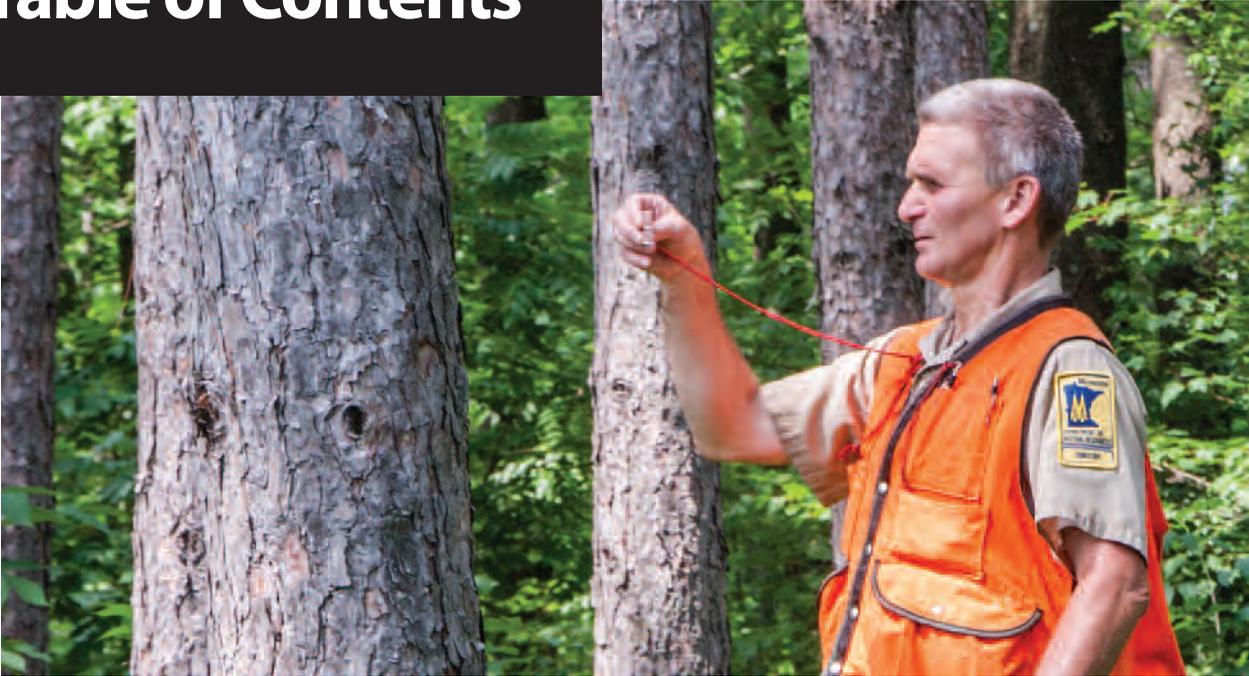




# Working Forests Work



# Table of Contents



<b>Letter from Executive Director Jay Farrell</b>	<b>3</b>
<b>Letter from NASF President Chris Maisch</b>	<b>4</b>
<b>NASF Foundation</b>	<b>5</b>
<b>2013-14 Leadership</b>	<b>7</b>
<b>Communications &amp; Outreach</b>	<b>8</b>
<b>Policy &amp; Legislative Affairs</b>	<b>11</b>
<b>Partnerships &amp; Coalitions</b>	<b>14</b>
<b>Management &amp; Operations</b>	<b>16</b>
<b>Working Forests Work:</b>	
Highlighting Local Efforts in Minnesota	<b>18</b>
Highlighting Local Efforts in Pennsylvania	<b>19</b>
Highlighting Local Efforts in Mississippi	<b>20</b>
Highlighting Local Efforts in Florida	<b>21</b>
Highlighting Local Efforts in California	<b>22</b>
<b>Mission &amp; Contact Information</b>	<b>23</b>

# Letter from Executive Director Jay Farrell

I am pleased to share this National Association of State Foresters (NASF) annual report with you. As you will see, it was an exceptional year.

This is more than just an update on Association accomplishments. It is a testament to what engaged State Foresters, hard-working staff, and supportive partners did to help keep America's working forests working. Our work has real impact far beyond the Beltway.

NASF is a leader in defining working forests along the full continuum from urban to rural lands. Whether people live near a single tree or deep in the woods, the work of State Foresters benefits all Americans. Knowing this makes it easier for our staff to get through those hard days when there is more work than time. There were a lot of those days this year! I am so proud of our staff. And we are proud that our work provides public value, as well as value to our members.

Members make the difference between success and failure in the association world. A year ago, under the leadership of NASF President Chris Maisch, the Executive Committee established an overall goal of at least 80 percent member engagement in all we do. This goal was written into the first comprehensive business and operational plan for the Association. We don't always meet the goal or know how to measure it. But when you read this report, see how engaged members produced results.

What did member engagement look like? Travel to Washington, D.C. to testify before Congress, attendance at high-profile events and interviews for communications director candidates. Stepping up mid-year to fill leadership vacancies. Giving individual time to benefit all State Foresters. These actions and much more.

In the pages to follow, you'll see Working Forests Work illustrated by Leslie Robertson, our 2014 NASF Foundation photography fellow. We are doing a better job telling our story. It's a good story to tell!

Jay Farrell



# Letter from NASF President Chris Maisch



Dear members and staff,

Thank you for your support during my term as NASF president.

The theme Working Forests Work is an appropriate summation of the past fiscal year. State Foresters, working for the public and with partners, manage and protect the nation's forest resource so it works for all Americans.

First off, I would like to welcome all new members—at least nine of you in all as we went to print! I think you will find your membership to be extremely valuable for the on-the-ground work in your state. During fiscal year '14, NASF saw various changes in key leadership posts, including Jim Karels as vice president, committee chairs Lisa Allen, Urban and Community Forestry and Bob Harrington, Fire. We also welcomed two new employees in our Washington office, Amanda Cooke, communications director and fiscal specialist, Olivia Reynolds.

From a legislative standpoint, some of you may agree that the past year was one for the history books in terms of what was accomplished for forests. The Agricultural Act of 2014—known as the Farm Bill—was the best yet for forests and NASF helped ensure that the final bill addressed many of our key priorities.

A plethora of other forestry bills were introduced in both the House and Senate and attempted to deal with the topic of “working forests” and the role of federal forest management. In this regard, I had the honor of speaking with congressional leadership on the Senate Energy and Natural Resources Committee to discuss the NASF Federal Forest Management resolution and opportunities through legislation to implement reforms called for in the resolution.

Throughout the year, members and staff advocated for a permanent fix to stop future transfers of funds from non-fire programs to cover the costs of fire suppression. At the time of the annual meeting, members and staff were still working toward a solution.

One effort that really stood out to me is the resolution of the Federal Excess Personal Property program and the Firefighter Property program. The decision to fully restore transfers was accomplished in part thanks to highly engaged State Foresters who contacted their members of Congress to urge a reversal. This late-August decision was a relief to our members who rely on transferred equipment to combat wildfire.

NASF also worked to represent State Forester interests in the appropriations process. The new Landscape Scale Restoration budget line item seeks to formalize the current State and Private Forestry Redesign competitive process to better tell a national story about how these funds make a difference for all forests.

Thank you for an outstanding year and for helping keep America's working forests working. I was honored to serve as your president this past year and look forward to working with you in the year ahead.

Chris Maisch  
Alaska State Forester  
NASF President, September 2013-2014

# NASF Foundation



## **Chairman**

- James B. Hull

## **Vice Chairman for Investments**

- Michael G. Buck

## **Secretary/Treasurer**

- Leah W. MacSwords

## **Chair of Audits**

- Larry A. Kotchman

## **Foundation Board Members**

- C. Randall Dye
- Doug Decker
- Tom Boggus
- George Geissler

The National Association of State Foresters' Foundation ("the Foundation") is a non-profit 501(c)(3) organization established in 1983 by the members of the National Association of State Foresters.

The Foundation helps advance state and private forestry in the United States through support of educational initiatives that foster leadership for current and future members of the state forestry community.

The organization supports the NASF intern program, the Harvard University Senior Executives in State and Local Government program, and the photography fellowship displayed through photographs in this report.

Projects supported by the Foundation further the recognition of state forestry agency leadership in promoting healthy, well-managed forests.

Please consider making a donation at [www.stateforesters.org/foundation](http://www.stateforesters.org/foundation).

## FY 2014 Programs and Projects

**INTERNSHIPS:** The Foundation supported policy and communications internships. These provided an on-the-job education for the interns, who gained valuable experience working with State Foresters and provided support for our NASF staff.

The policy director managed interns Sarah Wessel and Alexander Grieve. The communications director managed Tia Dabney and Kiley Fisher. Kiley filled a critical void by serving as temporary communications director during a staff transition.

**EXECUTIVE FELLOWSHIP:** The Executive Fellowship at the John F. Kennedy School of Government at Harvard University focuses on exercising leadership, strategy and political management, as well as creating public value, negotiation, crisis management, financial stewardship, internal capacity and performance management. Lisa Hadway of Hawaii attended the program in June and George Geissler of Oklahoma attended in July.

## URBAN & COMMUNITY FORESTRY

**EDUCATION:** The Foundation helped to support outreach and education, as well as the development of two new educational materials products: drink coasters and a nature study pocket journal. The communications director staffed exhibits at six partner conferences to market/promote NASF, the Foundation, and our educational materials, including the North American Association of Environmental Education; Society of American Foresters; Partners in Community Forestry; National Association of Conservation Districts; and the Wildland-Urban Interface Conference. The educational materials store was featured on the national Take Our Daughters and Sons to Work Day website.

**PHOTOGRAPHY FELLOWSHIP:** In the summer of 2014, Leslie Robertson photographed the working forests of California, Florida, Minnesota, Mississippi, and Pennsylvania. Robertson captured recreation, clean air and water, timber harvests and urban forestry during her time in the host states. Her professional and creative spirit, along with the generosity of host states, helped make the third Foundation photo fellow a success.

## PLEDGE YOUR SUPPORT:

Please visit

[www.StateForesters.org/foundation](http://www.StateForesters.org/foundation)  
to make a donation.



Forestland acres remain consistent with 2010 at over **822 million acres**. Private forestland makes up 59 percent of the total forestland in the United States; state government make up nine percent, other public entities own one percent, and federal forest lands, 31 percent.

# 2013-14 Leadership



## **NASF Staff**

- Jay Farrell, Executive Director
- LouAnn Gilmer, Chief Finance Officer
- Brent Keith, Forest Policy Director
- Amanda Cooke, Communications Director
- Tonya Beckman, Admin. Assistant
- Olivia Reynolds, Fiscal Specialist

## **2014 Executive Committee Members**

- Chris Maisch, President
- Jim Karels, Vice President
- Paul DeLong, Treasurer
- Randy Dye, Past President
- David Groeschl, Chair CWSF
- Wade Dubea, Chair SGSF
- Paul Tauke, Chair NAASF

## **2014 NASF Committee Chairs**

- Communications: Tom Boggus
- Forest Fire Protection: Bob Harrington
- Forest Markets: Gene Kodama
- Forest Science & Health: Christopher Martin
- Urban & Community Forestry: Lisa Allen
- Forest Resource Management: Paul Tauke
- Legislative: Paul DeLong

## **2014 Members**

- Chris Maisch, Alaska
- Scott Hunt, Arizona
- Joe Fox, Arkansas
- Ken Pimlott, California
- Mike Lester, Colorado
- Christopher Martin, Connecticut
- Michael Valenti, Delaware
- Jim Karels, Florida
- Robert Farris, Georgia
- David Groeschl, Idaho
- John Seifert, Indiana
- Paul Tauke, Iowa
- Larry Biles, Kansas
- Leah MacSwords, Kentucky
- Wade Dubea, Louisiana
- Doug Denico, Maine
- Peter Church, Massachusetts
- Bill O'Neill, Michigan
- Forrest Boe, Minnesota
- Charlie Morgan, Mississippi
- Lisa Allen, Missouri
- Bob Harrington, Montana
- Scott Josiah, Nebraska
- Pete Anderson, Nevada
- Brad Simpkins, (Acting) New Hampshire
- Lynn Fleming, New Jersey
- Tony Delfin, New Mexico
- Robert Davies, New York
- Scott Bissette, North Carolina
- Larry Kotchman, North Dakota
- Robert Boyles, Ohio

- George Geissler, Oklahoma
- Doug Decker, Oregon
- Dan Devlin, Pennsylvania
- Cristina Cabrera, Puerto Rico
- Gene Kodama, South Carolina
- Jere Jeter, Tennessee
- Tom Boggus, Texas
- Steven Sinclair, Vermont
- Aaron Everett, Washington
- Randy Dye, West Virginia
- Paul DeLong, Wisconsin
- Bill Crapser, Wyoming
- Mary Taufete'e, American Samoa
- Marlyter Silbanuz, Federated States of Micronesia
- Justin Santos (acting), Guam
- Victor Guerrero, Northern Mariana Islands
- Pua Michael, Palau
- Karness Kusto, Republic of the Marshall Islands
- Louis Peterson, Jr., U.S. Virgin Islands

## **Welcome New Members!**

- Bettina Ring, Virginia
- John Thomas, District of Columbia
- Don Van Hassent (Acting), Maryland
- Greg Josten, South Dakota
- Greg Pate, Alabama
- Tom Wilson (Acting), Illinois
- Lisa Hadway, Hawaii
- Brian Cottam, Utah
- Bruce Payton, Rhode Island

# Communications & Outreach

## Achieving Effective Communications



### Staff Changes

This year, NASF said a fond farewell to Genevieve O'Sullivan in March and welcomed new Communications Director Amanda Cooke in May. The Communications Committee worked closely with NASF staff to ensure a smooth transition for Amanda. Shortly thereafter, NASF staff met with USDA Forest Service State & Private Forestry program leaders to determine shared communications priorities, including increased visibility for [www.forestationplans.org](http://www.forestationplans.org) and content sharing about state success stories. Five of these stories are illustrated in a special section in the back of this report.

### Smokey Bear

In August, Smokey Bear celebrated 70 years of fire prevention. The work of NASF, the Ad Council, and the USDA Forest Service resulted in more than 200 television and radio airings about Smokey's prevention message, reaching 8.9 million people. State agency employees appeared on national television including the Today Show (New York) and the Weather Channel (Georgia). Lynn Fleming (New Jersey) traveled to Washington, D.C. to speak on behalf of NASF at the national USDA celebration. The Center for Association Leadership interviewed Jay Farrell about the work of State Foresters and the history of the Smokey campaign.

## Educational Materials Program

At the 2013 Annual Meeting in Virginia, the Executive Committee and the NASF Foundation agreed on concepts for a formal agreement designed to build revenue for both organizations. The Foundation approved a significant investment in the Educational Materials Program for this fiscal year. This investment supported goals and action items in the NASF Operational Plan for marketing and product development. The educational materials team designed two new major products—Smokey Bear coasters and NASF nature journals. In addition, the annual 2015 Pocket Planner—this year with a “Smokey Bear hug” theme—was produced in September. Please be sure to share the link to our products with your staff: [www.stateforesters.org/store](http://www.stateforesters.org/store).

## Social Media and E-Newsletter

NASF’s digital media tools help the organization carry out tactics to meet our goals and objectives.

NASF relies on official pages on Facebook, Twitter, Pinterest, and LinkedIn, as well as our growing e-newsletter list (formerly referred to as the Washington Weekly Report). In an effort to increase our reach and ability to provide resources to our audiences, the communications director launched paid Facebook and Twitter advertising campaigns

in June which resulted in a very strong return on investment.

## NASF by the Numbers (as of September 2014)

**FACEBOOK:** 2,700 Likes. Our Facebook page is a tool we use to engage new people like landowners and members of the public with an interest in forests. Over a billion people use Facebook to connect, and our page allows us to target people based on their location, age and more. Like NASF at [www.facebook.com/stateforesters](http://www.facebook.com/stateforesters).

**TWITTER:** 3,000 Follows. Twitter allows NASF to educate and share our resources, 140 characters at a time. We find that Twitter is the most valuable social network for reaching thought leaders, partner organizations, and members of the media. Follow NASF at [www.twitter.com/stateforesters](http://www.twitter.com/stateforesters).

**E-NEWSLETTER LIST:** 1,600 subscribers. The average open rate for our e-newsletter is 23%, significantly higher than the environmental non-profit industry average of 14%. The average click rate for our e-newsletter is 10%, significantly higher than the industry average of 2.8% for environmental non-profit newsletters. To subscribe, email Amanda at [acooke@stateforesters.org](mailto:acooke@stateforesters.org).

The **top five high-impact issues** facing state forestry agencies are:

- 1.** Pest Infestation/Disease Outbreak
- 2.** Reducing Risks of Wildfire Impacts
- 3.** Invasive Species
- 4.** Forest Fragmentation/  
Conversion/Development
- 5.** Forest Markets

**PINTEREST:** 100 Followers. Pinterest helps our audiences discover the great work of NASF through a series of visual boards. Pins can be almost anything—a nature activity, an educational product, a link to a blog post. Follow along at [www.pinterest.com/stateforesters](http://www.pinterest.com/stateforesters).

**LINKEDIN:** Just launched! Our LinkedIn Company Page raises awareness of the NASF brand, promotes employment opportunities, and helps build relationships with new audiences. Join our online community at [www.linkedin.com/company/national-association-of-state-foresters](http://www.linkedin.com/company/national-association-of-state-foresters).

### Increased Media Visibility

This year, NASF distributed seven press releases and statements to members of the media. Washington staff including the executive, communications and policy directors were interviewed by national-level publications. We will continue to refine our media outreach strategy in an effort to be number one on reporter speed dials when it comes to our priority issues.



### NASF Foundation

The Photography Fellowship ran from July 14-August 22. Leslie Robertson documented the forests of Minnesota, Pennsylvania, Florida, Mississippi, and California. Her photographs were on display at the NASF Annual Meeting in St. Paul and are used throughout this report. We'd like to thank the host State Foresters and their teams for jumping on board with this exciting project which helped to better document working forests throughout the United States.

### Other Updates

The first annual Wildfire Mitigation Awards nomination process launched in September, and the Awards will be presented at the Wildland-Urban Interface Conference in March.

The communications director is working with a print designer and our web developers to produce a harmonious “family” of NASF branded assets, including a minor refresh to the look of the website in order to make it more user-friendly.

This year's biennial statistics survey of state forestry agencies, based on 2012 data, was completed and highlights are displayed throughout this report.

State forestry agency total expenditures increased nearly 17 percent in 2012, reaching **\$2.8 billion**. Of these expenditures, more than 60 percent were **related to fire control, prevention, protection & management**.



## Wildfire Funding

Throughout the year, NASF advocated for a permanent fix to stop future transfers of funds from non-fire programs to cover the costs of fire suppression at the USDA Forest Service (USFS) and the Department of the Interior (DOI). More than \$1 billion in non-fire program funding has been diverted over the past two fiscal years to meet suppression budget shortfalls.

NASF helped lead a growing coalition of more than 220 organizations in support of the bipartisan Wildfire Disaster Funding Act of 2014, introduced by Senators Wyden (D-OR) and Crapo (R-ID) and Representatives Simpson (R-ID) and Schrader (D-OR).

## Federal Excess Property

In July, State Foresters became aware of a decision by the Defense Logistics Agency (DLA) that left the USFS unable to acquire certain excess trucks and equipment from the

military for loan or transfer to state forestry organizations for wildfire suppression.

The transfer restrictions were based on a concern that some excess military vehicles are manufactured with motors covered by the National Security Exemption (NSE) to the Clean Air Act issued by the Environmental Protection Agency (EPA) and questions around whether the exemption continues to apply once ownership is transferred away from the Department of Defense (DOD). With input from NASF, Congress and other partners, DLA and EPA quickly reached an agreement to fully resume transfers of NSE-covered equipment without any encumbrance on title.

NASF provided talking points for use by State Foresters and partners in discussing this issue with members of Congress, who quickly responded with bipartisan Senate and House letters urging Secretary of Defense Chuck Hagel to resolve the impasse. The strong Congressional response was critical in achieving the quick resolution.



## Fiscal Year (FY) 2014 Appropriations Successes

NASF and its partners were successful in influencing Congress to repay the nearly \$640 million transferred in FY 2013 from non-fire programs at the USFS and the DOI to fund emergency fire suppression in the FY 2014 short-term continuing resolution that ended the federal government shutdown.

NASF responded to a draft FY 2014 Interior and Environment Appropriations Bill that did not specify funding for the USFS Urban and Community Forestry (UCF) program, which effectively eliminated funding. Working with our partners at the Sustainable Urban Forests Coalition, NASF participated in meetings with key staff to discuss the importance of the UCF program. Our efforts helped reverse this action as the House Appropriations Committee subsequently approved an Interior bill with funding for UCF that was more than \$3 million above President Obama's requested budget.

In late January, the House and Senate approved the Consolidated Appropriations Act of 2014. The bill prevented another government shutdown and provided funding for all 12 appropriations bills through the remainder of FY 2014. The bill included several NASF policy priorities, such as a one-year extension of stewardship contracting, expansion of the Good Neighbor Authority, and authority for the USFS to retain funds that it receives in repayment of fire protection services rendered (previously such funds were returned to the Treasury). The bill also created the landscape scale restoration budget line item.

## Fiscal Year 2015 Appropriations

NASF participated in a field trip hosted by the Maryland Forest Service for the White House Office of Management and Budget and USFS budget staff. The trip showcased how the Forest Stewardship, State Fire Assistance, and Urban & Community Forestry programs are making a difference for landowners and communities.

The NASF Executive Committee completed Hill visits with individual state delegations and appropriations staff in the House and Senate to share NASF appropriations priorities for FY 2015.

In April, NASF Vice President and Florida State Forester Jim Karels testified before the House Appropriations Subcommittee on Interior, Environment & Related Agencies. NASF coordinated shared appropriations priorities and completed funding request letters with multiple partners for each of our priority programs:

- Forest Stewardship Program
- State Fire Assistance & Hazardous Fuels
- Urban & Community Forestry
- Forest Inventory & Analysis
- Forest Health

## United States Congress

NASF supported State Foresters in completing more than 110 Hill visits in Washington, D.C.

Former Maryland State Forester and Chair of the Forest Resource Management Committee Steven Koehn participated in a briefing hosted by the House Committee on Agriculture focused on the Forest Inventory & Analysis Program.

Acres under wildfire protection by state forestry agencies in 2012 totaled **1.57 billion acres**, and state forestry agencies trained around **58,000 rural firefighters** in 2012.

In 2013, NASF began advocating for language in the National Defense Authorization Act (NDAA) to transfer aircraft from the DOD to USFS for use as wildfire retardant aircraft. Negotiations resulted in compromise language in the 2014 NDAA that will send seven C-130H aircraft from the Coast Guard to the Forest Service. The Forest Service will also receive 15 C-23 Sherpa aircraft for use as smokejumper and transport platforms.

### **U.S. EPA Waters of the United States Proposed Rule**

In April of this year, the U.S. EPA released a proposed rule intended to clarify the scope of “waters of the United States” (WOTUS) that would determine the jurisdictional reach of the federal Clean Water Act (CWA). The EPA simultaneously published an interpretive rule intended to retain existing exemptions to the dredge and fill permitting requirements under §404(f) of the CWA, while encouraging certain agricultural conservation practices based on standards established by the Natural Resources Conservation Service.

NASF collaborated with partners, including the Association of Clean Water Administrators and the Environmental Council of the States, to review the rule and receive further explanation on technical questions directly from EPA staff. NASF and the National Association of State Departments of Agriculture formally requested, and received, an extension of the WOTUS rulemaking through October 20, 2014. NASF provided frequent updates to members on the issue and will submit comments to the EPA on the proposed rule.

### **The Agricultural Act of 2014 – Farm Bill**

The 2014 Farm Bill is considered by many to be the strongest for forests yet. Through the Forests in the Farm Bill Coalition and other targeted efforts, NASF helped ensure the final Bill addressed our key priorities.

In March, NASF held a webinar for State Foresters covering major forestry provisions included in the Farm Bill that was signed into law earlier this year, including the following:

#### ***§8101: Reauthorization of Statewide assessments and strategies through 2018***

#### ***§8204: Insect & disease infestation designations***

NASF helped coordinate with the USFS to understand and share expectations for designations. USFS ultimately designated more than 45 million acres of NFS lands under the authority.

NASF delivered a letter to USFS Chief Tom Tidwell urging quick action to address the identified insect and disease issues.

#### ***§8205: Stewardship end result contracting***

Permanent authority for stewardship contracting.

#### ***§8206: Good Neighbor Authority (GNA)***

Extends to all states with USFS or DOI lands. NASF has been in frequent contact with the USFS on implementation of GNA and delivered a letter to Chief Tidwell urging quick action in implementing the authority nationwide.

#### ***§8301: Revision of strategic plan for forest inventory and analysis***

Requires the Secretary of Agriculture to revise the strategic plan within 180 days of enactment, providing details on organization, procedures and funding needed to achieve several listed items, including (This list is not comprehensive):

- Fully annualized inventory in interior Alaska;
- Annualized inventory of urban trees;
- Engage State Foresters and other users to reevaluate core data variables; and
- Foster greater cooperation among FIA program, research station leaders, State Foresters and other users.

NASF delivered a letter to Chief Tidwell requesting USFS staff work with NASF as they revise the strategic plan.

#### ***§8304: Reimbursement of fire funds***

Includes language supported by NASF to clarify authority for USDA Forest Service to continue facilitating national coordinated response to wildland fires.

#### ***§12313 Silviculture activities***

The bill includes compromise language providing legal certainty that a Clean Water Act NPDES permit is not required for silviculture activities.



# Partnerships & Coalitions

## Developing Partner Support



**As part of its core mission, NASF relies on effective partnerships to advance its legislative and policy priorities. We are part of a national framework of agencies and partners working to enhance cooperation and communication among federal, state, tribal, local governments, and private forestry interests. NASF's leadership and participation in a variety of national bodies, coalitions, and task forces helps us advance State Forester priorities with a collective voice.**

### COALITIONS

Through joint policy development with a broad array of federal agencies, tribal governments, conservation groups, associations, and others, we promote the full range of values forests contribute to our society with the full range of partners who protect and maintain them.

The Forests in the Farm Bill Coalition  
The Continental Dialogue on Non-native Forest Insects and Diseases  
The Joint Forestry Team  
The Sustainable Urban Forests Coalition  
The National Wildfire Coordinating Group  
Coalition Against Forest Pests  
Forest-Climate Working Group  
Partner Caucus on Fire Suppression Funding Solutions

## PARTNERS

NASF works in partnership with a broad spectrum of organizations to promote healthy and sustainable trees and forests across America, and to influence forest policy at all levels.

Alliance for Community Trees  
American Forests  
American Forest & Paper Association  
American Forest Foundation  
Arbor Day Foundation  
Association of Consulting Foresters  
Association of Fish and Wildlife Agencies  
Casey Trees  
Complex Incident Management Course  
Don't Move Firewood  
Forest Landowners Association  
Forest Resources Association  
Forest Stewardship Council  
Forestry Conservation Communications Association  
Grove of State Trees  
Hardwood Forestry Fund  
International Society of Arboriculture  
Intertribal Timber Council  
National Alliance of Forest Owners  
National Association of Conservation Districts  
National Association of Resource Conservation & Development Councils  
National Association of University Forestry Resource Programs  
National Plant Board  
National Urban and Community Forestry Advisory Council

National Timber Tax Website  
National Woodland Owners Association  
Northeastern Area Association of State Foresters  
The Nature Conservancy  
Pinchot Institute for Conservation  
Project Learning Tree  
Roundtable on Sustainable Forests  
Society of American Foresters  
Southern Group of State Foresters  
Sustainable Forestry Initiative  
Treelink  
The Trust for Public Land  
Western Forestry Leadership Coalition  
Western Governors' Association  
The Wilderness Society  
The Wildlife Society

## FEDERAL AGENCIES

USDA Forest Service  
USDA Natural Resources Conservation Service  
Bureau of Land Management -  
Department of the Interior  
Fish and Wildlife Service -  
Department of the Interior  
National Park Service -  
Department of the Interior  
Farm Service Agency -  
Department of Agriculture  
U.S. Environmental Protection Agency  
U.S. Army Corps of Engineers

State forestry agencies provided technical assistance to more than **200,000 forest landowners** in 2012.

# Management & Operations

**Management focuses NASF's human and financial resources on actions that deliver value for State Foresters. Value is defined through member-driven committees working towards implementing a member-defined Strategic Plan. The policy and communications accomplishments detailed in this report were made possible by the efforts of engaged members and dedicated staff.**



## Strategic Plan

The NASF Strategic Plan is a working document that provides an annual goal-setting and accomplishments-reporting template for both staff and committees. The expiration of the Strategic Plan in 2014 provides an opportunity for NASF members to reaffirm and redefine a shared vision for the organization.

## Annual Meeting

The NASF Annual Meeting provides a learning, networking, and business forum for our members and partners. At any given time each year, NASF staff are coordinating with two or three states to plan current and future meetings. Thank you so much to Virginia for hosting our 2013 meeting and Minnesota for hosting the 2014 meeting. We look forward to working with California on the 2015 Annual Meeting in Lake Tahoe.

## Operational Plan & Member Engagement

Under the leadership of NASF President Chris Maisch, the Executive Committee approved a comprehensive Operational Plan that outlined policy, communications, and management actions the organization would take to achieve strategic and business goals.

Although this served as an effective tool for focusing resources, the overall goal of the Operational Plan was really powerful: at least 80% member engagement.

This fiscal year, members traveled to Washington, D.C. to testify in front of Congress on behalf of NASF's key issues.

We saw member attendance and visibility at high-profile events, and our communications committee chair was involved in in-person interviews to hire the new communications director.

Direct engagement by State Foresters with decision makers in Congress was a significant factor in ensuring the 2014 Farm Bill addressed NASF policy priorities such as ensuring stormwater discharge permits would not be required for forest roads. NASF and its members led outreach efforts to Congress and our partners that delivered strong, bipartisan letters to the Department of Defense from Congress urging a quick resolution to issues with federal excess property programs used to support wildfire response. Whether actively participating on an NASF committee, contacting members of Congress, or representing NASF on national efforts such as the Cohesive Strategy for Wildland Fire, supporting State Foresters to engage on issues at the federal level that impact all states is the true strength of the organization.

## National Trends/Performance Measures

At the 2013 Annual Meeting in Virginia, members directed each NASF committee to spend the next year considering common performance measures that might be reported in a new National Trends section added to all Forest Action Plans. The goal was to identify workable and credible performance measures that demonstrate the value of federal investments in State & Private Forestry programs. Committees have been seeking input from state staff and

partners and NASF's leadership hosted a series of conference calls for members and Forest Service staff to provide feedback. This is a big task and many questions remain. If those questions can be answered, NASF's work will benefit members, as well as the entire forestry community. NASF members will determine next steps at the 2014 Annual Meeting in Minnesota.

### Finance

By every measure, NASF completed the year with strong financial results. For the first time in years, the Educational Materials Program produced net revenue, which contributed to solid overall net revenue for the Association. This helped make progress towards two important business plan goals: diversify revenue and grow the reserve fund.

### Educational Materials Program

The educational materials team developed new products and began strategic

marketing to reach new audiences for our materials. This resulted in modest growth of the program, which meant revenue growth, as well as more people receiving fire prevention and conservation education messages. Peruse our store at [www.stateforesters.org/store](http://www.stateforesters.org/store).

### Leadership, Membership & Staffing

Many thanks to Jim Karels, Lisa Allen, Bob Harrington, and Paul Tauke for stepping up to fill key mid-year leadership vacancies. NASF welcomed two new employees in our Washington office, Amanda Cooke, Communications Director and Fiscal Specialist, Olivia Reynolds. Many thanks to Tom Boggus for helping interview candidates, as well as for leading an effort to better welcome new members. Effective October 1, 2014, former Hawaii State Forester Michael Buck will be retiring from his current role as NASF contract staff—he will be greatly missed and leaves big shoes to fill!

## FY2013 NASF Financial Snapshot

### SCHEDULE OF FINANCIAL POSITION

Year Ending September 30, 2013

TOTAL ASSETS	\$1,368,320.00
TOTAL LIABILITIES	332,288.00
TOTAL NET ASSETS	1,036,032.00
TOTAL LIABILITIES & NET ASSETS	\$1,368,320.00

### SCHEDULE OF ACTIVITIES

Year End September 30, 2013

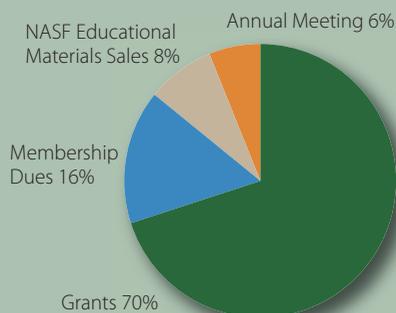
#### REVENUE

Grants	1,960,373.00
Membership Dues	454,839.00
NASF Educational Materials Sales	212,954.00
Annual Meeting	182,607.00
Other Income	449.00
<b>TOTAL REVENUE</b>	<b>\$2,811,222.00</b>

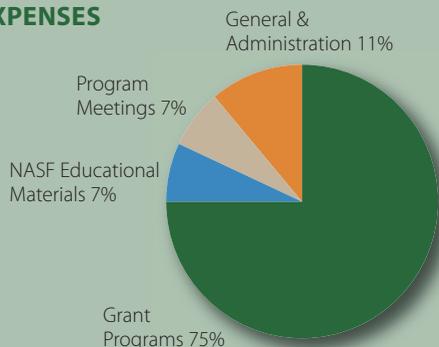
#### EXPENSES

Grants	1,947,445.00
NASF Educational Materials	185,088.00
Program Meetings	174,062.00
General & Administration	299,660.00
<b>TOTAL EXPENSES</b>	<b>\$2,606,255.00</b>

### REVENUE



### EXPENSES



## Statewide Wood Energy Team



The Minnesota Department of Natural Resources (DNR) received a \$250,000 grant from the U.S. Department of Agriculture (USDA) to enhance the use of renewable wood energy systems throughout the state.

The three-year grant opens new markets for Minnesota's forest resources, promotes economic vitality and uses renewable energy, while reducing overall energy costs.

The primary objective is to identify a number of commercial and institutional buildings that now use fuel oil and propane for energy and replace those systems with innovative wood energy systems.

The DNR, in partnership with 22 private, state and federal organizations, will use the grant to start the initial work that will hopefully result in the installation of wood energy systems in facilities not connected to natural gas grids.

The grant will enhance the work of the Statewide Wood Energy Team, whose members will work collaboratively to identify and evaluate wood energy systems for 15 to 20 commercial and institutional buildings such as community centers and nursing homes. This core team will also work to complete advanced engineering and financial analysis for six to 10 of those facilities.

**Read Minnesota's Forest Action Plan at [forestactionplans.org/states/Minnesota](https://forestactionplans.org/states/Minnesota).**





## Forest Stewardship, Landowner Assistance and Recreation



In 2013, hunters found greater hunting opportunities in state forests and parklands through participation in the Game Commission's Deer Management Assistance Program (DMAP).

Sixteen of 20 state forest districts and 21 of 120 state parks offered additional deer hunting opportunities through DMAP. District managers opened more than 400 miles of roads prior to the start of deer season. Roughly 90 percent of all state forestlands could be accessed within one-half mile of a drivable road.

New stewardship plans were implemented on 6,496 acres. There are currently 557,178 acres in Pennsylvania covered under forest stewardship plans.

Lastly, 4,123 landowners participated in landowner education programs across the state.

**Read Pennsylvania's Forest Action Plan at [forestactionplans.org/states/Pennsylvania](http://forestactionplans.org/states/Pennsylvania).**



## Timber Inventory and Cost-Share Successes



Mississippi completed the forest inventory for the state's southwest region. Obtaining a current inventory of available timber with statistical reliability sufficient to entice new industry into the region is crucial for maintaining the economic livelihood of this rural portion of the state.

This report presents the results of the second assessment of the resources eight years after the first inventory was completed.

The Mississippi state cost share program, Forest Resource Development Program, funded assistance to help complete 18,944 acres of regeneration and 2,480 acres of woody/herbaceous release. A total of \$1.94 million were allocated to forest landowners across the state to help cover costs.

Since 1975, a total of 1,453,539 acres have been reforested and 320,938 acres treated for woody/grass release, allocating \$86,546,716 to forest landowners.

**Read Mississippi's Forest Action Plan at [forestactionplans.org/states/Mississippi](http://forestactionplans.org/states/Mississippi).**

## Comprehensive Statewide Forest Inventory Analysis Study



The Florida Department of Agriculture and Consumer Services, Florida Forest Service released the results of the legislatively mandated Comprehensive Statewide Forest Inventory Analysis Study (CSFIAS).

The study evaluated the distribution, availability and sustainability of Florida's timber resources. The study mapped forestland cover using existing satellite and other remotely sensed imagery, identified forestland ownership and analyzed the growth and demand for timber resources by Florida's primary wood-using mills. Standing timber volumes and net timber growth were obtained from 2011

Florida Forest Inventory and Analysis (FIA) plot data. Appropriate FIA plot averages were assigned to land cover, age and stand origin strata resulting from remote sensing analyses.

Timber demand was based on 2013 primary wood using mill capacity data. Thanks to this study, we know that Florida's forests are sustainable overall in terms of timber resources, and we can pinpoint the areas in Florida where forest sustainability needs improvement. Florida is growing more timber overall than is being harvested on an annual basis, according to the study.

However, there are 18 counties where softwood pulpwood demand exceeds net growth. Eight of these counties are less than sustainable because forest products industry demand for softwood pulpwood exceeds net growth. The other ten counties are less than sustainable since softwood pulpwood exhibits low net growth despite low timber utilization rates.

Hardwood sawtimber and pulpwood are not in a deficit condition in any of the Florida counties. Both hardwood sawtimber and hardwood pulpwood net growth well exceeds existing demand throughout the state.

Data layers developed through this study are being used to update priority areas for Florida's Forest Stewardship Program delivery. This data will also be incorporated into the upcoming revision of Florida's Forest Action Plan. Knowing where timber growth is unable to meet demand and who owns the land in these areas will help Florida Forest Service deliver assistance to the landowners, forests, and industries most in need.

**Read Florida's Forest Action Plan at [forestactionplans.org/states/Florida](http://forestactionplans.org/states/Florida).**





## The California Firewood Task Force



Untreated firewood is a great vehicle for pests of trees, including invasives that threaten forest environments throughout the United States. While various efforts have been undertaken to deal with this threat, it is apparent that the problem is not easily mitigated.

California became more involved in the issue when the nonprofit California Forest Pest Council passed a resolution leading to the formation of the California Firewood Task Force.

The California Department of Forestry and Fire Protection and Forest Health Protection of the U.S. Forest Service Region 5 were instrumental in promoting and organizing the Task Force, and along with the California Department of Food and Agriculture and University of California, have been central to the Task Force's success.

During its first year in 2011, the Task Force built a coalition of agencies, organizations and other stakeholders; conducted research; and defined its mission.

In 2012, the Task Force extended its outreach campaign to include the entire state by way of Buy it Where You Burn it posters; billboard ads; Public Service Announcements and more.

All of these efforts are continuing with improvements based on analyses and feedback. Task Force accomplishments were facilitated by some key ingredients—a commitment among agencies and organizations that this is a high-priority issue needing to be addressed; effective use of grant funding provided by Forest Health Protection (State and Private Forestry), U.S. Forest Service; and the ability to develop collaboration among a diverse group of stakeholders. To learn more, visit [www.firewood.ca.gov](http://www.firewood.ca.gov).

**Read California's Forest Action Plan at [forestactionplans.org/states/California](http://forestactionplans.org/states/California).**

# Our Mission

The mission of the National Association of State Foresters is to represent state and territorial forester interests by influencing forest policy and leading efforts to promote healthy and sustainable trees and forests.

State and private lands provide public benefits such as clean air, clean water, wildlife habitat, outdoor recreation and about 70 percent of the nation’s wood supply. The management of these lands across the rural-to-urban spectrum is vital to our nation’s health and economy. State Foresters have the primary authority to help local governments and nearly 10 million family forest landowners manage and protect state and private forests under a wide variety of goals and circumstances.

State forestry agency delivery of many forestry management, outreach and assistance programs is influenced and mandated by numerous federal laws and policies. NASF is recognized as a leading authority on forest policy and its members are valued for their leadership, expertise and public-trust commitment to managing and conserving nonfederal trees and forests. We advocate legislation and policies that promote the role of trees, forests, and the professionals that manage them in addressing ecological, social, and economic issues.

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