

# 2019

GROWING FOREST CONSERVATION, TOGETHER.



## ATFS National Leadership Conference

February 26-28, 2019

## National Landowner Outreach Community of Practice

February 25-27, 2019



American Forest Foundation

**Louisville, Kentucky**

# GROWING

## FOREST CONSERVATION, TOGETHER



No matter where we live or the path that brought us to the American Tree Farm System, we all share a common passion: the love of our land. We want to do right by forests and ensure they are healthy and productive for generations to come. We're also driven by a calling to help others become responsible stewards of their own land.

I'm proud of all the Tree Farmers and volunteers who are reaching out to each other and to landowners in their communities with support, knowledge, and resources. You love the land, you love to be able to share what you know about the land, and you want to be able to talk to your friends and neighbors about what they can do in their forests. That passion is what makes the ATFS community—you!—so powerful.

Through ATFS, we have collectively forged relationships with more than 73,000 woodland owners who are terrific stewards of their land. As we celebrate all we have accomplished together, we are also conscious that there is still much work to be done to engage more landowners.

Our world is changing. The community of private landowners is evolving and we see more landowners who are new to woodland management, and many who are coming to us from an urban or suburban background. We are also seeing family forests being passed on to the next generation, many of whom may be passionate about the legacy of their land but may not know where to start—and many who are managing their land remotely. How can we work together to engage more family forest owners and increase the number of landowners participating in active forest stewardship?

There are many possible answers, but it's clear that it will take several approaches working together to reach these landowners to achieve more impact on our nation's forests. Innovative technology, improved programs and policies, and reimagined partnerships can combine with what's already working in your state to see even greater outcomes.

I invite you to join in with your Tree Farm peers, AFF staff, and conservation partners to explore how we can use new tools, tactics, and partnerships to engage significantly greater numbers of family forest owners through ATFS, so even more passionate folks are managing their land for wood, water, wildlife, and recreation. I look forward to joining you in this conversation this week.

Tom Martin  
President & CEO  
American Forest Foundation

## AGENDA

### Tuesday February 26

- 8:00 a.m. - 12:00 p.m. Optional Workshop: ATFS Facilitator Training, *Broadway A*
- 8:30 a.m. - 12:15 p.m. Optional Tour: Churchill Downs & Derby Museum, Hosted by the Kentucky Tree Farm Program (Pre-Registration Required)
- 2:00 - 5:00 p.m. Welcome & Opening Plenary Session: Growing Forest Conservation, Together, *Crystal Ballroom*
- 6:30 - 9:30 p.m. Welcome Reception at the Old Forester Distillery
- 9:00 - 11:00 p.m. Hospitality Suite Open, Hosted by the Kentucky Tree Farm Program, *Muhammad Ali Suite, Room 415*

### Wednesday February 27

- 7:00 - 8:00 a.m. Breakfast Available, *Bluegrass Ballroom, Second Floor*
- 8:00 a.m. - 12:10 p.m. Concurrent Sessions
- 12:00 - 1:30 p.m. Lunch Available, *Bluegrass Ballroom, Second Floor*
- 1:45 - 3:00 p.m. Engaging More Landowners Through ATFS, *Crystal Ballroom*
- 3:00 - 5:00 p.m. Optional Tour: Louisville Slugger Museum, Hosted by the Kentucky Tree Farm Program (Pre-Registration Required)
- 3:00 - 5:00 p.m. Optional Tour: Bourbon Tasting & Brewery Walking Tour, Hosted by the Kentucky Tree Farm Program (Pre-Registration Required)
- 3:10 - 4:00 p.m. Optional Workshops
- 5:30 - 6:30 p.m. Emerging Leaders Workshop, *Muhammad Ali Suite, Room 415*
- 7:00 - 9:00 p.m. Hospitality Suite Open, Hosted by the Kentucky Tree Farm Program, *Muhammad Ali Suite, Room 415*

### Thursday February 28

- 7:00 - 8:00 a.m. Breakfast Available, *Bluegrass Ballroom, Second Floor*
- 8:00 - 9:40 a.m. WISE: Workshops for Ideas and Solutions Exchange, *Broadway A, B & C*
- 10:00 a.m. - 12:00 p.m. Closing Plenary Session: Together, The Path Forward, *Crystal Ballroom*

Thank you to our program sponsors:





## PLENARY SESSIONS

### Welcome & Opening Plenary Session: Growing Forest Conservation, Together

**Tuesday February 26, 2:00-5:00 p.m., Crystal Ballroom**

Engaging more family forest owners is a goal we all share. How do we get there? Getting more landowners into our community of stewardship will require combining our strong foundation with new thinking, innovative outreach, and collaboration with partners to get it done. In this opening session, we will explore ways we can use our shared passions to engage more landowners and grow forest conservation together. Special guests will share their personal passion for family forest conservation and you'll have a chance to do the same and meet others who share similar interests. We'll then take a closer look at the White Oak Initiative, a new collaboration committed to ensuring the long-term sustainability of white oak. This initiative brings together private landowners, universities, conservation organizations, state and local agencies, and industries that rely on forest products—such as producers of wine and spirits. It is a strong example of the kinds of partnerships that will make meaningful change for forests through research, technical assistance, implementation, and advocacy.

### Engaging More Landowners Through ATFS

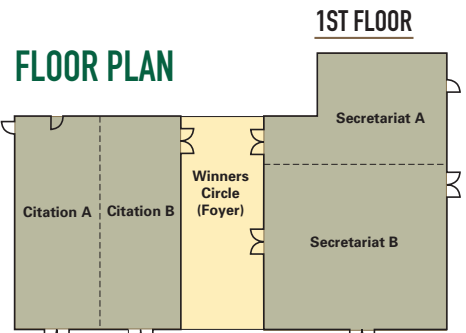
**Wednesday February 27, 1:45-3:00 p.m., Crystal Ballroom**

For more than a year, we have been listening and working with ATFS leaders to develop a framework of recommendations that will help us achieve our shared goal of engaging more landowners through the American Tree Farm System. To each of us individually, these recommended changes may provoke feelings of excitement, skepticism, confusion, or relief. But as a community, we can work through this process of change and ensure a vibrant future for the Tree Farm program we all cherish. Grab your seat at the table, and let's continue this important work together.

### Closing Plenary Session: Together, The Path Forward

**Thursday February 28, 10:00 a.m.-12:00 p.m., Crystal Ballroom**

It's a time for networking, sharing ideas, getting advice, and being heard. The ATFS National Leadership Conference is the most important event on the ATFS calendar each year, but what happens after these three days are over? Join us as we reflect on this year's event and all that we are trying to accomplish, test, and collaborate with you. We'll look back at the passions that drive us, the work that inspires us, and the growing community of leaders and family forest owners that sustains us as, together, we develop a plan for future opportunities and engagement within the ATFS community.



## ADDITIONAL AGENDA HIGHLIGHTS

### Welcome Reception at the Old Forester Distillery

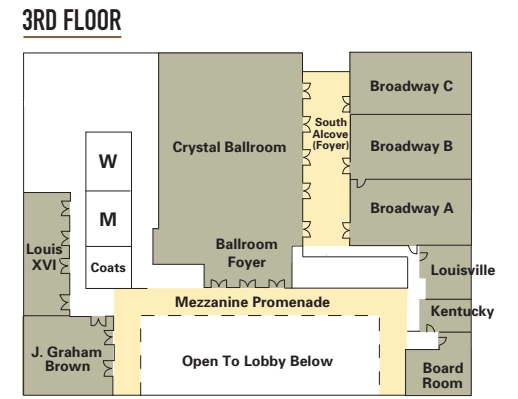
**Tuesday February 26, 6:30-9:30 p.m.**

All COP & NLC registrants, along with registered guests, are invited to attend an evening of fellowship and entertainment by the Whiskey Bent Valley Boys at the Old Forester Distillery. Heavy hors d'oeuvres will be served and attendees are invited to take a complimentary self-guided tour of the distillery during your visit. Tour space is limited, so claim a timed-entry ticket from the registration desk or pick one up when you arrive at the Distillery. The Distillery is located at 119 W Main Street. For an easy, 20-minute walk from The Brown, head north on S 4th St (away from W Broadway) for .7 mi, then turn right onto W Main St. The distillery will be two blocks ahead on your left. We will also provide a complimentary shuttle from The Brown beginning at 6:30 p.m. and returning from the Distillery at 8:30 p.m.

### Emerging Leaders Workshop

**Wednesday February 27, 5:30-6:30 p.m., Muhammad Ali Suite, Room 415**

Are you part of the next generation of Tree Farm leaders? Drop by the Muhammad Ali Suite, Room 415, Wednesday evening to meet with fellow emerging leaders (45 and under) for refreshments and to discover new leadership & facilitation tools that you can use to expand your leadership profile and build confidence.



### WISE: Workshops for Ideas & Solutions Exchange

**Thursday February 28, 8:00-9:40 a.m., Broadway A, B & C**

Roll up your sleeves to share, learn, and together discover solutions to important questions identified by the ATFS community of leaders:

- How can we use data collection and new technologies (such as spatial tracking, WoodsCamp, landscape management plans, etc.) to grow our state program and tell a better story of the overall impact that forest landowners are having? *Broadway A;* Hosted by: *Kenneth Jolly (MD), Leslie McCormick (NC), Leigh Peters (AL), Andrea Watts (WA), and Angela Wells (MT)*
- How can we construct an ideal committee to develop active landowners and young leaders? *Broadway B;* Hosted by: *Parks Brigman (SD), Guy Sabin (SC), and Brittany VanderWall (MI)*
- How can we enhance the value proposition for ATFS Inspectors and local partner organizations to leverage their boots on the ground and complete more inspections & outreach? *Broadway C;* Hosted by: *Jennifer Gagnon (VA), Greg Marshall (FL), and Al Robertson (VT)*

# CONCURRENT SESSIONS SCHEDULE

	<b>BROADWAY A</b> <i>(Third Floor)</i>	<b>BROADWAY B</b> <i>(Third Floor)</i>	<b>BROADWAY C</b> <i>(Third Floor)</i>	<b>CITATION A</b> <i>(First Floor)</i>	<b>CITATION B</b> <i>(First Floor)</i>
<b>8:00 - 8:50 A.M.</b>	LANDSCAPE MANAGEMENT PLANS: LESSONS FROM THE FIELD	GETTING IN FRONT OF THE FUTURE	ATFS OPEN HOUSE: GROWING CERTIFICATION & CERTIFICATION ADMINISTRATION	INCREASING AND IMPROVING MANAGEMENT WITH FOREST STEWARDSHIP NETWORKS	WOOD YOU RATHER? COMPARING DIRECT MAIL AND DIGITAL MARKETING
<b>9:00 - 9:50 A.M.</b>	CONNECTING FOREST LANDOWNERS TO THE FOREST PRODUCTS VALUE CHAIN	CASTING WIDE: ENGAGING A BROAD BASE OF LANDOWNERS IN FORESTRY	ATFS OPEN HOUSE	INCENTIVIZING LANDOWNER ACTION WORKSHOP	TROUT, TREES AND "WATER" ON THE TREE FARM SIGN
<b>9:50 - 10:20 A.M.</b>	<b>COFFEE BREAK, SPONSORED BY SFI, INC.</b>		<b>COFFEE BREAK, SPONSORED BY SFI, INC.</b>		
<b>10:20 - 11:10 A.M.</b>	TEST YOUR ASSESSMENT KNOWLEDGE WITH ATFS FAMILY FEUD!	HOW NFWF PARTNERS WITH AFF AND OTHER FUNDERS TO ADVANCE FOREST CONSERVATION ON PRIVATE AND PUBLIC LAND	ATFS OPEN HOUSE: ENHANCING THE VALUE PROPOSITION FOR INSPECTING FORESTERS	LANDOWNERS HELPING LANDOWNERS: THE PEER MENTORING NETWORK OF MY SOUTHERN OREGON WOODLANDS	YOUR WOODS, YOUR PLANET'S FUTURE: TACKLING THE CLIMATE CONVERSATION WITH WOODLAND OWNERS
<b>11:20 A.M. - 12:10 P.M.</b>	LANDSCAPE MANAGEMENT PLANS: WHERE TO NEXT?	ENGAGING FOREST OWNERS IN HABITAT MANAGEMENT FOR PRIORITY FOREST BIRDS	ATFS OPEN HOUSE	A CONCEPTUAL MODEL FOR A STATEWIDE, INTENTIONAL, AND COOPERATIVE APPROACH TO PRIVATE WOODLAND OWNER ENGAGEMENT IN WISCONSIN	MEASURING UP: A NEW TOOL FOR PARTNERSHIPS AND COMMITTEES
<b>3:10 - 4:00 P.M.</b>	OPTIONAL WORKSHOP: ATFS DATABASE FUNDAMENTALS	OPTIONAL WORKSHOP: CASTING WIDE: A HANDS-ON LEARNING EXPERIENCE			



## CONCURRENT SESSIONS



### ATFS Open House

Join ATFS staff members for an interactive discussion on the future direction for ATFS, focusing on the recommendations we have made to grow, strengthen, and increase the impact of ATFS. We will use this time together to hear and discuss your ideas to enhance and improve ATFS for the future. Two sessions will be dedicated to specific elements of the recommendations and the Open House will be available for general discussion around the recommended elements and their future impact.

– **8:00-8:50 am: Growing Certification & Certification Administration**

*Certification growth will be undertaken where there is demonstrated value and market demand for it, whether for wood supplies, regulatory assurance, or other purposes. Certification will be expanded on the regional level where it is important, rather than along state lines. Additionally, AFF will manage certification at the regional level, removing the need for state boundaries as it pertains to certification. AFF will assume responsibility for certification administration, including audits, record keeping, and inspecting forester communication.*

– **9:00-9:50 am: General Open House**

– **10:20-11:10 am: Enhancing the Value Proposition for Inspecting Foresters**

*Partnering organizations and foresters will benefit from an expanded network of landowners. Foresters will be more skilled and knowledgeable and be able to conduct their work more efficiently. The public and forestry community recognize the value of ATFS volunteers and the Tree Farm program.*

– **11:20 am-12:10 pm: General Open House**

### A Conceptual Model for a Statewide, Intentional, and Cooperative Approach to Private Woodland Owner Engagement in Wisconsin

*Jen Simoni, The Aldo Leopold Foundation*

Since 2011, the Driftless Forest Network (DFN), a consortium of public and private organizations, has been testing social marketing through My Wisconsin Woods to reach and sustain relationships with previously unengaged private woodland owners to increase forestry action. Lessons learned, from this and other similar efforts, have influenced the Wisconsin Department of Natural Resources' private forestry strategic planning and landowner outreach. In 2018, the Wisconsin Private Forestry Advisory Committee, through the work of an ad-hoc committee, developed statewide goals and a conceptual model to guide intentional collaboration among the forestry community to move landowners toward action.

### Casting Wide: Engaging A Broad Base of Landowners in Forestry

*Ebonie Alexander, Black Family Land Trust; Alton Perry, Roanoke Electric Cooperative; Jennie Stephens, Center for Heirs Property Preservation; Kandi Williams, University of Arkansas at Pine Bluff*

The Sustainable Forestry and African American Land Retention Program (SFLR) is a partnership between seven rural African American-led grassroots organizations, USDA, state agencies, nonprofits, and philanthropic organizations. Well over 1,000 African American families collectively owning approximately 75,000 acres are enrolled in SFLR projects across seven states. These landowners receive services to restore forest health, resolve land tenure problems and threats, and build land-based family wealth. SFLR presents a key opportunity to delve into conversations about developing tools for working with a broad base of landowners. Specifically, panelists will discuss the importance of understanding cultural context, developing a language of inclusion, and working across differences.

### Connecting Forest Landowners to the Forest Products Value Chain

*Kathleen Wanner, Vermont Tree Farm Committee*

Connecting all segments of the forest products value chain and telling its landowners' stories are critical to supporting a vibrant forest products economy and conservation culture. In 2012, Vermont created the Working Lands Enterprise Fund and the subsequent Forest Products Systems Economic Analysis. This study highlighted gaps in the value chain and made recommendations for establishing connections that could drive forestry and forest products viability. Come learn about this work: the role of a coordinator, networking, surveys, communications, market drivers, and industry-wide gatherings. A resilient and connected forest products value chain is at the heart of growing forest conservation.

### Engaging Forest Owners in Habitat Management for Priority Forest Birds

*Mark LaBarr, Audubon Vermont; Katie Loucks, Audubon Pennsylvania; Suzanne Treyger, Audubon New York*

Forests dominate the Northeastern U.S. landscape, with the majority in private ownership. Despite the abundant forest cover, research indicates that some forest birds are experiencing significant population declines, due in part to the loss of quality habitat. As part of our Healthy Forests Initiative, Audubon is leading several multi-state, collaborative projects that engage private forest owners through various outreach tools, technical assistance, and training programs to achieve habitat management implementation. This panel session will cover these projects, answer attendee questions, as well as provide information about the habitat needs of forest birds and offer management guidance.

### Getting in Front of the Future

*Philip Milburn, Consulting Executive Advisor & Ohio Landowner; Adam Steen, UBS Senior VP Wealth Advisor & Tennessee Landowner; Caroline Kuebler & Beth Riley, American Forest Foundation*

How woodland stewards plan for future ownership, management, and stewardship of their properties and estates has an impact on the long-term vision of forest stewardship in the US. A team of advisors, staff, and leaders invites you to a conversation about generational land transfer, estate and legacy planning, and the opportunities and challenges we all face but can address together. Collaboratively, we can help landowners make important personal decisions while positively impacting the future of forests. How are we going to leave a legacy? Let's discuss. *Office hours with experts will also be offered during NLC; see information desk to sign up.*

### How NFWF Partners with AFF and Other Funders to Advance Forest Conservation on Private and Public Land

*John Wright, National Fish & Wildlife Foundation*

The session will provide a brief description and history of the National Fish and Wildlife Foundation and demonstrate how NFWF works with partners and funders to collaborate on large landscape scale conservation across the U.S. The presentation will focus on NFWF's partnership with AFF across multiple landscapes to engage private landowners and create large blocks of forest that are managed for the benefit of wildlife.

### Incentivizing Landowner Action Workshop

*Caroline Kuebler & Elizabeth Vranas, American Forest Foundation*

This session will be devoted to sharing cross-country learnings for how to solve one of the biggest hurdles in the landowner journey: getting landowners to take action on their land. We'll start with a brief description of the challenge and AFF's attempts to resolve it, followed by an interactive discussion where participants will engage with peers to brainstorm possible solutions and share learnings for what they've tried in their respective programs.

### Increasing and Improving Management with Forest Stewardship Networks

*Ryan Davis, Alliance for the Chesapeake Bay*

Forest Stewardship Networks are a mechanism for forest landowners to overcome management barriers that face smaller-sized parcels while improving the ecological benefits of management by increasing habitat connectivity and landscape-scale forest health. The network approach is simple: member landowners retain their property lines and individualized management plan, but by hiring one forester for all, properties can collectively increase the efficiency of management such that activities are no longer cost-prohibitive. Networks can be built with no outside assistance, but the Alliance for the Chesapeake Bay is piloting a project in Pennsylvania that uses small incentives to leverage the collective action.

### Landowners Helping Landowners: The Peer Mentor Network of My Southern Oregon Woodlands

*Kara Baylog, Oregon State University Extension*

A professional forester on a woodland owner's property can be an effective way to encourage a landowner to action. But what happens when demand for this offer exceeds the capacity of partners or landowners are unwilling to commit to a forester visit? My Southern Oregon Woodlands

## CONCURRENT SESSIONS CONT'D

is answering these questions with a Peer Mentor Network (PMN). The PMN requires a strong administrative lead to connect interested landowners with volunteer Peer Mentors. By utilizing Peer Mentors who have graduated from a relevant Extension Service/Education program, we have reached landowners who might otherwise not be engaged.

### Landscape Management Plans: Learnings from the Field

*Leigh Peters, Alabama Forestry Association; Greg Marshall, Florida Forest Service; Laura Bosworth, American Tree Farm System*

There are many challenges and barriers for family landowners and the resource professionals guiding their land management. Traditionally, individual management plans are one of the first hurdles family landowners must overcome to participate in forest certification and landowner assistance programs. Landscape management plans (LMP) are a tool to help navigate this challenge and allow for coordinating landscape-scale priorities across ownerships, providing access to forest certification benefits, and strengthening relationships between landowners and foresters by increasing forester field time. Come hear lessons learned during the development and implementation of the landscape management plans in Florida and Alabama.

### Landscape Management Plans: Where to Next?

*Austin Carroll, Southern Forestry Consultants; Laura Bosworth & Nephtali Chavez, American Tree Farm System*

Landscape management plans are a growing, valuable tool to help navigate one of the biggest barriers to landowner forest management and forest certification. We are taking what we've learned from the LMP pilot projects in Alabama and Florida and working with partners to create and implement additional landscape management plans throughout the country. Join us to learn more about the future of the LMP and the developing tools at AFF!

### Measuring Up: A New Tool for Partnerships and Committees

*Caroline Kuebler, American Forest Foundation*

Do you want to strengthen your on-the-ground partnerships or your committee? Come learn about a new tool that AFF has developed to help partners better understand their strengths and identify opportunities to build their capacity. In 2019 we will be testing this evaluation tool with our partners. Come learn more about this opportunity and whether it is something your committee or partnership is interested in using.

### Test Your Assessment Knowledge with ATFS Family Feud!

*Kristina Duff, American Tree Farm System*

Third-party assessments are an essential component of ATFS Certification. Planning for, implementing, and responding to third-party assessments is a multi-faceted process. During this interactive session, we will share insights about best practices that lead to a successful third-party assessment experience. Attendees are invited to participate and flex their assessment knowledge. Are you up for the challenge?

### Trout, Trees, and "Water" on the Tree Farm Sign

*Nicholas Sanchez, Michigan Association of Conservation Districts; Jamie Vaughan, Trout Unlimited*

Michigan Tree Farm is working with Trout Unlimited to reach landowners in a suburban watershed. The Rogue River is a trout fishery just north of Grand Rapids, Michigan's second largest city. Development, farming, and forest fragmentation impact the Rogue, yet Tree Farm is part of the solution. Michigan Tree Farm is working with Trout Unlimited, which has 8,000 members in Michigan, to leverage grants, incentives, and social media to draw attention to managing forests for water quality and fish habitat. The Rogue Forest Cooperative inspires suburban landowners to protect their forests and river by certifying their forests in Tree Farm.

### Wood You Rather? Comparing Direct Mail and Digital Marketing

*Natalie Omundson, American Forest Foundation*

In October 2017, AFF began a partnership in northern Alabama with WoodsCamp, a small startup company in Nova Scotia. Since then, WoodsCamp and AFF have expanded their work to states across the country and grown our outreach exponentially. But with that growth comes new challenges. In this session we will discuss strategies to increase your capacity to match your growing need for it in the age of modern outreach.

### Your Woods, Your Planet's Future: Tackling the Climate Conversation with Woodland Owners

*Lisa Hayden, New England Forestry Foundation*

AFF partners in the MassConn Woods of New England have added a new component to their outreach to landowners about conservation and forest management: climate adaptation at the parcel level. Working with science partners, New England Forestry Foundation is arming foresters with tools to work one-on-one with landowners on this challenging topic. Circuit riders can now assess local climate vulnerability and provide guidance to landowners (including highly resilient lands) on management practices that can help keep their woods healthy amid warming temperatures and damaging storms. Learn how climate resilience messages, mapping, and outreach tools could be applied in your landscape.

## OPTIONAL WORKSHOPS

### ATFS Database Fundamentals

*Nephtali Chavez, American Tree Farm System*

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

### Casting Wide: A Hands-On Learning Experience

*Ebonie Alexander, Black Family Land Trust; Alton Perry, Roanoke Electric Cooperative; Jennie Stephens, Center for Heirs Property Preservation; Kandi Williams, University of Arkansas at Pine Bluff*

Join Ebonie, Alton, Jennie, and Kandi for a follow-up workshop to further discuss their tools and techniques for understanding cultural context, developing a language of inclusion, and working across differences. Bring your questions, concerns, and an open mind as we delve deeper into important resources for working with a broad base of landowners and expanding your reach.





**The American Forest Foundation would like to recognize** those federal and state agencies, companies, foundations, and individuals who have made financial investments in the work of AFF in 2018. Without their steadfast and generous commitments, none of our collective work to engage the nation's private landowners would be possible. All together, AFF received over 4,000 gifts in support of our work over the course of the past year. AFF would like to provide special recognition to the following:

#### **AGENCIES:**

The California Department of Forestry and  
Fire Protection  
The U.S. Forest Service  
The Natural Resources Conservation Service  
The National Fish and Wildlife Foundation  
The Wisconsin Department of Natural Resources  
The Fish and Wildlife Service  
The Florida Department of Agriculture

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Canyon Lumber, Inc.

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The Wildlife Conservation Society  
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The New Tudor Foundation  
The High Meadows Fund  
The Weyerhaeuser Family Foundation  
The Alabama Forestry Foundation  
The Vermont Community Foundation  
The Sustainable Forestry Initiative  
The George Kress Foundation  
The French Foundation  
The Vermont Woodlands Association  
The Vermont Sustainable Jobs Fund  
The Prairie Foundation  
The Edgemon Family Foundation

#### **INDIVIDUALS:**

Tom Martin and Margaret  
Szymanek  
Adam and Sarah Steen  
Anonymous  
Anonymous  
Salem and Dianne Saloom  
Rita and Matthew Hite  
Alan Robertson  
Anonymous  
Jameson French  
Shirley French  
Jim and Pam Porter  
Ann and Bruce Wiersma  
Carter and Carol Fox  
Steven Weiss  
Stephen W. Webster

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