



Adapting to Change

2014-2015 National Association of State Foresters Annual Report

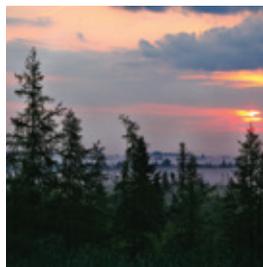
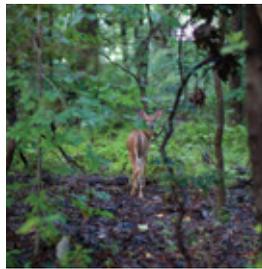


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Letter from NASF Executive Director Jay Farrell

Dear members,

I am pleased to share the 2014-2015 National Association of State Foresters (NASF) annual report with you. This year's theme is Adapting to Change, which is as relevant in the natural world as it is in the worlds of agencies and associations.

A State Forester once told me he goes to work every day with a written to-do list. And every day the list changes. Some days end with nothing checked off. Sound familiar? We adapt to change just as a tree does to an opening in the canopy, seeking light to grow stronger.

At NASF we take great pride in helping State Foresters because their work has real meaning. Today's to-do list might be an urban tree planting project that will improve water and air quality. Or a timber harvest that will create wildlife habitat, jobs and the essential products we use every day. Or deploying firefighting assets to protect communities.

Like forests, the policy, communications and partnership environments in which NASF operates are dynamic ecosystems. Issues and the people behind them are constantly changing.

In the pages that follow you will see Adapting to Change illustrated by our NASF Foundation photography fellows. You will see our work on important priorities such as the Wildfire Disaster Funding Act, Waters of the U.S. Rule, northern long-eared bat and federal lands legislation. NASF's Best Management Practices (BMPs) report and online map, along with our performance measures for forestry project, are excellent examples of how our work is forward-looking and proactive.

The decisions made in Washington, D.C. and the work by the association to inform and influence those decisions have far-reaching impacts on the nation's landscape. Our dedicated members and staff team crossed many things off the to-do list this year to make a difference for trees, forests and communities. But the to-do list is a long one!

Together, and by working with our partners, I look forward to another productive year.

Jay Farrell



Letter from NASF President Jim Karels



Dear members,

I am honored to have served as the president of the National Association of State Foresters (NASF). It has been humbling to lead an organization comprised of leaders serving the public interest. What better illustration of “adapting to change” than stepping out of one’s day job as State Forester to be NASF’s President (while keeping your day job)?

Our members face an almost unlimited array of opportunities and challenges. To get it all done, State Foresters rely on creative leadership along with their talented staff and supportive partners.

As NASF’s president, I had the privilege of meeting with colleagues around the nation to learn more about their issues and solutions. This year we came together with one voice to put individual priorities aside and advance the issues you will see detailed in this report. I was pleased to offer testimony before Congress about appropriations priorities and even more thrilled to see the testimony of my fellow panelists echo NASF’s recommendations. Our ability to communicate as one voice is a testament to the value of partnerships in the forestry community.

NASF had a successful year in part thanks to the work of extraordinary people. New partnerships with the National Wild Turkey Federation and the National Association of University Forest Resource Programs will advance strategic objectives that benefit our shared missions and allied partners. All three regions—the south, the west and the northeast—and the national association worked nearly seamlessly to be a strong voice to support the most pressing issues in forestry. The four organizations made exceptional strides to communicate more closely with one another, and the effects of this enhanced communication have greatly improved our outreach.

I was pleased to collaborate with NASF leadership as we launched two important projects critical to the future of our association and its members. A performance measures project is developing common metrics tied to Forest Action Plans. Once complete, this project will benefit the entire forestry sector by helping us better communicate the value of trees, forests and the work we do to sustain these resources. NASF is also in the process of completing a detailed revision of its strategic plan. A renewed plan will ensure we continue to focus limited resources on priority outcomes.

Behind the scenes, it has been a pleasure to work with the staff members of both NASF and the regional organizations. Leadership by staff members early in the calendar year resulted in the development of a Forest Inventory and Analysis (FIA) task force that serves as a good model for crossing organizational boundaries to enhance coordination and effectiveness. Working across boundaries is a common theme with State Foresters; our association staff puts this principle to work with a strong team ethic.

As you will see detailed throughout this report, NASF and its partners have achieved success this fiscal year. But there remains a great need for the staff and all our partners in the forestry community to continue to adapt to be an innovative authority on forest health and sustainability.

Thank you for your work this year. I appreciate the trust you placed in me during my service as your president.

Jim Karels

NASF Foundation



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Former State Forester of Tennessee

The National Association of State Foresters Foundation (“the Foundation”) is a nonprofit 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.

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

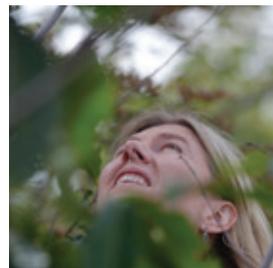
store.brightkey.net/nasffund_ebiz/.

PROGRAMS AND PROJECTS

NASF is grateful for the support of the Foundation members for the following fiscal year 2015 projects:

MY TREE – OUR FOREST: NASF launched a new line of urban and community forestry educational materials and outreach content. The association created content and educational materials to promote a consistent urban forestry brand, improve public awareness and understanding of urban forestry practitioners and their roles and generate non-dues revenue for NASF.

The creation of the My Tree—Our Forest brand was made possible through



collaboration with urban coordinators and/or state foresters in five pilot states (AK, DC, KY, MA, NJ). Subject matter expertise was provided by the Urban and Community Forestry and Communications Committees.

With support from the Foundation, products consultants BrightKey conducted audience research of needs and demand for urban forestry materials and managed the design of a logo, brand identity, and the first products.

INTERNSHIPS: The Foundation supported the policy and communications interns throughout the year. These young professionals receive an on-the-job education and gain valuable experience working directly with State Foresters.

NASF developed a new partnership with the Washington Center for Internships and Academic Seminars, a nonprofit organization that provides students with challenging opportunities to work and learn in Washington, D.C. The association continued its partnership with the William A. Demmer Scholars Program.

The policy counsel managed Linsey Stauffer and the communications director managed Nicole Leinders. We are grateful for their exceptional work and professionalism.

EXECUTIVE FELLOWSHIP: In July, Cristina Cabrera of Puerto Rico attended the executive fellowship program. Hosted at the John F. Kennedy School of Government at Harvard University, the program focuses on exercising leadership, strategy and political management, as well as creating public value, negotiation, crisis management, financial stewardship, internal capacity and performance management.

PARTNER OUTREACH: NASF staff members hosted exhibits at partner conferences to market and promote NASF, the Foundation and our educational materials. Conferences included those hosted by the Society of American Foresters, Partners in Community Forestry, National Association of Conservation Districts, International Association of Fire Chiefs, and the Minority Landowner Magazine. At the latter, the Texas A&M Forest Service hosted a pre-conference tour and the NASF communications director addressed the crowd of nearly 250 landowners to discuss the various tools and resources that state agencies provide to forest owners.

PLEDGE YOUR SUPPORT:

Please visit store.brightkey.net/nasffund_ebiz/ to make a donation.



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

1. Pest Infestation/Disease Outbreak/Invasives
2. Reducing Risks of Wildfire Impacts
3. Forest Fragmentation/Conversion/Development
4. Water Quality/Quantity
5. Economic Development/Timber Supply

2014-15 Leadership



EXECUTIVE COMMITTEE MEMBERS

- Jim Karels, President
- Paul DeLong, Vice President
- Bill Crapser, Treasurer
- Chris Maisch, Past President
- Doug Decker, Chair, CWSF
- George Geissler, Chair, SGSF
- Peter Church, Chair, NAASF

COMMITTEE CHAIRS

- Bob Harrington, Wildland Fire
- Chris Martin, Forest Science & Health
- Gene Kodama, Forest Markets
- Lisa Allen, Urban & Community Forestry
- Paul DeLong, Legislative
- Paul Tauke, Forest Resources Management
- Tom Boggus, Communications

MEMBERS

- Greg Pate, Alabama
- Chris Maisch, Alaska
- Jeff Whitney, Arizona
- Joe Fox, Arkansas
- Ken Pimlott, California
- Mike Lester, Colorado

- Christopher Martin, Connecticut
- Michael Valenti, Delaware
- John Thomas, District of Columbia
- Jim Karels, Florida
- Robert Farris, Georgia
- Lisa Hadway, Hawaii
- David Groeschl, Idaho
- Tom Wilson, Illinois
- John Seifert, Indiana
- Paul Tauke, Iowa
- Larry Biles, Kansas
- Leah MacSwords, Kentucky
- Wade Dubea, Louisiana
- Doug Denico, Maine
- Donald Van Hassent (Acting), Maryland
- Peter Church, Massachusetts
- Bill O'Neill, Michigan
- Forrest Boe, Minnesota
- Charlie Morgan, Mississippi
- Lisa Allen, Missouri
- Bob Harrington, Montana
- Scott Josiah, Nebraska
- Bob Roper, Nevada
- Brad Simpkins, 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
- Bruce Payton, Rhode Island
- Gene Kodama, South Carolina
- Greg Josten, South Dakota
- Jere Jeter, Tennessee
- Tom Boggus, Texas
- Brian Cottam, Utah
- Steven Sinclair, Vermont
- Bettina Ring, Virginia
- Aaron Everett, Washington
- Randy Dye, West Virginia
- Paul DeLong, Wisconsin
- Bill Crapser, Wyoming
- Mary Taufete'e, American Samoa
- Marlyter Silbanuz, Federated States of Micronesia
- Joseph Mafnas, Guam
- Victor Guerrero, Northern Mariana Islands
- Pua Michael, Palau
- Cristina Cabrera, Puerto Rico
- Karness Kusto, Republic of the Marshall Islands
- Carlos Robles, Virgin Islands

Communications & Outreach

Achieving Effective Communications



The National Association of State Foresters Communications Committee is chaired by Texas State Forester Tom Boggus and staffed by Communications Director Amanda Cooke. Members also include John Thomas (DC), Leah MacSwords (KY), George Geissler (OK), Brian Cottam (UT) and Steve Sinclair (VT).

SOCIAL AND TRADITIONAL MEDIA

NASF's digital media tools help the organization carry out tactics to meet its goals and objectives. NASF manages pages on Facebook, Twitter, Pinterest and LinkedIn. The NASF e-newsletter continues to surpass environmental nonprofit industry averages. For NASF's industry, the average e-newsletter open rate is 11 percent. Our e-newsletter open rate is 28 percent for the year. This data illustrates that the association sends the right information to the right people. The average click-through rate for

an environmental nonprofit e-newsletter is 1.9 percent. Coming in at 12 percent for the year, our click-through rate indicates a highly engaged readership.

In an effort to strengthen existing relationships, NASF launched a quarterly print column with National Woodland Owner Magazine. In addition, the communications director conducted outreach to publications, along with tailored content about the work of the state agencies. Guest articles ran on the Women Owning Woodlands blog and in the



North Carolina Forestry Association's TreeLine newsletter.

NASF distributed nine press releases and statements, highlighting major issues ranging from federal legislation to wildfire mitigation efforts. Washington staff coordinated interviews on behalf of State Foresters in outlets ranging from Fox News television to national-level trade publications such as E&E News.

WEBSITES

Along with the support of the communications committee, NASF's communications director works to continually improve the association's online and technological capabilities.

In June, the communications director and digital consultants Carousel30 began major improvements to stateforesters.org. The strategic updates were based on best practices for website navigability and mobile- and user-friendliness.

Migration of all content on forestactionplans.org will take place in the fall of 2015. While NASF will continue to promote the URL forestactionplans.org, an automatic redirect will take place to the new section on the main NASF website. This migration will lead to greater visibility for the strategies and assessments.

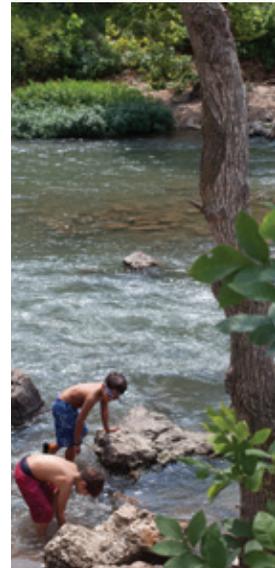
In addition, it is estimated that NASF will save anywhere between \$7,500-\$10,000 in updates and security costs as a result of integrating the two websites.

NASF also completed a search engine optimization project to improve search engine rankings about priority issues. Staff also enhanced the members only section by creating new wildfire and appropriations toolkits to equip State Foresters with talking points and template presentations.

WILDLAND FIRE CAMPAIGN

NASF staff and digital consultants Carousel30 developed a wildland fire outreach campaign to increase awareness about the broken wildfire funding mechanism. The campaign aimed to produce communication materials to influence forest policy and develop media opportunities that feature NASF issues.

NASF ran a unique sponsored content series in The Hill, a premier source for policy news in Washington. The communications and policy directors developed visuals and editorial content that were featured prominently on two areas of thehill.com homepage and Energy & Environment Section. Metrics were not available at press time.



NASF by the Numbers*

Facebook: 5,340+ Likes

Twitter: 4,420+ Followers

Pinterest: 150+ Followers

LinkedIn: 75+ Followers

e-Newsletter list: 1,650+ subscribers

*current as of August 2015



STATE SUCCESS STORIES

In partnership with the USDA Forest Service, NASF produced the State and Private Forestry (S&PF) Annual Report to help tell an effective story about the great work happening on-the-ground in the states. This project offered an opportunity to illustrate state forestry projects to members of Congress.

In the spring, the communications director conducted thorough research about best practices for storytelling to Congress and solicited stories from 15 strategically selected states. These states submitted stories detailing various successes from the fiscal year. One-page leave behinds were created and distributed to members of Congress during the spring Executive Committee meeting. The stories were used to refresh content on the state pages of forestactionplans.org. A state-specific graphic was created for sharing each of the stories on social media in an engaging manner.

SMOKEY BEAR

Through the Cooperative Forest Fire Prevention (CFFP) campaign, NASF works with the USDA Forest Service and the Ad Council to support the message of Smokey Bear, the national symbol for fire

prevention. State Forester members of the CFFP campaign include Tom Boggus (TX), Lynn Fleming (NJ) and Tony Delfin (NM). The committee is staffed by communications director Amanda Cooke.

NASF hosted the full CFFP campaign and helped facilitate the voting process to determine the 2015 Smokey Bear Award winners. The communications director assisted the Forest Service's National Wildfire Prevention Program Manager with announcements about the 2015 Smokey Bear awardees.

In April the Ad Council established a contract with digital agency St. John & Partners to redesign smokeybear.com. This digital resource is critical to the campaign and receives an average of 225,000 visitors per month. The NASF communications director participated in weekly calls with the campaign team to provide guidance during the process. The new website, which will launch in February 2016, improves the site structure to make it easier for visitors to find the information they most want. The redesign also enhances content, mobile responsiveness and search engine results for the campaign.

BEST MANAGEMENT PRACTICES INTERACTIVE MAP AND REPORT

In recognition of Earth Day, NASF published a report about forestry best management practices (BMPs) for water quality. NASF created an interactive map that displays the research findings and recommendations for BMP implementation from all 50 state forestry agencies. The map is the most recent, complete and comprehensive map of research studies in this field. By utilizing the map the forest sector can now access the standards and regulations that guide the responsible management of woodlands in each state.

View the map at www.stateforesters.org/state-forestry-BMPs-map. Additional details about the project are available in the Forest Resources Management Committee's update.

FIVE YEARS OF FOREST ACTION PLANS AND WATER QUALITY

The forestry community celebrates five years of Forest Action Plans this year.

In recognition of this milestone, the communications director contracted with Dovetail Partners to analyze state forestry agency water quality accomplishments in Forest Action Plans. The result will be an analysis that provides a holistic view of what state forestry agencies are doing on-the-ground (including implementation of strong BMPs programs) to protect water quality.

Three states and one territory provided success stories for the report. This project will help develop media opportunities for the state assessments and strategies, as well as elevate the voice of State Foresters in conversations about water quality.

WILDFIRE MITIGATION AWARDS

NASF was a leading partner in the launch of the Wildfire Mitigation Awards program. Prior to the inaugural nomination period, a nationally recognized award program for mitigation efforts did not exist. NASF led the charge to work with interagency cooperators including the USDA Forest Service, the International Association of Fire Chiefs (IAFC), and the National Fire Protection Association (NFPA). These awards recognize outstanding service in wildfire preparedness and safety across a broad spectrum of activities and among a variety of individuals and organizations. By honoring these achievements, NASF and its partners seek to

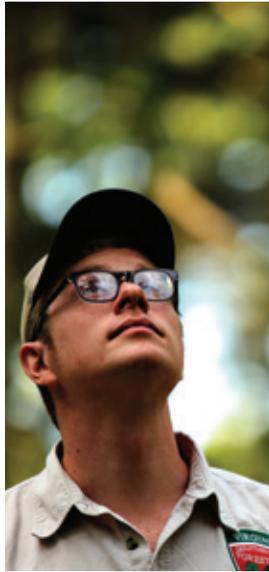
increase public recognition and awareness of the value of wildfire mitigation efforts.

NASF researched online platforms for nomination submissions, co-hosted a meeting with the Texas A&M Forest Service to evaluate the nominations and conducted press outreach to announce the inaugural honorees. NASF President Jim Karels helped present at the first annual awards ceremony in March. The awards garnered significant local media coverage.

MY TREE – OUR FOREST AND OTHER EDUCATIONAL MATERIALS

The communications director and chief financial officer continue to work strategically to develop new sources of non-dues and non-federal revenue. Thanks to the support of the Foundation and the Urban and Communications Committees, NASF launched the My Tree – Our Forest campaign. See the Foundation section for details about this exciting new campaign.

NASF staff work monthly to manage the educational materials program as an efficient business operation by monitoring inventory reports and making strategic decisions about new and existing materials. The association is undergoing a major revision to the e-commerce store (stateforesters.org/store) in an effort to increase sales and keep up with best practices for customer security and usability.



State forestry agencies provided technical assistance to more than 235,000 forest landowners in 2014.

Policy & Legislative Affairs

Influencing Forest Policy



NASF's Legislative Committee began operating under a new structure in 2015; it is now comprised of a State Forester from each of the three regions, as well as policy staff from NASF and the regional state forestry organizations. State Forester members include Paul DeLong (WI), Bettina Ring (VA), and Doug Decker (OR); staff include Brent Keith (NASF), Kelsey Delaney (CWSF), Laura Schweitzer-Meins (NAASF), and Tim Foley (SGSF).

CONGRESS

During the NASF Executive Committee meetings in FY 2015, State Foresters completed nearly 100 Hill visits, sharing NASF priorities with members of Congress. In April, State Foresters and Tree Farmers associated with the American Forest Foundation participated in joint Hill meetings to share State & Private Forestry appropriations priorities and to urge passage of the Wildfire Disaster Funding Act (H.R. 167 and S. 235) to enable the USFS to

fund wildfire suppression while increasing investment in forest management and conservation programs.

The House Committee on Appropriations, Subcommittee on Interior, Environment, and Related Agencies, invited NASF to testify on fiscal year FY 2016 appropriations priorities; NASF President and Florida State Forester Jim Karels testified before the Subcommittee. NASF also submitted written testimony to the House and Senate Interior Subcommittees

and coordinated with partner groups to complete sign-on letters supporting NASF's priority programs—Cooperative Forest Health, Forest Inventory & Analysis, Forest Stewardship, Urban & Community Forestry, State Fire Assistance and Landscape Scale Restoration.

In March, Arkansas State Forester Joe Fox testified on behalf of NASF before the House Committee on Agriculture, Subcommittee on Conservation and Forestry, concerning the then-proposed rule to define waters of the United States from the U.S. EPA and Army Corps of Engineers. NASF testimony helped educate members of the Subcommittee about potential impacts of the rule on forestry and highlighted the important role of state forestry best management practices (BMPs) in protecting water quality.

WILDFIRE FUNDING

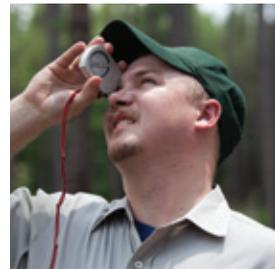
The NASF Legislative Committee continued work with partners in the Fire Suppression Funding Solutions Partner Caucus to support the Wildfire Disaster Funding Act (WDFDA) in the House and Senate. NASF and its partners successfully supported inclusion of bipartisan amendment language offered by Senators Wyden (D-OR) and Crapo (R-ID) to allow access to the federal disaster cap for a portion of wildfire suppression expenses in the non-binding Senate Budget Resolution. Through NASF Hill visits and joint efforts with partners, NASF helped secure more than 115 cosponsors for the WDFDA in the House and our work helped convince leaders of the Senate Interior Appropriations Subcommittee to include slightly modified WDFDA language in the Subcommittee's FY 2016 bill.

FEDERAL FORESTS

NASF continued efforts this year to support introduction and passage of bi-partisan legislation to improve the health and resilience of National Forest System lands by making needed reforms to ensure that federal forests are managed sustainably to deliver social, economic and ecological benefits. In July, the House passed the Resilient Federal Forests Act of 2015

(H.R. 2647). In addition to making several changes to streamline implementation of projects developed through a collaborative process, the Resilient Federal Forests Act of 2015 included language to stop future transfers of funds from non-fire programs when appropriated suppression funds are expended. While the bill takes a different approach than the WDFDA, it would prevent fire transfers and represents an acknowledgment by House Leadership of the fire funding problem. In a statement responding to House passage of this bill, NASF recognized the bill sponsor, Rep. Westerman (R-AR), for his leadership in developing solutions that would increase the ability of the Forest Service to deliver on its responsibilities to suppress wildfire and sustainably manage forest lands.

In July, Senator Barrasso (R-WY) introduced the National Forest Ecosystem Improvement Act of 2015 (S. 1691). In response to this bill, NASF sent a letter to Senator Barrasso, Chair of the Energy & Natural Resources Committee, Subcommittee on Public Lands, Forests, and Mining, and Ranking Member Wyden (D-OR) thanking them for their efforts and encouraging them to continue working to identify and directly address the process barriers preventing the USFS from doing more to increase active management on National Forest System lands.



GOOD NEIGHBOR AUTHORITY

The Good Neighbor Authority (GNA) allows states to enter into cooperative agreements with the USFS or the Bureau of Land Management (BLM) to perform watershed restoration or forest management work on federally owned lands. Following expansion of GNA to all states in the 2014 Appropriations Act and the 2014 Farm Bill, NASF worked closely with the USFS to improve the agreement templates developed by the Agency to carry out projects under the GNA. NASF encouraged the USFS throughout public comment periods to retain maximum flexibility for states to implement GNA projects using their own rules and regulations. The NASF Legislative Committee worked closely with interested states to develop and share feedback on specific requirements in the proposed agreement templates. NASF's engagement with the USFS throughout the comment periods led to improvements and enhanced flexibility in the final product.

In July, the USFS finalized the agreement templates and at least one state has already executed a GNA agreement with a local USFS unit.

WATERS OF THE UNITED STATES

NASF continued work this year to influence development of the now final rule from the U.S. EPA and Army Corps of Engineers

that defines "waters of the United States" (WOTUS), setting the bounds of federal jurisdiction under the Clean Water Act. Throughout the public comment process, NASF highlighted the importance of retaining traditional silviculture exemptions, and the final rule has done just that.

NASF member and Arkansas State Forester Joe Fox testified before the House Committee on Agriculture, Subcommittee on Conservation and Forestry concerning the impacts of the then proposed WOTUS rule. The U.S. EPA and Army Corps of Engineers published a final rule to define WOTUS on June 29, 2015 and went into effect on August 28, 2015. Multiple legal challenges to the rule have been filed and the timing for judicial review of the rule is still unfolding.

NORTHERN LONG-EARED BAT

The NASF Legislative Committee provided a forum for the regional State Forester associations to coordinate, strategize and share information on regional perspectives on the proposed listing of the northern long-eared bat (NLEB) and development of a 4(d) rule under the Endangered Species Act (ESA). The committee also gathered and discussed information on implementation issues associated with the interim 4(d) rule, and communicated with federal agencies to request clarified direction to the field.



More than 1.5 billion acres were under wildfire protection by state forestry agencies in FY14.



In addition, NASF submitted comment letters to the U.S. Fish & Wildlife Service on the proposed listing as well as on the draft and interim versions of the 4(d) rule. Throughout the process, NASF coordinated with other forestry partners in messaging about the importance of sustainable forest management in maintaining and providing habitat for the NLEB.

FOREST CLIMATE WORKING GROUP

One key way that NASF works to deliver State Foresters federal legislative and policy priorities is by working with partner organizations through coalitions. NASF works with many coalitions in Washington, D.C., and this year we have highlighted the Forest Climate Working Group (FCWG) because of successful efforts to influence Administrative policy recognizing the carbon benefits of forests. The FCWG represents a diverse spectrum of forest

industry, conservation, landowner and agency interests in advocating for recognition of the carbon benefits of actively managed forests and potential climate change adaptation and mitigation roles for forests. As an active member of the FCWG, NASF was able to enhance our federal appropriations advocacy efforts through the FCWG influence in development of the USFS budget for programs including Forest Inventory & Analysis, Forest Stewardship and Urban & Community Forestry. The FCWG also developed policy suggestions that were incorporated in the Administration's Climate Action Plan and natural resources policy proposals recognizing the central role of U.S. forests and forest products in responding to climate change. The USDA also recognized many of the FCWG policy suggestions in its "Building Blocks for Climate Smart Agriculture and Forestry."



Committees & Partnerships

Developing Partner Support



NASF relies on the power of effective partnerships and committee subject matter expertise to accomplish its strategic goals. The member-driven accomplishments illustrated in this section display the diversity of association successes achieved through knowledgeable committee members, staff and partners. Accomplishments for the Executive, Legislative and Communications Committees are written in preceding sections.



COMMITTEE: WILDLAND FIRE

CHAIR: BOB HARRINGTON

STAFF: DAN SMITH

The NASF Wildland Fire Committee oversees implementation of Cooperative Fire Programs and develops new policies and tools to allow more effective and safe fire suppression and management.

This year, the committee partnered with the USDA Forest Service to develop, implement and maintain criteria for allocating State Fire Assistance and Volunteer Fire Assistance funding to the

states. These accomplishments would provide a transparent budgeting process for federal appropriators.

The committee revised the Master Cooperative Wildland Fire and Stafford Act Response Agreement. This agreement facilitates the coordination and exchange of personnel, equipment, services and funds between state and federal agencies to sustain wildland fire management activities.

Partners include the USDA Forest Service, Department of the Interior agencies and the International Association of Fire Chiefs.

Members provided direction and guidance to the National Wildfire Coordinating Group during revisions to the Evolving Incident Management Project.

Along with state fire chiefs, managers and supervisors, the committee completed a Serious Accident—Near Miss Guiding Principles document.

COMMITTEE: URBAN AND COMMUNITY FORESTRY

CHAIR: LISA ALLEN

STAFF: CARA BOUCHER

The NASF Urban and Community Forestry Committee works with organizations that represent community-based tree planting and care and seeks opportunities to leverage national programs to maximize local results.

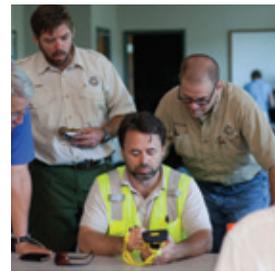
Federal legislation requires that an action plan for urban and community forests be developed every 10 years. The next 10-Year Urban Forestry Action Plan, which will cover 2016-2026, is intended to guide the work of the National Urban and Community Forestry Advisory Council (NUCFAC).

The committee provided recommendations and comments on the revised plan. Members also encouraged engagement with the process by the broader urban forestry community including cities, volunteers and tree planting groups.

The committee also engaged closely with Tree City USA, an iconic brand synonymous with superior urban and community forest management. The program is an Arbor Day Foundation program in cooperation with NASF and the USDA Forest Service.

The Tree City USA and Growth Award programs are nationally known for excellence with more than 3,000 active communities. State Foresters and urban coordinators were actively engaged in the review and update of program standards aimed at increasing participation and improving community practices. 2016 marks the 40th anniversary of the program and the committee will work with its cooperating partners to celebrate this incredible milestone, highlight its important contributions to healthy forests and increase visibility.

The Sustainable Urban Forest Coalition's (SUFC) members engage national policy and lawmakers to improve healthy urban forests and livable communities. NASF's active participation with coalition members informs a consensus platform on issues that all members move forward through policy and education. SUFC also developed an urban forestry research platform to frame research needs and interests and to inform discussion with USDA Forest Service leadership and other federal agencies.



3,400 communities actively managing their urban forests with the state forestry agency; **8,579 communities** received urban and community forestry technical assistance from the state agencies.



COMMITTEE: FOREST MARKETS

CHAIR: GENE KODAMA

STAFF: RICK CANTRELL

The NASF Forest Markets Committee seeks to maintain and expand markets for the broad array of forest products, including wood products, bioenergy and ecosystem services.

This year South Carolina State Forester and committee chair Gene Kodama served as chairman of the USDA Forestry Research Advisory Council. Along with the council members, Kodama helped develop recommendations for Agriculture Secretary Vilsack to reverse the 5.8 percent budget decline for the USDA Forest Service Research & Development's non-Forest Inventory and Analysis funding proposed in President Obama's fiscal year 2016 budget.

Committee staff member Rick Cantrell served as a proposal reviewer for the 2015 Wood Innovation Grants. USDA awarded more than \$9 million to expand and accelerate wood energy and other wood product markets. The federal funds will leverage \$22 million in investments from partners, resulting in a total investment of \$31 million in 23 states.

The committee worked with the Wood Products Alliance to encourage inclusion of forest products by USDA in its BioPreferred®

Program. In June, the agency published two final rules for its biobased programs—including voluntary labeling and mandatory federal purchasing guidelines—that reflect changes from the 2014 Farm Bill.

The rules provide the framework for implementation of the program regardless of the date of entry into the marketplace, thus overriding previous regulatory provisions excluding wood-based products. This final rule also formalizes the inclusion of forest products as eligible for the criteria USDA has established for its products catalogue. By working with its partners, the committee contributed to advancing the market opportunities for sustainably grown forest products.

The committee is continuing work with the USDA Forest Service Southern Research Station on forest industry competitiveness and market issues related to the decline in U.S. market share in global roundwood production.

The research station conducted research on the issue, at the committee's request, and published a technical report titled "The Global Position of the US Forest Products Industry." The committee will continue to review the results to identify opportunities for the committee and NASF regarding potential policy or legislative actions.

COMMITTEE: FOREST RESOURCES MANAGEMENT

CHAIR: PAUL TAUKE

STAFF: MARVIN BROWN

The NASF Forest Resources Management Committee addresses issues related to private and public forest lands management, including landowner assistance programs, taxes, water resources and related federal programs and legislation.

The committee completed its report “Protecting Water Quality Through State Forestry Best Management Practices” (BMPs). The report is based on survey work conducted by Virginia Polytechnic Institute and State University. Members also created “Principles for the Development of BMP Monitoring Protocols” and distributed the guidelines to the state forestry agencies.

The project led to the development of an interactive map on stateforesters.org, which creates access to specific BMPs information for each state. See the communications section for additional details on the website project.

To ensure success of the project, the committee collaborated with its co-funders the USDA Forest Service and the Sustainable Forestry Initiative Inc.’s Conservation and Community Partnerships Grant Program.

Members also developed a new proposed position paper outlining reforms to the Endangered Species Act and worked with partners to oversee the revision of the Forest Stewardship Program’s National Standards and Guidelines. A new proposed position statement about the Role of Forests in Climate Change Mitigation was circulated to all NASF committees for their review and the committee has developed a proposed NASF position statement on tax reform.

COMMITTEE: FOREST SCIENCE & HEALTH

CHAIR: CHRISTOPHER MARTIN

STAFF: BOB SIMPSON

The NASF Forest Science and Health Committee addresses issues concerning forest health and forest sustainability, including invasive species, forest inventory and monitoring, and forest research.

In May the committee partnered with the USDA Forest Service International Programs to provide technical support and guidance to US Department of State staff during the United Nations Forum on Forests. New York State Forester Rob Davies and staff member Bob Simpson attended the forum.

In conjunction with the Forest Service International Programs, the committee coordinated a two-hour panel at the World Forestry Congress in Durban, South Africa. Panel presenters included Florida State Forester Jim Karels, Forest Service Chief Tom Tidwell and Forest Inventory & Analysis staff.

Throughout the year, the committee partnered with the Forest Service Forest Health Protection Program to develop Congressional briefing formats to present to Congressional committees that have a forest health purview. The committee continues to work with program director Monica Lear and the NASF legislative and communications staff to develop briefing formats to strengthen NASF’s forest health priorities and connections.

Jay Farrell and Bob Simpson represented NASF at a forestry sector meeting with the senior leadership team from the USDA Animal Plant Health and Inspection Service (APHIS) in March. As one of four action items, APHIS agreed to work with the Forest Service and NASF to establish a multi-agency coordinating group for forest pests. The objective is to develop a comprehensive national strategic plan for forest pests consistent with previous NASF resolutions.



There are nearly 800 million forested acres in the United States.

Management & Operations

Exercising Sound Business Management and
Enhancing the Value of NASF Membership



Just as trees and forests are essential infrastructure for the nation, management and operations are essential infrastructure for the association. Delivering member-defined value requires human and financial resources that remain relentlessly focused on Strategic Plan results. This report showcases communications, policy and partnership results—results that happened through engaged members supported by dedicated staff.

STRATEGIC INITIATIVES

Two strategic initiatives undertaken in 2015 will ensure NASF and its members are positioned to adapt to change and be successful in the future. Management of both projects revolves around thorough member input to further strengthen NASF as a member-driven organization.

The NASF Executive Committee worked tirelessly to seek input and engagement to update the NASF Strategic Plan. The revised plan incorporates goals, strategies

and performance metrics to guide NASF staff and committee work through 2018. Through this effort, the members of NASF have refined and redefined how their association can best help them achieve results that benefit the American public.

NASF also advanced work on national performance measures that illustrate the value of state and private forestry to the nation. This project aims to develop a concise set of performance measures tied to Forest Action Plans, reported in

a consistent manner that capitalizes on existing processes. Once completed, we will be better able to tell a compelling and quantifiable story about public benefits derived from trees, forests and the work of our members.

ANNUAL MEETING

At any given time planning for multiple annual meetings is underway. Management of this important forum is a collaborative effort between NASF staff and host members. We appreciate the outstanding support by the Minnesota Department of Natural Resources – Division of Forestry in 2014. In 2015, NASF partnered with CAL FIRE to convene the nation’s forestry and wildfire leaders in Olympic Valley, California with the theme of Adapting to Change. We look forward to working with the Georgia Forestry Commission to host the annual meeting in Savannah, Georgia from September 19-22, 2016!

MEMBERSHIP

Congratulations to Carlos Robles on his appointment as State Forester of the U.S. Virgin Islands. We also extend a warm welcome to Jeff Whitney (AZ) and Bob Roper (NV) on their appointments as State Foresters.

New members bring new ideas and new energy to the association and



its committees. The Communications Committee updated the new member toolkit and welcome letter. With support from staff in Texas and input from South Carolina and Wisconsin, a new member mentoring program has been created and will be piloted throughout 2016.

NASF members oversee more than \$2.8 billion in operating expenditures.

STAFF

A new staff development strategy and policy highlights continuous improvement of staff as an association priority. Staff members completed a variety of targeted training programs. Staff members also had an opportunity to train—and learn from—future leaders: we are grateful for the work accomplished by NASF Foundation interns Linsey Stauffer and Nicole Leinders.

An all-staff retreat held in January set the tone for a productive year and resulted in a new model for staff collaboration. The nation's four State Forester organizations—

NASF, Northeastern Area Association of State Foresters, Council of Western State Foresters and Southern Group of State Foresters—are independent organizations with shared membership. Staff from each organization gathered together as one team to coordinate issues and brainstorm opportunities to increase efficiency and effectiveness. A valuable outcome is the FIA Task Force, where Tim Foley from the Southern Group of State Foresters assumed national leadership responsibility for forming a team focused on Forest Inventory and Analysis Program policy.

FY 2014 NASF Financial Snapshot

SCHEDULE OF FINANCIAL POSITION

Year Ending September 30, 2014

TOTAL ASSETS	\$1,418,714
TOTAL LIABILITIES	214,048
TOTAL NET ASSETS	1,204,666
TOTAL LIABILITIES & NET ASSETS	\$1,418,714

SCHEDULE OF ACTIVITIES

Year Ending September 30, 2014

REVENUE

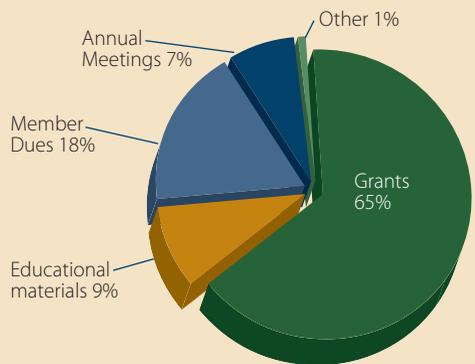
Grants	\$1,591,387
Membership Dues	454,839
NASF Educational Materials Sales	223,995
Meetings	159,679
Other Income	35,883
TOTAL REVENUE	\$2,465,783

EXPENSES

Grants	\$1,582,587
NASF Educational Materials	200,451
Program Meetings	154,999
General & Administration	359,112
TOTAL EXPENSES	\$2,297,149

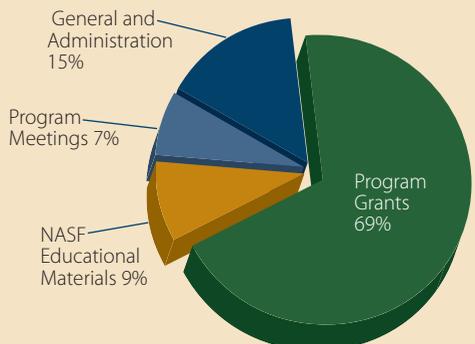
REVENUE SOURCES

Year Ending September 30, 2014



EXPENSES BY FUNCTIONAL AREA

Year Ending September 30, 2014



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.

Our Vision

The NASF is recognized as a leading authority on forest policy and State and Territorial Foresters are valued for their leadership, expertise and public-trust commitment to managing and conserving nonfederal trees and forests.

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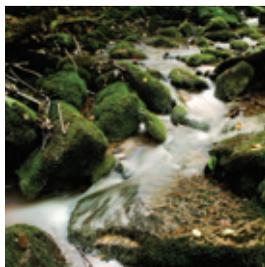
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Rick Cantrell

FOREST RESOURCES
MANAGEMENT
Marvin Brown

URBAN AND COMMUNITY
FORESTRY
Cara Boucher

SENIOR DIRECTOR,
FIRE TECHNOLOGY
Keith Smith





NATIONAL ASSOCIATION OF STATE FORESTERS



Photography by NASF Foundation Fellows Joel Prince, Josh Birnbaum and Leslie Robertson