NASF is celebrating its 100th anniversary in 2020 with a Centennial Challenge campaign, honoring both the work of the association in providing a unified voice for state and private forestry in the United States since 1920, as well as the tremendous social, environmental, and economic contributions state forestry agencies have made nationwide for over a century’s time.

**Centennial Challenges.** State and territorial forestry agencies are participating in the Centennial Challenge by planning, completing, and documenting unique 100-themed forestry events and initiatives (referred to as “challenges”) commemorating 100 years of state forestry. Centennial Challenges will vary in scale and scope from state to state and take place between NASF’s 2019 and 2020 Annual Meetings.

**Coordination.** As the NASF Centennial Coordinator, Rick Cantrell is providing coordination and resources (including boilerplate language, an official Centennial Challenge logo, and official hashtags for use on social media) to forestry agencies’ points of contact to ensure that challenges are successful, well-promoted, and fully documented.

**Online Event Clearinghouse.** To showcase state and territorial forestry agencies’ Centennial Challenges, NASF will run an online clearinghouse for information surrounding the campaign, including an interactive event map detailing each state’s chosen Centennial Challenge. This Centennial Challenge website will function similarly to SmokeyBear75th.org and will make its debut in January 2020.

The Centennial Challenge website will be active and accessible throughout calendar year 2020. A few states will be celebrating/announcing their challenges as early as September 2019. These states’ challenges will be featured on the Centennial Challenge website once it launches in January 2020, and in the meantime, will be spotlighted on NASF’s Twitter, Facebook, and Instagram accounts (@stateforesters).

**Branding and Story Sharing.** To facilitate branding, a Centennial Challenge logo has been prepared for state forestry agency use, along with two official hashtags (#CentennialChallenge and #NASF100) for social media promotion of the campaign. A Centennial Challenge-branded product, such as a sticker or decal, will be available for purchase through the State Foresters Store (www.stateforesters.org/store) prior to January 2020.

NASF will promote the states’ challenges on social media, the Centennial Challenge website, and through NASF publications, including the NASF annual report for 2020, which will take a deep dive into the centennial celebration and state forestry agencies’ Centennial Challenges.

**Culminating projects.** As part of the Centennial Challenge campaign, NASF will host a release party for the reimagined State Tree Collection at the National Arboretum in Washington, D.C. (slated for May 2020) and publish a standalone book on the legacy and future of NASF (estimated release in late 2020).