ATFS State Leadership Webinar
Second Quarter

June 27, 2019
12:00 – 1:30 p.m. EDT
Agenda

• Welcome and Introductions
• AFF Policy Update
• Co-Creating Solutions to Strengthen, Grow and Increase Our Impact
• Program Updates
• Housekeeping & Reminders

*6 to Mute
*7 to Unmute
Meet some of the ATFS Team...

treefarmsystem.org/
tree-farm-leadership-staff

Paul DeLong
Caroline Kuebler
Sara Anrrich
Nephtali Chavez
Leigh Peters
Chris Erwin

Coming Soon:
- ATFS Network Manager

*6 to Mute
*7 to Unmute
Meet the ATFS Regional Managers!

- Laura Bosworth
- Angela Wells
- Annica McGuirk
- Kayti Brinkman
Co-Creating Solutions to Strengthen, Grow and Increase our Impact

Updates from the ATFS Regions
Presentation Overview

1. Intro to My Sierra Woods
2. Program Steps
3. Outreach
4. Peer Network
5. Questions
My Sierra Woods

WHERE: Northern California

WHAT: 34,000 acres Fuels Reduction
       8,000 acres Reforestation

WHEN: August 2018 – May 2022

PARTNERS: Federal, State, Local NGO, Local Govt., Industry
My Sierra Woods

WHAT DO WE DO?
- Education and Outreach
- Technical Expertise
- Financial Assistance
- Community Impact

OUR GOAL
Complete 720 fuels reduction or reforestation projects across 42,000 acres of family forest lands by March 2022
Steps

1. Landowner outreach
2. Connect landowners with foresters
3. Forester visit
4. Forester applies for funding
5. Project begins

**MSW Metrics to-date:**

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<tr>
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WOODSCAMP
An American Forest Foundation Technology
In the future, we will also add a CA Tree Farm peer network opportunity pathway for landowners. Our goal for the peer network track is threefold:

1. Give landowners another option if they are not comfortable meeting with a forester
2. Keep landowners engaged during lag-time between project steps
3. Opportunity for landowners to stay engaged with Tree Farm and help their neighbors to take action on their own land
Questions?
Midwest Region Update
Supporting Growth and Strengthening ATFS: Using Input to Guide Success
The Process

- Arkansas Tree Farm Program surveyed 97 inspectors
Asked Questions About...

- Motivations
- Experiences
- Landowners
- Challenges
Why Ask?

Better Help Both State and National:

- Support Growth
  - Landscape Management Plan
- Support Inspectors
- Strengthen Program
- Understand Challenges
Survey Methodology

• Developed by State Committee under leadership of Jennifer Lambert Johnson
• Sent by email to all inspectors
• Incentivized through gift card drawings
• Follow up Calls
• Great Response Rate!
Motivations

What Would Motivate you More?

- Landowner Interest: 44%
- Increased Incentives: 27%
- Other: 11%
- More Support/Training: 9%
- Increased Employer Support: 9%

Motivation for Becoming ATFS Inspector

- Employer Requirement: 52
- Client Interest: 39
- Value of Certification: 37
- Inspector Incentive: 20
- Other: 13
- Mill Requirement: 11
- CFE: 7
Experiences
Landowners

Most Important Factor

Landowner interest and benefits were considered most important factor in inspector motivation for tree farm enrollment.
Challenges

What are your barriers to completing inspections?

- Mill Requirement
- Lack of employer support
- Not comfortable with process
- Other
- Lack of Landowner Interest
- Time it takes to complete inspection
- The time it takes to obtain/write management plan
Other Challenges

- Communication/Relationships
- Markets
- Busy Inspectors
- Trust and Change

Opportunity
Would you be interested attending a training/field day?
Next Steps

- Piecing out actionable items
- What does greater success look like?
- Upcoming

Turns out - It's pretty complicated
Save the Date!
February 25-27
Baltimore, MD
Required Sample Southern Region

Alabama: 162
Arkansas: 41
Florida: 29
Georgia: 57
Louisiana: 86
Mississippi: 77
North Carolina: 16
South Carolina: 20
Tennessee: 17
Texas: 55
Virginia: 28

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Alabama
Arkansas
Florida
Georgia
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee
Texas
Virginia

Outstanding
Complete
Deadline: Dec. 9th.

Required Sample Western Region

- California: 17
- Colorado: 3
- Idaho: 13
- Montana: 10
- Nebraska: 1
- New Mexico: 5
- Oregon: 41
- South Dakota: 2
- Washington: 21
- Wyoming: 3

Legend:
- Outstanding
- Complete
Upcoming Standards Review Process

- What is the timeline for rolling out the 2020-2025 Standards?
- How will states be supported in getting ATFS Inspectors trained to the new Standards?
See you next time!

Third Quarter Webinar
Thursday September 26
12:00 p.m. Eastern

Save the Date!
Contact Us

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