



# MY TREE—OUR FOREST®





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Greg Pichak



The Avondale Estates Garden Club Nancy Martin

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## Letter from Executive Director Jay Farrell

Dear NASF friends,

From city streets to remote mountainsides, trees connect a forested ecosystem that connects with people in countless ways. This is the essence of *My Tree—Our Forest*® and the essence of our work at the National Association of State Foresters (NASF).

Trees are a centerpiece for many conservation organizations. NASF is unique because we represent forestry professionals and 25,000 state employees representing the public interest. State Foresters' responsibilities extend across the urban to rural spectrum from the Caribbean to the far reaches of the Pacific. This report is a snapshot of how NASF brings this credible (and incredible) expertise to the public policy and communications arenas.

Like forested ecosystems, what we do at NASF is connected to people. NASF connects State Foresters with partners and policymakers, social media and traditional media. Everything we do is focused by a member-defined Strategic Plan. This living document takes the individual strands of our work—policy, communications, partnerships, and management—and connects them through committees. Underpinning all is an incredible staff team working together across organization boundaries to impact issues that respect no boundaries.

This year NASF embarked on serious work to define performance measures that prove to others what we already know: State Foresters deliver valuable outcomes. We also enjoyed major policy wins. Consistent with NASF's Resolution, the U.S. Green Building Council (USGBC) broadened recognition of forest certification standards in the Leadership in Energy and Environmental Design (LEED) green building standard. The U.S. Environmental Protection Agency (EPA) cited NASF's Best Management Practices report in ruling that no additional regulations are needed to address stormwater discharges from forest roads. And Congress got very close to passing fire funding legislation. (Not a major win yet, but it is Congress and they did get close!). Like forestry, these multi-year efforts have been nurtured by many partners with key contributions from State Foresters.

The theme of this report reflects NASF's launch of *My Tree—Our Forest*® as a registered brand around which to build communications and educational products. We promptly sold out of the tree tags designed to connect people with trees and forests. Making that connection is what we do.

Jay Farrell





# Letter from President Paul DeLong



Dear members,

The “My Tree—Our Forest” theme of this annual report captures what the association has worked to achieve this year. As we all manage diverse forests in our unique states and territories, we’ve recognized that we must come together to show the performance of that management on a greater scale. And when we do, it is in our collective best interest to show how well “our” forests measure up. In the spirit of performance measurement, I am pleased to share how well we measured up this year and highlight some of our notable successes.

This year the association began implementation of the new NASF Strategic Plan. We’re starting to see many of our strategic goals realized as the three regional state forester organizations come together with NASF as a team to tackle our priority issues.

Two major NASF strategies are to stabilize and build federal funding support for Cooperative Forestry/Fire, Forest Inventory and Analysis, and other priority programs and to resolve the fire funding issue while protecting Cooperative Forestry programs. After many Capitol Hill visits, briefings, testimony and conversations, we’ve made headway. Several priority programs either received a budget boost or were kept stable, a notable accomplishment in this time of budget reductions. The result will be that we can realize more of the great potential of these programs. We’ve worked hard this work year to fix the fire funding issue; NASF continues to be on the front lines of this issue, actively engaged in charting a path to resolution. Much of this work is behind the scenes, working with Congress, the Administration and partner groups. We are committed to seeing this issue through to a positive outcome, whether yet this year or next.

Another great example of the great influence of our staff, committees, and leadership is reflected in the recent EPA preliminary notice that they would not regulate the construction or maintenance of forest roads under the stormwater regulations of the Clean Water Act. We showed how our varied, state-specific best management practices (BMPs) programs work together for “our” forests. Yet another success was our influence on the listing decision for the northern long-eared bat and subsequent development of the federal 4(d) rule to limit the impact on forestry activities. The results of the final 4(d) rule underscores how we can use our reputation and influence to produce results that reflect our ability to protect this threatened species while actively implementing sustainable forest management practices.

Two of NASF’s partner organizations are celebrating milestones this year: the Arbor Day Foundation’s Tree City USA program (40 years) and the American Forest Foundation’s Project Learning Tree (40 years) and American Tree Farm System (75 years) programs. I can’t think of better examples of how the combined efforts of individual landowners, communities and partners make a big impact on the trees and forests of the nation as a whole. To fully achieve our goals, we must continue to develop and grow our partners.

We should feel proud of the work we’ve done this past year. Measuring our work and then reporting on the successes is how we show others the value of the important work we do every day. Agreeing on performance measures has been a challenge to gain consensus on, and yet we need to tell the story of the work we do and how it supports our forests and the public we serve. We are at the threshold of showing more clearly to decision makers that our performance truly does measure up! I want to thank my colleagues for putting our collective shoulders to the wheel to make this a reality. I believe the result will be increased understanding of, and support for, the important work we do each and every day.

Paul DeLong

# 2015-16 MEMBERSHIP



## EXECUTIVE COMMITTEE MEMBERS

- President: Paul DeLong
- Vice President: Bill Crapser
- Treasurer: George Geissler
- Past President: Jim Karels
- Chair, Council of Western State Foresters: Ken Pimlott
- Chair, Southern Group of State Foresters: Robert Farris
- President, Northeastern Area Association of State Foresters: Dan Devlin

## NASF COMMITTEE CHAIRS

- Communications: Chris Maisch
- Forest Markets: Scott Bissette
- Forest Resources Management: Paul Tauke
- Forest Science & Health: Chris Martin
- Legislative: Bettina Ring
- Urban & Community Forestry: Lisa Allen
- Wildland Fire: George Geissler

## MEMBERS

- Alabama: Dan Jackson (Acting)
- Alaska: Chris Maisch
- Arizona: Jeff Whitney
- Arkansas: Joe Fox

- California: Ken Pimlott
- Colorado: Mike Lester
- Connecticut: Christopher Martin
- Delaware: Michael Valenti
- District Of Columbia: Earl Eutsler
- Florida: Jim Karels
- Georgia: Robert Farris
- Hawaii: David Smith
- Idaho: David Groeschl
- Illinois: Tom Wilson
- Indiana: John Seifert
- Iowa: Paul Tauke
- Kansas: Larry Biles
- Kentucky: Bill Steele
- Louisiana: Wade Dubea
- Maine: Doug Denico
- Maryland: Donald Van Hassent
- Massachusetts: Peter Church
- Michigan: Bill O’Neill
- Minnesota: Forrest Boe
- Mississippi: Charlie W. Morgan
- Missouri: Lisa Allen
- Montana: Bob Harrington
- Nebraska: Scott J. Josiah
- Nevada: Joe Freeland
- New Hampshire: Brad Simpkins
- New Jersey: John Sacco
- New Mexico: Eddie Tudor
- New York: Robert K. Davies
- North Carolina: Scott Bissette
- North Dakota: Larry A. Kotchman
- Ohio: Robert Boyles
- Oklahoma: George Geissler
- Oregon: Doug Decker
- Pennsylvania: Dan Devlin
- Rhode Island: Bruce Payton
- South Carolina: Gene Kodama
- South Dakota: Greg Josten
- Tennessee: Jere Jeter
- Texas: Tom Boggus
- Utah: Brian Cottam
- Vermont: Steven J. Sinclair
- Virginia: Bettina Ring
- Washington: Aaron Everett
- West Virginia: C. Randall Dye
- Wisconsin: Paul DeLong
- Wyoming: Bill Crapser
- American Samoa: Mary Taufete’e
- Fed. States Of Micronesia: Marlyter Silbanuz
- Guam: Joseph Mafnas
- Northern Mariana Islands: Victor Guerrero
- Palau: Pua Michael
- Puerto Rico: Cristina Cabrera
- Rep Of The Marshall Islands: Hency Capelle (Acting)
- Virgin Islands: Carlos Robles

Current as of August 15, 2016



# NASF FOUNDATION



## CHAIRMAN

C. RANDALL DYE  
State Forester of West Virginia

## VICE CHAIRMAN FOR INVESTMENTS

MICHAEL G. BUCK  
Former State Forester of Hawaii

## SECRETARY/TREASURER

CHRISTOPHER MARTIN  
State Forester of Connecticut

## CHAIR OF AUDITS

LARRY A. KOTCHMAN  
State Forester of North Dakota

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STEVEN SCOTT  
Former State Forester of Tennessee

JEFF WHITNEY  
State Forester of Arizona

GENE KODAMA  
State Forester of South Carolina

CARA BOUCHER  
Former State Forester of Michigan

TOM BOGGUS  
State Forester of Texas

GEORGE GEISSLER  
State Forester of Oklahoma

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

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

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

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

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

## FY 2016 PROGRAMS AND PROJECTS

**INTERNSHIPS:** The Foundation supported the policy and communications internship program. This year NASF hosted Jessica Hernandez, Greg Pilchak and Emily Bazydlo in Washington.

This opportunity provides an on-the-job education for our valued interns, who gained experience working directly with State Foresters, staff and partners.

**HARVARD FELLOWSHIP:** The Executive Fellowship at the John F. Kennedy School of Government at Harvard University focuses on exercising leadership, strategy and political management, as well as creating public value, negotiation, crisis management, financial stewardship, internal capacity and performance management. State forestry agency employees Wes Moorehead of Texas and David Lane of Ohio participated in this year's program.

**OUTREACH:** The Foundation supported several outreach and education initiatives this year. NASF sponsored or exhibited at the Partners in Community Forestry Conference, Society of American Foresters' Convention, and the Wildland-Urban Interface Conference. These opportunities enable NASF to spread the word about the educational materials program, support partner groups, and engage new audiences in the mission of the Foundation.

**PHOTOGRAPHY FELLOWSHIP:** Rena Johnson of Hiawassee, Georgia served as the 2016 Foundation photography fellow. Selected from among nearly 50 applicants, Johnson documented the forests of Wisconsin and Georgia to help illustrate the

benefits that forests provide to all people: clean air and water, wildlife habitat, forest products, jobs and more ecosystem services. Johnson is the fourth photography fellow to be sponsored by the NASF Foundation.

The Council of Western State Foresters (CWSF) supported this effort in the west by covering costs for staff member Grace Mirzeler, a photographer, to document Colorado's forests. NASF is grateful for the partnership of CWSF.

**EDUCATIONAL MATERIALS:** The Foundation supported the research, design and production of several new outreach products for the NASF educational materials program, located at [stateforesters.org/store](http://stateforesters.org/store). Available materials include educational brochures, posters, note cards, gift items like coasters and tote bags and the signature *My Tree—Our Forest*® tree tags. Learn more about the *My Tree—Our Forest*® program, generously supported by the Foundation, in the Communications and Outreach section below.





# COMMUNICATIONS & OUTREACH

## Focused and Effective Communication



Grace Mizeler for the Council of Western State Foresters



CAL FIRE



Kansas Forest Service

The National Association of State Foresters Communications Committee is chaired by Alaska State Forester Chris Maisch and staffed by Communications Director Amanda Cooke. Members also include Earl Eutsler (DC), Bill Steele (KY), George Geissler (OK), Brian Cottam (UT) and Steve Sinclair (VT).

### CONTINUALLY IMPROVE COMMUNICATIONS ASSETS

#### MEDIA OUTREACH

State Foresters were featured in NASF-coordinated media opportunities throughout the year including in The Washington Post, several Environment & Energy Publishing outlets, and policy website TheHill.com. A digital New York Times story linked to a post on the NASF blog about wildfire funding. State Foresters provided quotes for at least 10 media statements or press releases, and the USDA blog featured a post by Scott Bisette

during National Forest Products Week. NASF's quarterly column in the *National Woodland Owners Association Magazine* helps convey member accomplishments, priorities, and policy positions.

#### DIGITAL ASSETS

As a tactic to share member accomplishments and association policy positions, NASF distributes a weekly e-newsletter. The publication consistently receives higher than average open and click rates, indicating that NASF is reaching its target audience with relevant content.

To continually improve NASF's communications assets and tactics, the communications director distributed a feedback survey asking readers to rank how likely they are to recommend the e-newsletter to a colleague or friend. The average response was 8.5 out of 10, indicating that NASF's subscribers are extremely likely to recommend NASF's e-newsletter to other readers.

NASF also launched a redesigned [www.stateforesters.org](http://www.stateforesters.org). The website was updated significantly in line with website best practices and in an effort to improve the user experience for State Foresters, partners and members of the media.

NASF engaged new audiences by increasing its Facebook following by 11 percent and Twitter following by 27 percent. See the *NASF by the Numbers* chart for details.

### REPRESENT STATE FORESTRY INTERESTS ON NATIONAL CAMPAIGNS

#### URBAN AND COMMUNITY FORESTRY

Urban and community forests provide essential benefits we cannot live without. NASF launched the *My Tree—Our Forest*® education campaign in an effort to increase public understanding about the benefits that healthy forests offer to communities and the role that state forestry agencies

play in protecting the nation's trees. The campaign was supported by the NASF Foundation and includes a diverse line of educational materials available for purchase at [stateforesters.org/store](http://stateforesters.org/store).

The communications director worked with the Arbor Day Foundation and the Urban and Community Forestry Committee, chaired by Lisa Allen, to develop communications materials to promote the 40<sup>th</sup> anniversary of the Tree City USA program. NASF published a commemorative blog series, highlighting the program's many achievements.

#### WILDFIRE PREVENTION

Through the Cooperative Forest Fire Prevention (CFFP) Committee, NASF works with the USDA Forest Service and the Ad Council to support the message of Smokey Bear, the national symbol for wildfire prevention. This year, CFFP committee chair Tom Boggus welcomed Brad Simpkins and Eddie Tudor to the committee. The committee convened in New Mexico for its annual meeting to review Smokey Bear Award nominations. In June, the committee launched the new [SmokeyBear.com](http://SmokeyBear.com) website. The committee released the new Smokey Bear public service announcements on Smokey's 72<sup>nd</sup> birthday in August, which are available for download at [www.psacentral.org](http://www.psacentral.org).



Arizona Governor's Office



The Avondale Estates Garden Club/Nancy Martin

NASF by the Numbers\*

Facebook: **5,980+ LIKES**

Twitter: **6,075+ FOLLOWERS**

Pinterest: **210+ FOLLOWERS**

LinkedIn: **120+ FOLLOWERS**

e-Newsletter list: **2,025+ SUBSCRIBERS**

\*Current as of August 30, 2016



## RECOGNIZE EXCELLENCE THROUGH AWARD PROGRAMS

In addition to supporting the Smokey Bear Awards, NASF supports the Wildfire Mitigation Awards with partner groups the USDA Forest Service, the International Association of Fire Chiefs and the National Fire Protection Association. Jim Karels presented the awards on behalf of NASF at this year's Wildland-Urban Interface Conference.

The NASF awards committee, chaired by Bob Harrington, presented the following individuals with a 2016 National Association of State Foresters award: Linda Casey, Robert Bonnie, Steve Frye, Donald Mansius, Alix Rogstad, Kemba Shakur and Urban Releaf, Paul Johnson, Jan Davis and Faith Campbell. More details about these awards are available on [www.stateforesters.org](http://www.stateforesters.org).

## FOREST ACTION PLANS

As referenced in the policy & legislative affairs report section, NASF works to

promote Forest Action Plans as tools for defining priorities and targeting resources. This year two major reports were delivered that analyzed or summarized accomplishments outlined in the Forest Action Plans.

The first report, *Forest Action Plans and Effective Water Quality Protections*, included success stories from Maryland, Georgia, Utah and the Northern Mariana Islands. This report illustrated water quality achievements since the creation of the Forest Action Plans.

In September, NASF released *The State and Private Forestry Report* which includes success stories and an overview of emerging issues and trends that were identified by State Foresters in the national priority sections of the Forest Action Plans. Learn more at [www.stateforesters.org/2016-state-private-report](http://www.stateforesters.org/2016-state-private-report).

For both projects, research was conducted by Dovetail Partners and support was provided by the USDA Forest Service.

## DELIVER EXCEPTIONAL VALUE TO MEMBERS

Every new State Forester receives a welcome toolkit by NASF staff, which was developed last year by the communications committee.

This year, NASF staff helped equip State Foresters to serve as the voice for key forestry issues through the creation of talking points, PowerPoint presentations, fact sheets and additional educational efforts.

Additional resources are available in the Members Only section of the NASF website.

# POLICY & LEGISLATIVE AFFAIRS

Ensuring effective advocacy and education to influence national policies that benefit members.



Greg Pilchak

Under the leadership of Legislative Committee Chair, Bettina Ring, Randy Dye, Doug Decker and the State Forester Policy Team (Laura Schweitzer, Tim Foley, Kelsey DeLaney and Gary Schiff) and the Executive Committee, NASF has established four policy priorities:

- 1 Support appropriations of critical importance to State Foresters
- 2 Support legislation for a wildfire funding fix and forestry reforms
- 3 Support policies and legislation which would encourage significantly more active management of federal forests
- 4 Promote Forest Action Plans serve as the basis for planning and funding decisions across all land ownerships.

## APPROPRIATIONS OF CRITICAL IMPORTANCE TO STATE FORESTERS

NASF is actively supporting seven different appropriation categories: 1) forest stewardship, 2) forest health, 3) forest legacy, 4) state fire assistance, 5) volunteer fire assistance, 6) urban and community forestry and 7) FIA (Forest Inventory and Analysis). In an effort to support these appropriations:

- NASF members have visited more than 80 Congressmen, Senators, their staffs

and key Committee staffs.

- NASF developed or signed onto seven different letters to Congress advocating for appropriation levels set by the Executive Committee. Letters were signed by 140 different partners.
- Bettina Ring, Chair of the Legislative Committee, and her staff hosted a field tour for both OMB and USDA budget examiners to showcase the value of State and Private Forestry programs.



Grace Mirzeler for the Council of Western State Foresters



NASF Foundation fellow Rena Johnson





NASF Foundation fellow Rena Johnson

- Maryland State Forester Don Van Hassent and his staff, hosted a tour for nine key Congressional Committee and Member staffs to showcase the value of State and Private Forestry programs.
- NASF provided testimony to both House and Senate Appropriations Committees on recommended appropriations levels.
- NASF developed briefing papers for each funded program which clearly articulate the value of those programs to the nation, what has been accomplished with existing funds and justification for NASF recommended levels.
- NASF developed outcome data for key staff which ties funding levels to jobs in order to support the Forest Stewardship program.
- NASF worked with key partners in targeting our advocacy efforts including the Society of American Foresters, American Forest Foundation, The Nature Conservancy, National Wild Turkey Federation, International Association of Fire Chiefs, Association of Fish and Wildlife Agencies, National Association of Counties, and the National Association of Conservation Districts.

**RESULTS:** Despite the overall declining federal budget trend, most of these appropriations which support key NASF programs have stayed at current levels or are seeing modest increases in the appropriations process. State Foresters remain concerned about support for the Forest Stewardship Program where both House and Senate Appropriations Committees are supporting lower funding levels as well as support for the Urban and Community Forestry program in the Senate. Through significant effort this past year, State Foresters have planted seeds for the future with key decision makers. We anticipate this will yield results in future budget cycles.

### LEGISLATION FOR A WILDFIRE FUNDING FIX AND FORESTRY REFORMS

NASF along with CWSF, NAASF and SGSF have teamed up to advocate for legislation which addresses: 1) borrowing from non-fire accounts; e.g., state and private forestry accounts, to pay the wildfire suppression bill, 2) the erosion of non-wildfire program funding; e.g., state and private forestry program funding, and 3) important forest

management reforms to accelerate active forest management. Legislation has passed the House and is being negotiated with Senate proposals.

### NASF has taken the following actions:

- Developed briefing materials which State Foresters use for their Hill visits.
- Briefed more than 100 Congressmen, Senators, their staffs and key Committee staffs with a message that these problems need to be addressed this year.
- Provided testimony to Senate Energy and Natural Resources Committee.
- Responded to Senate Agriculture Chairman's bill with a detailed NASF position letter.
- Helped lead a broad based coalition in support of legislation which addresses these challenges.

State Foresters continue to support this effort as part of a focused campaign in contacting the 47 Senate and House conferees who are attempting to resolve differences.

**RESULTS:** Legislation which NASF supported passed the House. A Senate compromise which NASF supported fell short of adoption. NASF believes that there is significant potential in the energy bill conference to conclude an agreement which could be signed and enacted into law this year. NASF staff and members are continuing to pressure Congress to address these challenges and are optimistic that a resolution will be reached.

### LEGISLATION WHICH WOULD ENCOURAGE SIGNIFICANTLY MORE ACTIVE MANAGEMENT OF FEDERAL FORESTS

The NASF Forest Resource Management Committee developed a federal forest policy position paper which outlines NASF's position on support for streamlining the planning process to encourage more active forest management. NASF's most significant effort has been in reviewing and

advocating for forest management reforms either separately or as part of the wild land fire funding fix.

Results: NASF staff and members have used the Forest Resources Committee's work as a screen in whether to support a host of legislative proposals. NASF staff have shared this official position with numerous Congressional staff. Ideas within that proposal have become the basis and support for legislative proposals. NASF Staff worked with Senate and House Ag and Energy and Natural Resources staffs to vet ideas and develop their legislative forest management proposals which are a significant part of the legislative proposals moving forward. Again NASF members and staff continue to advocate and are optimistic that forest management reforms will be enacted this year.

### FOREST ACTION PLANS SERVE AS THE BASIS FOR PLANNING AND FUNDING DECISIONS ACROSS ALL LAND OWNERSHIPS

NASF Executive Committee leaders including Paul DeLong, Bill Crapser, George Geissler and Jim Karels led well-attended legislative learning sessions for key staff sponsored by both House and Senate Agriculture Committees. More than 20 staff attended these sessions. NASF leadership highlighted to Congressional staff how these plans provide guidance across all lands and focus limited resources in order to achieve critically important results.



Sharon Parker, Ph.D., USFS



Grace Witzler



Credit to come



In addition, both Georgia State Forester, Robert Farris and Virginia State Forester, Bettina Ring represented NASF in speaking to the newly formed Working Forests Caucus about the utility and importance of these plans. The bipartisan caucus has more than 60 House members and is growing.

**RESULTS:** NASF staff are in the process of implementing the strategic plan approved by the Executive Committee to elevate the role of these foundational strategies and assessments. NASF has worked with Congressional staff to insert language about Forest Action Plans in various legislative proposals such as a bill to codify Landscape Scale Restoration as well as appropriations report language. Staff are actively advocating that these plans be foundational in both USDA Forest Service and Bureau of Land Management planning efforts.

**ADDITIONAL ACCOMPLISHMENTS:  
GOOD NEIGHBOR AUTHORITY**

NASF and Council of Western State Foresters staff along with NASF President Paul DeLong continue to work with Congressional staff on opportunities to support legislation which would allow for expanded use of this authority. To date State Foresters have signed 31 agreements: 15 statewide and 16 total projects.



Arbor Day Foundation



Green Pinchak



Wisconsin DNR

**ENVIRONMENTAL PROTECTION AGENCY (EPA) PROPOSED REGULATION OF FOREST ROADS**

The EPA studied whether they should regulate storm water runoff from forest roads. Under the leadership of Tim Foley with the Southern Group of State Foresters, NASF successfully made the case to EPA that regulation was not required thanks to implementation of best management practices (BMPs). NASF worked closely with National Alliance of Forest Owners (NAFO) and the Sustainable Forestry Initiative (SFI).

**LANDSCAPE SCALE RESTORATION (LSR)**

NASF and regional policy staff partnered with the American Forest Foundation (AFF) to develop legislation which would modify and codify the LSR program. The legislation as currently written would rely on the Forest Action Plans to prioritize and select projects and would use 50 percent of the funding provided for state selected priority projects and 50 percent for national priority projects. The Bill also provides enhanced opportunities for cross-boundary forest management projects. We anticipate that this LSR legislation will be introduced in the Senate this fall.

**SMALL TRACTS ACT LEGISLATION**

NASF is supporting legislation which would allow the USDA Forest Service the authority to sell thousands of scattered small isolated parcels among private lands and use the proceeds to purchase private inholdings within the National Forest boundary. This landownership pattern creates management and wildfire protection challenges for state forestry agencies. Legislation has passed the House and was introduced in the Senate. NASF sent a letter to the Senate in support of this bill.

**TALL WOOD BUILDING LEGISLATION**

NASF has joined a coalition in support of using structural wood in tall buildings and is working with a coalition to support the Timber Innovation Act. Please refer to the Forest Markets Committee update for more details.

# COMMITTEES & PARTNERSHIPS

Leverage relationships to advance strategic priorities.



NASF Foundation fellow Leslie Robertson

To help accomplish NASF's strategic goals, the association relies on effective partnerships and committee-based subject matter expertise. The member-driven accomplishments illustrated in this section display the diverse range of accomplishments achieved through State Foresters, staff and partners. Updates from the executive, legislative and communications committees are written in preceding sections.

**COMMITTEE: WILDLAND FIRE  
CHAIR: GEORGE GEISSLER  
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 is working with the USDA Forest Service (USFS) to implement and maintain the criteria for allocating State Fire Assistance and Volunteer Fire Assistance funding to the states which creates a transparent budgeting process for federal appropriators. Developing a national standard for defining state wildfires and improving

fire occurrence reporting programs are enhancements to the effort.

The committee continues to work with the Defense Logistics Agency (DLA) and USFS providing recommendations for improving the DLA Wildland Fire Protection Program (WFPP) for purchasing wildland fire supplies and equipment. The committee is also providing recommendations and engaged in dialogue on the management of the Fire Fighter Program for federal excess property.

Efforts to maintain and improve mobilization of state and local resources for national response to wildfires are ongoing through partnerships with USFS, International Association of Fire Chiefs, US



Craig Cromie



Grace Mizeler



Fire Administration and the Department of Interior. Potential liability issues for personal, utilization of Interstate Forest Fire Protection Compacts and increasing capacity of local resources are being addressed.

The committee and the NASF CMS Group have developed guiding principles for the use of National Guard and Military resources for surge capacity for wildfire response. Best practices are included while recognizing individual states have unique business models, authorities and operating procedures. The USFS and Department of Defense have provided assistance.

**COMMITTEE: URBAN AND COMMUNITY FORESTRY**

**CHAIR: LISA ALLEN**

**STAFF: CARA BOUCHER**

The NASF Urban and Community Forestry (UCF) Committee works with many national partners to conserve, protect, and enhance America's urban and community forests. The value of forests across the urban-rural

spectrum is a key message as we look toward the future.

This year the committee participated on an urban panel at a USDA Forestry Research Advisory Council meeting, highlighting the importance of Forest Action Plans, timely and complete Forest Inventory and Analysis (FIA) data, applied research which often has application across the forest spectrum, and the need for robust science delivery networks.

The National Urban and Community Forestry Advisory Committee released the National Ten-Year Urban Forestry Action Plan: 2016-2026 developed by the UCF community of interest. Nebraska State Forester Dr. Scott Josiah represents state forestry staff on the committee. Dr. Josiah as well as state forestry agency staff were highly engaged in the plan.

The Ten-Year Action Plan has three overarching principles: Advance health and wellness of forests, ecosystems and people; maximize community and ecosystem sustainability; and build community and natural ecosystem resilience. This plan provides a national framework which, in conjunction with Forest Action Plans, articulates goals and objectives that identify priorities in research, management, funding and communication as well as collaborative opportunities.

The committee members participated in an American Planning Association Green Infrastructure symposium around regional planning at the landscape level addressing climate change, resilience, forest health and extreme weather and other factors. Committee members met with UCF state coordinators and federal managers prior to the Partners in Community Forestry conference in addition to speaking at the conference.



NASF Foundation Fellow Leslie Robertson



Waleska Olivo



Carla M. Zischler



NASF Foundation Fellow Leslie Robertson

**COMMITTEE: FOREST MARKETS**

**CHAIR: SCOTT BISSETTE**

**STAFF: RICK CANTRELL**

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

This year, committee chair Scott Bissette published a blog on the USDA website during National Forest Products Week recognizing the importance of forest markets for conserving working forests. The committee also supported numerous events and activities coordinated by the Wood Products Alliance to celebrate National Forest Products Week on Capitol Hill.

Committee staff lead Rick Cantrell served as a proposal reviewer for the 2016 Wood Innovation Grants. The USDA awarded \$8.5 million to expand and accelerate wood energy and other wood product markets. The federal funds will leverage \$18 million in investments from partners, resulting in a total investment of \$27 million in 19 states.

To help educate and engage members and partners, the committee distributed a weekly Forest Markets Newsletter. Subscriptions increased from just under 40 subscribers in June 2015 to more than 130 readers by June 2016.

As referenced in the policy section, the committee worked with NASF staff and the Legislative Committee to garner support for a new "Timber Innovation Act" introduced in the U.S. Senate (S.2892) and House (H.R. 5628). NASF signed on as a full supporter. The bills would create opportunities to use wood products, including mass timber, in the construction of tall wood buildings. The legislation would:

- Establish performance driven research and development program for advancing tall wood building construction in the United States;
- Authorize the Tall Wood Building Prize Competition through the USDA annually for the next five years;





NASF Foundation fellow Leslie Robertson

- Codify the USDA Forest Service's Wood Innovation Grant program and expand it to facilitate Centers of Excellence and provide grants to states to fund education, outreach, research and development, including education and assistance for architects and builders.
- H.R. 5628 also has a provision to incentivize the retrofitting of existing facilities located in areas with high unemployment rates.

The committee also participated in coalition efforts focused on changing new Environmental Protection Agency policy recommendations to agencies that give preferential treatment to Forest Stewardship Council-certified wood.

Lastly, in a huge win for America's forests, the U.S. Green Building Council (USGBC) announced that it will expand opportunities for using wood products in green buildings. Please refer to the letter by the executive director for more details.

**COMMITTEE: FOREST RESOURCES MANAGEMENT**

**CHAIR: PAUL TAUKE**

**STAFF: MARVIN BROWN**

The Forest Resource Management Committee deals with issues related to private and public land management including the federal laws, regulations and programs that influence forest management in the United States.

This year the committee finalized and NASF membership approved four important position papers that will guide NASF leadership on key issues for the next five years.

The position papers relate to:

- Preferred reforms to federal forest land policy;
- Tax policy and its relationship to the protection and management of the nation's forests;

- Recommendations for enhancing the role of forests in climate change mitigation and adaptation to climate change; and
- Ways to improve the effectiveness of the Endangered Species Act.

This year the committee also worked with the Environmental Protection Agency (EPA) to gain a better understanding of the potential forest management opportunities related to water quality trading.

By liaising with other members of the Forest Climate Working Group, the committee is working to identify potential opportunities for landowners through carbon sequestration.

Members are also collaborating with the American Forest Foundation to increase support for the critical Forest Stewardship Program. Work will continue this year with the USDA Forest Service to review the effectiveness of federal Forest Stewardship Budget allocations.

**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 January, the National Association of University Forestry Research Programs (NAUFRP) sought State Forester input about research priorities for the ongoing strategic planning process being undertaken by NAUFRP. The committee coordinated the survey and presented to NAUFRP leadership at its annual meeting in March.

In April, the committee held its annual meeting in Golden, Colorado. Several partners including representatives from Animal and Plant Health Inspection Service, USDA Forest Service Forest Health Protection, Society of American Foresters, and American Firewood Producers and Distributors Association presented

programmatic updates, issues and challenge they are facing with regard to forest health.

The committee continued its partnership with USDA Forest Service International Programs by providing assistance and technical support for the international convening of Food and Agriculture Organization of the United Nations' Committee on Forestry (COFO). COFO is the highest forestry-related statutory body of the Food and Agriculture Organization of the United Nations. It brings together international leaders of forestry services and senior government officials to identify emerging policy and technical issues, to seek solutions and to advise FAO and others on appropriate action. NASF President Paul Delong represented state forestry interests at the conference.

In August, the committee again partnered with the Forest Service International Programs at the Asian-Pacific Economic Cooperation (APEC) conference in Lima, Peru. APEC is a 21-nation, Pacific Rim trade organization with the aim of promoting balanced, inclusive, sustainable, innovative and secure growth by accelerating regional economic integration. NASF provided technical advice and guidance to Department of State staff as well as representing forest landowner interests for the ongoing trade negotiations.



Leslie Robertson



NASF Foundation fellow Rena Johnson



Grace Mirzelet for the Council of Western State Foresters



# MANAGEMENT & OPERATIONS

Increase engagement and deliver exceptional value  
Strong Organization, Strong Results: Ensure a strong, well-managed, and financially sound organization



In countless ways, NASF's work makes the connection between trees and forests to the everyday needs of all Americans. Sound management and operations connect the Association's mission and vision with the resources needed to get the job done. This is the foundation for the unique value proposition NASF delivers.

Management and operations are driven by numbers. At NASF we never lose sight of the fact that the numbers are driven by people; exceptional people driven to make a difference. NASF operations are based on best practices, benchmarks, and an annual budget tied to work plans—all rooted in a member-defined strategic plan.

## PERFORMANCE MEASURES

This year, NASF continued its strategic collaboration with the USDA Forest Service State & Private Forestry (S&PF) program area to develop performance measures. The goal of this project is to develop a set of credible measures that can be used in every Forest Action Plan to demonstrate the value of what State Foresters do and the S&PF programs they deliver. Throughout the year a steering committee, working

with an expert consulting firm and advised by a subject matter expert team, researched comparable efforts, interviewed key policymakers, sought input from State Foresters, and considered measures that would be both achievable and high value. Advancing this complex and challenging project will advance support for State Foresters and our federal partners. The result will add value to the entire forestry community.



## ANNUAL MEETING

The NASF annual meeting is the only gathering there is of all State Foresters with the nation's leading government and private sector forestry and wildfire officials. Unlike a typical conference, this is a working meeting where partnerships are formed, policy agendas are set, and resolutions are passed—which are the strongest public statements State Foresters can make. Field trips help illustrate the issues that are most important to our membership.

Planning and managing this meeting requires a dedicated management and operations effort shared by NASF and host member staff. The 2015 meeting hosted by CAL FIRE in Olympic Valley, California set a high standard. The Georgia Forestry Commission hosted the 2016 meeting in Savannah Georgia and the West Virginia Division of Forestry will host the 2017 meeting from September 17-21 in Charleston, West Virginia. Thanks to supportive host members, the NASF annual meeting advances the interests of all State Foresters.

## STRATEGIC PLAN AND FINANCE

A business plan, operational plan, and work plans for individual staff and each committee link directly to the NASF strategic plan. These tools ensure a seamless approach for focusing all resources on what is strategically important for our members and association success. NASF staff and the Executive Committee translated a new strategic plan into a detailed annual operational plan tied to measurable deliverables and leadership priorities.

NASF also continued to build a reserve fund and take steps towards diversifying revenue sources—two business plan priorities. In March the Executive Committee challenged every NASF member to purchase educational materials products from the NASF online store. Educational materials are a great way to support the association's bottom line as well as convey key conservation and wildfire prevention messages. The association launched a new line of *My Tree—Our Forest*® products and promptly sold out of the signature "tree tag" product, which adds value to any tree planting project.

NASF ended the year "in the black" with net revenue and a strong financial position.





## STAFF

A world-class staff team manages the day-to-day operations of NASF. This year NASF welcomed Gary Schiff as our new Policy Director, as well as Jessica Hernandez, Greg Pilchak and Emily Bazydlo as interns supporting our communications and policy work.

Teamwork and a strong customer service ethic are ingrained in the culture of NASF and its allied regional organizations—the Council of Western State Foresters, the Northeastern Area Association of State Foresters, and the Southern Group of State Foresters.

Staff reach across organizational

boundaries to deliver results. The NASF and regional executive directors and policy teams held separate retreats, the communications directors coordinated joint meetings and calls, and committee staff supported work at all levels.

NASF strives to manage operations based on best practices for association management. All NASF employees are enrolled as members of the American Society of Association Executives (ASAE), which provides training, best practices, and benchmarks for associations. Staff completed training consistent with NASF's Staff Development Strategy, which encourages learning and personal growth.

## Our Mission

The National Association of State Foresters represents State and Territorial Forester interests by influencing forest policy and leading efforts to optimize social, economic, and environmental benefits of trees and forests.

## Our Vision

NASF and its members are the trusted and credible source for ensuring the sustainability of trees and forests for social, economic and environmental benefits for present and future generations.

## Contact Information

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## FY 2015 NASF Financial Snapshot

### SCHEDULE OF FINANCIAL POSITION

Year Ending September 30, 2015

TOTAL ASSETS	\$1,617,171
TOTAL LIABILITIES	\$405,652
TOTAL NET ASSETS	\$1,211,519
TOTAL LIABILITIES & NET ASSETS	\$1,617,171

### SCHEDULE OF ACTIVITIES

Year Ending September 30, 2015

#### REVENUE

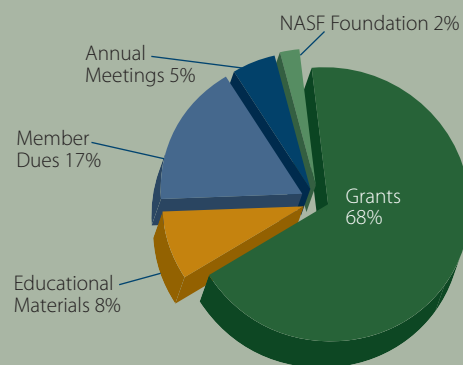
Grants	\$1,842,626
Educational Materials	225,981
Membership Dues	454,839
Annual Meeting	129,027
NASF Foundation	60,978
Other Income	1,123
TOTAL REVENUE	\$2,714,574

#### EXPENSES

Program Grants	\$1,931,900
NASF Educational Materials	195,627
Program Meetings	211,354
General & Administration	368,840
TOTAL EXPENSES	\$2,707,721

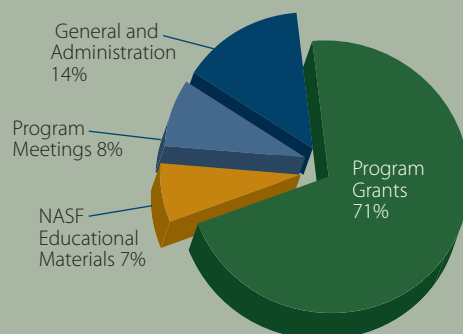
### SUPPORT AND REVENUE SOURCES

Year Ending September 30, 2015



### EXPENSES BY FUNCTIONAL AREA

Year Ending September 30, 2015



Grace Mirzeler for the Council of Western State Foresters





Oklahoma Forestry Services



Grace Mirzeler



Leslie Robertson



NASF Foundation Fellow Rena Johnson

Photography on front cover by:  
 Grace Mirzeler, CWSF  
 Rena Johnson  
 Georgia Forestry Commission  
 Oklahoma Forestry Services  
 Leslie Robertson  
 Smokey Bear art by Rudolph Wendelin

NATIONAL ASSOCIATION OF STATE FORESTERS

