



**AMERICAN TREE FARM SYSTEM**

***National Leadership Conference***

FEBRUARY 22-24, 2017  
HYATT REGENCY GREENVILLE  
GREENVILLE, SC

**2017**

***2017 Benefactors***



# Agenda

## WEDNESDAY FEBRUARY 22

- 7:45 a.m. – 2:00 p.m. Optional Tour: A Walk in the Piney Woods with Bill & Walt McPhail
- 8:00 a.m. – 12:00 p.m. Facilitator's Training Workshop, *Redbud*
- 2:00 – 3:00 p.m. Committee Role Networking Sessions
- Program/Database Administrators, *Redbud*
  - Chairs/Vice Chairs, *Ballroom DE*
  - First Timers, *Ballroom FG*
  - Inspectors, *Ballroom H*
- 3:00 – 3:30 p.m. Welcome Coffee, Sponsored by Drax Biomass, *Ballroom Foyer*
- 3:30 – 5:30 p.m. Opening Plenary Session, *Ballroom C*
- 5:30 – 6:30 p.m. Networking Social, Sponsored by GreenBlue, *Studio 220 @ Noma*
- 8:00 – 10:00 p.m. Hospitality Suite Open, Sponsored by SFI, Inc., *Suite 864*

## THURSDAY FEBRUARY 23

- 7:00 – 8:00 a.m. Buffet Breakfast, *Ballroom C*
- 8:00 a.m. – 12:00 p.m. Concurrent Sessions (See interior spread.)
- 9:50 – 10:10 a.m. Coffee Break, Sponsored by Drax Biomass, *Ballroom Foyer*
- 12:00 – 1:15 p.m. Recognition Luncheon Honoring the 2017 Outstanding Inspectors and National Leadership Awardee, *Ballroom C*
- 1:15 – 2:15 p.m. Family Woodland Landowners: Positioned for Impact in the South, *Ballroom C*
- 2:30 – 4:00 p.m. Regional Break-Out Sessions
- North Central Region, *Redbud*
  - North East Region, *Ballroom H*
  - Southern Region, *Ballroom DE*
  - Western Region, *Ballroom FG*
- 4:10 – 5:00 p.m. Optional Workshops & Trainings (See back page.)
- 5:00 – 6:00 p.m. Emerging Leaders Happy Hour, Sponsored by PricewaterhouseCoopers, LLP, *Suite 864*
- 6:30 – 9:00 p.m. Off-Site Reception at Larkin's on the River
- 8:00 – 10:00 p.m. Hospitality Suite Open, Sponsored by SFI, Inc., *Suite 864*

## FRIDAY FEBRUARY 24

- 7:00 – 8:00 a.m. Buffet Breakfast, Sponsored by PricewaterhouseCoopers, LLP, *Ballroom DEFG*
- 8:00 – 10:00 a.m. Engaging a Cross-Generational Volunteer Force, *Ballroom C*
- 10:00 – 10:30 a.m. Coffee Break, Sponsored by Drax Biomass, *Ballroom Foyer*
- 10:30 – 11:45 a.m. Expanding Their Voice: Engaging Minority Landowners, *Ballroom C*
- 11:45 – Noon Closing Remarks, *Ballroom C*





## General Sessions

### **FAMILY WOODLAND LANDOWNERS: POSITIONED FOR IMPACT IN THE SOUTH**

**Thursday February 23, 1:15 – 2:15 p.m., Ballroom C**

America's family woodland owners and ATFS are positioned for meaningful and measurable impact amidst today's dynamic conditions. Southern family woodlands, which account for 58% of forest lands in the region, provide approximately half of the fiber flowing into supply chains and are key to providing forested habitat for at-risk species. This panel brings strategic perspectives from leaders in conservation, bioenergy and the marketplace to underscore the unique opportunity before ATFS for delivering significant, simultaneous and measurable impact for at-risk wildlife and sustainable fiber delivery through the engagement of family landowners.

*Panelists:*

**Cindy Dohner**, US Fish & Wildlife Service; **Nina Goodrich**, GreenBlue & Sustainable Packaging Coalition; **Richard Peberdy**, Drax Biomass; **Salem Saloom**, Landowner & AFF Board Trustee; Moderated by **Paul DeLong**, American Forest Foundation

### **ENGAGING A CROSS-GENERATIONAL VOLUNTEER FORCE**

**Friday February 24, 8:00 – 10:00 a.m., Ballroom C**

This session, led by **Eileen Buckley** of PricewaterhouseCoopers, LLP, will explore ways to engage a cross-generational volunteer force. Learn about trends affecting the industry, generational preferences towards work (from insights learned through PwC's *Millennials at Work* study) and the importance of purpose in driving meaningful volunteer engagement. Hear from a panel of industry experts and thought leaders on these topics and walk away with insights and ideas to attract and retain emerging leaders and engage the next generation of volunteers.

### **EXPANDING THEIR VOICE: ENGAGING MINORITY LANDOWNERS**

**Friday February 24, 10:30 – 11:45 a.m., Ballroom C**

This panel will explore the importance and challenges of expanding the voice and active participation of people of color in forest management and advocacy. Learn about the Sustainable Forestry and Land Retention program that is bringing together a wide range of federal and state agencies, industry and conservation partners to help African American forest landowners retain their lands and experience the benefits of forestry.

*Panelists:*

**Sam Cook**, NC State University; **Joe Hamilton**, Landowner; **Alan McGregor**, U.S. Endowment for Forestry and Communities; Moderated by **Carlton Owen**, U.S. Endowment for Forestry and Communities





## **Optional Workshops & Trainings**

### **ATFS DATABASE FUNDAMENTALS**

*Nephtali Chavez, American Tree Farm System, Ballroom DE*

The ATFS Database can be a very confusing place, but it doesn't have to be! Join Nephtali in this workshop to discover the fundamentals of the ATFS Database so that you can more effectively use this tool. This session will cover the major functions of the database 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.

### **SEE THE FOREST THROUGH THE TREES: FORUM FOR COMMITTEE CHAIRS**

*Chris Erwin, American Forest Foundation; Vicki Leigh, American Tree Farm System, Ballroom H*

Join Chris and Vicki for an open forum that will help you better understand the big picture and your role as a Tree Farm committee chairperson or co-chair. We will discuss how to motivate members of your committee and reveal tips on effective leadership and more. Bring your challenges and best practices to share with your fellow and future chairpersons and let's learn from each other. All are welcome to attend this forum, especially those with experience as a committee chairperson or those who may be interested in stepping in to this important role one day.

### **WEBSITE TRAINING FOR STATE PAGES ON THE ATFS WEBSITE**

*Caroline Kuebler, American Forest Foundation, Ballroom FG*

Is your state committee tired of paying to maintain its own website? Or maybe you have your webpage posted on a partner's site but it is hard to get the content updated when you need it? Did you know that your state program can have its own pages on the ATFS website at no cost? Join us for this training and learn how to update and create program pages on the ATFS website.

## **Additional NLC Events**

### **COMMITTEE ROLE NETWORKING SESSIONS**

Drop in to the Committee Role Networking Sessions on Wednesday February 22 from 2:00 – 3:00 p.m. to meet and mingle with your fellow committee leaders. The rooms have been designated to help you find peers with similar leadership roles and responsibilities as you; however, you are welcome to explore additional networking sessions if you wish. See Agenda for room designations.

### **EMERGING LEADERS HAPPY HOUR**

Are you part of the next generation of Tree Farm leaders? Drop by Suite 864 from 5:00 – 6:00 p.m. on Thursday February 23 to meet with fellow emerging leaders (45 and under) for drinks and a conversation about how we can identify and develop the next generation of leaders.

### **OFF-SITE RECEPTION AT LARKIN'S ON THE RIVER**

Please join us at Larkin's on the River for a reception on Thursday February 23 from 6:30 – 9:00 p.m. All NLC registrants, and registered guests, are invited to attend. Heavy hors d'oeuvres will be served. Space is limited.

Larkin's is located at 318 South Main Street, approximately half a mile from the Hyatt. Exit the Hyatt on the 2nd level through Noma Square and head left on Main Street. At the intersection of Main and Broad Streets, walk through the Peace Center Pavilion and head down toward the Wyche Pavilion & TD Stage. Look for Larkin's on the left. Staff will meet in the hotel lobby at 6:00 p.m. to escort attendees to Larkin's.

	BALLROOM DE	BALLROOM FG	BALLROOM H	REDBUD	THINK TANK @ NOMA
	<b>TOOLS TO ENSURE OUR CREDIBILITY</b>	<b>PARTNERSHIPS ON THE GROUND</b>	<b>FUNDRAISING AND CAPACITY DEVELOPMENT</b>	<b>TOOLS FOR REACHING LANDOWNERS</b>	<b>"OFFICE HOURS"</b>
<b>8:00 - 8:50 A.M.</b>	THINGS THAT MAKE A DIFFERENCE: THIRD PARTY ASSESSMENTS	FROM LANDSCAPE TO LANDOWNER: POWER THROUGH PARTNERSHIPS	UNCOVER HIDDEN RESOURCES: TAP INTO THE SKILLS OF YOUR VOLUNTEERS	ADDING MAPS AND SPATIAL ANALYSIS TO A STATE COMMITTEE'S TOOLBOX	OFFICE HOURS: CAROLINE KUEBLER
<b>9:00 - 9:50 A.M.</b>	CLEANING UP THE ATFS DATABASE: PRO TIPS AND TOOLS	VERIFYING SUSTAINABILITY AT THE LANDSCAPE SCALE: A NEW APPROACH FOR THE MARKETPLACE?	EXTERNAL AND INTERNAL FUNDING STRATEGIES	ENHANCE YOUR LANDOWNER COMMUNICATION STRATEGY	OFFICE HOURS: SARA ANRRICH
<b>9:50 - 10:10 A.M.</b>	<b>COFFEE BREAK, SPONSORED BY DRAX BIOMASS</b>				
<b>10:10 - 11:00 A.M.</b>	STREAMLINING THE INSPECTION PROCESS STARTS WITH YOU	WHAT IS THE NORTH AMERICAN FOREST PARTNERSHIP?	LEADERSHIP IS A CONTACT SPORT: LEARNING BY DOING	BEYOND THE FIELD DAY	OFFICE HOURS: KRISTINA DUFF
<b>11:10 A.M. - 12:00 P.M.</b>	INITIAL INSIGHTS FROM THE FLORIDA LANDSCAPE MANAGEMENT PLAN PILOT PROJECT	WHEELS TO WOODS: CONNECTING TREE FARM AND PLT WITH A YELLOW SCHOOL BUS	BUILDING YOUR CASE FOR SUPPORT	STATISTICS ARE BORING. IT'S YOUR PERSONAL STORY THAT MOTIVATES PEOPLE TO ACTION.	OFFICE HOURS: NEPHTALI CHAVEZ
	<b>OPTIONAL WORKSHOPS AND TRAININGS</b>				
<b>4:10 - 5:00 P.M.</b>	ATFS DATABASE FUNDAMENTALS	WEBSITE TRAINING FOR STATE PAGES ON THE ATFS WEBSITE	SEE THE FOREST THROUGH THE TREES: FORUM FOR COMMITTEE CHAIRS	2017 ASSESSMENT STATE FOLLOW-UP APPOINTMENTS	

## Concurrent Sessions

### ADDING MAPS AND SPATIAL ANALYSIS TO A STATE COMMITTEE'S TOOLBOX

Robert A. Feldt, Jr., Maryland Tree Farm Committee; Dylan "Mitch" Stumbaugh, Maryland Tree Farm Committee

Join members of the Maryland Tree Farm Committee to learn the basics of Geographic Information Systems (GIS) technology and how a Tree Farm geospatial database was created for the Maryland Tree Farm program. Robert and Mitch will discuss how their geospatial database is being used to further their committee's strategic goals, as well as other potential uses for the Maryland Tree Farm Committee and beyond.

### BEYOND THE FIELD DAY

Jennifer Gagnon, Virginia Tree Farm Committee; Shannon McCabe, Virginia Tree Farm Committee; Leigh Peters, Alabama Tree Farm Committee

Landowner events come in all shapes and sizes, and the one thing they all have in common is that they require a lot of work. Before your committee tackles its next landowner event, be sure you know what the value of the event will be – not only for the attendees but for your committee as well. Leaders from the Alabama and Virginia Tree Farm programs will discuss their experiences hosting landowner events big and small and what your Tree Farm Committee can do to ensure that the work you put in to hosting your event gets the results you want.

### BUILDING YOUR CASE FOR SUPPORT

Nathan Truitt, American Forest Foundation

Before you can ask for large gifts from companies, foundations or individuals, you need to craft a "case for support" which lays out your vision and how philanthropic contributions can help you achieve it. In this interactive session, we'll run through – and practice together – the basics of building a compelling case statement that will motivate donors to support your state Tree Farm program.

### CLEANING UP THE ATFS DATABASE: PRO TIPS AND TOOLS

Nephtali Chavez, American Tree Farm System

Having accurate data and contact information is the foundation for any landowner outreach project. Verifying Tree Farmer information is a big project that all states have undertaken at some point. Join Nephtali and a panel of committee peers to learn about their experiences in data clean-up. This session will also review the tools that have been created to save time and manage the clean-up process.

### ENHANCE YOUR LANDOWNER COMMUNICATION STRATEGY

Doug Boykin, New Mexico Tree Farm Committee; Caroline Kuebler, American Forest Foundation

Join us as we discuss tools your committee can use to better communicate with landowners. Doug Boykin will discuss the monthly New Mexico Tree Farm Bulletin and how it has become an important resource for their state program. Caroline Kuebler will present a suite of online tools available for your committee including customizable webpages for your state program, the weekly Forests & Families e-Newsletter, online ATFS Addendum tools, MyLandPlan.org and more. Come away with ideas you can take back to your committee to build and enhance your landowner communication strategy.

### EXTERNAL AND INTERNAL FUNDING STRATEGIES

Scott Hayes, Oregon Tree Farm Committee; Jim James, Oregon Tree Farm Committee

Oregon Tree Farm System (OTFS) selected the Certified Pathway as part of State's Voice, State's Choice, knowing that additional revenue would be necessary in order to be successful. Join Scott and Jim as they describe the financial challenges for OTFS associated with choosing the Certified Pathway, discuss how OTFS developed a budget strategy and game-plan to meet expectations and to grow the program, review strategies for achieving non-traditional revenue sources to help fund projected costs, and discuss what's next for OTFS in order to sustain and grow their financial support.

### FROM LANDSCAPE TO LANDOWNER: POWER THROUGH PARTNERSHIPS

Paul DeLong, American Forest Foundation

AFF is working in targeted landscapes around the country to increase private landowner engagement. Essential to the success of our work within these landscapes is the development and/or management of strong partnerships to facilitate coordinated action on the ground. The Tree Farm program can play an important role in helping achieve the goals within a landscape, both by providing an avenue for landowners to engage with other family forest owners, and as the source of peer leadership as one approach to serving targeted landowners who express interest in learning and/or doing more.

### INITIAL INSIGHTS FROM THE FLORIDA LANDSCAPE MANAGEMENT PLAN PILOT PROJECT

Austin Carroll, Southern Forestry Consultants; Gregory Marshall, Florida Tree Farm Committee; Kristina Duff, American Tree Farm System

In an effort to overcome one of the biggest barriers for family landowners participating in forest certification and landowner assistance programs, AFF has partnered with the Florida Forest Service, the Florida Tree Farm Committee, Southern Forestry Consultants and a host of stakeholders in Florida's panhandle to develop a landscape management plan. This plan eliminates the need for every landowner to develop and maintain an individual management plan and offers a mechanism for coordinating landscape scale priorities across ownerships, providing access to forest certification benefits, and strengthening relationships between landowners and their foresters. During this session, you will hear insights into lessons learned during the development of this pilot project.

### LEADERSHIP IS A CONTACT SPORT: LEARNING BY DOING

Andy Perleberg, Washington Tree Farm Committee; Tom Westergreen, Washington Tree Farm Committee

There is a diversity of reasons why Tree Farmers value their land. Engaging Tree Farmers in a way that helps them achieve their needs and protect these values requires a surround-sound approach of leadership skills that are earnest, durable, positive, and rewarding. Cultivating knowledge and skills leading to Tree Farmer accomplishment cannot be learned in a book. This session will convey ideas and reflections regarding promising educational practices and pitfall avoidance learned through decades of experience.

### OFFICE HOURS

Members of the ATFS staff will be hosting drop-in "office hours" on Thursday February 23. If you have a question you've been trying to ask a staff member but can't seem to find the time (or the staff person!), drop by the Think Tank during their designated office hours to get your questions answered.

- Sara Anrich: ATFS Grants Program; Annual reporting and financial distribution; Leadership Update and Leaders Only; Sightline News
- Nephtali Chavez: ATFS Database, ATFS Inspection App and Uploader, General program support
- Kristina Duff: Third-party annual assessments, ATFS Inspector and Facilitator training
- Caroline Kuebler: MyLandPlan.org, Landowner communication tools for committees

### STATISTICS ARE BORING. IT'S YOUR PERSONAL STORY THAT MOTIVATES PEOPLE TO ACTION.

Susan Shoemaker-Benedict, Pennsylvania Tree Farm Committee

You are the voice of your land. It is your silent partner in this amazing journey we call forest landownership. Your experiences with it have shaped you as much as you have shaped it. Learn how to give voice to these experiences in a compelling way to engage fellow landowners, resource professionals and law makers to promote the practices and policies that sustain your silent partner.

### STREAMLINING THE INSPECTION PROCESS STARTS WITH YOU

Nephtali Chavez, American Tree Farm System

Entering inspections into the ATFS Database is easier than ever thanks to tools like the Inspection App and Uploader. Encouraging inspectors to use them is the hard part! Join Nephtali to learn how to use these tools and gain the confidence you need to pass this knowledge on to inspectors in a hands-on training. Participants are encouraged to bring their laptops or tablets to follow along with using the app and uploader.

### THINGS THAT MAKE A DIFFERENCE: THIRD-PARTY ASSESSMENTS

Karen Boyd, PricewaterhouseCoopers, LLP; Jennifer Johnson, Arkansas Tree Farm Committee; Kristina Duff, American Tree Farm System

Third-party assessments are an essential component of ATFS Certification, which offer a range of new insights and learning for state leaders. Planning for, implementing and responding to third-party assessments is a multi-faceted process. Many Tree Farm Committees have identified individual strategies or activities that have helped them to not only ease the assessment process itself but also support better performance. During this session, representatives from the Tree Farm State Program, PricewaterhouseCoopers, and ATFS will share insights about efforts that lead to a successful third-party assessment experience.

### UNCOVER HIDDEN RESOURCES: TAP INTO THE SKILLS OF YOUR VOLUNTEERS

Allen Chrisman, Montana Tree Farm Committee; Gretchen Heldmann, Maine Tree Farm Committee; Joel Pedersen, National Wild Turkey Federation; Susan Stutts, Texas Tree Farm Committee; Vicki Leigh, American Tree Farm System

Volunteerism requires a great deal of motivation to keep the passion alive. Today's volunteer faces many distractions, and as leaders we must find ways of keeping our volunteers motivated. Join a panel of leaders from the ATFS volunteer network as we discuss a variety of ideas around how to tap into the motivation, skills and passions of your volunteers. Success stories will be shared about how to uncover the talents of volunteers and to increase state program capacity overall. Discover hidden resources that may lead to a greater positive impact on your program. Learn how to mobilize your volunteers and to more efficiently run your programs.

### VERIFYING SUSTAINABILITY AT THE LANDSCAPE SCALE: A NEW APPROACH FOR THE MARKETPLACE?

Tom Pollock, GreenBlue; Sarah Crow, American Tree Farm System

An estimated 50% of the wood and fiber flowing into supply chains originates in family-owned woodlands. Forest certification serves as one tool to provide assurance of the sustainable management of these forests. Yet, certification rates among family ownerships remain relatively low. Over the last year and half, AFF has worked in close partnership with GreenBlue, a nonprofit that brings together forest product companies, retailers and brands committed to sustainability, to explore potential options for providing greater visibility into the sustainability of family woodland sources. Join us for an overview of the efforts underway to collaborate and seek feedback on a proposed approach for verifying the sustainability of family-owned woodlands at the landscape scale and driving conservation impact through supply chains.

### WHAT IS THE NORTH AMERICAN FOREST PARTNERSHIP?

Tom Martin, American Forest Foundation

Join Tom Martin to learn about the North American Forest Partnership, a coalition of individuals, companies and organizations that are working together to increase awareness and positive perception of forests and the social, environmental and economic values they bring to Americans. Learn about the first-of-its-kind effort to develop a unifying platform where the sector can collect and share stories that bring our positive impact to life and give our people a new, powerful voice. By sharing real-life stories and highlighting our commitment to sustainable, healthy forests, we can help people better understand North American forestry . . . and even dispel myths and misperceptions.

### WHEELS TO WOODS: CONNECTING TREE FARM AND PLT WITH A YELLOW SCHOOL BUS

Mike Smalligan, Michigan Tree Farm Committee

Wheels to Woods is a grant program offered by the Michigan Tree Farm Committee that provides transportation funding to schools for educational field trips to nearby private or public forests. Teachers are encouraged to utilize Project Learning Tree curriculum to develop exciting trips that showcase forests and forest management to urban and rural students. Tree Farmers in Michigan are encouraged to host field trips for nearby schools. One of the best ways to connect older Tree Farmers with younger students and creative educators is with a bright yellow school bus.

## Additional 2017 NLC Sponsors:

