ATFS State Leadership Webinar
Third Quarter

September 13, 2018
12:00 – 1:30 p.m. EDT

Sara Anrich
Agenda

• Welcome and Introductions
• Update: Landscape Management Plan Pilots in Florida and Alabama
  – Leigh Peters, Alabama
• Discussion: ATFS Transition Recommendations
• Housekeeping Reminders
• Changes to the OTFY Process for 2019
  – Bob Bauer, Kentucky
Landscape Management Plan

• What is a Landscape Management Plan?

• Where are Landscape Management Plans being piloted?

• What are the results so far?

• Thank you!

Laura Bosworth
Landscape Management Plan Pilot in Alabama

Leigh Peters
Alabama Forestry Association, Director of Forestry Programs

Alabama Tree Farm Program Administrator
The LMP website:
www.alaforestry.org
• The LMP
• Spatial Data Links
• Foresters Guide
• Sample 004 Form
• Web Map
Tree Farm Interactive Web Map

For even more functionality and options, check out our enhanced map.

Legend

North_Alabama_LMP_Area

Alabama

FORI_Public_Lands

FORI_Strategic_Habitat_Units

Alabama Mills

Details

William B. Bankhead NF

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GROWING STEWARDSHIP FROM THE ROOTS
More Information

To view the current Landscape Management Plans, visit:

• North Alabama LMP- https://www.alaforestry.org/page/TFLandscapeManagem

• Florida Panhandle LMP- https://www.treefarmsystem.org/lmp-northern-florida

Emil lbosworth@forestfoundation.org with questions or comments
A Framework for Strengthening and Growing the American Tree Farm System

Informed by the ATFS Assessment conducted Jan-July 2018

Paul DeLong & Chris Erwin
Managing & Growing Certification

What we heard

• States want more time engaging landowners
• Many states are overwhelmed with certification
• This is a barrier to engaging new landowners

What we’re doing

• AFF will administer the certification element of ATFS
• We will focus on growing certification in selected areas
• Certification will be offered and managed regionally
Variability in Program Offering

What we heard

• States vary widely:
  • Landowner needs
  • Tree Farm offers
  • Available resources

What we’re doing

• Designing Tree Farm to address variability
• Offering different levels of support as needed
Landowner Engagement

What we heard

• Growing landowner stewardship at the heart of Tree Farm; but it is limited by resources

What we’re doing

• New tools in landowner outreach
• New customer relationship management
• Grants and and incentives
For foresters engaged in forest management, what we heard and what we’re doing.

**What we heard**
- Foresters are strapped for time and resources.
- Forester participation in the program is declining.
- This threatens all aspects of the program:
  - Landowner recruitment, engagement and certification.

**What we’re doing**
- AFF will invest in volunteer foresters and their employers.
- We will provide professional development, tools, and resources to support their services to landowners.
- AFF will facilitate inspections by improving assignment process, data collection and inspection submission.
Certification Processes

What we heard

• The database, the app, and the forms are cumbersome.

What we’re doing

• Redesigning the mobile app based on input
• Automating inspector assignments
• Simplifying and pre-populating the Form 004
Network Communication

What we heard

• Communication is too top-down
• States’ needs and opinions aren’t acted on

What we’re doing

• Ensuring a deliberative and inclusive process to address changes in the system
• Addressing needs and opinions
Help us get this right.

• What about the proposed changes do you feel will position Tree Farm for increased growth and impact?
• What are you concerned about?
• What questions do you have?
Build Tree Farm with Us

• What services and programs do your landowner value most? How can AFF help you to deliver those?
• How would you like to use the Tree Farm sign in your state?
• How best can we engage “newbie” landowners through Tree Farm?
• And so on…give us your ideas.
Please continue to provide feedback!

Please take advantage of one or more of the ways you can provide it.

• Individual conversations – contact Sara to schedule
• Survey – look for the link in Network news
• Call one of us direct
ATFS National Leadership Conference

October 1: Concurrent Session Proposals are Due
October 15: Reimbursement Requests are Due
Nov. 1: Inspector of the Year Nominations Due
Nov. 1: National Leadership Award Nominations Due
Registration Opens
treefarmsystem.org/2019NLC
Required Sample North Central Region

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Required Sample North East Region

DUE: Dec. 9
Required Sample Southern Region

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DUE: Dec. 9
2018 Assessments

• Thank you to states
  – Georgia, New Hampshire, Kentucky, Virginia, Missouri

• Non-Conformances
  – BMP
  – Threatened and Endangered Species
2018 Assessments

• Opportunities for Improvement
  – Management Plan Quality
  – Data Quality
  – Use of Contracts

• Good Management Practices
  – Over 40 GMP’s noted

• State Responses- Thank you again
Coming Soon!

2020-2025 Standards Setting

Chris Erwin
Changes to the OTFY Process for 2019

Bob Bauer
Kentucky Forest Industries Association
Kentucky Tree Farm Administrator
See you in December!

Fourth Quarter Webinar
Tuesday December 4
12:00 p.m. Eastern
Contact Us

Sara Anrrich: sanrrich@forestfoundation.org
Laura Bosworth: lbosworth@forestfoundation.org
Nephtali Chavez: nchavez@forestfoundation.org
Paul DeLong: pdelong@forestfoundation.org
Kristina Duff: kduff@forestfoundation.org
Chris Erwin: cerwin@forestfoundation.org
Jasmine Slater: jslater@forestfoundation.org

treefarmsystem.org/tree-farm-leadership-staff