NASF is celebrating its 100th anniversary in 2020 (and now 2021 too!) with a Centennial Challenge campaign, honoring both the work of the association in providing a unified voice for state and private forestry, as well as the tremendous social, environmental, and economic contributions of state forestry agencies nationwide.

**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 2021 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.

**NASF100.org.** 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.

The Centennial Challenge website will be active and accessible through calendar year 2021. The first Centennial Challenge was completed in September 2019; the last is scheduled to be celebrated in September 2021. In addition to listings on NASF100.org, each challenge will be spotlighted on NASF’s Twitter, Facebook, and Instagram accounts (@stateforesters).

**Story Sharing.** NASF will promote the states’ challenges on social media, the Centennial Challenge website (NASF100.org), 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 2021) and publish a standalone book on the legacy and future of NASF (estimated release in mid-2021).

For more information, please contact NASF Centennial Coordinator Rick Cantrell at RickCantrell@BlackBriarEnv.com or 864.653.7224.