



**STATE FORESTRY
MARKS A CENTURY:**

A CENTENNIAL CHALLENGE CAMPAIGN

INTERNATIONAL

CENTENNIAL



CONTENTS

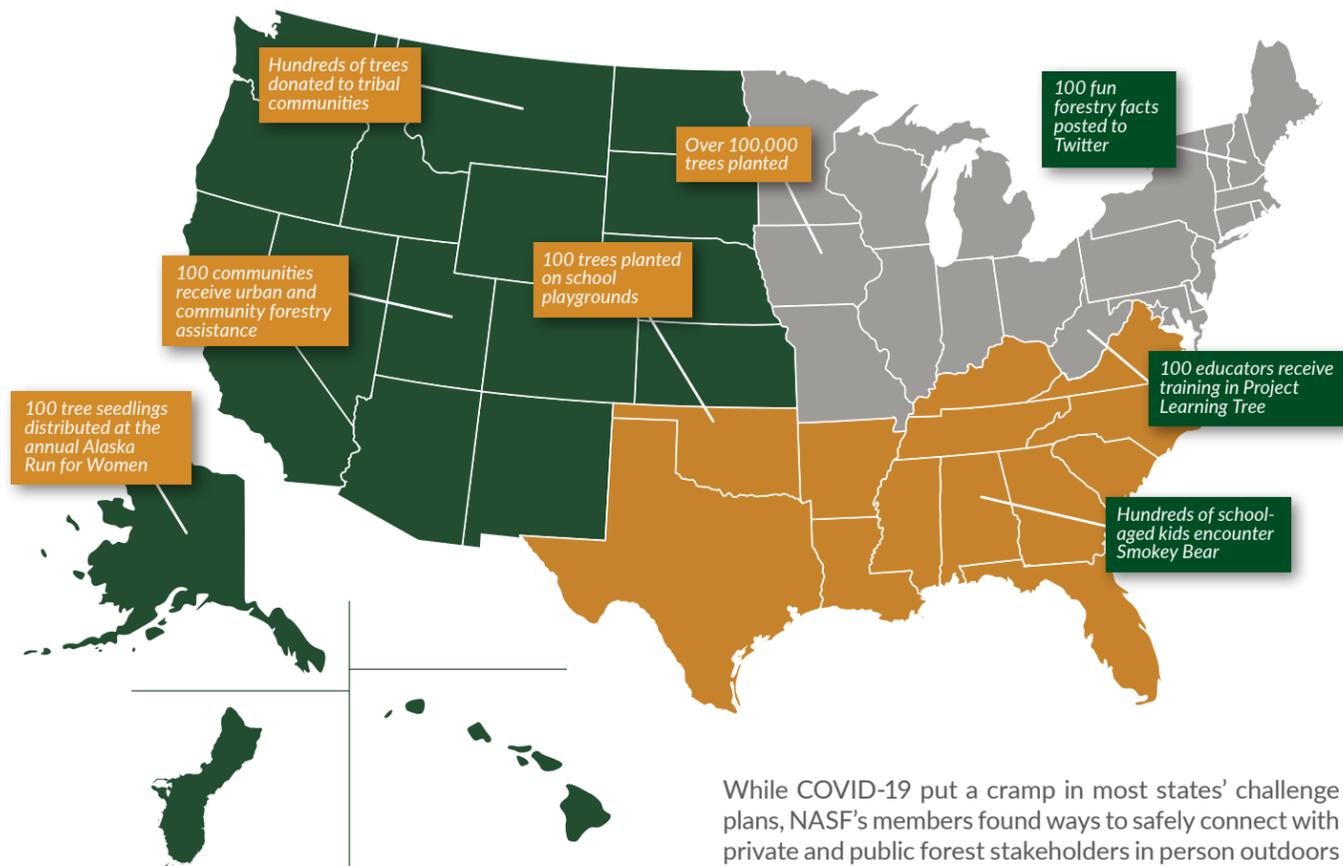


	INTRODUCTION	4
1	SPEAKING FOR THE TREES Arkansas, Delaware, Idaho, Minnesota, Mississippi, New Hampshire, Oregon, South Carolina, Tennessee, Wisconsin	6
2	FOREST CONSERVATION THROUGH EDUCATION Alabama, Kansas, Rhode Island, Texas, West Virginia	10
3	PARTNERSHIPS MAKE FOR ENHANCED PARTICIPATION Alaska, Colorado, Illinois, Michigan, Montana, Vermont, Oklahoma	12
4	EXPANDING AND ENHANCING FOREST MANAGEMENT Guam, New York, Pennsylvania, South Dakota, Utah	14
5	GETTING AHEAD OF FOREST THREATS Connecticut, Ohio, Virginia	16
6	RIGHT TREE, RIGHT PLACE, RIGHT TIME District of Columbia, Hawaii, Indiana, Iowa, Nebraska, Washington	18
7	CELEBRATING TREES AND FOREST ADVOCATES Arizona, Florida, Kentucky, Maine, Massachusetts, North Carolina, Maryland, North Dakota	20
8	SHARING SEEDLINGS FOR A BETTER FUTURE New Jersey, Georgia, Louisiana, New Mexico, Missouri, Wyoming	22
	CONCLUSION	25



INTRODUCTION

NASF celebrated its 100th anniversary in 2020 and 2021 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.



While COVID-19 put a cramp in most states' challenge plans, NASF's members found ways to safely connect with private and public forest stakeholders in person outdoors and through digital mediums, including social media and video conferencing.

Regular state forestry agency operations continued despite the pandemic, too. Even though COVID-19 significantly complicated NASF's members' wildfire suppression efforts and nearly halted forest product supply chains nationwide in 2020, forestry agencies were able to quickly retool in-person state and private forestry programming and modify many of their mechanisms for delivering conservation education and stewardship assistance.

As part of the celebration, NASF's 59 forestry agency members planned unique 100-themed events, programs, or initiatives called "challenges."

Each Centennial Challenge was thoughtfully developed based on each forestry agencies' strategic priorities. Some state forestry agencies relied on their social media presence to complete their challenges, while others planted trees, held events, or implemented new initiatives.



Ultimately, through their work to complete Centennial Challenges in 2020 and 2021, NASF members successfully:

- Gifted **203,700+** seedlings
- Planted **112,575+** trees
- Protected or improved **400+** acres of forest
- Served **600+** communities
- Posted **700+** times to social media about their Centennial Challenges



Nearly every one of NASF's members appointed an agency lead to develop and implement a unique Centennial Challenge on behalf of their state or territory. These centennial point persons were responsible for planting tens of thousands of trees, conducting thousands of trainings, and hosting hundreds of events in celebration of our 100-year anniversary. They deserve a standing ovation for their awesome work.

2022 NASF President
Christopher Martin



Per the latest biennial survey of NASF's membership, nearly 27,000 state forestry agency employees worked year round in 2020 to keep our nation's forests growing. Through their efforts, these employees:

- **Delivered forest management technical assistance to more family forestland owners than any other source.** In fact, state forestry agencies provided nearly 250,000 technical assists to private forestland owners, the report found, despite restrictions imposed by the pandemic.
- **Provided technical assistance through Urban and Community Forestry programs to 7,931 communities.** Notably, state spending on urban and community forestry programming also increased 32% to \$11 million in 2020 compared to 2018.
- **Put \$2.9 billion in program expenditures to work.** The majority of 2020 program expenditures were spent on non-state lands and most went toward wildland fire management activities, including wildfire suppression and preparedness. While total expenditures in 2020 mirrored 2018, watershed and water quality protection expenditures increased 63% compared to 2018, in large part due to enhanced funding for these activities in western states.
- **Trained nearly 43,000 firefighters to protect 1.56 billion acres of land from wildfires.** State forestry agencies also provided funding to state and local wildland firefighters for fire suppression equipment and assisted with the formation and expansion of hundreds of volunteer fire departments.

SPEAKING FOR THE TREES

Ten state forestry agencies completed their Centennial Challenges online through social media posts, videos, and other digital means. These agencies' websites and Facebook, Instagram, and Twitter accounts were abuzz with tree facts, forest history trivia, and beautiful photos of trees and forests.

TENNESSEE

To celebrate NASF's Centennial Challenge, the **Tennessee Division of Forestry** posted 100 social media posts on Facebook (@ProtectTNForests) and Twitter (@TN_Forests) about their work to provide forest management assistance to private forest landowners.

In Tennessee, private forestland owners make up 83% of forest ownerships in the state. Family forest owners are the key to keeping Tennessee's forests productive and healthy. They play an important role in providing all Tennessee citizens with forest products, clean water, wildlife habitat, and natural beauty.

The division provides forest management planning and financial assistance to encourage landowners to manage their forest resources in a manner that increases productivity, maintains forest health, and protects water quality. Forest management planning assistance is provided through individualized management plans, published materials, and group presentations. Financial assistance is also available through various federal and state cost-share programs.



SOUTH CAROLINA

The **South Carolina Forestry Commission** enjoyed celebrating NASF's 100th anniversary, and even exceeded its Centennial Challenge goal, by sharing more than 100 posts on Facebook (@The South Carolina Forestry Commission) and Twitter (@ForestryCommish)!

The commission's posts covered a wide variety of topics important to South Carolina, including forest management, urban forestry, prescribed burning, forest health, wildland firefighting, the wildland urban interface, conservation education, and the forest-water relationship, among others.

The commission also highlighted several of its existing communications campaigns throughout the challenge, including its "Urban Tree Spotlight" series, which featured a variety of tree species and the qualities that make them perfect for urban landscapes. Each "Urban Tree Spotlight" post was accompanied by a fact sheet that included detailed identification information, images of key features, best planting locations, and other interesting facts.

MINNESOTA

The **Minnesota Department of Natural Resources (MNDNR) Division of Forestry** was among the first states to complete their NASF Centennial Challenge. On February 6, 2020, the division completed "100 Days of Trees," a Twitter (@MNforestry) photo-sharing campaign with 106 tweets focused on the benefits of trees.

All 106 posts aligned with MNDNR's goal to advance the public's knowledge of the economic, environmental, and social benefits of Minnesota's 17.4 million acres of trees. Appealing images, tree trivia, and forest facts helped to show the many ways Minnesotans use forest products and enjoy forest benefits in their daily lives.

In the matter of a few weeks, "100 Days of Trees" reached tens of thousands of people with sustainable forest management messaging. The public's response to the campaign was overwhelmingly positive, and the agency believes it has helped to grow public engagement in forestry issues and support for healthy forests in the state.

NEW HAMPSHIRE

To celebrate the NASF Centennial Challenge, the **New Hampshire Division of Forests and Lands** posted "100 fun facts about New Hampshire's forests" to Twitter throughout 2020. The topics covered in these posts vary widely, just like the agency's work!

Those who tuned in learned facts about New Hampshire State Forests, fire towers, invasive insects, champion trees, unique natural communities, and how forests enrich our lives. Interestingly, the engagement pattern for posts indicated that the campaign had something for everyone. With breathtaking vistas, charming closeups, archival im-



ages, and even corny jokes, each post seemed to resonate with a different mix of folks, proving that with planning, diverse topics presented consistently can help tell a rich, complex story.

The Twitter campaign – structured as two posts per week throughout 2020 – resulted in a 164% increase in followers for the @NHDFL account, widely broadening the understanding of the many programs the division manages and their effects statewide.

MISSISSIPPI

The **Mississippi Forestry Commission** posted 109 profiles on Facebook (@MSForestryComm) and Instagram (@MSforestrycomm) of different tree species found throughout the state. The commission's Centennial Challenge campaign started at the beginning of 2020 and brought approximately two posts to followers each week. The campaign resulted in over 98,816 impressions and 5,513 engagements!

One of these posts featured the loblolly pine, a conifer species found throughout Mississippi. At full maturity, loblolly pines can reach 100 feet tall and live more than 50 years. Most consider the loblolly to be the most commercially important tree species in the southern U.S. Another post profiled the cherrybark oak. The cherrybark oak is fast growing and often planted as a shade tree. It has strong and heavy wood used for furniture, flooring, veneers, and even railroad ties. It also boasts the highest timber value among southern red oaks.

The commission's most engaged with Centennial Challenge post featured the Chinese tallow (or "popcorn tree"), which garnered over 8,700 impressions and over 750 engagements. The highly invasive Chinese tallow tree can outcompete native trees with ease as it tolerates a wide range of environmental conditions, grows rapidly, and is resistant to many pests. It also produces seeds that can lay dormant in the soil for up to five years before germinating. Popcorn trees are found throughout Mississippi and have become a widespread problem for landowners.

DELAWARE

For its Centennial Challenge, the **Delaware Forest Service** spotlighted historical photos and landmark events that have shaped forestry in Delaware and across the nation.

The posts were featured on the agency's Facebook (@DelForestService) and Twitter (@DelawareForests) accounts throughout 2020 and were very well-received. In fact, the top post from the campaign reached over 2,600 people and garnered 177 clicks and 154 reactions! The top post's photo of the Viola Forest Fire Tower was captured in 1937 by Delaware's first state forester, William S. Taber. Built by the Civilian Conservation Corps in 1935, the 100-foot tower became a 135-foot structure when the top section was replaced in 1936.

Other popular posts spotlighted the Redden State Forest Picnic Area, a beloved public pavilion on the Jester Tract that was built during the Great Depression, and a photo of Delaware State Forester Taber at the 1929 NASF Annual Meeting held in Asheville, North Carolina.

IDAHO

The **Idaho Department of Lands** celebrated NASF's 100th anniversary by producing a series of short videos with the theme "100 Seconds, 100 Acres, Harvest, Plant, Repeat" and planting more than 100 seedlings in honor of Idahoans on Idaho Endowment Land.

Video topics included: The best time to harvest, how thinning forests helps remaining trees grow stronger, and how clearcuts make room for healthier forests.

Idaho manages about 2.5 million acres of state endowment land under a state constitutional mandate to maximize long-term financial returns to state institutions, mainly public schools. A large portion of the annual income for the endowment trusts is derived from the sale and harvest of timber.



OREGON

The **Oregon Department of Forestry's** (ODF) Centennial Challenge had a theme: "Oregon Forestry: 100 Fascinating People, Places and Facts." Over 20 weeks, from April 2020 to August 2020, the department posted 100 times to Instagram (@OregonForestry) and its website on topics spanning five categories (one for each day of the work week): Forest History, People in Forestry, Places to Visit, Forest Facts, and Forestry Fun for kids.

The project encouraged Oregonians in a fun and informative way to learn more about the diverse array of people, places, and historical events that define forestry in Oregon. On Instagram, the campaign generated more than 8,000 likes and comments, and the department saw a 27% increase in followers, with an average increase of



4.7% per week. The webpage that co-hosted the 100 posts was viewed 1,840 times, and the 18 facts that were cross-posted on Facebook generated more than 18,000 likes, comments, and shares.

The top campaign post on Instagram and Facebook was also the top post for ODF channels in 2020. It was about the Wildland Firefighters Monument in Prineville, Oregon, which was dedicated to the 14 wildland firefighters – nine from a Hot Shot crew based in Prineville – who died on Storm King Mountain on July 6, 1994.

ARKANSAS

To celebrate the NASF Centennial Challenge, the **Arkansas Department of Agriculture Forestry Division** created 100 posts highlighting 100 species of trees in Arkansas on Twitter (@ARDeptofAgricul) and Facebook (@ArkansasForestryDivision).

Each featured tree post included photos or illustrations and species information sourced from the "Trees of Arkansas" book, the Arbor Day Foundation, the Morton Arboretum, other state forestry agencies, and various universities and cooperative extension agencies in the southern region.

The posts sparked engagement from the general public and agency employees, many of whom shared personal stories about a beloved tree, asked questions to obtain more information about the species, or even nominated a tree of that species to be measured as a potential champion tree. The campaign brought new followers to the division's Facebook account, and the majority of the posts were shared at least once, furthering the reach of the campaign.

WISCONSIN

For the NASF Centennial Challenge, the **Wisconsin Department of Natural Resources (DNR) Division of Forestry** posted 100 articles with the #NASF100 tag on the division's external news site, starting with a kick-off post in January 2020.

Subsequent posts – shared throughout 2020, 2021, and 2022! – have explored various topics included in Wisconsin's statewide Forest Action Plan, such as forest products, reforestation, forest hydrology, silviculture, forest ecology, forest health, urban forestry, fire, climate change, and more.

The division's news site is home to all of its external program newsletters and blog content, which are pushed out to subscribers via email on a regular basis. Selected posts were also shared on Wisconsin DNR's social media platforms, including Twitter (@WDNR).

FOREST CONSERVATION THROUGH EDUCATION

Five state forestry agencies completed their Centennial Challenges by hosting in-person and/or online educational events. Some of these events were held for K-12 educators, while others catered to audiences of forest landowners or public forest stakeholders. The trainings covered a plethora of topics, including wildfire prevention, tree care, invasive species control, and tree identification.

ALABAMA

The **Alabama Forestry Commission's** Centennial Challenge was to host, coordinate, or participate in 100 educational programs with Smokey Bear promoting his wildfire prevention message. The commission created a digital collage on Facebook (@Alabama Forestry Commission) highlighting their "Smokey Encounters."



At the outset of NASF's 100th anniversary, the commission had planned to host at least one event in each of Alabama's 67 counties or 25 events in each of the commission's four regions, but pandemic restrictions made that goal difficult to achieve.

Despite school and business closings, the commission was still able to successfully hold 36 wildfire prevention events which garnered approximately 1,000 participants in 16 counties. Children of all ages love Smokey and are always responsive and open to hearing

his message of wildfire prevention. Most of them will never forget the day they had a personal encounter with Smokey Bear!



RHODE ISLAND

For its NASF Centennial Challenge, the **Rhode Island Department of Environmental Management (DEM) Division of Forest Environment** invited 100 Rhode Islanders to pose for pictures with Smokey Bear or Woodsy Owl at the 2021 Rhode Island State Fair.

Forestry-based outreach is the backbone of many DEM forestry programs. From identifying tree species, to understanding the importance of high-fire-danger days, the agency is committed to helping all Rhode Islanders become more aware of the importance of forests.

Being a division that is both approachable and knowledgeable is paramount to the agency's success. For this reason, the division's public and educational outreach program is very much a part of its forest management program. Outreach and education are also priorities woven into each workplan the agency develops, as well as the agency's overarching statewide Forest Action Plan.



KANSAS

The **Kansas Forest Service** (KFS) celebrated the NASF Centennial by hosting and/or coordinating 100 public education events throughout the state. KFS staff had to get creative to deliver public programming given the COVID-19 pandemic, and they did so by hosting a combination of live virtual events, pre-recorded events, and in-person events.

A series of four virtual tree identification courses were part of the educational offerings. Normally held in person, these virtual courses were incredibly popular, garnering 754 attendees from across the U.S. and beyond. Seeing the popularity of the virtual courses (and the benefits of not having participant limits due to physical space constraints), KFS made the virtual tree identification courses an annual offering.

Other courses offered included: (1) proper tree/shrub seedling planting techniques, (2) assessing wildland urban interface wildfire risk, (3) tree care and maintenance through pruning, (4) control of invasive woody plant species, (5) pest insect identification, and more!

TEXAS

A key benefit of forests and trees that touches us all is their connection to our health. The **Texas A&M Forest Service** held 100 Healthy Trees, Healthy Lives events between September 2019 and September 2021 for its Centennial Challenge.

The Healthy Trees, Healthy Lives initiative is focused on ensuring equal and abundant access to community trees and forests for better human health outcomes. Its work helps to combat the rise of global temperatures, reduce healthcare costs, and create happier, healthier communities through improved community forest management.

Texans were invited to learn about Healthy Trees, Healthy Lives through events held in approximately 85 locations across the state and on virtual platforms, including podcasts, webinars, and social media. Texas A&M Forest Service continues to create relationships with health care providers, local governments, and other state forestry

organizations to expand research on the many ways trees improve personal and public health.

WEST VIRGINIA

For its Centennial Challenge, the **West Virginia Division of Forestry** planned to help 100 educators (formal and non-formal) better utilize natural resources curriculum in the classroom with Project Learning Tree (PLT).

One of West Virginia's Forest Action Plan goals is to bring forestry to the classroom. In addition to equipping agency foresters with the tools they need to teach in school settings, the agency has used PLT as a vehicle for training K-12 educators. The most utilized PLT activities for teacher training in West Virginia are Matchstick Forest, Every Tree for Itself, and the Peppermint Beetle.

By the close of 2020, the division had trained 297 educators to better utilize natural resources curriculum in the classroom with PLT programming. Remarkably, 96 of these educators were trained after COVID-19 restrictions were in place across the state.



PARTNERSHIPS MAKE FOR ENHANCED PARTICIPATION

These five states completed their Centennial Challenges with a little help from their friends. Partnerships like these helped to promote proper forest management and increase community participation in keeping forests healthy. Most of the following challenges also served to benefit social causes, such as increasing tree cover in communities vulnerable to heat illness, raising money for fighting cancer, or cleaning up forests open to public use.



for Clean Forests (made up of several organizations and agencies, including Michigan DNR) utilizes education, law enforcement, volunteer clean-up crews, and improved recycling and disposal options to prevent illegal dumping of trash in Michigan forests. In 2020, there were at least 650 illegal public land dumpsites across Michigan.

Despite the many obstacles of 2020, the division coordinated the cleanup of 151 sites! Over 100 volunteers participated and spent more than 400 hours in the field, removing a total of 459.5 cubic yards of waste from public land in 29 counties.

COLORADO

Urban and community forests are dynamic ecosystems that help clean air and water and conserve energy. They add form, structure, and beauty to communities, too, all while reducing noise, providing places to recreate, and creating economic value.

For its NASF Centennial Challenge, the **Colorado State Forest Service** worked to obtain 102 Tree City USA Communities in the state. The Tree City USA program provides direction, technical assistance, public attention, and national recognition for urban and community forestry programs in thousands of towns and cities that more than 135 million Americans call home.

In 2021 alone, the agency certified 95 Tree City USA communities. One of those Tree Cities is Denver. Based on the agency's last regional tree canopy assessment, Metro Denver's urban forest and tree canopy provides more than \$551 million annually in ecosystem service benefits, like carbon storage, stormwater runoff reduction, and improved air quality.



VERMONT

The **Vermont Department of Forests, Parks and Recreation** (VDFPR) marked NASF's 100th anniversary with two community tree giveaways. In September 2020, residents of Brattleboro and Bradford went home with 100+ trees as well as tree care and planting instructions from VDFPR staff.

The events were offered through the Community Canopy Program and made possible with help from the Arbor Day Foundation, Brattleboro Tree Advisory Board, and the Bradford Conservation Commission.

The Brattleboro and Bradford communities were selected for the giveaways because of their particular vulnerability to heat-related illness. When planted properly, a single mature tree can provide enough shade to save a homeowner 20% on energy costs. Additionally, trees add to a home's property value, reduce a homeowner's carbon footprint, improve air quality, reduce stormwater runoff, and provide food and shelter for wildlife.

ALASKA

The **Alaska Department of Natural Resources' Division of Forestry** partnered with community groups and the

Arbor Day Foundation to sponsor the annual Alaska Run for Women, a fundraising event for breast cancer awareness, where they distributed 100 tree seedlings donated by International Paper.

Due to COVID-19, the sponsors decided to hold the run as a hybrid event – both virtual and in-person – and it was an enormous success! More than 3,700 people from all 50 states participated. Together they raised \$142,538, pushing the run's total raised since 1993 to nearly \$5 million.

The division had initially hoped to donate 100 trees to 100 schools for its Centennial Challenge, but due to remote learning protocols imposed by COVID, it elected to stick with promoting the run. The following year, in 2021, the division gave away another 100 trees with the same co-sponsors, and plans to do the same in 2022.



MICHIGAN

The **Michigan Department of Natural Resources (DNR) Forest Resources Division** coordinated "100 Forest Cleanups in 100 Days" for its NASF Centennial Challenge. The Adopt-a-Forest Program, run by the Michigan Coalition

MONTANA

The **Montana Department of Natural Resources and Conservation's** (MT DNRC) Urban and Community Forestry Program celebrated the NASF Centennial Challenge by continuing to strengthen its partnership with Montana's Indigenous communities and Tribal Nations.

Not just one hundred, but hundreds of trees, were dedicated to tribal communities across Montana. The MT DNRC program distributed over 300 tree seedlings to the Blackfeet Nation and planted several large trees on the Blackfeet Community College Campus. The department also supplied over 50 trees to the Assiniboine and Gros Ventre Tribes of the Fort Belknap Indian Community and over 50 trees to Polson Schools for the Confederated Salish and Kootenai Tribes of the Flathead Reservation.

MT DNRC recognizes that what we now refer to as the State of Montana is the traditional homeland of many Indigenous peoples, both past and present, and the forests hold a long history of cultural and Indigenous stewardship practices. In order to better steward Montana's forests, DNRC strives to understand how the presence of Indigenous people has shaped and continues to shape the landscape so that we can better partner and coordinate with Indigenous communities and Tribal Nations to improve forest health, reduce wildfire risk, and protect the many values of the forests that all Montanans enjoy.

4

EXPANDING AND ENHANCING FOREST MANAGEMENT

These five Centennial Challenges highlighted examples of noteworthy management of private forestlands or enhanced forest management programming. From planting streamside buffers to conducting timber stand improvements, these state forestry agencies took easy-to-scale steps to enhance ecosystem services and increase community participation in forest stewardship.



PENNSYLVANIA

The **Pennsylvania Department of Conservation and Natural Resources' Bureau of Forestry** surpassed the goals of its Centennial Challenge – “The Pennsylvania Triple Play” – by planting not 100, but 109.9 acres of riparian buffers, and making not 100, but 250 sustainable timber sales in 2020.

The bureau also set out to install or otherwise institute 100 green features in Pennsylvania’s state forests. The bureau smashed that goal by operating eight LEED certified buildings (three state forest district office complexes and five facilities) that boast net-zero energy consumption.

The department also began the process of analyzing its entire fleet of vehicles and developed pilot projects to deploy electric vehicles and charging stations. As of December 2020, the bureau owned two electric vehicles and nine hybrid vehicles, and had installed eight charging stations on three state forests.



NEW YORK

The **New York State Department of Environmental Conservation's Division of Lands and Forests** planted trees within 100+ forested stream buffers in celebration of NASF's 100th anniversary.

The division's Buffer in a Bag program benefits every New Yorker. Stream buffers provide essential ecosystem services such as erosion control, carbon sequestration, and wildlife habitat. And by planting forested buffers along New York tributaries, the program also helps to improve water quality.

In 2020, the division provided more than 250 eligible landowners with trees grown by the Colonel William F. Fox Memorial Saratoga Tree Nursery. The division highlighted the effort in a short video!

SOUTH DAKOTA

The **South Dakota Department of Agriculture's Division of Resource Conservation and Forestry** celebrated the NASF Centennial Challenge by completing non-commercial forest stand improvement projects across 179 acres – nearly twice as much forestland as initially planned!

These non-commercial thinnings were paid for in part by cost-share assistance provided to private landowners through the USDA Natural Resources Conservation Service's (NRCS) Environmental Quality Incentives Program and Conservation Stewardship Program, as well as the South Dakota Conservation Commission (SDCC). The division provides the necessary technical assistance to landowners on forestry projects supported by these NRCS programs and SDCC grants.

Pictured are non-commercial thinnings completed on Ponderosa pine stands within the Black Hills. These projects will serve to increase the health and vigor of privately owned forests in the area.



UTAH

For its Centennial Challenge, the **Utah Department of Natural Resources' Division of Forestry, Fire and State Lands** provided urban and community forestry assistance to 100 communities throughout the state with the help of its area foresters.

The division's Urban and Community Forestry (U&CF) program provides technical assistance and grant opportunities to cities and towns seeking to improve their community forests. In 2020, instead of incidental assistance, U&CF foresters found meaningful, place-based ways to help towns and cities.

Among other accomplishments, these assists helped communities become Tree Cities USA, implement unique projects with grant support, adopt ordinances or community forest management plans, form tree advisory boards, celebrate Arbor Day, complete tree inventories, and hire certified arborists.

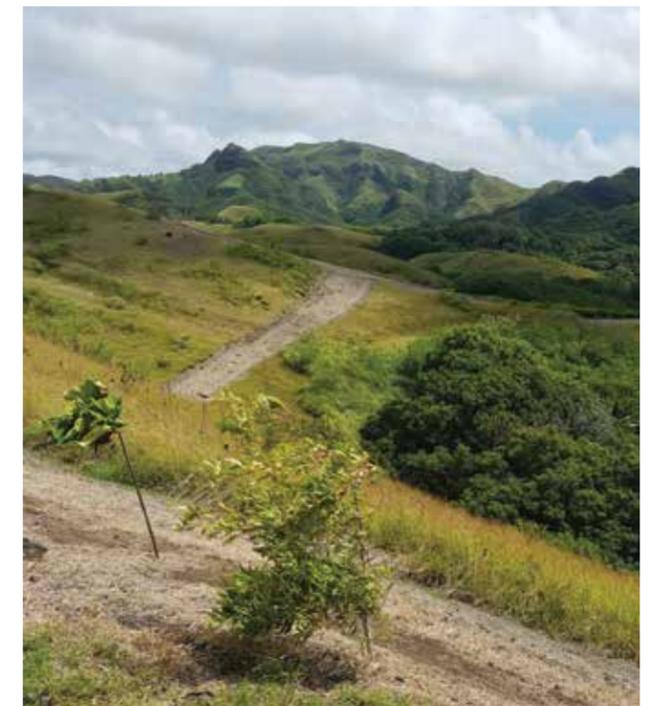


GUAM

The **Guam Department of Agriculture, Forestry and Soil Resource Division** devised a truly spectacular, multi-part Centennial Challenge of 100-themed events and initiatives.

A scavenger hunt took participants around the state in search of “100 points of forestry interest” while the division planted 100 native fruiting tree species and installed 100 feet of jute material to reduce erosion and sediment loss within priority watersheds. The division also posted 100 times to social media with the hashtag #NASF100, added 100 updates to the division's external news site, and planted 100 native trees in Guam's urban communities.

But the 100-theme doesn't stop there! The division continued by: (1) promoting 100 innovative ideas for enhancing local forestry practices at a 2020 forestry-themed science fair, (2) holding a workshop on how to manage wildfire risk during the 100 driest days of the year, and (3) organizing a 100-tree planting event on behalf of the Pacific Islands Forestry Committee.



GETTING AHEAD OF FOREST THREATS

These state forestry agencies used the NASF Centennial Challenge campaign as an opportunity to protect forests from threats like the emerald ash borer and hemlock woolly adelgid. In the process, all three agencies also helped to increase public knowledge about the issues invasive pests cause.

CONNECTICUT

To celebrate NASF's 100th anniversary, the **Connecticut Department of Energy and Environmental Protection's (DEEP) Division of Forestry** provided technical forestry assistance to over 100 of the state's 169 political subdivisions.

The division's campaign centered on managing forest pests – such as the emerald ash borer, spotted lantern fly, spongy moth, and Asian longhorned beetle – and was accomplished through numerous media articles, social media posts, workshops, and one-on-one assists to landowners.

The state's DEEP monitors and assesses the factors that influence the health of Connecticut forests in cooperation with other state, federal, and municipal agencies and non-governmental organizations. The division also offers direct financial assistance to municipalities to maintain tree canopy cover threatened or impacted by invasive pests through several grant programs.

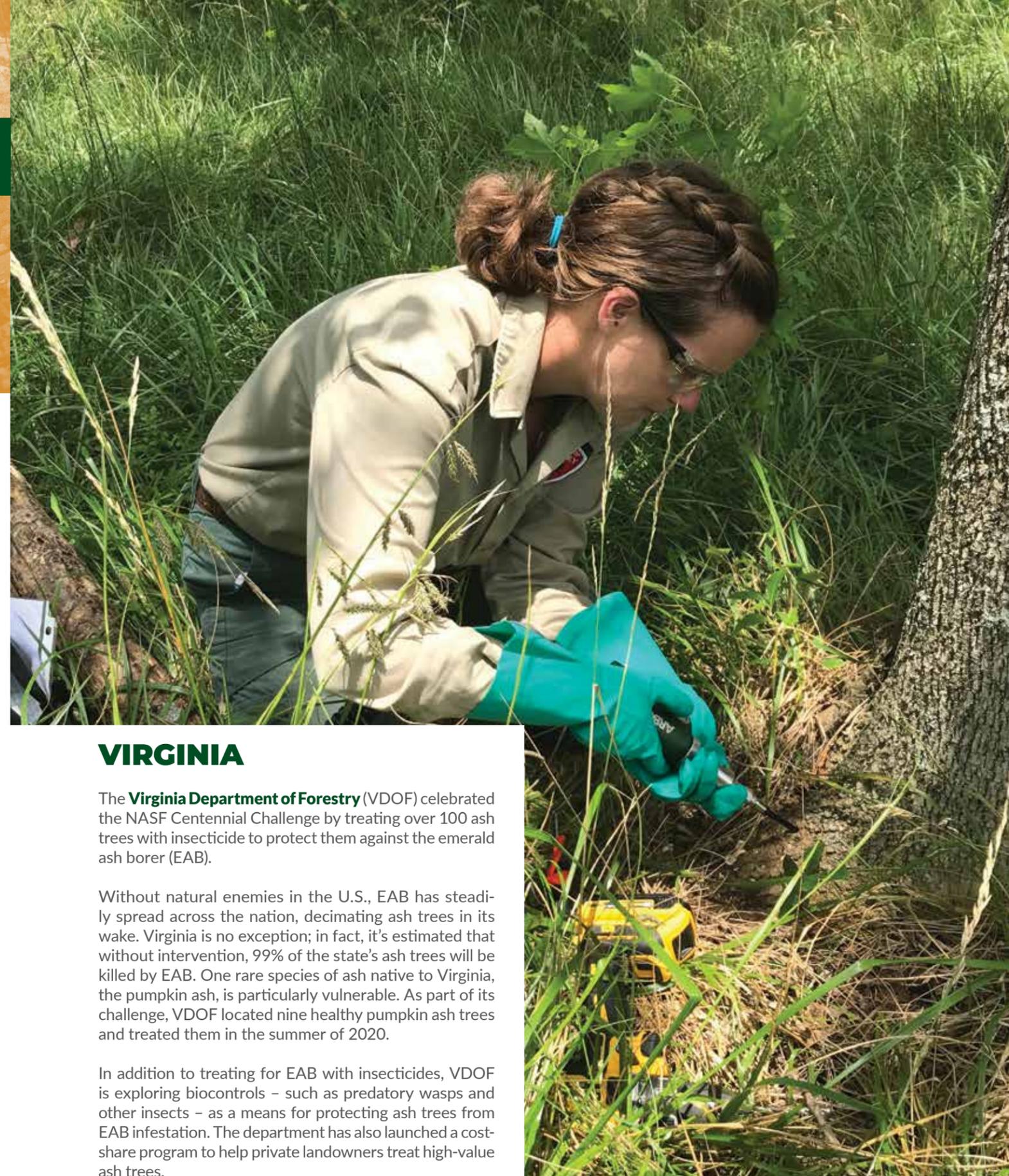


OHIO

The **Ohio Department of Natural Resources' Division of Forestry** protected 100 acres from the hemlock woolly adelgid (HWA) for its Centennial Challenge.

HWA is found throughout the eastern half of the U.S. threatening the ecological balance of eastern hemlock forests. Surveys of hemlock stands have been conducted by the Ohio Division of Forestry since 2007. Until 2012, no infestations were discovered in natural stands. By November 2020, populations had been found in 17 Ohio counties.

Management for HWA can include a variety of methods, including chemical treatments, tree removals, and biological controls. All three of these tactics are used in Ohio to slow the spread of HWA.



VIRGINIA

The **Virginia Department of Forestry (VDOF)** celebrated the NASF Centennial Challenge by treating over 100 ash trees with insecticide to protect them against the emerald ash borer (EAB).

Without natural enemies in the U.S., EAB has steadily spread across the nation, decimating ash trees in its wake. Virginia is no exception; in fact, it's estimated that without intervention, 99% of the state's ash trees will be killed by EAB. One rare species of ash native to Virginia, the pumpkin ash, is particularly vulnerable. As part of its challenge, VDOF located nine healthy pumpkin ash trees and treated them in the summer of 2020.

In addition to treating for EAB with insecticides, VDOF is exploring biocontrols – such as predatory wasps and other insects – as a means for protecting ash trees from EAB infestation. The department has also launched a cost-share program to help private landowners treat high-value ash trees.

RIGHT TREE, RIGHT PLACE, RIGHT TIME

For their Centennial Challenges, six forestry agencies engaged in efforts to plant tree species of great cultural or ecological significance. Several forestry agencies planted native trees important to their state's history or culture. Others planted trees in areas that needed revitalization after natural disasters hit, including extreme windstorms and wildfires.

DISTRICT OF COLUMBIA

Fifty-one avenues – named for each of the 50 states and the territory of Puerto Rico – span the neighborhoods of Washington, D.C. At the city's founding, the first state-named avenues emanated from the U.S. Capitol Building, providing long, unobstructed views of the Capitol Rotunda. Over time, as both the city and union expanded, new state avenues were dedicated. Today, these corridors serve as symbols of solidarity, representing the importance of each state, while also providing the fabric for vibrant neighborhoods.

To commemorate the centennial of NASF, **Washington D.C.'s Urban Forestry Division** (UFD) was proud to install 100 new trees along these vital avenues. These trees will grow as a living monument to the critical role NASF serves in advocating for its members who manage and protect the largest forest resource in the U.S.: state- and private-owned forestlands.

The division is the primary steward of Washington D.C.'s 170,000+ public trees. Trees in the city are critical to Washingtonians' well-being and provide many benefits, including improved air and water quality, cooler neighborhoods, and critical habitat for birds, bees, and people. To help the public understand and connect with the forest that surrounds them, UFD has created an interactive portal. There, visitors can explore and learn about the history, value, and management of the urban forest in the district.



HAWAI'I

The **Hawai'i Division of Forestry and Wildlife** distributed and planted 100 "ulu," or breadfruit trees, on three islands to commemorate NASF's 100th anniversary. Ulu is one of the most bio-culturally important trees to Hawai'i and has sustained its residents for millennia with its starchy, nutrient-rich fruit. The wood of ulu was used to build canoes and craft drums; its sap was used as a glue for bird catching and caulking for canoe repair; its inner bark was used to make cloth; and its leaves are medicinal and used for "lei," or garlands.

The division's Kaulunani Urban and Community Forestry Grant Program donated ulu to residents of O'ahu on Hawai'i's Arbor Day (November 2). Ulu trees were also distributed along with care guides as part of the Canoe Tree Giveaways for the Health and Resiliency of the Lāhui on the islands of Kaua'i and Moloka'i.

Over their lifespan (which averages 50 years), these 100 ulu trees will: (1) prevent 7,770,000 gallons of stormwater runoff, (2) remove 10,000 pounds of pollutants from the atmosphere, (3) store 1,300,000 pounds of carbon in their woody material, (4) sequester 455,000 pounds of carbon from the atmosphere, and (5) yield 1,250,000 fruits worth \$2 million.

INDIANA

For its Centennial Challenge, the **Indiana Department of Natural Resources' Division of Forestry** provided 400 chestnut and butternut trees to four public schools and planted another 100 butternuts and chestnuts at the Greene-Sullivan State Forest. The challenge's 500 seedlings were a mix of pure American chestnut, Chinese chestnut, hybrid chestnuts, pure butternut, and hybrid butternut.

The loss of the American chestnut due to chestnut blight is a well-known story, but most aren't aware of the butternut canker and its impact on butternut trees. The Hardwood Tree Improvement and Regeneration Center at Purdue University grew, lifted, tagged, and bundled all 500 seedlings for the project. The Indiana Nut and Fruit Growers Association contributed support to the challenge as well with a grant that covered the costs of tree tubes and protectors, shovels, pruners, and signage for the plantings.

Each school had teachers map the tree plantings by hand or with GPS, but it was the students who did all the planting work. The last of the four plantings was completed in Salem on May 22, 2021. Each of the schools took on watering the seedlings in the weeks that followed and were provided with information on the trees, including the history of the American chestnut. A protocol was also provided for monitoring the growth of the trees.

IOWA



To celebrate the NASF Centennial Challenge, the **Iowa Department of Natural Resources** planted 103,975 trees in state parks, forests, and wildlife areas. Completing NASF's Centennial Challenge had dual meaning for Iowa – all of the challenge trees planted in 2020 also helped to celebrate Iowa's parks department turning 100 years old!

Each native tree planted for the challenge was cultivated by the Iowa State Forest Nursery from local seed sources. As they grow, these trees will provide habitat, clean air and water, and a multitude of benefits to Iowan recreators. Many were planted specifically to replace the estimated 7 million trees in Iowa that were damaged by a derecho in August 2020.

The Iowa DNR and volunteers planted all 100,000+ trees. The Iowa Department of Natural Resources reported on its challenge progress via Facebook (@Iowa Department of Natural Resources), Twitter (@Iowadnr), and Instagram (@Iowadnr).

NEBRASKA

The **Nebraska Forest Service** celebrated NASF's centennial anniversary by planting 100,000 ponderosa pine seedlings in the "pine forest."

Ponderosa pine is a native tree species across much of the western U.S., including western Nebraska. It is a fast-growing tree and has been a popular choice across the state for windbreaks and general landscape use. Windbreaks

are integral to many Nebraska farming and ranching operations. They protect animals, crops, and buildings from cold winter winds, hot summer heat, and deep snows, and can even prevent erosion and provide wildlife habitat.

In 2006 and 2012, tens of thousands of acres of trees in the iconic Pine Ridge forests were lost to the Spotted Tail, Douthit, West Ash, and Wellnitz Fires. Post-burn inventories showed that tree canopy in northwest Nebraska had shrunk to less than half its historic size. Following wildfires like these, conifer forests need the help of reforestation efforts to rebound and regenerate.



WASHINGTON

In honor of NASF's 100th anniversary, the **Washington State Department of Natural Resources** (DNR) partnered with the Department of Enterprise Services (DES) to plant 100 new trees on the state's Capitol Campus between October 2019 and April 2020.

The primary goal of the initial planting was to ensure that a variety of tree sizes and ages were present throughout campus. This way, as the trees age and reach the end of their life cycles, their removal won't create gaps in tree canopy. The Washington DNR purchased many of the trees, and DES did the planting. Their long-term care will be provided by DES.

The challenge was so successful that in February 2020, the agencies planted three new moon trees on the campus, and in 2021, planted an additional 100 trees according to two existing landscaping plans: the West Capitol Campus Historic Landscape Preservation Master Plan and the East Campus Plaza Program and Schematic Design Plan.



CELEBRATING TREES AND FOREST ADVOCATES

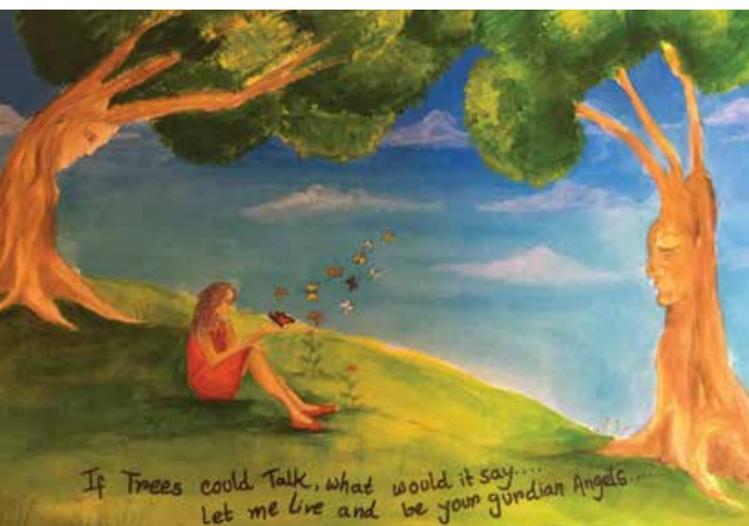
Five state forestry agencies used their Centennial Challenges to give kudos to the people working in support of America's forests – private and public, urban and rural. Forestry officials, private forest landowners, and communities that went above and beyond in pursuit of healthy forests and trees were recognized with public ceremonies, social media shout-outs, and Arbor Day celebrations.

ARIZONA

The **Arizona Department of Forestry and Fire Management** held an Arbor Day poster contest for K-12 students for its Centennial Challenge. The theme of the poster contest was "If Trees Could Talk...100 Years of Tree Care."

Although schools had to adjust to the reality of the COVID-19 pandemic, Arizona students and teachers were more than up to the challenge. Over 900 posters were submitted from around the state showcasing the benefits of trees and the honorable history of the National Association of State Foresters. The top three artists in each of four grade categories received prizes, along with the teachers of each first-place winner.

The department has a proud history of educational outreach, from raising awareness about the crucial importance of community trees to providing information on maintaining healthy forests and reducing wildfire risk.



FLORIDA

In celebration of NASF's 100th anniversary, the **Florida Forest Service** (FFS) recognized 100 outstanding forest landowners throughout the state who exemplify exceptional forest management practices, public outreach, and conservation efforts.

Private landowners in Florida own 65% of the state's forests. These woodland owners are integral to achieving sustainable forest management across the state. In each of Florida's 67 counties, there are FFS county foresters who prioritize the needs of these landowners and provide them with the resources they need to keep their forests working and as forests.

Each of the 100 honorees – all of whom were nominated by their local FFS county foresters – received a certificate of appreciation and formal recognition. Recognizing landowners from every corner of the state is a symbol of FFS's appreciation for their stewardship and commitment to ensuring Florida's greatest natural resources continue to provide economic and environmental benefits for future generations.

ILLINOIS

The **Illinois Division of Forest Resources** celebrated the NASF Centennial Challenge by engaging 100 communities in new Urban and Community Forestry (U&CF) projects. Between October 2019 and September 2021, the division helped: (1) 34 new communities earn recognition as Tree Cities USA or Tree Cities USA Growth; (2) 12 communities develop or revise tree ordinances; (3) 24 communities



inventory their urban tree canopy and develop forest management plans; and (4) 30 communities plant new trees.

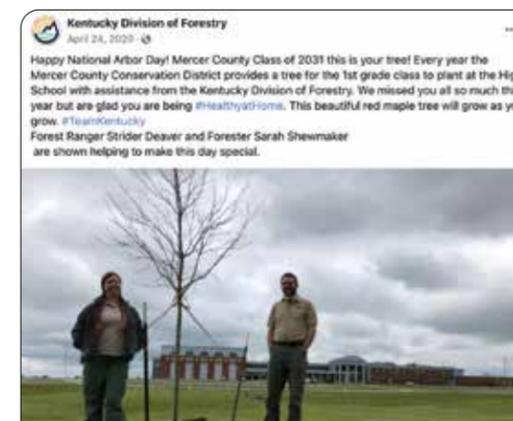
Additionally, in 2020, the division launched the state's first urban forest carbon credit program, performed a seven-county tree census in the Chicago area, and established a tree planting partnership with the Illinois Department of Transportation to help mitigate tree losses from state highway construction.

The Illinois Urban Forest Strike Team also helped to build a volunteer base through a Tree Risk Assessment Qualification certification incentive program. These volunteers will be deployed alongside the strike team to assist communities after storm events.

KENTUCKY

The **Kentucky Division of Forestry** helped over 100 communities sign Arbor Day proclamations for its Centennial Challenge. The division worked closely with county judge-executives and Tree Cities USA to meet its goal, documenting its progress along the way on Facebook (@KYDivisionofForestry) and Twitter (@KentuckyEEC).

In its own celebration of Kentucky's Arbor Day, the division traveled to Harrodsburg for a special tree planting ceremony. The tradition of planting a tree and placing a plaque to honor the new first-grade students at Mercer County Elementary School started over ten years ago. Each year, first-grade students choose a species of tree that is native to their county, learn about the chosen species, and take part in a tree planting event.



Typically, over 250 first graders would attend the tree planting ceremony along with faculty, local officials, conservation district staff, and division rangers and foresters. In 2020, the tree planting ceremony was a smaller affair shared with students as a video recording.

NORTH DAKOTA

To honor NASF's centennial anniversary, the **North Dakota Forest Service** (NDFS) held special Trees Bowl celebrations during North Dakota State University (NDSU) football games in 2021.

Due to COVID-19 considerations in 2020, NDFS delayed its celebration of the 2020 Trees Bowl to March 2021. The Trees Bowl winners weren't recognized like they would ordinarily be during the game; instead, NDFS erected arena signage, made announcements, and ran scoreboard messages on wildfire prevention and proper tree care and planting. These messages made mention of the NASF Centennial Campaign and the Towner State Nursery's 70th anniversary.

In October 2021, NDFS was delighted to sponsor an in-person Trees Bowl awards ceremony at a NDSU football game. The 2021 award winners and their families were honored with a banquet and recognized on the field at half-time. The honorees included cooperative fire departments, NDFS fire management staff, and the North Dakota Department of Emergency Services. Smokey Bear himself joined the tailgate, and after the game, NDFS staff handed out Smokey Bear and Arbor Day promotional items.



SHARING SEEDLINGS FOR A BETTER FUTURE

Six states provided free tree seedlings to the public for their Centennial Challenges. Some states shared seedlings of certain tree species with cultural significance. Others gave seedlings to the people and communities most in need. In each case, the donated trees will grow to provide shade, clean air, and natural beauty for generations to come.



are utilized by pollinator species), and witch-hazel and ninebark (which help to prevent soil erosion). Tree species like bald cypress and eastern redbud – famous for their beauty and shade benefits – were part of the bundles, too, along with white oak and black walnut, which are among the top species harvested for wood products in Missouri.

The George O. White State Forest Nursery has been in operation since 1947. Its original purpose was to grow shortleaf pine to restore Missouri's national forests. Now it ships 3 to 4 million seedlings each year to private landowners across the state and cultivates over 70 different trees and shrubs to meet a variety of landowner needs.

OKLAHOMA

To celebrate 100 years of NASF, **Oklahoma Forestry Services** worked with the Tree Bank Foundation and Chesapeake Energy to plant over 100 shade trees on school playgrounds across the state in 2020. The trees were planted in the cities of Ardmore, Yukon, Lawton, Pauls Valley, Depew, Oklahoma City, and Stillwater, as well as at Thunderbird State Park near Norman.

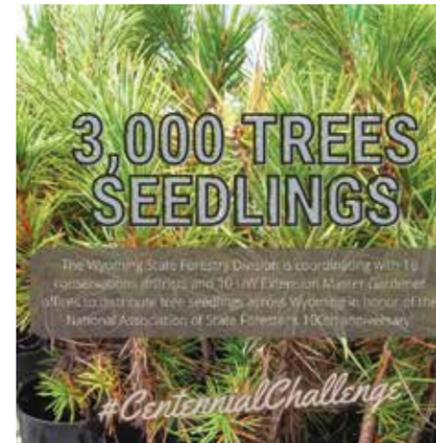
The Centers for Disease Control says overexposure to UV radiation is responsible for between 68% and 90% of all melanomas, a serious form of skin cancer. Oklahoma's Centennial Challenge will help prevent skin cancer in children and adults as it builds on established efforts like Shade Trees on Playgrounds (S.T.O.P) and Tree Campus K-12.

The U.S. Environmental Protection Agency's SunWise School Program, the Oklahoma Comprehensive Cancer

Network, and the Oklahoma State Health Department also pitched in by providing educational information and materials – including sunscreen! – that were distributed along with the trees.

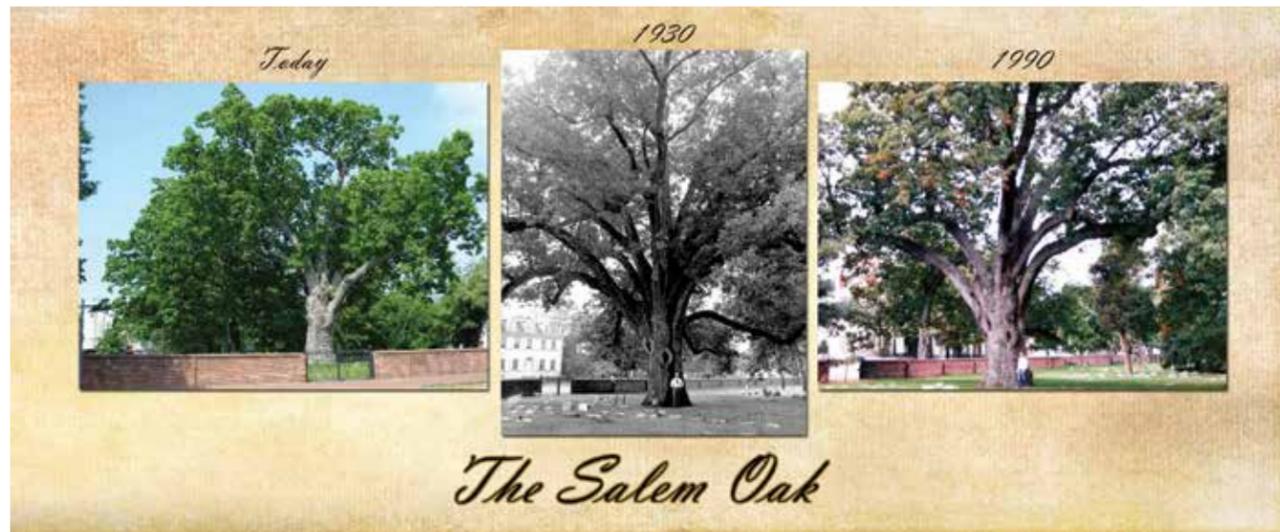
WYOMING

The **Wyoming State Forestry Division** coordinated with 16 conservation districts and all 10 of the University of Wyoming's Extension Master Gardener offices to distribute tree seedlings in honor of NASF's 100th anniversary. In total, 3,000 tree seedlings were gifted to students and landowners who planted them in communities across the state!



Most of the trees were given away during Arbor Day events where educators demonstrated how to properly plant young trees and students were given trees to plant at home. Others were distributed at neighborhood functions. In some cases, the tree giveaways were so well received the hosting communities decided to host annual tree sales!

The division also teamed up with the Wyoming Office of State Lands in April 2021 to kick off another 100-day Centennial Challenge. Through July, division and office employees were encouraged to engage in a series of activities to help the environment, learn new skills, and spread kindness. These activities ran the gambit, from planting 100 trees to recycling 100 cans to walking every day for 100 days.



NEW JERSEY

Most white oaks live an average of 300 years, but recently, New Jersey lost a 500-year-old specimen. The Salem Oak was the 1675 meeting place of local Quakers and the Lenni Lenape Native Americans. Before it fell, the New Jersey Forest Service had the foresight to collect some of the Salem Oak's acorns. By 2020, the agency had grown the acorns into 1,200 seedlings and was ready to offer them as gifts to each of New Jersey's 565 municipalities.

To celebrate the NASF Centennial Challenge, the **New Jersey Forest Service** delivered Salem Oak offspring to 100 municipalities across the state in the spring of 2020. Every town or city that requested a seedling was granted one. The seedlings were carefully packaged and brought to several locations across the state for pick up.

The Salem Oak's offspring represent an important bridge between the tree's remarkable history and New Jersey's

sustainable future. The same genetic makeup that gave the Salem Oak its tremendous resilience and hardiness will live on through these seedlings. As they grow into bigger and bigger trees, they will also reduce the harmful effects of climate change – as much as 600 times more effectively than trees with less desirable genetics – for many (hopefully hundreds!) of years.

MISSOURI

To celebrate the NASF Centennial Challenge, the **Missouri Department of Conservation** shipped hundreds of limited-edition "NASF Centennial Seedling Bundles" containing 100 seedlings of 10 different species that have provided special benefits to Missouri citizens for more than 100 years.

The bundles included wild plum and deciduous holly (which provide wildlife habitat), false indigo and buttonbush (which



CONCLUSION

Over the last two years, NASF has highlighted its members' Centennial Challenges online, in magazines and reports, and with a 100-year history book. The association completed a Centennial Challenge of its own, too.

GEORGIA

On February 14th, 2020, the **Georgia Forestry Commission** celebrated the NASF Centennial Challenge and its state Arbor Day by providing 100 free tree seedlings and 100 tree care guides to landowners. The commission shared photos of the tree giveaway on Facebook (@Georgia Forestry Commission) and Twitter (@GaTrees).

National Arbor Day is held the third Friday in April. Unfortunately, that time of year is too warm to plant trees in Georgia. In the Peach State, trees planted before the onset of the summer heat – between November and mid-March – have the best chance of survival.

As the number one state in the nation for forestry, it is critical for citizens of Georgia to know why forestry – and trees – are important to us all. Tree giveaways are great opportunities to capture the attention of Georgians, and to teach them how to properly plant trees and realize all the benefits they provide.



LOUISIANA

For its Centennial Challenge, the **Louisiana Department of Agriculture and Forestry** (LDAF) partnered with the Louisiana Forestry Association (LFA) to give away 100 bald cypress seedlings on Louisiana's Arbor Day in January 2021.

More than 15 million acres of forests are spread across Louisiana – that's about half of the state's land mass! So it's no wonder that forest products are Louisiana's number one revenue-generating crop. Each year, products from forests contribute about \$11 billion to the state's economy.

To keep Louisiana's forests in tip-top shape, about 73 million seedlings are planted throughout the state annually. Averaged across Louisiana, this means that roughly 19 trees are planted for every person living in the state each year. LDAF and LFA encourage landowners to participate in Louisiana's Arbor Day by planting a tree (and planting hope!) in celebration of the New Year.

It was important to NASF that each Centennial Challenge accomplishment was commemorated. After all, each challenge is a representation of the diverse, vast, and vital work of its members.

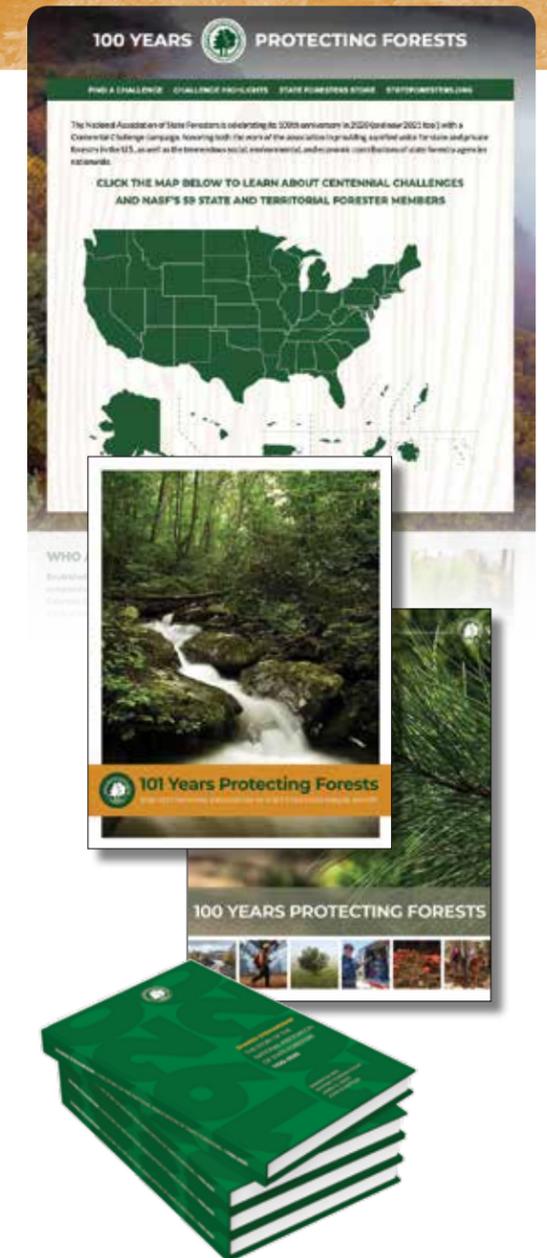
Every state forester – in all 50 states, five U.S. territories, three nations in compacts of free association with the U.S., and the District of Columbia – contributes to the health, resilience, and productivity of both rural and urban forests.

Their job is significant: state forestry agencies are the primary delivery system for forest management activities nationwide. They conserve, enhance, and protect state and private forests, which encompass nearly two-thirds of the nation's forests. They are also responsible for wildfire protection on more than 1.5 billion acres.

To show the breadth and significance of their work, a short profile of each forestry agency's Centennial Challenge was created for NASF100.org, the association's online clearinghouse for all things related to the campaign. Additionally, as forestry agencies completed their challenges, NASF celebrated their progress on social media and NASF's blog, at virtual meetings and events, and in National Woodland Owners Association Magazine articles.

State and territorial contributions to the campaign were also featured in a Forest History Society multi-page magazine spread, NASF's 2020 and 2021 annual reports, and a 100-year history book published in the fall of 2021.

The 140-page publication offers a foreword by NASF Executive Director Jay Farrell, an introduction from NASF Communications Director Whitney Forman-Cook, six chapters, and three appendices. Hard copies are available upon request.





NATIONAL ASSOCIATION OF STATE FORESTERS

