmer inquiries. Coordination of snail mail address request mailing.

*Overhead*
Match: $1200
Description of expenses: State match is for monthly office equipment including computer use and internet access; and website hosting and design fees.
Oregon
Submitted By: Joe Holmberg
Email: praediolum@gmail.com

Project Title: Development of a Landscape Level Forest Management Planning Framework
Grant Amount Awarded: $10000
Number of individuals participating: 11
Estimated number of work-hours: 130

Describe the specific activities completed for this project, highlight what was and what was not successful.
The Landscape-level Forest Resource Assessment & Forest Management Strategy Framework will serve as a baseline to measure accomplishments in meeting resource goals identified in the landscape-level management strategy. The framework may incorporate some tools that are readily available to Oregon forest landowners and can be used by them in creating their property-level stewardship plans alongside the Landscape-level Forest Resource Assessment & Forest Management Strategy Framework. These tools include the Oregon Forest Management Planning System, the Woodland Discovery Tool, AFFâ€™s My Land Plan and Ecotrustâ€™s Forest Planner. This will enable information submitted by individual landowners and gathered for each property through the assessment process to be used by landowners and their plan writers to develop individual property-level management plans.
The framework and process will be field-tested by using it to develop the Ritter Landowner Collaborative - Project Prioritization & Tracking Tool in the Lower Middle Fork John Day River Basin of Oregon. The process began with the first Ritter Landowner Collaborative meeting on December 30, 2014 and continue through individual conversations with landowners and subsequent group meetings. The Ritter process is being led by Curt Qual (Coordinator), Grant Soil and Water Conservation Service and Oregon Department of Forestry, with help from the Advisory Committee and member landowners.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
1. Research existing landscape-level forest management planning frameworks and processes including those being used in other ATFS supported projects.
2. Draft a landscape-level forest management planning framework and process.
3. Review of the framework and process by professionals that have expertise in management planning and the area of the collaborative including: OSU Extension, Oregon Department of Forestry, Oregon Small Woodlands, Oregon Tree Farm System, USDA Forest Service, American Tree Farm System, Natural Resource Conservation Service, Oregon landowners - eastside & Westside, and Ecotrust.
4. Finalize the framework and process.
5. Pilot test the framework and process with the Ritter Landowner Collaborative.
Framework is being used in implementation of a $300,000 3-year USFS State and Private grant to work with watershed landowners to develop management plans to facilitate accessing NRCS and other funding sources to accomplish resource management projects on individual properties. Evaluation of accomplishments will be done throughout the 3-year project to assess the effectiveness of the framework.
What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

The framework has lots of facts and figures. The work of developing ideas, finding shared vision, working together and governance is always harder to do than developing a 10 year forest management plan. A private landowner collaborative is the social process that will generate and use these facts and figures developed in the landscape-level assessment and management strategy. It is important to recognize how the resource assessment and forest management strategy process and product interact with the collaborative. The early fact gathering should not obstruct the nuanced social process, and nobody should confuse the two. For the social process to have ownership and buy in for the fact gathering and data collection process that the two need to be synonymous with each other. The social process of the collaborative will and should drive the landscape-level resource assessment process.

A copy of the Landscape Level Management Planning framework will be sent separately to Sara.

What are the next steps for this project?
The 3-year implementation phase has commenced and a coordinator has been hired.

Project Budget
Transport/Travel
Grant Funds: $384
Match: $1500
Description of expenses: Travel to initial meeting of Ritter Landowner Collaborative

Printing/Postage
Grant Funds: $101
Match: $0
Description of expenses: Office supplies

Consultants
Grant Funds: $9600
Match: $0
Description of expenses: Primary consultant and 6 reviewers receiving stipend.

Personnel
Match: $10000
Description of expenses: Estimate of time value contributed by OTFS Board members, agency personnel (Department of Forestry, watershed council, project coordinator) and Committee for Family Forestlands.
Virginia
Submitted By: Shannon McCabe
Email: vatreefarm@vaforestry.org

Project Title: Virginia Database Update Mail Campaign
Grant Amount Awarded: $2078
Number of individuals participating: 3
Estimated number of work-hours: 50

Describe the specific activities completed for this project, highlight what was and what was not successful.
1) Tree Farm Committee Officers and the Administrator worked to develop a paper survey instrument, cover letter/e-mail, and additional information to be included with these and the Administrator communicated with printer/mail house regarding specifics for printing/distribution of materials.
2) The Administrator developed an online version of the survey instrument.
3) In early May, a cover letter, survey, information about the Standards of Sustainability and a first class postage-paid return envelope were printed and mailed first class to all Virginia Tree Farmers excluding only those who had been visited by an inspector in 2013 or would be in 2014 for a required inspection (1364 Tree Farms).
4) In conjunction with 3, the Administrator set a link to the online survey instrument with links to additional information to those with known e-mails.
5) The Administrator tracked and recorded data from returned surveys in a master spreadsheet and periodically sent this to the ATFS Database Manager for entry into the ATFS database.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
As a result of this project, the Virginia Tree Farm Committee obtained complete and current contact and Tree Farm interest information for 441 Tree Farms (32% of those in question). This information includes Tree Farmer name, organization, address, phone number, e-mail, forester name and affiliation, Tree Farm location information, management plan information, and interest in becoming more involved with the Virginia Tree Farm Committee. Additionally, 83 mailings were returned by the USPS as unable to be delivered with no forwarding information. The Administrator recorded this information and attempted to reach these Tree Farmers by phone in another phase of our database cleanup, outside the scope of this project report.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

What are the next steps for this project?
The Administrator will attempt to reach owners of Tree Farms who did not respond to the mail or online survey instrument by phone two times before decertifying the Tree Farm. Much of this work has already taken place and the remainder will occur in the first half of 2015.
Project Budget

Printing/Postage
Grant Funds: $2078
Match: $744
Description of expenses: Printing and mailing services for the survey instrument = $1623.79
First class outgoing postage plus first class stamps on return envelopes = $1198.55 Total = $2822.34

Other
Grant Funds: $0
Match: $78
Description of expenses: Online survey instrument software = $26/month for three months = $

Overhead
Match: $217
Description of expenses: Computer, internet access, software to create and facilitate distribution provided by our state co-sponsor Virginia Forestry Association.
May 1, 2014

Dear Virginia Tree Farmer,

You are receiving this letter because you are listed as the owner of a Certified Tree Farm in Virginia. As a Certified Tree Farmer, you are part the largest and oldest sustainable woodland management system in the United States. American Tree Farm System (ATFS) is internationally recognized and meets strict third-party certification standards providing opportunities to sell your timber in the sustainable forest products market. Additionally, ATFS and the Virginia Tree Farm Committee work together to provide you with the tools you need to help you reach your stewardship goals.

In order to maintain a top-quality Tree Farm program in Virginia, it is important that the database of Tree Farmer records is kept up to date. To remain a credible certification system, it is crucial that we are able to reach you and help you determine if your Tree Farm still meets the 2010-2015 Standards of Sustainability. For additional information about these standards, please reference the enclosure.

The Virginia Tree Farm Committee requests that all Virginia Tree Farmers help us to update our records. Please complete and return the enclosed questionnaire by May 23, 2014 to ensure that your Tree Farm remains certified. We have included a postage paid return envelope for your convenience. If you do not submit this form, a representative from the Virginia Tree Farm Committee will attempt to reach you by phone in the coming weeks to gather this information.

If we are unable to reach you, your Tree Farm will be decertified.

We still need a response even if you no longer own a Tree Farm or no longer wish to participate. If this is the case, please complete the Contact Information section of the questionnaire and check the appropriate box indicating this information so that we can remove you from the Tree Farm System database and no longer attempt to contact you.

You may also complete the questionnaire online or provide responses via phone as described on the questionnaire. If you have any questions or would like additional information, please contact Virginia Tree Farm Program Administrator Shannon McCabe by phone at 804-278-8773 or e-mail vatreefarm@vaforestry.org. We appreciate your cooperation in this effort.

Sincerely,

Robert S. Wait
Chair, Virginia Tree Farm Committee

Robert Wait
Chair

Rich Steensma
Vice-Chair

Shannon McCabe
Administrator
Virginia Tree Farm Committee  
American Tree Farm System  
3808 Augusta Avenue • Richmond, VA 23230 • vatreefarm@vaforestry.org

Please complete this questionnaire and return it in the provided envelope by May 23, 2014. You may also complete it online at www.treefarmsystem.org/virginia or call Program Administrator Shannon McCabe at 804-278-8773 on Tuesdays 9am-12pm or Wednesdays from 1pm-4pm to provide answers by phone.

Tree Farmer Contact Information

Name: ________________________________

Organization: ___________________________

Mailing Address: __________________________

Phone: ___________________________ E-mail: ___________________________

Tree Farm Information

If applicable, provide your forester’s name and company/organization: ___________________________

According to American Tree Farm System (ATFS) requirements, a Tree Farm may be made up of one individual parcel or multiple contiguous parcels (contiguous is defined as sharing a boundary line and held under the same legal ownership name). Non-contiguous parcels must be enrolled as separate Tree Farms with individual Tree Farm numbers.

Given the information above, please check the box and fill in the appropriate information below.

☐ My ownership is made up of one individual parcel or multiple contiguous parcels.
   Tree Farm County: ___________________________ Forested acres: ______

☐ My ownership contains multiple non-contiguous parcels.
   Total number of non-contiguous parcels: ______
   Tree Farm 1 County: ___________________________ Forested acres: ______
   Tree Farm 2 County: ___________________________ Forested acres: ______
   Tree Farm 3 County: ___________________________ Forested acres: ______
   Tree Farm 4 County: ___________________________ Forested acres: ______
   Tree Farm 5 County: ___________________________ Forested acres: ______

(If additional space is needed, use the reverse of this form.)

ATFS requires that Tree Farmers have and implement a written forest management plan that meets the 2010-2015 Standards of Sustainability. See enclosure for information on the Standards and advice for updating your plan.

Given the information above, please indicate whether the Tree Farm(s) you listed on the left are covered by a current plan that meets the Standards.

☐ Yes ☐ No
   If you select No, this Tree Farm will be decertified to a “Pioneer” status. You will have one year to create or update your management plan and contact the Virginia Tree Farm Committee to be recertified.

☐ Yes ☐ No  
   ☐ Yes ☐ No  
   ☐ Yes ☐ No  
   ☐ Yes ☐ No  
   ☐ Yes ☐ No  

(Continue on reverse if necessary.)

In Virginia, Tree Farm programs and activities are managed by the Virginia Tree Farm Committee, a volunteer group of Tree Farmers and forestry professionals. Check here if you are interested in becoming more involved with this Committee: ☐

Thank you for taking the time to complete this questionnaire. Your responses help to ensure the continuance of a top-quality Tree Farm program in Virginia. Please provide any additional comments you would like us to consider:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Elements Required in Forest Management Plans
To Comply with the American Tree Farm System 2010-2015 Standards of Sustainability

Please visit www.treefarmsystem.org/virginia for additional information.

All certified Tree Farmers must have a written forest management plan. A lack of documentation jeopardizes our certification system and threatens the continuation of good markets for your timber. The plan must be current in terms of the landowner’s vision for the property and remain relevant to the current phase of growth of various forest stands on the land, projecting and prescribing management. If your plan does not project any future management advice, the plan is likely out of date and in need of revision.

In addition, the forest management plan must include a description and search of the following topics:
- Forest Health
- Soil
- Water
- Threatened & Endangered Species
- Special Sites
- Invasive Species
- Integrated pest management
- High Conservation Value Forests

Most forest management plans describe the overall forest health and prescribe management to improve health and productivity for timber production, however a recent audit of our system found many plans are out of date or lacking necessary components to be considered certified Tree Farms. If your plan projects management activity but it is lacking some of these components, you may be able to update your plan personally. To follow are descriptions of these components as well as websites you can research to get the information you need.

Additional information about the American Tree Farm System 2010-2015 Standards of Sustainability can be found at www.treefarmsystem.org/virginia. At this site, you will also find an addendum you can fill out and add to your plan to bring it into compliance as well as sample language for each of the components listed below. You may consider employing the work of a Forester in your area if this is more involved than you can manage.

The above mentioned Web Soil Survey site was developed by the Natural Resources Conservation Service (NRCS). Follow the directions on the home page to research your forest’s soils and generate a free comprehensive report for your plan.

The first website can be used to evaluate how your property is positioned on the landscape. Zoom into your forest’s location and turn on the topographic map feature in the upper right corner of the map to learn more about how your land drains into other properties and what water features are affected by the management of your land. The Water Quality Law was designed to protect the Commonwealth’s water from excessive sedimentation from logging operations. The landowner, timber buyer, and logger are all held responsible for maintaining clean water. Best Management Practices (BMP’s) are methods that loggers know and use when harvesting timber adjacent to intermittent streams or permanent water bodies. Examples of BMPs include Streamside Management Zones (SMZ’s) in which limited harvesting is permitted and ensuring that logging roads, decks, and skid trails are stabilized to mitigate sedimentation. Additional information about BMP’s can be found at the second website listed above.

Continued on Reverse
The Virginia Department of Game & Inland Fisheries (DGIF) maintains this website as a resource for determining the threatened and endangered (T&E) species that might be on or near your land. Even if no T&E species are known to occur, you are required to state that fact, what site was referenced, and the date the search was made.

Special Sites
Special sites are generally unique natural features on the landscape like a cave, a rare species, or a waterfall for example. They can also be of historical or personal significance such as a Civil War earthworks or a family cemetery. Even if no special sites exist on the property, you are required to state that fact.

Invasive Species – Reference website - www.forestpests.org/publications.html
After 400 years of colonization most properties in Virginia contain some non-native species, but the ones that are most concerning are the invasive plants that tend to dominate the landscape and crowd out the natives. Many invasive plants take away from the overall health and productivity of the forest. Two excellent references can be downloaded from the above website. A Field Guide for the Identification of Invasive Plants in Southern Forests will help you identify the problem species on your land and A Management Guide for Invasive Plants in Southern Forests offers methods to control these plants.

Integrated Pest Management
All Tree Farmers must consider Integrated Pest Management (IPM) to control pests, pathogens and unwanted vegetation. IPM is a holistic approach and techniques can include mechanical, physical, genetic, biological or chemical management techniques. Total elimination is generally not practical, physically or financially, and in some cases elimination of a specific pest opens the door to another that causes more problems because of a lack of competition. Having this awareness is what’s important about this component in your plan. Seek some advice and address a problem accordingly.

High Conservation Value Forests – Reference website - www.inforest.frec.vt.edu
Every forest owner’s woodlot is of “high value” to them, but this standard relates to how your woodland fits into the broader context of forest systems in your locality, region, or the entire state. Some forests have exceptionally rare species, such as blight resistant American chestnut; others may have the last large tract of forest in an intensely subdivided area, which may deem that forest very important to not just the individual owner but to the entire locality for its benefits of filtering clean water, providing wildlife habitat, and beauty. Visit the reference website and locate your property using Go to Mapping, zoom to your land, click on the Layers/Legends tab, and check the Forest Conservation Value layer to get a visual on how this system evaluates the conservation value of your forest.

Management planning may be time consuming and costly but the benefits of planning can increase value of your forest products by implementing management at timely intervals. Hopefully this information will help you or your Forester to develop a comprehensive plan with a little more ease. Please take the time to be sure your management plan is current and meets these Standards to help Virginia’s forest products remain a vibrant player in this global economy.

Prepared by,

Rich Steensma
Vice-Chair, Virginia Tree Farm Committee
Please complete and submit this questionnaire by May 23, 2014. Contact Virginia Tree Farm Committee Program Administrator Shannon McCabe at vatreefarm@vaforestry.org or 804-278-8773 if you have any questions.

Tree Farmer Contact Information

Name: 

Organization: 

Mailing Address: 

City, State Zip: 

Phone: 

E-mail: 

If you no longer own a Tree Farm or no longer wish to participate, please ensure that you've provided the information requested above, select the appropriate box below and click Next. This will end the survey and lead to decertification of your Tree Farm(s) and removal of your information from the system.

I no longer own a Tree Farm.

I no longer wish to participate.

Otherwise, please continue.
Tree Farm Information

If applicable, provide your forester's name and company/organization:

According to American Tree Farm System (ATFS) requirements, a Tree Farm may be made up of one individual parcel or multiple contiguous parcels (contiguous is defined as sharing a boundary line and held under the same legal ownership name). Non-contiguous parcels must be enrolled as separate Tree Farms with individual Tree Farm numbers.

Given the information above, please check the box and fill in the appropriate information below.

- My ownership is made up of one individual parcel or multiple contiguous parcels.
- My ownership contains multiple non-contiguous parcels.

This selection "piped" respondents to one of two possible next pages.*
Tree Farm Information - Single Tree Farm

You were directed to this page because you indicated that your ownership is made up of one individual parcel or multiple contiguous parcels. If this is not the case, please go back and check your answer to the previous question.

Please list the County and Forested Acreage for your Tree Farm below:

Tree Farm County: 

Forested acres: 

American Tree Farm System (ATFS) requires that Tree Farmers have and implement a written forest management plan that meets the 2010-2015 Standards of Sustainability. Visit https://www.treefarmsystem.org/standards-of-sustainability-information for information on the Standards and advice for updating your plan.

Given the information above, please indicate whether your Tree Farm is covered by a current plan that meets the Standards. If you select No, this Tree Farm will be decertified to a "Pioneer" status. You will have one year to create or update your management plan and contact the Virginia Tree Farm Committee to be recertified.

Yes
No
Tree Farm Information - Multiple Tree Farms

You were directed to this page because you indicated that your ownership is made up of multiple non-contiguous parcels. If this is not the case, please go back and check your answer to the previous question.

**Please indicate the total number of non-contiguous parcels (Tree Farms) in your ownership:**


**Please list the County and Forested Acreage for each of your non-contiguous parcels (Tree Farms) below:**

<table>
<thead>
<tr>
<th>Tree Farm 1</th>
<th>County:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tree Farm 1 Forested acres:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tree Farm 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>County:</td>
</tr>
<tr>
<td>Tree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tree Farm 2 Forested acres:</th>
</tr>
</thead>
</table>

<table>
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<tr>
<th>Tree Farm 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>County:</td>
</tr>
<tr>
<td>Tree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tree Farm 3 Forested acres:</th>
</tr>
</thead>
</table>
County:
Tree Farm 3 Forsted acres:
Tree Farm 4
County:
Tree Farm 4 Forsted acres:
Tree Farm 5
County:
Tree Farm 5 Forsted acres:

For more than 5 Tree Farms, please use the space below.

American Tree Farm System (ATFS) requires that Tree Farmers have and implement a written forest management plan that meets the 2010-2015 Standards of Sustainability. Visit https://www.treefarmsystem.org/standards-of-sustainability-information for information on the Standards and advice for updating your plan.

Given the information above, please indicate whether the Tree Farms you listed above are covered by a current plan that meets the Standards. If you select No, this Tree Farm will be decertified to a "Pioneer" status. You will have one year to create or update your management plan and contact the Virginia Tree Farm Committee to
3/12/2015

Virginia Tree Farm Committee Database Update Survey

be recertified.

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree Farm 1:</td>
<td></td>
</tr>
<tr>
<td>Tree Farm 2:</td>
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<td>Tree Farm 3:</td>
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<td>Tree Farm 4:</td>
<td></td>
</tr>
<tr>
<td>Tree Farm 5:</td>
<td></td>
</tr>
</tbody>
</table>

If you listed more than 5 Tree Farms above, please use the space below.

[Blank space for input]

80%

Prev Next

Powered by SurveyMonkey
Check out our sample surveys and create your own now!

https://www.surveymonkey.com/s.aspx?sm=VfcdMsuEeCHizxRN4aWPUCQO%3df%3d
Virginia Tree Farm Committee Database Update

Additional Information

In Virginia, Tree Farm programs and activities are managed by the Virginia Tree Farm Committee, a volunteer group of Tree Farmers and forestry professionals.

Check here if you are interested in becoming more involved with this Committee.

Thank you for taking the time to complete this questionnaire. Your responses help to ensure the continuance of a top-quality Tree Farm program in Virginia. Please provide any additional comments you would like us to consider:

[Text box for comments]

Powered by SurveyMonkey
Check out our sample surveys and create your own now!
Project Title: 2014 Database Update Education Grant  
Grant Amount Awarded: $1500  
Number of individuals participating: 3  
Estimated number of work-hours: 83

Describe the specific activities completed for this project, highlight what was and what was not successful.
Washington State has an assessment in 2015, so the timing of the database update was optimal. Mike Burns provided information on inconsistencies within AFF’s database for the assessment, and this provided great direction for targeting tree farmer accounts. The program administrator for the last few years is a database engineer, so we found the database was in relatively good condition from 2011 forward. However, data prior to this time was the heart of necessary work.
The primary steps were:  
(1) review of previous inspection forms,  
(2) heavy research with county Assessor’s offices,  
(3) obituaries (this was an unexpected activity, and is a real indicator of the average tree farm owner, and lack of succession planning),  
(4) Newsletter announcement of database cleanup project and request of updated information (very little effect, as everyone assumes its up to date, or it’s low priority in their schedules)  
The factors above lead to this project running under budget as far as project expenses, but on target with matching expenses.  
Neglecting to publish and mail the informative brochures and survey resulted in there being very little qualified expense to apply to the grant funding. While doing this report I’ve talked myself into asking for an extension into 2015 for this project, though we understand AFF may request a return of the funds.  
With Michelle Wendel now on staff, and an NLC - St Louis under her belt, I have no doubt that we will complete this project in 2015, regardless of whether AFF assists in the funding.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We are now into the 2015 assessment and had very few issues with data integrity. There were two (2) acreage inconsistencies found, and the timeline below shows the progress that was necessary to reach this point.
Data Progress Timeline:  
8/29/14 - 915 tree farms; 156 issues  
10/28/14 - 912 tree farms; 42 issues, with 26 of these being multiple parcels to be segregated by tree farm number  
1/12/15 - 2 issues found (however, as we began pulling management plans together, we’ve become aware of additional issues that came about since recent inspections (land segregation and transfer to multiple siblings)
What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

1. Go to county Assessor web sites where available to check information (This is a step we will employ prior to inspections, so questions can be addressed on site). Inspect property tax statements to identify the mailing address and name of the taxpayer, rather that simply relying on the site address if there is one. Whoever pays the taxes is the real contact we need.
2. It is critical to cross check every item in the 004 form against the data base
3. We need greater education and inspectors to understand the importance of their task to not only the farmer, and State tree farm program, but the entire Tree Farm System
4. Be sure to have absolute commitment from those who will carry out the work prior to applying form grants

What are the next steps for this project?
As stated in the previous question;
(1) use the Assessor websites to obtain information about property owners
(2) Increase communication between the State Program and inspectors

Project Budget

Printing/Postage
Grant Funds: $49.72
Match: $49.72
Description of expenses: 9/22/14 copying and postage

Personnel
Match: $1546
Description of expenses: Staff time spent on the database project
West Virginia
Submitted By: Mona Griswold
Email: mona.griswold@mwv.com

Project Title: WV ATFS Database Clean up INTERIM REPORT
Grant Amount Awarded: $10000
Number of individuals participating: 4
Estimated number of work-hours: 236

Describe the specific activities completed for this project, highlight what was and what was not successful.

- Identify high risk landowners, those that very likely do not meet the standards and target for inspections or transfer to Pioneer.
- Create communication pathway so that landowners know who to contact with questions, concerns and ideas.
- Obtain as many email addresses as possible to reduce the cost of communicating with landowners and to support an increase in the frequency and timeliness of our communications.
- Identify landowners who are interested in becoming more involved with the state program and possibly becoming future leaders.
- Begin to determine the applicability of the certified label to WV Tree Farmers in an effort to facilitate decision-making regarding States Voice, States Choice.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

This is an interim report. We have not completed the project but, to date:
42.7% of Tree Farmers called expressed that certification was important to them
24.5% of people contacted had no interest in Tree Farm (or person was deceased)
25% of TF’s called had up to date management plans.
of the 737 postcards sent, 221 were returned (30%)
Contact was made with 110 of the 734 landowners called (15%).

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We learned that we are not reaching out directly to our landowners enough.
The number of people expressing their preference for certification was unexpected and has resulted in the committee choosing the certification pathway.
Due to changes in circumstances and personal preferences it helps to contact people in several ways including phone calls, e-mail and conventional mail.
We plan to continue to reach out to landowners directly to get more responses in order to connect with Tree Farmers in the State and to aid in database updates.
Up to date management plans continue to be an area of concern.
**What are the next steps for this project?**
Reach out to Tree Farmers who did not respond to our initial efforts (combination of postcards, e-mail, and phone calls).
Clean-up the on-line database to reflect updated information received.

**Project Budget**

*Printing/Postage*
Grant Funds: $1002.32
Match: $0
Description of expenses: Printing and postage expenses for 1,474 postcards
$.34 for printing and $.34 for postage

*Materials*
Grant Funds: $300
Match: $0
Description of expenses: Phone expenses.

*Other*
Grant Funds: $8697.68
Match: $0
Description of expenses: Half of the projected personnel expense to contact 737 landowners by phone and enter new data into ATFS database ($10.00/hour).

*Personnel*
Match: $5000
Description of expenses: Cost of volunteer time spent in committee meetings and coordinating project.
Alabama
Submitted By: Karen Boyd
Email: kboyd@alaforestry.org

Project Title: Capacity Building Grant for Travel Assistance to the NLC
Grant Amount Awarded: $1500
Number of individuals participating: 3
Estimated number of work-hours: 60

Describe the specific activities completed for this project, highlight what was and what was not successful.
The Alabama Tree Farm Committee received a $1,500 Capacity Building Grant for travel to the 2014 National Leadership Conference (NLC) held in Savannah, GA. The trip was very successful. We were one of the states scheduled for the 2014 Tree Farm Assessment. We received a wealth of helpful information on preparing for this Assessment. Our new Tree Farm administrator and Tree Farm Committee Chairman went to the NLC and learned about the Assessment not only from the Pwc auditors, but also from other states who had participated in the Assessment the previous year. Specifics included the importance of a good/accurate itinerary and directions, what to have available on site, time management, what to expect at each site, and the different types of findings we might expect. The information sharing of Tree Farm Committees was also invaluable. Hearing what other Tree Farm Committees are doing gave us many ideas to take back to the Alabama Committee. One of our participants is a landowner and very active in Tree Farm's advocacy programs. She attended all of the advocacy sessions. The land ethics portion of the program was also enlightening and provided for a good conversation with others from varying backgrounds/locations in a small group setting. Specifics included the importance of a good/accurate itinerary and directions, what to have available on site, time management, what to expect at each site, and the different types of findings we might expect.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Our successful audit results are direct evidence of the success of attending the NLC. Given the size and scale of Alabama's Tree Farm program (2.4 MM acres, ~3800 Tree Farms, we only had the following nonconformances:
Alabama received three minor nonconformances related to the following open nonconformance: Management Plan contains all required elements, and Management Plan is consistent with the scale of forest operations. Also received three minor nonconformances related to the open nonconformance on Tree Farm database issues. I am very proud to report that Alabama had 9 Good Management Practices (GMPs) documented in the audit. We were the only state covering the Southern certificate with GMPs reported.
In addition, Dianne Saloom attended a fly-in later in the year to discuss legislative issues that directly affect Tree Farmers with Alabama representatives and senators as well as the Chief of the US Forest Service. The information she received at the NLC was helpful in her communications with Washington officials. She also attended the National Tree Farm
Convention in Pittsburgh, PA. The information she received at the NLC was helpful in her communications with Washington officials.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

The committee learned that is is very important to send representatives to the National Leadership Conference. The information received in the various sessions was invaluable in preparing and executing the Alabama Tree Farm Assessment. One of the most helpful sessions for us was the breakout session with other southern states. We all shared some of the major activities our committees are involved in. We came away with many ideas to take back to Alabama’s Committee with regards to fundraising, informational materials, field days, etc.

What are the next steps for this project?
Next steps are to continue to ensure that several representatives from the Alabama Tree Farm Committee attend the National Leadership Conference.

Project Budget
Transport/Travel
Grant Funds: $1500
Match: $0
Description of expenses: Mileage: 666 miles round trip = $188
Motel: 3 rooms for 2 nights each @ $213.93/night = $1,284
Food: $28

Personnel
Match: $1000
Description of expenses: Personnel time paid for attending NLC
California
Submitted By: Lois Kaufman
Email: loda@frontiernet.net

Project Title: Travel Grant to NLC
Grant Amount Awarded: $1880
Number of individuals participating: 2
Estimated number of work-hours: 80

Describe the specific activities completed for this project, highlight what was and what was not successful.
The Administrator/Secretary and Treasure attended the 2014 Leadership Conference in Savannah Georgia to receive program updates. Interfacing with other state leaders expands the knowledge base and provides ideas on how to solve some of our issues with landowner and inspector involvement. This information was passed on to our inspectors through a series of emails and telephone calls in addition to a presentation to Tree Farmers at the annual Forest Landowners of California conference and 4 additional field days.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Once we received our training updates from the conference it became clear that our intent of having four inspector training classes through out the state would have to be modified. With ALL inspectors having to update in 2015 to the new standards (most requiring a face to face because they did not complete inspections for 2 years) our response for attendance was very low, everyone wanted to wait until 2015. So we modified the inspection distribution by calling each inspector who had been previously assigned to a property and confirmed that they were still willing to inspect this property. Then we sent emails to the inspectors in each county with the unassigned properties and asked for volunteers. Everything was followed up with phone calls and email with the phone calls being much more effective. We completed all the required inspections on time (17) added 35 new Tree Farms, 19 from our 10+ year backlog, and 19 of our 6 year optional for a total of 90 inspections.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We always give a program update at the annual Forest Landowners of California meeting where we also present the Tree Farmer of the Year award. This year the executive officer from the California Board of Forestry and Fire Protection was there and was quite impressed with all we do and was curious about why the state had basically stopped their participation in the program. When I finished the presentation with our proposal to apply for some funding to develop a strategic plan and eventually present it to the Board of Forestry he was the first to volunteer for the exercise and assured us that he would get us on the agenda after completion. This commitment was made in front of 60+ forest landowners and we have been in continual contact since. Landowners like the face time at field days to ask pointed questions one on one.
What are the next steps for this project?
We will continue to attend the Leadership Conferences and pass on our updates to our inspectors and Tree Farmers. 2015 will be the year to develop a strategic plan and hopefully infuse some new blood into the program. 2014 Tree Farmer of the year is the Forest Lawn Scout Reservation in San Bernardino where we have a tremendous untapped population of small forest landowners who still think we are only about lumber production. We are holding an inspector training day at the camp with a field portion to show everyone what we are all about and will give the Tree Farmer of the Year presentation there. We now have an active chairperson in the county that will help with follow-up.

Project Budget
Transport/Travel
Grant Funds: $1880
Match: $950
Description of expenses: Flights to Savannah 1240, rooms 640. Match mileage to airport 173 miles $173 x2 =346, parking and room prior to flight 200, baggage fees 100, cab fare 75, meals 150 provided by participants. Advertising in the Forest Landowners of California and California Licensed Foresters Association donated. Copying of updated materials for follow up presentations at filed days provided by CalFire.
**Colorado**  
Submitted By: Ray Herrmann  
Email: herrmannr@juno.com

**Project Title: Colorado volunteer assistance**  
**Grant Amount Awarded:** $3000  
Number of individuals participating: 2  
Estimated number of work-hours: 64

*Describe the specific activities completed for this project, highlight what was and what was not successful.*  
Attended the NLC and reported back to the CSTFC.

*Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.*  
Successful outcomes of meeting attendance are hard to measure. However, a one result of information obtained at the NLC, was the CSTFC successfully completed a strategic planning effort during 2014. Also, as a result of his continued involvement on the CSTFC and attendance at the NLC John Janowski succeeded to the chair position of the CSTFC.

*What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?*  
Attendance at the NLC was an opportunity for two members of the CSTFC to learn of ATFS priorities and initiatives. It was an opportunity and to update their skills and pass this knowledge on to the CSTFC.

*What are the next steps for this project?*  
1- the knowledge obtained at the NLC will be shared with the CSTFC and will keep the Committee current with National priorities and new initiatives.  
2- attendees were re-energized and returned with new ideas obtained from ATFS and other States that may be useful to the CSTFC and Colorado tree farmers.  
3- we developed our strategic plan. (left over funds were used to support this effort, as approved)

**Project Budget**  
*Transport/Travel*  
Grant Funds: $2699  
Match: $0  
Description of expenses: Travel to the NLC

*Personnel*  
Match: $1600  
Description of expenses: 64x25=1600
Idaho
Submitted By: Douglas Bradetich
Email: dbradetich@idfg.com

Project Title: Travel Assistance to National Leadership Conference
Grant Amount Awarded: $3000
Number of individuals participating: 6
Estimated number of work-hours: 144

Describe the specific activities completed for this project, highlight what was and what was not successful.
Attendance by the Idaho Tree Farm Committee to NLC is something we include each year in our activities. We feel it is well worth the time and effort required. There are always lessons learned, information gained and processes improved because of our involvement. Specific areas we target as important and successful are:
Face to face time with ATFS/AFF staff.
Face to face time with other state program officers.
Lessons learned in the regional breakouts.
The information gained from these activities is shared with the entire committee at the next meeting, as well as with the membership at our annual meeting, coffee socials, and field tours. We also include a recap in our newsletter.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Outcomes are difficult to quantify on something like this. The main item is increasing knowledge of ATFS activities on both the national and state levels. We have endeavored to send a new personnel to each NLC as well as some returning attendees. This helps increase awareness throughout the committee as well as help prepare them for executive officer positions down the road.
Though hard to quantify, relating the things such as the Farm Bill, updates on the new certification standards, State Voice/State Choice, database changes, and tips on grassroots advocacy to our members upon returning from NLC is certainly beneficial to our Tree Farmers, Inspectors and committee members.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
As stated above we feel NLC attendance is worthwhile and beneficial to our program. The Savannah meeting was no exception. Especially with the national Tree Farmer Convention on hiatus, we continue to view NLC as a must do activity for as many attendees as we can send.
Increase information to our committee.
Increase information to our Tree Farmer and Inspector base.
Help train and prepare members for officer positions.
Improve database use and understanding.
Voice our concerns face to face on any issues (specific to the database, we have seen several improvements come about after explaining concerns to ATFS staff at the NLC).
What are the next steps for this project?
Continue to promote NLC to our committee and membership. We have normally sent our Chair, Vice Chair and as many other committee members as show interest. We recently changed to a new State Administrator and would like to include her in NLC involvement as soon as her schedule allows. Attached below is our Spring 2014 Newsletter with an article on NLC included.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $1500
Description of expenses: Cost for airline, hotel, meals, parking and mileage.

Personnel
Match: $3600
Description of expenses: This is figured at 6 attendees times 3 days times 8 hours per day at $25/hour.
Iowa
Submitted By: Tom Kenney
Email: kenneys@alpinecom.net

Project Title: Travel Grant for 2014 Leadership Conference
Grant Amount Awarded: $3000
Number of individuals participating: 4
Estimated number of work-hours: 128

Describe the specific activities completed for this project, highlight what was and what was not successful.
This was a travel grant for 3 of our TF Committee members to go to the National Leadership Conference in Savannah, GA

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
A lot of information was gathered at the conference.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
General information from National and other States.

What are the next steps for this project?
Pass on Information to TF Committee and make use of it through the year for our members.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $1042
Description of expenses: Airfare from Iowa to Savannah, GA
Hotel expense on site
Taxi expense and some meals
Describe the specific activities completed for this project, highlight what was and what was not successful.
We held two Tree Farm Inspector classes with a total of 50 participants. We participated in 5 landowner meetings discussing the attributes of the Tree Farm Program. We had 16 new tree farms for 2014. Many people we talk to where thinking about joining the program and have not yet made a decision. This is an opportunity to follow up with those folks and get them enrolled in the program.
Weaknesses we see are people’s uncertainty of the benefits of certification and the sustainability of the bio mass market.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We enhanced the knowledge of 50 tree farm inspectors and generated enthusiasm for enrolling tree farms into the program. 50% of tree farm inspectors trained conducted vital tree farm inspections.
5% of eligible tree farmers enrolled in the program at the conclusion of the presentations. Another 25% are expected to join the program in the ensuing months. From the participants the 2014 OTFY was selected.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Making the decision to join the tree farm program depends upon interaction and confidence in one another.
It is a timely process, filled with many questions and opportunities.
Patience and understanding that many tree farmers are family owned operations that generally require more time to think through new proposals.

What are the next steps for this project?
Future land owner meetings engaging tree farmers in discussions of the benefits of being in the program are planned throughout the year. A newly designed Louisiana Forestry Association website highlighting the Tree Farm Program will give land owners a opportunity to learn about the program at their leisure.

Project Budget
Transport/Travel
Grant Funds: $1000
Match: $500
Description of expenses: Hotel and Mileage reimbursement for presenters and participants

Events
Grant Funds: $2000
Match: $1000
Description of expenses: Meeting room rentals, meals, refreshments, and audio visual equipment

Printing/Postage
Grant Funds: $0
Match: $500
Description of expenses: Postage

Consultants
Grant Funds: $0
Match: $500
Description of expenses: Participants to help put on the program and coordinate logistics

Materials
Grant Funds: $500
Match: $500
Description of expenses: Material and supplies to conduct training and outreach sessions

Personnel
Match: $1000
Description of expenses: Coordinator and sponsor staff time

Overhead
Match: $500
Description of expenses: Office space, telephone and utilities
Maine
Submitted By: Andy Shultz
Email: andrew.h.shultz@maine.gov

Project Title: Inspector Recognition and Engagement
Grant Amount Awarded: $8050
Number of individuals participating: 40
Estimated number of work-hours: 280

Describe the specific activities completed for this project, highlight what was and what was not successful.
Recognizing the need to improve communications with and between the foresters who make up the Maine Tree Farm Inspector corps, the Maine Tree Farm Committee (MTFC) determined that holding an event just for Inspectors would be beneficial. Two such events were held in CY 2014, one in May and one in December. In both cases, a field portion was offered, followed by a meal and social get-together. The field exercise consisted of a "mock" inspection of one or more Tree Farms, which afforded an opportunity to discuss the ATFS Standards as they apply on the ground. The field sessions also qualified for SAF and Maine forester licensing continuing education credits.
The May gathering was held at the Beauregard Family Woodlands Tree Farm in Old Town, followed by dinner at a Bangor brew-pub. In December, Jack Wadsworth led a tour of his family’s Rock Crop Tree Farm, along with a neighboring Tree Farm, before hosting a cookout at his home.
As further recognition for Inspectors, 12 dozen travel mugs were purchased with a Tree Farm sign logo. Attendees at the events each received one; we now have a good supply to give out at future events. Further recognition at the December event included 3 gift certificates for Cabela’s Store, given as prizes in a drawing.
The events were deemed successes by all who attended. However, only a relatively small percentage of Certified Inspectors were able to attend, given the distance and time constraints across the state. More events in more locations around the year would gather greater turnout.
An Inspector feedback survey was drafted, but with the relatively small turn-out, we decided to hold off on sending them around. This is on the list for improvements, once a new program coordinator is in place.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
A total of 40 Inspectors participated in the two events.
Several supporting documents will be e-mailed separately, including RSVP and Save the Date cards, agendas and the travel mug logo design.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We have confirmed what we already know—Tree Farm Inspectors are busy folks! As inaugural events, the 2014 meetings were very successful. Making these into annual, repeatable, and portable occurrences will pull in more Inspectors and help build a sense of membership and
ownership in the Tree Farm system. This will be one of the tasks for the next program coordinator.

What are the next steps for this project?
The Maine Tree Farm Committee respectfully requests an extension of this grant to allow the use of the remaining funds to continue to hold multiple events in 2015. We expect that eventually the MTFC Fundraising sub-committee's efforts will generate the income to cover events in future years.

We also plan to utilize the follow-up survey, when a greater number of Inspectors have attended, and when we have a new program coordinator on board.

Project Budget
Events
Grant Funds: $1166.05
Match: $0
Description of expenses: These expenses are the meal and room costs for two Tree Farm Inspector Recognition events.

Printing/Postage
Grant Funds: $146.91
Match: $0
Description of expenses: Invitation post cards were sent to all Inspectors for both events.

Consultants
Grant Funds: $1527.56
Match: $0
Description of expenses: Program coordinator time spent arranging and advertising the two events.

Materials
Grant Funds: $1098.83
Match: $0
Description of expenses: These expenses include the cost of 12 dozen travel mugs with a Tree Farm sign logo, which were (and will be) given to all Inspectors who attend these events. Also included in this amount are 3 gift certificates to Cabela's store (total value=$200) which were drawn as prizes at the 2nd event in December, 2014.

Personnel
Match: $7000
Description of expenses: The match includes the time spent by the education and Outreach sub-committee members who helped plan the event, as well as the Inspectors who attended. Estimate 280 hours at $25/hr.
You're invited...

Tree Farm Inspector Recognition Event

**When:**

**Friday, May 2, 2014**

Field Tour: 12:30-3:30pm  
Dinner: 4:00-8:00pm

Dear Tree Farm Inspector,

The Maine Tree Farm Committee would like to cordially invite you to an upcoming Inspector Recognition event. The event is our way to bring Inspectors together and say thank you for your commitment to the Tree Farm program.

There will be an optional field tour at the Beauregard Family Tree Farm in Old Town during the afternoon (see directions on back). It will include a simulated inspection and discussion about on-the-ground application of the Tree Farm Standards. CEUs will be available for licensed foresters.

Happy hour at the Sea Dog will begin at 4:00pm (cash bar), followed by a dinner and speaker program till 8:00pm.

This event is free and each Inspector is invited to bring one guest – another forester, a Tree Farmer, your spouse – your choice!

Please RSVP by Tuesday, April 29th, by mailing in the form below or registering on-line at www.mainetreefarm.org.

We hope to see you there!

The Maine Tree Farm Committee

Questions? Contact Jennifer Hushaw (Program Coordinator) at 207-221-2512 or jhushaw@mainetreefarm.org

Mail to: Maine Tree Farm Committee, C/O Jennifer Hushaw  
PO Box 5470, Augusta, ME 04332

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Remove Bottom Portion & Mail in RSVP

Maine Tree Farm Inspector Recognition Event

Please circle your responses below:

I will be attending the dinner event: Yes  No

I will bring a guest to dinner: Yes  No

I will also be attending the field tour: Yes  No
Field Tour Information

Directions to the Beauregard Family Woodlands
Old Stagecoach Road, Old Town, ME

- Route 95 North or South to Exit 197 (Route 43).
- From north bound lane, turn left off exit onto Route 43 West heading toward Hudson. From south bound lane, turn right on to Route 43 West.
- Travel 3.2 miles on Route 43.
- Turn Right onto Old Stagecoach Road. This is a gravel road marking the Alton-Old Town border.
- Travel 0.5 miles. The Beauregard Woodlot access road is on the right and is marked by an American Tree Farm Sign and a yellow gate.
You're invited...

Maine Tree Farm Inspector Recognition Event

Friday, December 5, 2014

Dear Tree Farm Inspector—Did you miss the first Tree Farm Inspector Recognition event back in May? Now is your chance! Even if you went to the May event you are still invited to this one! The Maine Tree Farm Committee cordially invites you to a second inspector recognition event. The event is our way to bring inspectors together and say thank you for your commitment to the Tree Farm program.

Come to a great tour and receive a free supper, happy hour drinks, Cabela gift certificates (chance at one $100, two $50) and special gifts. We want to say “thank you”!

What: Tour and supper at Jack Wadsworth's Tree Farm - Rock Crop Farm
Where: 35 Rock Crop Way, Hiram, ME    When: Friday, December 5th, 2014  1:30pm

Event Schedule:
1:30 - Meet at 35 Rock Crop Way (Jack's house)
2:00 - Tour of Rock Crop Farm
4:00 - Happy Hour* (courtesy of Rock Crop Farm)
5:00 - Supper*

Please RSVP to Jack Wadsworth at jwadsworth@wadsworthwoodlands.com, ASAP (no later than Dec 2 please) so food can be ordered!

*In the Rock Crop Annex (Jack's 4-bay garage with view of the White Mountains)

We hope to see you there! Call (207) 221-2512 if you have questions—Maine Tree Farm Committee
Maine
Submitted By: Andy Shultz
Email: andrew.h.shultz@maine.gov

Project Title: NLC Travel
Grant Amount Awarded: $1200
Number of individuals participating: 2
Estimated number of work-hours: 48

Describe the specific activities completed for this project, highlight what was and what was not successful.
Jen Hushaw (Maine Tree Farm Program Coordinator) and Kyle Burdick (Washington County Chair) attended the 2014 NLC in Savannah, GA. Here is their report:
This year’s NLC was very valuable, especially the general sessions when all participants could offer feedback regarding the Standards Review and States Choice. It was helpful to learn how other state programs are viewing and approaching the process of States Choice. Some states are already further ahead with communicating that topic to their members, and we plan to use some of their methods within our State Committee as we begin that process.
The discussion around the Standards Review was also helpful. We were able to go back to our State Committee and reassure them that many of the themes we had discussed were also expressed by membership in other states, e.g. balancing increased clarity with flexibility, keeping an eye on keeping it simple, etc. In particular, we thought the live cell phone survey was a great tool for facilitating that discussion. It was interesting to see instant feedback and it seemed like a great way to engage everyone in the room.
Brett Butler’s session on reaching family forest owners was also helpful because he narrowed the discussion to the segment of landowners who have acreages that qualify for Tree Farm. It was interesting to learn about the breakdown of different landowner types within this category. There were some helpful takeaways, especially for our Outreach Sub-committee, such as the fact that landowners are most interested in advice and that an effective sequence of outreach efforts would start with an informal, local gathering, then move to informational reading materials, and finally end with a site visit from a Tree Farm neighbor or other expert.
We also really enjoyed the group discussions organized by the Aldo Leopold Foundation. I [Jen Hushaw] lead one of the discussions and many of the participants commented that they found it to be a really valuable experience. So much of NLC can be focused on the nuts and bolts of the program and we all found it helpful to take some time to have a purely reflective discussion that reminded everyone why the Tree Farm program is so valuable.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
See above. Due in part to his attendance in Savannah, Kyle Burdick has become more engaged in the Maine Tree Farm Committee. He is currently vice-chair for 2015-2016, and will become the Chair in 2017-2018. he has attended the 2015 NLC in St. Louis.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
As in past years, the financial assistance provided by this grant is essential to allowing one or more Maine Tree Farm Committee members to participate in the NLC. Attending the NLC is critical to engagement with the national program and the sharing of knowledge and experience with other state programs. The information exchanged greatly benefits the viability and progress of the Tree Farm program in Maine.

**What are the next steps for this project?**
Pending further financial assistance, the Maine Tree Farm Committee will continue to send one or more representatives to future NLCs.

**Project Budget**
*Transport/Travel*
Grant Funds: $1200
Match: $210.56
Description of expenses: Total travel for both attendees was $1410.53. This included hotel expenses.
1410.56-1200=210.56.

*Consultants*
Grant Funds: $0
Match: $442.38
Description of expenses: Kyle Burdick volunteered his time. Jen Hushaw volunteered most of the time spent traveling to and from, and at the NLC. Her billable hours and misc expenses were 442.38

*Personnel*
Match: $600
Description of expenses: Kyle Burdick’s volunteer time of 24 hours @ 25/hr. = $600
Maryland
Submitted By: Kenneth Jolly
Email: Kenneth.Jolly@maryland.gov

Project Title: Growing Corps of Inspecting Foresters
Grant Amount Awarded: $4900
Number of individuals participating: 2
Estimated number of work-hours: 80

Describe the specific activities completed for this project, highlight what was and what was not successful.
Two professional trainings were conducted in Maryland for MD and DE Inspectors and other professional foresters in partnership with the MD-DE Division of the Society of American Foresters. The theme of the training was "Tools for Inspectors/Foresters to engage more landowners in good forest stewardship and the Tree Farm program." The training also included presentations on best practices for completing 004-Inspection Forms, an introduction to the new Inspection Ap, and a brief overview of the "MyLandPlan" website. One training was held in Eastern MD (near DE) in April 2014 and the other in Western MD in May 2014. In addition, a follow-up "New Inspector" Training was held as part of this Grant in December 2014.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Approximately 80 attendees participated in the two training events, and the training evaluation forms showed that attendees rated the training as informative and worthwhile. The majority of the attendees were Certified Inspectors. Since the information provided in the training was directly related to engaging landowners, and references to the Tree Farm program were made throughout the training, this was a successful venue for engaging current Inspectors and moving them towards a greater level of involvement with the MD Tree Farm. Additionally, the training was intended to "spark the interest" of attendees who were not currently Inspectors to become a Certified Inspector. This was achieved successfully, via a follow-up new Inspector Training held in December which enrolled 12 new MD Inspectors. Additionally, all attendees received two very nice Tree Farm promotional items - a Tree Farm embossed padfolio (identical to the padfolio that was distributed at a National NLC a few years ago) and a Tree Farm logo carrying case - which will continue to promote the Tree Farm program with the attendees far into the future. These trainings also served as a functional "incentive reward" for Inspectors, since the cost of the training (and the associated CFE's) were greatly reduced for the Inspectors - serving as a valuable and tangible way to say "thank you" to the Inspectors for all of the Inspections they complete for the Tree Farm program.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We found that this was a very good way to engage Certified Inspectors with the Tree Farm program in a way that provides "tangible value" to them. Since the program offered CFE's to Inspectors (by law, MD Licensed Foresters are required to obtain a specified level of CFE's during each two-year License interval), at a low cost and within an easy drive (the trainings were
offered in two locations to accomplish this goal), it was very well-received and reflected positively on the MD Tree Farm program. Further, providing the two “higher quality” Tree Farm promotional items was a positive contribution to the success of this Grant. We (Tree Farm Committee members) continue to see these promotional items in use - particularly the padfolio - by attendees / Inspectors on a regular basis (unlike some of the more disposable promotional items, which are distributed at some meetings, and then never seen in use again). This was also an excellent way to partner with the local SAF organization and achieve mutually compatible goals.

What are the next steps for this project?
Due to the success of this Grant project, the MD Committee will seek opportunities to accomplish similar efforts in the future.

Project Budget
Transport/Travel
Grant Funds: $0
Match: $600
Description of expenses: Vans / drivers provided by MD DNR Forest Service to transport attendees to field tour locations.

Events
Grant Funds: $1713
Match: $0

Materials
Grant Funds: $2760
Match: $0
Description of expenses: High quality Tree Farm promotional items - padfolio and carrying case.

Personnel
Match: $3200
Description of expenses: 80 hours of MD DNR Forest Service staff time - meeting logistics and planning, and speaking presentations - estimated at $40/hour.
Maryland
Submitted By: Kenneth Jolly
Email: Kenneth.Jolly@maryland.gov

Project Title: Strategic Planning Workshop
Grant Amount Awarded: $1000
Number of individuals participating: 11
Estimated number of work-hours: 180

Describe the specific activities completed for this project, highlight what was and what was not successful.
This Grant was to support the MD Tree Farm Committee Strategic Planning Retreat held November 20-21, 2014.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The primary result of this Grant was the completion of a Strategic Plan document for the MD Tree Farm Committee. In addition, the "Dashboard" exercise and document that was completed in preparation for the Retreat was a very helpful exercise. As a result of the Retreat, the MD Committee has gained a much better perspective and focus on the primary goals it needs to work on for the next three years.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Priority tasks were identified, and appropriate Sub-Committees were formed to focus on these priority tasks. The formation and use of Strategic Sub-Committees has created a new layer of structure / organization for the Committee, and we are just beginning to explore the benefits and functionality of this approach.

What are the next steps for this project?
Continue progress on the strategic / priority goals that were identified through the Retreat process.

Project Budget
Transport/Travel
Grant Funds: $810
Match: $0
Description of expenses: Hotel / lodging / mileage reimbursement expenses for the Retreat was $808.56

Events
Grant Funds: $190
Match: $830
Description of expenses: Food expenses for the Retreat were $1,017.40.
Materials
Grant Funds: $0
Match: $350
Description of expenses: Supplies for Retreat - easels, pads, markers - $349.78

Personnel
Match: $6200
Description of expenses: 70 hours MD DNR Forest Service staff time estimated at $40/hour, plus 30 hours Univ. of MD Extension staff time estimated at $40/hour, plus 30 hours Federal and County Agency staff time estimated at $40/hour, plus 50 hours of Tree Farmer volunteer time est
Maryland
Submitted By: Kenneth Jolly
Email: Kenneth.Jolly@maryland.gov

Project Title: 2014 NLC Travel
Grant Amount Awarded: $3000
Number of individuals participating: 3
Estimated number of work-hours: 80

Describe the specific activities completed for this project, highlight what was and what was not successful.
Three representatives from the MD Tree Farm Committee participated in the 2014 NLC held in Savannah, GA: Chuck Lewis, Vice-Chair; Rick Abend, Eastern Region Tree Farmer Representative; and Kenneth Jolly, Program Administrator.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
This was the first NLC attended by Chuck and Rick. They both came away with a much greater appreciation of the ATFS program at both the National and Regional levels. All three MD attendees gained much from the general and concurrent sessions and networking opportunities provided by the NLC.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Much information was gained on the State Voice, State Choice process that will assist in guiding the MD State Committee through the various benchmark requirements for the Certification Pathway.

What are the next steps for this project?
Continue progress on State Voice, State Choice process.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $0
Description of expenses: A total of $3,008.39 was expended on the travel expenses for the three MD attendees to the 2014 NLC.
Massachusetts
Submitted By: Gregory Cox
Email: gcox@crocker.com

Project Title: 2014 Massachusetts Capacity Building Grant
Grant Amount Awarded: $3000
Number of individuals participating: 7
Estimated number of work-hours: 185

Describe the specific activities completed for this project, highlight what was and what was not successful.
1. Send a committee member to 2014 Leadership Conference in Savannah
2. Hold a 2 day retreat for Tree Farm Committee and MFA Board members to discuss goals for Massachusetts Tree Farm program and develop Strategic Plan for how to attain them over next 3 to 5 years.
Both of these activities were carried out successfully

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
1. Bill Pike, the Committee Chairman attended the 2014 NLC, and was able to learn more about the State Voice State Choice options and discuss them with AFF staff and Tree Farm Committee members from other states. What he learned help shape discussions at the Strategic Planning retreat.
2. The Tree Farm retreat developed a Strategic Plan for the Mass Tree Farm Program which includes 4 specific goals and a timetable of steps and targets to carry them out, with people assigned to do that. The plan should help Massachusetts reach a decision on the Certification/Recognition options by December 2015, help strengthen the functions of the Tree Farm Committee, and help the committee and MFA work together in the future to develop fund-raising efforts to fund the Tree Farm program and whichever option it chooses.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The Strategic Plan provides pathways for working on and achieving the goals and lists steps necessary to carry them out and assigns people to work on the different elements. We expect to work with MFA on these projects for the next 3 years.

What are the next steps for this project?
1. We have held an informational session about the State Voice State Choice decision for foresters and Tree Farm inspectors in October and will hold similar sessions for landowners and Tree Farmers at the MFA annual meeting in April and the Tree Farm Field Day in September.
2. We are working on a financial analysis of the different options to present at those meetings.
3. We have recruited 2 additional committee members to diversify and strengthen the committee and are working on getting 2 more.
4. We have put together a draft committee bylaw that will be considered by the committee at its March 19th meeting
5. We will be discussing ways to strengthen our Inspection Distribution policy to make it easier to reassign mandatory inspections to get them completed should the inspectors originally assigned to do them fail to get them done.

6. We will hold discussions with AFF and MFA in the future (probably after the 2015 assessment is completed) about ways to coordinate fundraising.

**Project Budget**

*Transport/Travel*
- Grant Funds: $1000
- Match: $300
- Description of expenses: Hotel bill, meals, and mileage for National Leadership Conference.

*Events*
- Grant Funds: $897
- Match: $0
- Description of expenses: Lodging and meals for 7 participants at Tree Farm retreat.

*Printing/Postage*
- Grant Funds: $200
- Match: $0
- Description of expenses: Easel pads, copying expenses, postage, etc for Tree Farm retreat.

*Consultants*
- Grant Funds: $620
- Match: $0
- Description of expenses: 31 hours of MFA staff time @ $20 for setting up and doing preliminary work for Retreat = $620.

*Other*
- Grant Funds: $283
- Match: $25
- Description of expenses: Mileage for 7 participants for 40 mile roundtrip @ .55/mile = $308.

*Personnel*
- Match: $4320
- Description of expenses: 48 hours for 1 participant attending NLC and driving 12 hours each way @ $30 = $1,440
- 6 participants for 16 hours (retreat plus travel) @ $30 = $2,880.
Michigan
Submitted By: Scott Robbins
Email: srobbins@michiganforest.com

Project Title: Strategic Planning Workshop
Grant Amount Awarded: $1000
Number of individuals participating: 11
Estimated number of work-hours: 176

Describe the specific activities completed for this project, highlight what was and what was not successful.
#1 Finalize the clean up and maintenance of our database so that it meets standards and is reliable and usable (plan is due Dec 15).
#2 Improve our financial stability year-to-year through proactive means so that we continue to be viable and enabled to execute needed programs and services (including 501(c)3 status).
#3 Attract and maintain active Tree Farmers (who will have and implement management plans) by providing and communicating a clear and compelling value proposition so that we are drawing in participants naturally.
#4 Improve the cadre of Tree Farm Inspectors, their motivation and development so that inspections are done with high quality, consistency, and on time.
#5 Develop the Committees capacity with additional volunteers, clearer roles, depth and procedures so that we use available talent well for the short- and long-term.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We have only begun to implement the plan developed in Dec. of 2014 and in 2015 and outcomes are not yet known. We do have our 501c3 tax status and have begun to receive grants for non-profits. Our training schedules are out and ready to begin and the data base is being cleaned up.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We will continue all parts of our strategic plan. We believe that finding the committed committee members and people willing to take leadership roles will be the biggest challenge, but we will find them. State DNR and MDA will possibly be able to take a greater role in implementation of the state TF program.

What are the next steps for this project?
Our next steps are to get work out to MI Dept of Ag. Conservation District Foresters. these folks will need some training and mentoring.

Project Budget
Events
Grant Funds: $1000
Match: $1000
Minnesota
Submitted By: Tom Witkowski
Email: tomforester@charter.net

Project Title: National Leadership conference
Grant Amount Awarded: $3000
Number of individuals participating: 3
Estimated number of work-hours: 72

Describe the specific activities completed for this project, highlight what was and what was not successful.
Travel to the NLC workshop in Savanna

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Learning more about State Voice/State Choice and being able to bring that information back to the state committee
The Regional breakout sessions were valuable particularly learning about other states involvement with their SIC committees

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Repeating answer from above, but State Voice/State Voice was most valuable. helped us better explain the pathway options that we have to the entire state committee.
Attending the various class setting was also valuable, particularly the 004 app session

What are the next steps for this project?
Select which pathway Minnesota will take for State Choice/State Voice

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $4998
Description of expenses: Expenses for 3 members of our state committee to attend NLC in Savanna.
State committees cost was $4998. Some of these costs were covered by the companies and $3332 was paid from state TF budget.

Overhead
Match: $4998
Description of expenses: Dollars spent for our 3 attendees
Mississippi
Submitted By: Tom Monaghan
Email: tomm@msforestry.net

Project Title: Building Inspector Capacity to Certify Stewardship Forests into Tree Farm Program
Grant Amount Awarded: $5668
Number of individuals participating: 51
Estimated number of work-hours: 306

Describe the specific activities completed for this project, highlight what was and what was not successful.

a) We developed lists (on a county and district basis) of Stewardship forests that are potential Tree Farms. Lists will include names and contact information.
b) We distributed lists of Stewardship forests (landowner contact information, acres, location, etc.) that are not currently certified Tree Farms to local inspectors on a county basis and to District Chairs on a district basis.
c) We revised our 2014 Inspector Incentive Guidelines to allow for additional activities involving Stewardship forests.
d) We encouraged inspectors to inspect and certify Stewardship forests in their respective counties, to update any Stewardship plans that may be more than 10 years old, and to contact Stewardship forest owners and inform them that their property may qualify for Tree Farm certification.
e) We monitored results.
f) We awarded incentives to inspectors who contacted and certified Stewardship forests.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

We certified 236 new Tree Farms in 2014. Mississippi inspectors earned $9,675 in incentive awards in 2014. Additionally, District and State Tree Farmer awards totaled $2,575, for a total of $12,250.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We want to continue to provide inspector incentives to encourage activities such as this project.

What are the next steps for this project?
Obtain additional funding to continue certifying Stewardship Forests.

Project Budget
Transport/Travel
Grant Funds: $5668
Match: $9823.5
Description of expenses: 236 inspections and/or new Tree Farm sign installations x 75 miles x $.555 per mile
Materials
Grant Funds: $0
Match: $1200
Description of expenses: 200 new Tree Farm signs at $6.00 each

Personnel
Match: $7500
Description of expenses: 250 man-days of inspections, sign installations, record-keeping, etc. x $30/day = $7,500
Mississippi
Submitted By: Tom Monaghan
Email: tomm@msforestry.net

Project Title: 2014 National Leadership Conference Travel
Grant Amount Awarded: $3000
Number of individuals participating: 4
Estimated number of work-hours: 160

Describe the specific activities completed for this project, highlight what was and what was not successful.
Four members of the MS Tree Farm Committee attended and participated in the 2014 National Tree Farm Leadership Conference. With several members attending, we were able to have at least one delegate in each concurrent session. These delegates reported back to the State Committee at the next scheduled meeting.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
a) We increased our knowledge of ATFS operations, issues, and personnel.
b) The state Administrator enhanced his ability to perform the duties and responsibilities of administering the state Tree Farm Program.
c) The state Chair became better prepared to provide leadership to the state Committee, lead discussions of topics introduced and covered at the National Conference, and contribute to the success of the state program.
d) The state Vice Chair became better prepared to fulfill the role of his/her position, provide leadership in support of the Chair, and develop the necessary knowledge and expertise to assume the duties of Chair at the appropriate time.
e) The state Treasurer gained awareness of the relationship of the National Office and the state Committee.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
It is important for state Tree Farm officers, leaders, and committee members (especially future officers) to attend the National Leadership Conference. We would like to continue to send at least four (4) delegates each year, but reduced funding may not allow us to do so.

What are the next steps for this project?
The National Leadership Conference delegates will continue to fulfill their leadership roles in the MS Tree Farm Committee.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $3000
Description of expenses: Mileage, airfare, meals, and lodging for four (4) delegates to NLC was more than $4,000. Two other delegates from MS also participated at $1,000+ each.

*Personnel*

Match: $12000

Description of expenses: six (6) total delegates x 4 days x $500 per day = $12,000
Missouri
Submitted By: Jim Summers
Email: fwam.trees@gmail.com

**Project Title:** 2014 Capacity Building Grant
**Grant Amount Awarded:** $2876
Number of individuals participating: 2
Estimated number of work-hours: 64

*Describe the specific activities completed for this project, highlight what was and what was not successful.*
The 2014 Capacity Building Grant was used to send two committee members to the 2014 National Leadership Conference in Savannah during the month of February (a third committee member’s attendance was paid by unused funding carried over from the 2013 Capacity Building Grant). The two members volunteered their time to attend the gathering, to network and learn from other attendees from other state committees, and to return home to share their experiences and learning with the greater state committee. As in years past, we benefitted greatly from spending time with other states, to hear from them what was working in their own regions.

*Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.*
The conference is the best, if not only, venue for learning from and sharing with other committees. Our participants were able to return home and speak knowledgeably about the ongoing issue of certification/recognition, based upon information shared by other states. We had new data for developing our new strategic plan. We learned marketing ideas, including website ideas, that we have since put to use.

*What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?*
As described above, our members learned about marketing, strategic planning, state-to-state opinions on certification and other matters. Many of these are items we are already involved in, but the learning brought back from the conference informed and greatly improved our own work on each item.

*What are the next steps for this project?*
Our experience at the 2014 NLC assured us as a group that attending the annual gathering is worthwhile, important and something we'll continue in future years.

**Project Budget**
*Transport/Travel*
Grant Funds: $2493
Match: $600
Description of expenses: $2,493 covered the travel, food and lodging cost of two committee members. $600 in matching funds covers travel and other costs not included in the original grant proposal, such as mileage to and from airports.

**Personnel**

Match: $1920

Description of expenses: Time donated by individuals or their employers, covering planning, travel and attendance.
New Mexico
Submitted By: Doug Boykin
Email: doug.boykin@state.nm.us

Project Title: Attendance at 2014 NLC Savannah
Grant Amount Awarded: $1650
Number of individuals participating: 2
Estimated number of work-hours: 72

Describe the specific activities completed for this project, highlight what was and what was not successful.
Two members of the NM Tree Farm Committee were able to attend the 2014 NLC in Savannah. Arnie Friedt - Inspector and Joe Stehling- Committee Chairman. State Choice/State Voice options where discussed as well as other state issues.
State Advisor Doug Boykin also attended but cost were picked up by WO.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Having committee members at the NCL is always beneficial for growth of the state program as well as networking with other state leaders and the WO staff

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We would always like to attend the NLC, in fact, the state committee sent 2 members to the 2015 NLC in St. Louis without financial assistance from the WO.

What are the next steps for this project?
The NM committee will always attempt to send representatives to the NLC.

Project Budget
Transport/Travel
Grant Funds: $1650
Match: $293.06
Description of expenses: $1650 was used to support travel to NLC, $293.06 were cost incurred by the NM Committee

Personnel
Match: $2880
Description of expenses: Arnie Friedt - NM SF 3 days, 12 hours a day * $20.00/hour = $720
Doug Boykin - NMSF 3 days, 12 hours a day * $30.00 / hour = $1,080
Joe Stehling - Committee Chair 3 days, 12 hours a day * $30.00 / hour = $1,080
New York
Submitted By: Mary Jeanne Packer
Email: mjpacker@gwriters.com

Project Title: Capacity Building Grant
Grant Amount Awarded: $3000
Number of individuals participating: 3
Estimated number of work-hours: 110

Describe the specific activities completed for this project, highlight what was and what was not successful.
Planning for and attending NLC in Savannah. Success: learning more about strategic planning and meeting facilitators; and as a result scheduling the state's retreat. Success: an area chair who attended got excited about leadership, became Vice Chair when he returned home; and is now our new chair! Not successful, would have liked to have gotten some more leaders involved, but funding not available.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
3 committee members attended the NLC.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Learned more about ATFP positions that were later shared as part of the US Forest Service FRCC policy recommendations.

What are the next steps for this project?
Continue implementation of strategic plan.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $2000
Description of expenses: Airfare and hotel, ground transportation

Personnel
Match: $3600
Description of expenses: Time contributed by leaders attending conference

Overhead
Match: $1000
Description of expenses: time of administrator in preparing travel arrangements
North Carolina
Submitted By: James Jeuck
Email: jajeuck@ncsu.edu

Project Title: Capacity building of NCTFP through partial funding of Executive Committee Officers registration and travel funds to attend the 2014 National leadership Conference in Savannah GA
Grant Amount Awarded: $3000
Number of individuals participating: 6
Estimated number of work-hours: 180

Describe the specific activities completed for this project, highlight what was and what was not successful.
North Carolina Tree Farm Program (NCTFP) has been blessed with outstanding leadership over the years. In an effort to maintain the momentum of our volunteer leadership, we always are trying to find ways to increase their knowledge of ATFS at the nation, regional, and individual states-levels. The National Leadership Conference (NLC) offers an excellent opportunity to provide information and peer-to-peer networking for our new (and experienced) leaders. Those who have attended NLC understand the value of this annual program in strengthening state programs and providing a voice at the national level. While NCTFP values NLC, we have find it difficult to fund this excellent opportunity for our leaders. This grant partially allowed NCTFP to fund 6 Executive Committee Officers (president, president elect, vice president of outreach and education, vice president of administration, vice president of certification and inspections, and our secretary/treasurer/program administrator) to the 2014 National Leadership Conference in Savannah. This allowed two officers, new to their positions, experience the benefits of NLC while increasing the knowledge of those experienced in NCTFP. It also allowed existing leaders in NCTFP the opportunity to share with other leaders across the country on successes and impacts of projects performed throughout the previous years. Of the 6 members of the NCTFP Executive Committee that could attend the conference:
• 2 had travel, lodging, and registration funded by their agency/organization
• 3 had registration costs covered through AFF
• 1 had no funding sources

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
It is pretty clear we value the time put into NCTFP by our volunteers their time is a precious resource. Fortunately, some of our leaders employers understand the need for supporting their activities in NCTFP. The original proposal (Appendix A) listed 7 officers, due to health issues 1 could not attend. This allowed for only an out-of-pocket expense of $147 by NCTFP thanks to the $3000 grant, otherwise the expense to NCTFP would have been higher.
In North Carolina, we believe the NLC is vital for a smooth transition for new leadership. It prepares new leaders for their positions and facilitates a mentoring relationship between experienced and inexperienced leaders.
We found the time to meet in evenings and discuss the lessons learned during the day and how we may apply it to our up-coming year. Part of this informal planning included an evening discussion of our fundraising strategy for 2014. Nathan Truit was able to attend and provided us a great sounding board for our ideas and plans. We believe attending the NLC early in the year
helped vitalized our officers in committing to the large (and highly successful) undertaking that followed throughout the year.

Two other important outcomes of the 2014 meeting in particular were:
1) the introduction to the Leapold Foundations "Land Ethic" project - we came back and successfully applied for funds from AFF and the NC SFI SIC to provide a 1 day workshop conducted by the Leopold Foundation. This will be offered in June 2015.  
2) discussions with Bettina Ring at the NLC, led to the eventual project "My NC Woodlands" that included targeted marketing of ATFS and NCTFP to current Stewardship Forest landowners. The first phase of this project was completed in 2014 and plans for the second phase are being made. While perhaps not as successful is actually obtaining new NCTFP membership as hoped for, this project provided valuable insight into how many NC landowners receive and react to this type of marketing strategy. It also got to word out to many in NC that were not aware of the value of membership in NCTFP through the mailings and site visits.

We cannot thank AFF enough for 1) providing such an outstanding NLC each year and 2) making the funding available for volunteers who want to make their state programs the best they can.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not? 
NCTFP has learned how invaluable attending the NLC is for gaining the latest information, meeting and networking with others in our region and across the US, and building relationships within our state committee and between other states. We will continue to encourage all committee members to attend and hope to make it financially possible every year.
Starting in Fall 2014, AFF has changed the process for supporting states who would like to participate in NLC - this does not require proposing a Capacity Building Grant - that is also much appreciated as it allows states who really understand the worth of attending NLC be able to help committee members attend, while still allowing for other Capacity Building Grants. Kudos AFF!!

What are the next steps for this project?

Project Budget

Transport/Travel
Grant Funds: $2800
Match: $2042
Description of expenses: Lodging 200 night, 3 nights 6 people; 1661 grant, 834 match
Travel 0.55 mile, 650 miles 6 people 1139 grant 1025 match
Meals to from conf 14 meal 2 meals 6 people 183 match

Events
Grant Funds: $200
Match: $400
Description of expenses: Registration 200 person 3 people 200 grant 400 match

Personnel
Match: $9000
Description of expenses: volunteer time 50 dollars per hour 6 people 30 hours 9000 match
North Carolina
Submitted By: James Jeuck
Email: jajeuck@ncsu.edu

Project Title: Fundraising capacity building of NCTFP through the development and implementation of a fundraising strategy
Grant Amount Awarded: $7000
Number of individuals participating: 23
Estimated number of work-hours: 300

Describe the specific activities completed for this project, highlight what was and what was not successful.

The 2013-2016 North Carolina Tree Farm Program (NCTFP) Strategic Focus Area #2 required improving our financial stability and funding streams by establishing a Fundraising Committee (FC) to increase annual income so that 25% of revenues comes from members and other contributors. It specifically stated the goal of increasing revenue stream from new sources that eventually meet a benchmark $18,750 annually by 2016. The first step in realizing this goal was the development of a strategic fundraising plan that will be effective and sustainable. American Forest Foundation, through a Capacity Building Grant, provided NCTFP the seed money to 1) hire a fundraising consultant; 2) develop fundraising strategy for 2014, 3) rollout the first of multiple fundraising projects in North Carolina, 4) provide a celebration and recognition for donors, 5) plan new strategies for fundraising in 2015 and beyond.

Prior to securing the $7000 grant, NCTFP was already committed to take on the challenge of establishing and implementing a 2014 fundraising strategy. In Summer 2013, a committee was established to write the seed money grant, identify possible fundraising consultants, and develop preliminary strategies and target donor groups. By the time, the grant money was secured in Fall 2013, NCTFP was very fortunate to find a private fundraising consultant who believed in the mission and goals of NCTFP. This person and was willing to provide consulting services at a very low rate and NCTFP was able to provide the consultant with their preliminary vision of their strategies.

Starting in early 2014, through committee meetings guided by the consultant, two differing strategies emerged that would target different groups: 1) the forest industry, and 2) tree farmers. The strategy targeting industry would consist of face-to-face visits with industry representatives with the capability to provide donations. These industry representatives would be allowed to pledge 3-year donations. The strategy targeting tree farmers would consist of a combination of fund-drive donations or the option to pledge a certain portion of timber sale proceeds to go to NCTFP a program entitled Cut a tree for Tree Farm.

The NC Cooperative Extension lawyer and estate planning expert were bought in on discussions regarding on legalities involved in such a program. It was determined that for 2014, attempting both strategies would be too difficult and the forest industry strategy, termed our corporate fund drive was picked to start with.

Once the initial strategy for 2014 was chosen, details need to be developed. The immediately decided and committed to offering their own pledges for NCTFP. If NCTFP was going to ask for industry support, we needed to show them we too had a vested interest in the program. The committee also decided that in order to quicken the pace of the project that the committee would need to be minimized. The project planning committee reduced to 2 committee members and the consultant. They were able to quickly make decisions and adjust the scheduling of events. A number of the planning decisions were:
Giving levels it was decided to organize pledges into four levels. In addition to supporting NCTFP, these levels would result in various forms of donor recognition:

- **Platinum ($7,500+ / year, 3-year commitment)**
  - Company name on all N.C. Tree Farm Program printed materials
  - One free registration for the N.C. Tree Farm Program Annual Meeting
  - Company name listed on N.C. Tree Farm Program’s website
  - Company display at all N.C. Tree Farm Program events
  - News release to local media announcing sponsorship
  - Company name on Annual Meeting registration materials, program and sign
  - Verbal recognition at Annual Meeting
  - Sponsorship window decal
  - Invitation to Celebration Event on October 24 (2014)
  - Recognition at Celebration Event

- **Gold ($3,500-$7,499/year, 3-year commitment)**
  - Company name listed on N.C. Tree Farm Program website
  - Company display at all N.C. Tree Farm Program events
  - News release to local media announcing sponsorship
  - Company name on Annual Meeting registration materials, program and sign
  - Verbal recognition at Annual Meeting
  - Sponsorship window decal
  - Invitation to Celebration Event on October 24
  - Recognition at Celebration Event

- **Silver ($1,250-$3,499 / year, 3-year commitment)**
  - Company name on Annual Meeting program and sign
  - Verbal recognition at Annual Meeting
  - Sponsorship window decal
  - Invitation to Celebration Event on October 24
  - Recognition at Celebration Event

- **Bronze (up to $1,249 / year, 3-year commitment)**
  - Sponsorship window decal
  - Invitation to Celebration Event on October 24
  - Recognition at Celebration Event

Attractive 1-page publications to be used in site visits and pledge requests that describe:

- Who is NCTFP?
- What does NCTFP do?
- How does all NC benefit from NCTFP?
- Where does your NCTFP donation go?
- The giving rates and what NCTFP will do in return
- The pledge card

Approach for soliciting pledges: the full committee would reached out and selected a team of highly motivated inspectors and supporters of NCTFP to make the site visits for pledges. Each team member would be assign an number of industries in their region. If a pledge team member specifically requests a particular company, they would be allowed to solicit them. The consultant will spent time training pledge team members on how to make the pitch and even go with individuals on their site visits. This would allow for assessment and improvement of techniques.

The reporting system would go back to the NCTFP Program Coordinator (now the NCTFP Executive Director) who would keep track of:
progress of the team members in meeting their committed site visits
all pledge levels by donor
each donor’s 2014 donation

The recognition and celebration of donors
A evening celebration event for all donors the night prior to the NCTFP annual meeting
Low country boil and live bluegrass!!
A banner with all donors and donation levels (that stayed up during the annual meeting)
Others seen above in the donor levels listing

Ways to recognize and thank all pledge team members
Invitation to the celebration event
Camping chairs with ATFS logos

The corporate fund drive started in earnest in summer 2014 and the bulk of it was carried out for approximately 8 weeks. Fifteen volunteer pledge team members identified 108 companies as prospects. From those, 43 companies were visited. If team-members did not show any progress, Program Director did follow-up to determine what might be causing it and encourage them to carry out their commitment.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

Overall, the 2014 corporate fund drive was a huge success. The project grossed $182,500 of pledges from 49 donors including both companies (84% of the pledges) and members of the NCTFP Board of Directors (16% of the pledges). Over 70% pledged with 3-year commitments and 97% of the 2014 pledges had been paid. With the expenses removed and spread over a three year period, the program netted an average annual $54,750. This exceeds the proposed annual $18,750 as stated in the NCTFP Strategic Plan by $36,000. Overall, the $7000 seed money resulted in a 23:1 return thanks to the hard work of the fundraising committee and pledge team as well as the excellent working relationship with the fundraising consultant. Many of the outcomes expected in the original grant proposal (in Appendix A) were realized:

Short-term Outcomes:
Development of concrete strategies for initial fundraising with an expert consultant. The grant enabled NCTFP to benefit from a local expert in the nuts and bolts of designing and implementing a fundraising event.
NCTFP has hurdled the daunting task of starting a fundraising program. While future fundraising activities will never be easy, the success of the 2014 event stimulates incentive to continue to pursue future events. It also give NCTFP that encouragement from NC forest industry that the program is very important to them.
Obtain the 2014, 2015, and 2016 income stream goals pursuant the 2013-2016 NCTFP Strategic Plan

Mid-term Outcomes:
NCTFP has established an excellent working relationship with the fundraising consultant who is aware of our additional desire to target tree farmers using different strategies of planned giving
NCTFP is developing a tradition of fundraising that NC forest industry can expect. We noticed a healthy competitive spirit in some of the industries when making donations. They their donations are going to an excellent cause and are happy to outdo their competitors. They also like the idea of knowing they will not be asked to pledge each and every year.
NCTFP learned much from the past fundraising event. Lessons such as how certain donors like to donate or which pledge team members are reliable to call upon for future work is invaluable information.

The forest industry “now that they have ponied-up will be very happy to see the next phase of NCTFP fundraising strategy in 2016” that targeting tree farmers with unique ways of donating. This will further convince them that NCTFP is earnest in its efforts to find consistent funding streams that does not solely rely on industry.

Long-term Outcomes:
- Financial stability through steady stream of funds through fund raising
- Ability to carry out NCTFP and ATFS mission in North Carolina with less reliance on grants for annual operations and more opportunity to improve program quality.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

1) get a qualified fundraising consultant that you can work with. we have been extremely fortunately to find a person who believes in our goals, professional, innovative, and just as important, fun to work with.
2) train your volunteers actually doing the site visits - makes sure they completely understand the goals of the site visit - have them practice with you or the fundraising consultant
3) keep a good eye on your pledge team - those who are not really pulling their weight should not be invited back for future drives
4) honor your pledge drive volunteers - most of them are happy to help but a token of appreciation is always a good thing - we provided ours with camping chairs that had the ATFS logo on it/

What are the next steps for this project?
*Follow-up on missed opportunities - 40 or so companies were not visited or improperly approached and numerous other companies were not on the prospects list
*Stay in touch with our donors - we will provide periodic update as to what their donations are doing for NCTFP. All donors will be added to our enewsletter listing and we will also invite all donors to all workshops/field tours/ and other events
*Recognize our donors whenever possible publicly
*NCTFP has agreed to work with the consultant again to launch the second phase of the fundraising drive. This will target tree farmers and will consist both a more traditional form of fundraising but also an innovative way of planned giving what we currently call "Cut a Tree for Tree Farm". We will be applying for another grant that may provide the seed money for this project and details will be provided there.

Project Budget
*Transport/Travel
Grant Funds: $1000
Match: $500
Description of expenses: Gas, meals and other expenses associated with both the fundraising and celebration event

Events
Grant Funds: $500
Match: $1347
Description of expenses: caterer for the celebration event - 1247.50
music for the celebration event - 600.00

Printing/Postage
Grant Funds: $2000
Match: $2590
Description of expenses: development and printing of outreach materials for the fund drive and the banner for the celebration event

Consultants
Grant Funds: $3500
Match: $2654
Description of expenses: consultant fees (including salary and travel expenses)

Materials
Grant Funds: $0
Match: $1095
Description of expenses: Chairs for pledge drive volunteers - 1094.74

Other
Grant Funds: $0
Match: $562
Description of expenses: Miscellaneous accessories for the celebration event

Personnel
Match: $10000
Description of expenses: Program Coordinator - 120 hours at $25/hour = $3000
Volunteers - 280 hours at $25/hour = $7000
Fund-Raising Project
N.C. Tree Farm Program, Inc.

Laying the Ground Work

- Establish a strong, diverse Board of Directors
- Develop a Strategic Plan
- Update/Revise By-Laws
- Incorporate
- Establish 501(c)3 Tax Status
- Establish an accounting process
- Hire a tax accountant (It’s going to get complicated!)
Other Important Steps

- Build Relationships
  - Volunteers
  - Partner Organizations
  - Prospective Donors
- Improve Programs & Services

Getting Started

- Find seed money
  - It takes money to make money.
- Hire a fund-raising consultant
  - It’s worth the cost!
- Identify volunteers
  - They are the key to your success.
- Develop a prospective donor list
- Determine the type donations to accept
  - Establish procedures for each type donation
- Set giving levels
- Train your volunteers
Talking Points

- Anticipate questions
- Tell how the donor benefits from your programs/services
- Know how much you’re asking for
- **Make the “ask”**

Promotional Materials

**They’re important!**

- Tell your story
- Volunteers aren’t empty-handed
- Donor can share information with colleagues
- Answer questions
- Provide instructions on making a pledge
- Include contact information

**Tips:**

- Appearance matters
- Hire a professional graphic designer
North Carolina’s Donor Package

Who We Are
What We Do

The N.C. Tree Farm Program administers the American Tree Farm System forest certification program on the state level to assure that certified wood is available to forest product companies and consumers through:

- Site inspection
- Oversight of Tree Farm inspections
- Administration of annual required re-inspections of Tree Farms
- Management of the third-party audit process
- Educating woodland owners about the standards of sustainability

How You Benefit

The essential component of any successful forest product company is a reliable source of quality timber. In our state, that source is the N.C. Tree Farm Program's certified Tree Farms whose owners share a commitment to managing their land to the highest standards of sustainability. Through our certification, education and outreach programs, the N.C. Tree Farm Program works on the ground with woodland owners to ensure that:

- Certified Tree Farmers continue to set the standard for multiple-use forest management and sustainability
- Mills have access to certified wood
- Forestry-related businesses continue to have markets for their goods and services
- Our state's forest resources are healthy, productive and sustainable
- Rural communities are enhanced by the presence of well-managed Tree Farms
- The next generation of woodland owners is prepared to manage their family's forests in the future
What Your Donation Supports

Giving Levels
Thank Your Donors

Thank You letter should:

- Be mailed within a couple of days of the donation or pledge
- Acknowledge the amount pledged or donated
- Indicate when the first (or next) payment is expected
- Tell a little about what your organization does
- Provide your tax ID number for donations received (not for pledges)

North Carolina gave a Tree Farm window decal to donors.
Thank Your Volunteers

N.C. Tree Farm Program, Inc.

Celebrate!

Please join us for a celebration in your honor for your support of the North Carolina Tree Farm Program.

Friday, October 24, 2014
R.L. Johnson Tree Farm
2095 Kipling Road, Fuquay-Varina
5:30 - 7:30 p.m. (dinner at 6:00 p.m.)
Low Country Boll Bluegrass music by the Flatland Ramblers
RSVP by October 10 to nctreefarm@gmail.com or 919-917-8646

Please bring a guest! Please join us on October 24.
Bluegrass Music, Low Country Boil and Fellowship

Recognition
Recognition

Overview of N.C. Campaign

- 15 Volunteers
- 108 Companies Identified as Prospect
- 43 Companies Visited
- 50 Attendance at Celebration Event
Donor Statistics

- **Giving Levels**
  - Bronze: $1,249 and below
  - Silver: $1,250 to $3,499
  - Gold: $3,500 to $7,499
  - Platinum: $7,500 and above

- 84% of funds were given by corporate sector
- 16% of funds were given by individuals
- 71% of givers made 3-year pledge
- 92% of N.C. Tree Farm Board Members pledged
- 96.87% of 2014 pledges have been paid

Evaluation—A Must!

- What did we do well?
- What could we improve?
Next Steps

• Follow up on missed opportunities
  • 40-ish companies that were either not visited or were improperly approached
  • Many other companies that were not on our prospect list
• Stay in touch with donors
  • Give periodic updates on what their donation is doing
  • Add donors to e-newsletter distribution list
  • Invite donors to workshops/field tours/ other events
• Develop strategy for engaging Tree Farmers
• Recognize donors at events and in publications
Oregon
Submitted By: Joe Holmberg
Email: praediolum@gmail.com

Project Title: Capacity Building NLC Grant
Grant Amount Awarded: $1450
Number of individuals participating: 2
Estimated number of work-hours: 60

Describe the specific activities completed for this project, highlight what was and what was not successful.
Travel support to attend 2014 NLC.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Funds encouraged Scott Hayes to travel to Savannah and participate. Scott had been asked to become chair-elect of OTFS and was less than enthusiastic. After attending NLC, he agreed. Success!!

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Some support might be needed to encourage movement into leadership roles in OTFS.

What are the next steps for this project?
Scott will move into the Chair position in November 2015.

Project Budget
Transport/Travel
Grant Funds: $1450
Match: $250
Description of expenses: Airfare, room, taxi, parking, meals, POV mileage, registration fee.

Personnel
Match: $6000
Description of expenses: Volunteer hours
Pennsylvania
Submitted By: Richard Bugher
Email: patreefarm@gmail.com

Project Title: Road to the Future
Grant Amount Awarded: $10000
Number of individuals participating: 2
Estimated number of work-hours: 850

Describe the specific activities completed for this project, highlight what was and what was not successful.
The project was to update our membership database, contacting 100% of all members in the state in order to determine that they still owned and managed their property and to update their mailing address and phone number. It was also decided to build an email database by creating an alias for our state members in order to communicate more often and effectively. I initially received a membership file from national having two tabs; Charter members and non-Charter members. The first step was sending a questionnaire with a self-addressed stamped envelope to each member. A letter was included that updated our tree farmers of the decisions made by the trustees regarding the findings from the pilot states. Follow up was made with a personal call to each of the 1,000 + members. Initially when calls went to voice mail a message was not left. The preference was for a personal conversation and a second call was made on a different day at a different time. While that thought process was good, it did not prove to be efficient. Most of the second calls made also went to voice mail, so there were many, many.....many wasted hours making second calls. Eventually I changed gears, leaving a message on the initial call. A few months in I realized I should update 100% of our members and requested a list of out-of-state tree farmers. That added approx 85 additional contacts. Those did not receive a questionnaire, but started the process with a phone call. For all those that did not respond to the mailing or phone call, I emailed if an email was available. After all options were exhausted I sent a postcard to all that I had no contact with, letting them know they would be decertified if I didn’t hear from them within two weeks. What follows didn’t add to the length of the project, but mentally it was deflating. Just when I thought I was finishing contacting nearly 1,100 members in the state I asked national if they could send me all members they had emails for so I could cross-reference, add and update as needed from the emails I had received from my calls. When I received the emails they were on a file that had all members (emails or not) which was fine, but what I found were roughly 200-250 ADDITIONAL members that were not on any previous files. It was like starting over and mentally challenging. A question that immediately came to mind was why these ~225 were never included in what was sent out during the pilot project. I question this because the initial files national sent were generated from the members contacted by national regarding the membership fee test. At this point it really didn’t matter and I was busy enough making calls to even ask why and how this happened. It was water over the dam. All those I had been working with at the front end of the project were gone and I was working with individuals that had no involvement how things were sent or why initially, so not worth pursuing an answer. Only important thing was to make contact with 100% and that was accomplished.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The results provided roughly 8-9% (98 tree farms) that had either sold their property or passed away. Roughly 12% (150) there was no response to the two mailings, phone calls and email (if available) and they were decertified. Only one tree farmer that I talked to during the entire project was no longer interested in the program while still having his forested land. The state went from having over 1,000 to 740 after the project, but that number is inching up, not in major numbers, but the word filters to some of the 150 non-respondees and they have called or emailed.

The project was definitely worth the commitment. I did not keep hard numbers, but if changes were not made to 50% of the contact information in some fashion (address, phone, email), it was very nearly half of all current tree farmers that had some change to their contact information. Another positive is that I was able to build an alias using emails for nearly 500 of our tree farmers.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

To save time and money I would never attempt making multiple calls to the same number if it went to voice mail. While the thought process was valid, it was not worth the time involved. The overall amount of time needed to complete the project was underestimated. Even if I had left messages on the first call from the start, their return call was not to a staffed call center. Many, if not most, of the return calls went to my voice mail as I do not work FT for Tree Farm and while my message was specific of what I needed, few of their responses gave the answers I needed. This led to "phone tag" and necessitated yet another call. I suspect that many of my initial calls were being screened as my follow-up call after their voice message were answered. No way of getting around that, but it added greatly to the time and hours spent.

I don’t have percentages to share, but the response rate to the emails I sent were FAR and away higher than the mailing and phone calls. The final postcard, telling them they would be decertified, also had a high response rate as well.

What are the next steps for this project?
I have written about this project in the "Forest Leaves" publication, asking any tree farmer in the state that hasn't been contacted by me to email or call, as they likely have been decertified. I have heard from a few, and of course they never received either mailing, phone call or email????? Updates have been made when appropriate in those cases. I have also taken advantage of using the new alias and emailed our members thanking them for their help in completing the project, and let them know that in order to keep it current it was up to them to keep the state apprised of any changes to their tree farm and contact information. It will be an ongoing project, but I do NOT see doing any similar database cleaning anytime soon!

Project Budget
Transport/Travel
Grant Funds: $0
Match: $89
Description of expenses: Mileage to/from database manager's office to deliver/exchange files, labels, letters, etc.

Printing/Postage
2014 Capacity Building Grant

Grant Funds: $0
Match: $1140
Description of expenses: Cost to make copies of letters and questionnaires that were sent, plus postage for two mailings and the self-addressed stamped envelopes that were included.

Consultants
Grant Funds: $10000
Match: $2750
Description of expenses: This expense covered the 850+ hours that it took to complete the project. This included creating the initial letter and questionnaire, folding and stuffing the envelopes, creating mailing labels and labeling envelopes, trips for supplies and stamps, follo

Materials
Grant Funds: $0
Match: $125
Description of expenses: Envelopes and ink.

Other
Grant Funds: $0
Match: $480
Description of expenses: During the course of the project the state increased the number of minutes on the state's cell phone plan in order to accommodate the phone calls made to the tree farm members.
Pennsylvania
Submitted By: Richard Bugher
Email: patreefarm@gmail.com

Project Title: National Leadership Conference in Savannah
Grant Amount Awarded: $3000
Number of individuals participating: 5
Estimated number of work-hours: 150

Describe the specific activities completed for this project, highlight what was and what was not successful.
The 5 Pennsylvania Tree Farm members attending collaborated to attend different sessions in order to gain valuable insight and knowledge to bring a number of important perspectives back to PA in support of the Pennsylvania Tree Farm Committee.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The state members that attended were given a view of the big picture from a national perspective which they shared with the general committee. The knowledge they gained will help further strengthen our committee at the state level. Their interaction with other attendees, both at the national level as well as other states, builds and broadens working relationships.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Lessons learned:
Target advertising is much more effective than media advertising.
Need to do a better job in explaining the value and benefits of Tree Farm membership.
Need to engage our stakeholders with relevant material and information.
Need a plan and formula to raise funds.
The State Voice State Choice session was disappointing in that it added little more information that was already available on the website.

What are the next steps for this project?
Many decisions to be made that will have long term affects on the future of Tree Farm in Pennsylvania. A decision needed made on SVSC (PA has since opted in). A decision on the continuation of the Administrator’s position needs made (notice has been given to terminate the position in it’s current form). Decision needed made whether to continue to stand alone, or fall under PFA and their administrative service provider (decision made to fall under PFA). A Strategic Planning Meeting is in the process of being put together for early Spring.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $1215
Description of expenses: Airfare: $2,407  Hotel: $1,400  Taxi/transfers: $224  Meals: $95  Parking: $77  Tolls/mileage: $12

Events
Grant Funds: $0
Match: $400
Description of expenses: Registrations at $200 each for those not covered: $400

Personnel
Match: $1500
Description of expenses: Conservatively at $10/hour, attendees hours attending the conference would equate to a match of $1,500.
Rhode Island
Submitted By: Thomas Armstrong
Email: tarmstrong21@cox.net

Project Title: NLC Travel Assistance and Sharing Information
Grant Amount Awarded: $3000
Number of individuals participating: 3
Estimated number of work-hours: 96

Describe the specific activities completed for this project, highlight what was and what was not successful.
Three committee members from Rhode Island attended the 2014 NLC. They were Milton Schummacher, Chair; Thomas Armstrong, Treasurer; and William Walker, committee member and now Vice-Chair in 2015.
It was very successful in that it provided an excellent opportunity for key leadership in Rhode Island to become better informed and educated, as well as share information with other NLC participants. As it was well planned and coordinated, and allowed opportunities for information sharing, it did not have unsuccessful activities.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
The application indicated that at least two Rhode Island committee members would attend the 2014 NLC, and three members actually attended. Information from the NLC is shared with committee members and inspectors through RI Tree Farm Committee meetings, email, and telephone calls.
Attendance at NLC meetings allowed participants to share information and better educate committee members and inspectors. The application proposed a 75% rate of positive response, and that has been met.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The results of attending the NLC was not surprising, as members had attended in the past and always found them to be very informative. Our committee would like to have the opportunity to have committee members participate in future NLC events. The end result is a better educated committee and inspector corps.

What are the next steps for this project?
Information gained and shared at the NLC will be communicated to other committee members and inspectors.

Project Budget
Transport/Travel
Grant Funds: $2673.41
Match: $356.32
Description of expenses: Provided for participation at the 2014 NLC by Milton Schumacher, Chair; Thomas Armstrong, Treasurer; William Walker, committee member and now 2015 Vice-Chair. This reflects expenses of these three individuals.

Other
Grant Funds: $207.33
Match: $0
Description of expenses: As approved beforehand by Sara Annrich, $207.30 was provided to 2015 NLC participants Milton Schumacher and Richard StAubin to provide for a shortfall beyond the Stipend that was provided by AFF, of their expenses.
South Carolina
Submitted By: Randell Ewing
Email: Randellewing@aol.com

Project Title: Capacity Building Grant NLC Travel
Grant Amount Awarded: $3000
Number of individuals participating: 10
Estimated number of work-hours: 192

Describe the specific activities completed for this project, highlight what was and what was not successful.
Discussed before the conference so that we could determine how to achieve maximize participation in all sessions necessary for achieving: 1) goals within our Strategic Plan, 2) membership model implementation, 3) third party assessment and 4) leadership development. Group meetings were held after the sessions so we could discuss the best way to implement ideas learned.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
All participants have attended concurrent and breakout sessions which support our strategic plan goals. Attendance by 2 future potential leaders and one current committee chair were critical to our success in growing the leadership on the committee for the future as recognized in our Strategic Plan goal: Developing Opportunities for Leadership within the organization and allow for the orderly transition to positions of increasing responsibility. Potential future leaders who attended were debriefed to see where they see themselves leading the committee going forward.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
We were very interested in the membership programs being implemented in other states as we had started our membership program a few months earlier. All ideas and program details that we learned were discussed to see if they could or should be implemented into our program to make it better and run smoother.

What are the next steps for this project?
Continue to send new potential leaders of the South Carolina program to the conference (if still being held) to gain knowledge from other state leaders and future state leaders.

Project Budget
Transport/Travel
Grant Funds: $300
Match: $304
Description of expenses: Ground Transportation $.565/mile for 268 miles (round trip) = $151/car x 4 cars = $604
Events
Grant Funds: $1950
Match: $1962
Description of expenses: Hotel $163/night x 3 nights x 8 people = $3912

Other
Grant Funds: $750
Match: $750
Description of expenses: Meals & Team Meal $150/person x 10 = $1500
Vermont
Submitted By: Kathleen Wanner
Email: kmwanner@comcast.net

Project Title: Introducing new foresters to the national scene with travel support for NLC
Grant Amount Awarded: $2800
Number of individuals participating: 4
Estimated number of work-hours: 48

Describe the specific activities completed for this project, highlight what was and what was not successful.
1. Identify foresters eligible to attend 2014 NLC based on completing at least two actions in the last two years: 20 foresters met the requirement.
2. Reach out to foresters with invitation to attend NLC. Committee members made phone calls to prospects for an opportunity to engage in conversation. For a variety of reasons (family & work obligations, nearing retirement, etc.) the interest level was quite low and led us to reevaluate the criteria.
3. Select two foresters to attend NLC. The two foresters selected represented the best hope for the future and turned out to be ideal choices.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
Two Tree Farm foresters attended NLC. Both returned to Vermont as Tree Farm champions! During 2014, one attendee (Steve Handfield) enrolled two new Tree Farm properties totaling nearly 300 acres and completed a reinspection on a 3785-acre property. He now also promotes the program with all his clients. He is one of our young Vermont foresters (27 yrs old) and has been exploring opportunities to join Tree Farm Committee and/or Vermont Woodlands board. The second attendee (Kyle Mason), a County Forester, has become an active member of the Tree Farm committee and works to promote the program in his county. He was a planner and presenter at the 2014 VT OTFY tour held in his county and led a workshop on silviculture. He also assisted our 2014 OTFY with an application for 2015 NE Regional OTFY. In addition, he has been an invaluable asset for program administrator to locate lost tree farmers with bad or missing information in the database. He is a liaison to all fourteen County Foresters in Vermont and an outspoken advocate for the program.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
NLC is an excellent way to introduce foresters to Tree Farm's "big picture." It engages them on a very different level that includes policy and how policy decisions are made, differences in state programs and practices, and even differences in forest management across the nation. We tend to be myopic and new experiences help to broaden outlooks. I would say that both foresters, who knew that Tree Farm was a national program, came home with a new understanding of the commitment level nationally. When you have an opportunity to meet and talk to landowners from around the nation and to meet and talk to the staff in DC, it all becomes
more real. We would like to continue the practice of introducing a new forester to NLC every year!

What are the next steps for this project? We will continue to task our NLC attendees with championing the program, participating on the committee or with VWA, planning and presenting at Tree Farm events, completing Tree Farm enrollments and inspections, etc.

Project Budget

Transport/Travel
Grant Funds: $1600
Match: $1614
Description of expenses: Airfare, travel to airport, airport parking, on-road meals, hotel, registration for two forester attendees. Match covers expenses paid by VWA and personal out-of-pocket expenses for other attendees.

Other
Grant Funds: $1200
Match: $0
Description of expenses: Forester stipends to cover loss of work.

Personnel
Match: $800
Description of expenses: Administrative services paid by Vermont Woodlands Association
Vermont
Submitted By: Kathleen Wanner
Email: kmwanner@comcast.net

Project Title: Implementing State Strategic Plan Priority Actions
Grant Amount Awarded: $6500
Number of individuals participating: 10
Estimated number of work-hours: 320

Describe the specific activities completed for this project, highlight what was and what was not successful.

1. Recognize forester efforts:
   a. new tree farm newsletter was developed and distributed to all tree farmers and inspectors. Bi-annual newsletter includes inspector recognition for actions completed, new tree farmer and inspector welcome, workshop and tours details, national news, inspector and tree farmer profiles. The newsletter is a very successful means of communication. Inspectors were also recognized for their Tree Farm actions at the VWA annual meeting. The top three performers were awarded gift cards in thanks for their efforts.
   b. press releases were written and distributed for inspector actions and awards - work in progress.
   c. Interview inspectors for publication of profiles - work in progress.

2. Create additional capacity to support leadership recruitment and development.
   a. bylaws have been written but not yet adopted by committee and sponsoring organization.
   b. Leadership handbook is in development. Committee has gathered and reviewed examples from other states and developed necessary components. Final product is still a work in progress.

3. Fundraising to fill funding gaps:
   a. Annual budgetary needs have been identified.
   b. Potential sponsors and partners have been identified. Committee has met with Nate Truitt for strategies. Outreach materials are in the works. This is a work in progress.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

In January 2014, we had approximately 90 Tree Farm foresters. During the year, 32 of them completed actions (~35%) which is short of our goal of 50%. During the year, our inspector corps grew by 12 foresters who requested to be trained, results that we attribute to increased program promotion, forester recognition, and outreach efforts. Six of those foresters completed a total of 24 actions in 2014. Seven inspectors went from a combined total of 14 actions in 2013 to a combined total of 35.

During 2014, we added four new members to our tree farm committee: a county forester, two private consulting foresters, and the UVM extension forester. We now have a very diverse and vibrant committee that is capable and motivated.

Although our fundraising effort is still in progress, we have one major donor who has sponsored our OTFY tour for two years (with increased sponsorship in 2014) and has made a commitment to maintaining the increased level for 2015. Contributions received from solicitations grew by 150% over the previous year.
What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

The overarching lesson for the committee is that things change slowly. Although we anticipated greater results (or spikes in numbers), we are seeing slower but more steady results from ongoing actions. The committee is encouraged by small actions, increased inquiries from inspectors and tree farmers, and greater statewide appreciation for the Tree Farm program. We have a long way to go but many processes are in place to continue the actions already undertaken.

What are the next steps for this project?

Our strategic plan implementation is dynamic and will continue for the next several years. After just three issues, the newsletter is an institution. We are working to migrate from a joint e-newsletter with VWA to a Tree Farm specific edition. Our inspector recognition will continue through PR on inspector actions, profiles for publication, awards (state/regional IOY nominations), and ongoing communication. We have continued to hone our fundraising strategy (presentation at NLC, personal conversations with fundraising professionals, No. Carolina program chair, and others) and anticipate an increased effort by all committee members by summer 2015.

Project Budget

Transport/Travel
Grant Funds: $75
Match: $0
Description of expenses: 150 miles

Printing/Postage
Grant Funds: $2500
Match: $689
Description of expenses: Newsletter: printing mailing (x2) $1325
Fundraising: tree farm envelope, tri-fold brochure $1864.00 (remainder of package still in development)

Consultants
Grant Funds: $3925
Match: $175
Description of expenses: Newsletter design $750
Layout $950
Content $2050
PR $350

Materials
Grant Funds: $0
Match: $600
Description of expenses: Estimated at $50/month for supplies and materials.

Other
Grant Funds: $0
Match: $600
Description of expenses: Forester recognition awards

**Personnel**
Match: $800
Description of expenses: committee work estimated at 16 hours

**Overhead**
Match: $600
Description of expenses: Usual and customary expenses (rent, equipment rentals, PO box, etc.) at $200/month, prorated at 25%
Virginia
Submitted By: Shannon McCabe
Email: vatreefarm@vaforestry.org

Project Title: Virginia Tree Farm Database Improvement
Grant Amount Awarded: $10000
Number of individuals participating: 49
Estimated number of work-hours: 400

Describe the specific activities completed for this project, highlight what was and what was not successful.

1) The Virginia Tree Farm Committee began using the ATFS database exclusively for all certification and program data. Previously, the Committee had maintained a separate spreadsheet of Tree Farm data and inconsistencies existed between the two.

2) The Administrator contacted all Virginia Tree Farm Inspectors and supplied them with the ATFS Database Training for Inspectors presentation and encouraged them to enter inspections directly into the ATFS database. Additionally, each time an inspector an inspector assignment was made, the Administrator sent the instructions and database login information to the inspector.

3) Database cleanup survey materials were developed and distributed via mail and e-mail (as described in Education grant report) to 1364 Tree Farmers (all who had not been visited for an inspection in 2013 or selected for a required inspection in 2014).

4) The Administrator communicated with the Certification Coordinator to ensure efficiency of response data entry. Following advice, the Administrator generated a Tree Farmer report form the ATFS database and began using this as the "master spreadsheet" to track and record responses. Periodically, elements of this spreadsheet were sent to the Certification Coordinator to be bulk uploaded into the ATFS database.

5) If a Tree Farm owner did not respond to the mailed or e-mailed survey, the Administrator attempted to reach him or her by phone two times before decertifying the Tree Farm with "missing owner" as the reason for decertification.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.

For exclusive use of the ATFS database: less confusion regarding Tree Farm and inspection status when communicated with Region Chairs and Inspectors.
For inspector data entry: 43 of 73 re-inspections (59%) were entered directly into the ATFS database. A great deal of encouragement was used to accomplish this.
For Tree Farmer Communication, we have successfully gained Tree Farmer contact and Tree Farm information from 621 of the 1364 Tree Farms in question and deemed 104 as unreachable following multiple contact attempts. We will attempt to reach the remaining 639 by phone in the first half of 2015.
A final projected outcome was to obtain e-mails for at least 50% of our Tree Farm owners. Prior to beginning, we had correct e-mail addresses for less than 300 of the Tree Farms in question (22%). We now have 368 e-mail addresses for the 621 we've successfully contacted (59%) and we expect this trend to continue as we complete the project.
What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

With regard to our inspectors, we learned that most are not comfortable, even with coaching, entering inspection data directly into the database. For this reason, we are looking forward to use of the uploadable pdf 004 form in the future. With regard to reaching out to Tree Farmers, we learned that there are both advantages and disadvantages of having one point person contacting (and serving as the contact) for Tree Farmers during this process. Advantages include minimizing confusion in delegation and the comfort expressed by Tree Farmers to consistently be able to reach one person with related questions. The disadvantage we experienced was that outside factors affecting one person or office will definitely impact the project timeline. We learned that many Tree Farmers did not know they were one and needed to be "sold" on Tree Farm to want to stay in. Therefore, it's important to have a strategy for responding to these individuals whether with a go-to list of benefits as well as requirements to describe on the phone or a document to e-mail them. Finally, we learned that there are many Tree Farmers who take pride in their management and want to talk for as long as you'll let them about all of the work they've done. It's important to be reminded of this pride felt by many especially given the above.

What are the next steps for this project?

We will complete attempting to reach the remaining non-respondents by phone and expect this will be completed by June 30, 2015. Simultaneously, inspectors will be working to follow-up on any needs indicated by Tree Farm owners during this process such as sign requests, inspection requests, etc. Additionally, inspectors will be working to correct issues such as making sure that non-contiguous Tree Farms have separate Tree Farm numbers. We will ensure that a strategy to ensure Tree Farmer data is kept up to date is included in our Strategic Plan.

Project Budget

**Other**

Grant Funds: $10000  
Match: $3640

Description of expenses: To date, we have successfully communicated with and obtained information for the owners of 621 (46%) of the Tree Farms in question. Additionally, we have deemed 104 or (8%) are "unreachable" as we have made multiple attempts to contact owners by mail, e-

**Overhead**

Match: $1360

Description of expenses: Office, computer, software, phone, phone service, etc. for more than one year for the Administrator to complete this project.
Washington
Submitted By: Ryan Sandstrom
Email: rsandstrom@alpineevg.com

Project Title: 2014 NLC Travel Grant
Grant Amount Awarded: $3000
Number of individuals participating: 4
Estimated number of work-hours: 96

Describe the specific activities completed for this project, highlight what was and what was not successful.
Four committee members attended the 2014 National Leadership Conference. Attendance and participation overall was successful. Attendees were able to participate in focused break out sessions, and network and interact with folks from the ATFS national office as well as other state committees.
Below are the top take-aways from the conference:
(1) Discussions with committees from Oregon and South Carolina on their program dues experience, and future plans
(2) Direction of the standards review committee

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
All attendees contributed greatly to conversation to help move forward with enhancing the Washington Tree Farm Program. The primary topic of conversation at the NLC was discussing opting into certification and vetting strategies for funding the program indefinitely. A close second was figuring out the assessment process, as Washington State will be evaluated in 2015.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
The session on assessments and what to expect was very helpful. We encourage AFF to continue this session every year in order to stay current with the process and findings in previous State assessments.
Learning angles of fundraising from interested parties throughout the timber community and beyond.

What are the next steps for this project?
Continue introducing new committee members to the greater Tree Farm community and staff of the National office.
Bring information gathered from other State Committees to Washington and improve the program accordingly.

Project Budget
Transport/Travel
Grant Funds: $2750
Match: $1445.7
Description of expenses: Airfare, hotel, mileage, parking for 4

Events
Grant Funds: $250
Match: $250
Description of expenses: Conference registration for two attendees

Other
Grant Funds: $0
Match: $3600
Description of expenses: In-kind time contribution for three (3) professionals to leave three (3) days of work each. 3 people x 24 hrs x $50/hr = $1200

Personnel
Match: $672
Description of expenses: Wages paid for staff attendance
Wisconsin
Submitted By: Shirley Bargander
Email: shirley.bargander@wisconsin.gov

Project Title: Wisconsin Tree Farm Strategic Planning Meeting
Grant Amount Awarded: $2000
Number of individuals participating: 13
Estimated number of work-hours: 150

Describe the specific activities completed for this project, highlight what was and what was not successful.
Wisconsin Tree Farm Committee members were requested to provide homework as to how they viewed the future of the committee and what it would look like and operate. The committee members, along with their facilitator and two staff of the American Forest Foundation met on August 27 & 28, 2014 to lay out their plan. After much discussion the committee voted to go with the certification route and developed a plan to go into the future to make the committee viable and stronger. Work for the committee has begun and will continue through 2017. We will be working on communication, upgrading our bylaws, fund raising, outreach and education, growing our committee along with other issues.

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
As a result of the Strategic Planning, our committee elected to go with the Certification Pathway. In doing so, we feel that we will remain a viable organization with the support of our industry partners and tree farmers. The committee understands that meeting certification costs will be a major hurdle and will begin searching for strategies to deal with increased costs of maintaining PEFC. We have organized a committee to work on a communication plan as well as a finance committee. Wisconsin will also look a developing a manual that will provide guidelines for the group to work with.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?
Our committee found the process of developing the strategic plan to be a very valuable tool as we move into the future of the Wisconsin tree Farm Committee. We are hoping to remain financially stable, grow as an organization, remain as a part of the certification group and increase our outreach and education.

What are the next steps for this project?
As indicated we have formed a number of committees to develop a communication plan to assist us with outreach and education and to help in building up our committee. The finance committee will look at ways to increase our financial stability. Developing a manual will help us in being a stronger and better organization.

Project Budget
Transport/Travel
Grant Funds: $2000
Match: $0
Description of expenses: Room and meal expenses for the Strategic Planning meeting amounted to $1,479.10. Administrator travel expenses included $142.10 for mileage and $384.60 for salary. Total expenses was $2005.70. In kind expenses would be the time that the attendees volunteered their personal or work time. Without knowing salaries, it is difficult to determine what that amount would be. I would guess that amount would exceed $2,000.
Wisconsin
Submitted By: David Czysz
Email: david@dcforestryconsulting.com

**Project Title:** 2014 Leadership Conference Assistance  
**Grant Amount Awarded:** $3000  
**Number of individuals participating:** 7  
**Estimated number of work-hours:** 82

*Describe the specific activities completed for this project, highlight what was and what was not successful.*

The goal was to help pay for five people to attend the 2014 NLC. There were seven from Wisconsin at the 2014 NLC. Two had all his expenses paid for by his employer and ATFS, or paid for it all personally.

*Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.*

Wisconsin had seven in attendance at the 2014 NLC.

*What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee’s projects)? Did this project produce any surprising results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?*

Financial assistance for State leadership and upcoming leadership is important to the success of our State Committee.

*What are the next steps for this project?*

None

**Project Budget**

*Transport/Travel*

- **Grant Funds:** $1000  
- **Match:** $1396.6  
- **Description of expenses:** Air Fare, Shuttle

*Events*

- **Grant Funds:** $200  
- **Match:** $200  
- **Description of expenses:** Registration

*Printing/Postage*

- **Grant Funds:** $0  
- **Match:** $0  
- **Description of expenses:** None

*Consultants*

- **Grant Funds:** $200
Match: $200
Description of expenses: Paid Consultant as WTFC Administrator

Other
Grant Funds: $1600
Match: $1600
Description of expenses: Hotel, meals

Personnel
Match: $900
Description of expenses: Employer match
Wyoming
Submitted By: Lori Kempton
Email: lori.kempton@wyo.gov

Project Title: Wyoming Tree Farm
Grant Amount Awarded: $3000
Number of individuals participating: 18
Estimated number of work-hours: 36

Describe the specific activities completed for this project, highlight what was and what was not successful.
Five Tree Farm Committee members attended the 2014 National Leadership Conference, two of which had no knowledge of Tree Farm prior to attending the conference. They all learned about the planned strategic plan requirement prior to December 2015 and what other states are doing to bring back for discussion points. They learned that Idaho initiated premium payment programs for ATFS and affected Washington markets as well.
The fundraising activities were initialized this year. We successfully set a precedence of obtaining a pallet of wood pellets to put up for open bidding to raise funds for the committee and requested a $1,000 donation from the mill.
We enhanced the deliver of the Awards program this year. And feel it was a success, with presenting it at the landowner's forest location, with logging activity in progress, as well as a luncheon with the landowner.
Inspecting Forester Incentive program did not really get edited from prior year but worked on adding inspectors and working participating with the review of the Standards.
Collaborated on "State Voice State Choice" decision by discussion and gathering varies information. To ending the year with a tentative decision of going with "Certification"

Describe the outcomes of this project - what evidence do you have of success or failure? Refer back to your application to see what outcomes you predicted. This answer should be mostly numbers based.
We managed to make 18 leaders better aware of the ATFS updates, etc. especially those that attended the National Leadership Conference.
The fundraising system was started by a donated pallet of wood pellets being put up for bid and a donation request of $1,000 being made to the mill.
We worked on incentives for inspectors by just motivating the concept of sustainable forestry and landowner stewardship. We have increased interest in Tree Farm inspections that will be showing in our Tree Farm plan numbers in 2015. We presented our normal Inspector of the Year award and attracted attention of other Inspector with that incentive.
We did not have a Landowner Appreciation Day this year due to funding.
We were unsuccessful in sending additional people to the National Leadership Conference for gathering information for the "State Voice State Choice" and advocacy. Which we feel comfortable with the "State Voice State Choice" tentative decision with the information gathered by the foresters and inspectors that did attend. We just did not get the mill representatives included but some attended through South Dakota.

What were the lessons that your committee learned that will improve your future projects (and thus could improve other committee's projects)? Did this project produce any surprising
results? For instance try answering this question: What part of this project would your committee like to continue? Why or why not?

We learned that the general opinion was to maintain the Tree Farm certification system, because it will be a benefit to the landowners, with the potential for incentive when selling timber, thus we plan to continue with certification at this point, but have a retreat coming up in 2015 to review that planning.

The committee also plans to continue the Awards and Recognition program of Tree Farm to recognize the landowners for their sustainable forestry activities, as a way to encourage the landowners themselves and the fellow landowners.

What are the next steps for this project?
The Tree Farm retreat to review the tentative decision the committee came up with in 2014 on Certification and Recognition. Maintain and enhance inspections; certification; and recognition & award systems.

Project Budget
Transport/Travel
Grant Funds: $3000
Match: $3000
Description of expenses: Airfare, motel and per diem