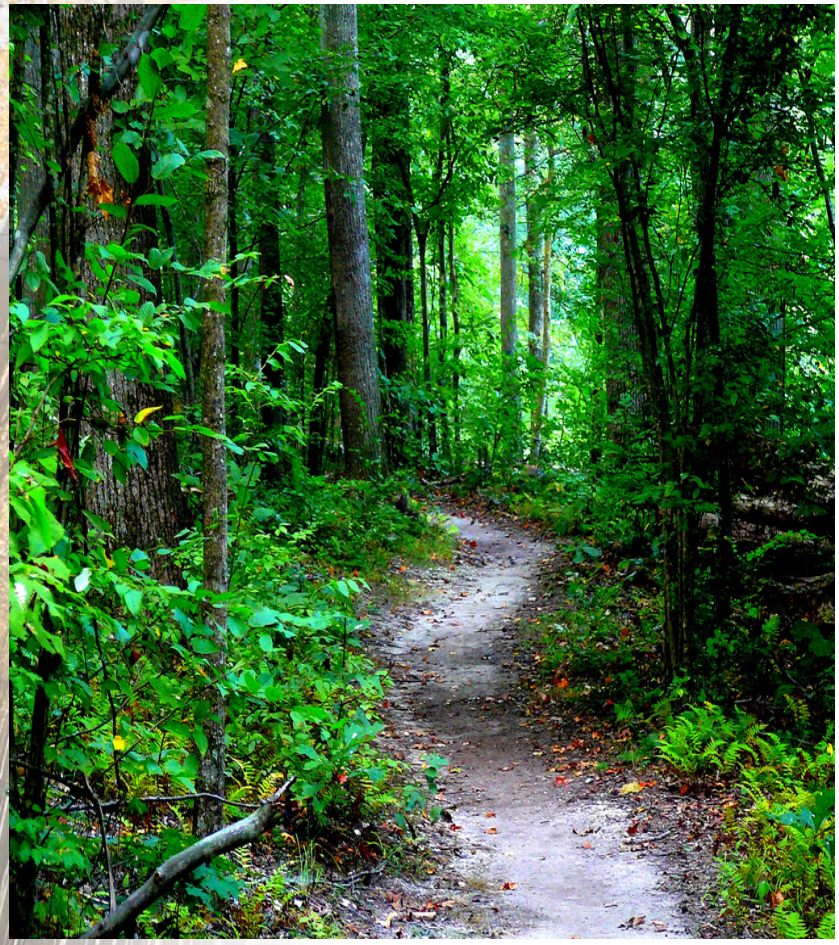
American Tree Farm System

Bettina Ring



SFI Annual Conference
SIC General Session
Milwaukee, Wisconsin
September 11, 2012

TREE
FARM

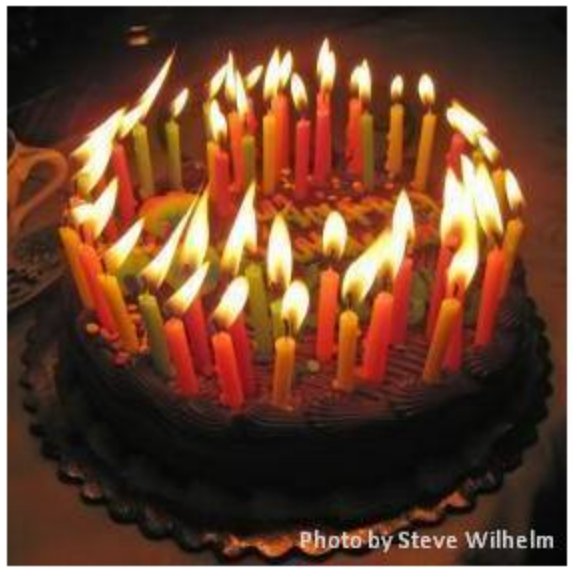


Photo by Steve Wilhelm

W.V.U.
TREE
FARM

SICs are Critical Partners

- Boots on the Ground
- Inspections and Tech Support
- State Tree Farm Committees
- Special Project Support
- Outreach & Education

GROWING STEWARDSHIP FROM THE ROOTS

New Projects & Opportunities

- AFF Landowner Engagement Strategy
- MyLandPlan.Org
- Pilot Project Updates
- Joint Training Opportunities

GROWING STEWARDSHIP FROM THE ROOTS

Landowner Engagement Strategy

Challenges

State committees stretched

Forestry budgets busted

Family ownerships changing

Center for Non-Profit Studies (CNPS)
2010 Survey & Focus Groups

Challenges Identified
Strategy Elements

Benefits & Values, Outreach & Education, Pilot States

GROWING STEWARDSHIP FROM THE ROOTS

What We Learned

- Professionalization of services
- Increased outreach & education
- Financial stability and sustainability

GROWING STEWARDSHIP FROM THE ROOTS

What's the Vision for ATFS?

- Vibrant system, engaged members
- Grow certification where it matters; ensure credibility
- Grow participation through other values
- Strengthen state committees
- Close partnerships

Grow and Strengthen through Membership

National Survey of Tree Farmers:

- What benefits matter most?
- What's the take rate based on the price of the membership levels?
- What's the fall out?
- What's the optimal mix of benefits?

GROWING STEWARDSHIP FROM THE ROOTS

Membership Categories

- ATFS Steward
- ATFS Certified
- Woodland Protector
- Woodland Leader

GROWING STEWARDSHIP FROM THE ROOTS

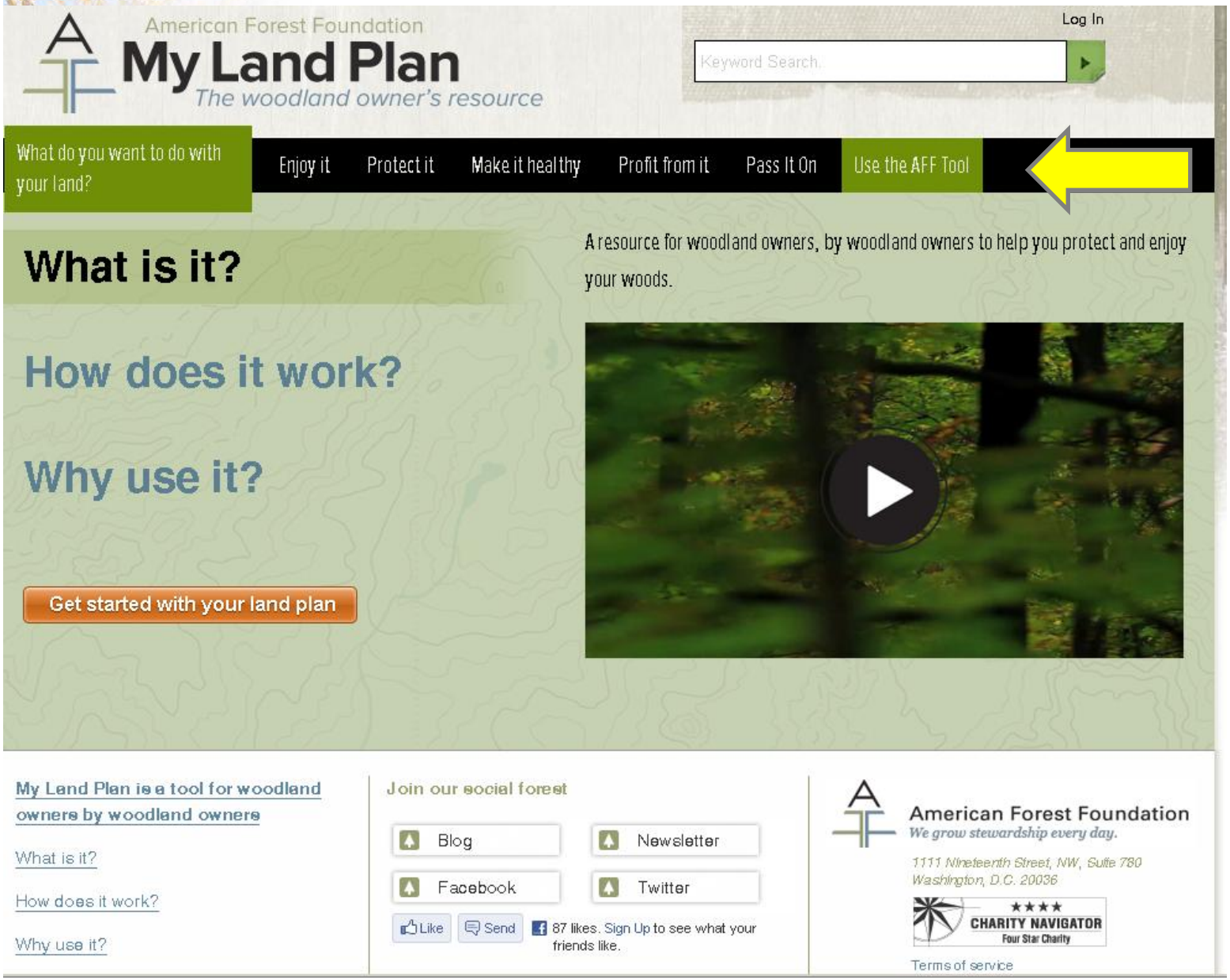
Charter Member Benefits Program

- Pilot States
  - Missouri, Oregon, Pennsylvania, South Carolina
  - Membership Program Mailings June-December 2012
  - March 2013 AFF Board Meeting

What will the Membership Program Accomplish?

- Mutual accountability between members, ATFS and AFF
- Additional revenue to be distributed to State programs
- Outreach to more woodland owners
- Better stewardship on more acres

MyLandPlan.org



American Forest Foundation

My Land Plan

The woodland owner's resource

Log In

Keyword Search

What do you want to do with your land? | Enjoy it | Protect it | Make it healthy | Profit from it | Pass It On | Use the AFF Tool | BETA VERSION

Finding and Hiring a Consulting Forester

WHO CAN HELP

- Seeking Help
- Types of Professionals
  - Foresters
    - The right type of forester
    - Choosing a consulting forester
    - Finding and Hiring a Consulting Forester
  - Loggers
  - Wildlife Biologists

One way to find a good forester is to ask your friends and neighbors to suggest someone that they have worked with (but be sure to check their qualifications). You can also use one of the following directories.

- Browse the American Tree Farm System's services directory
- Find a Society of American Foresters Certified Forester
- Find an Association of Consulting Foresters member by state
- Find a Professional Forest Guild Member by service offered

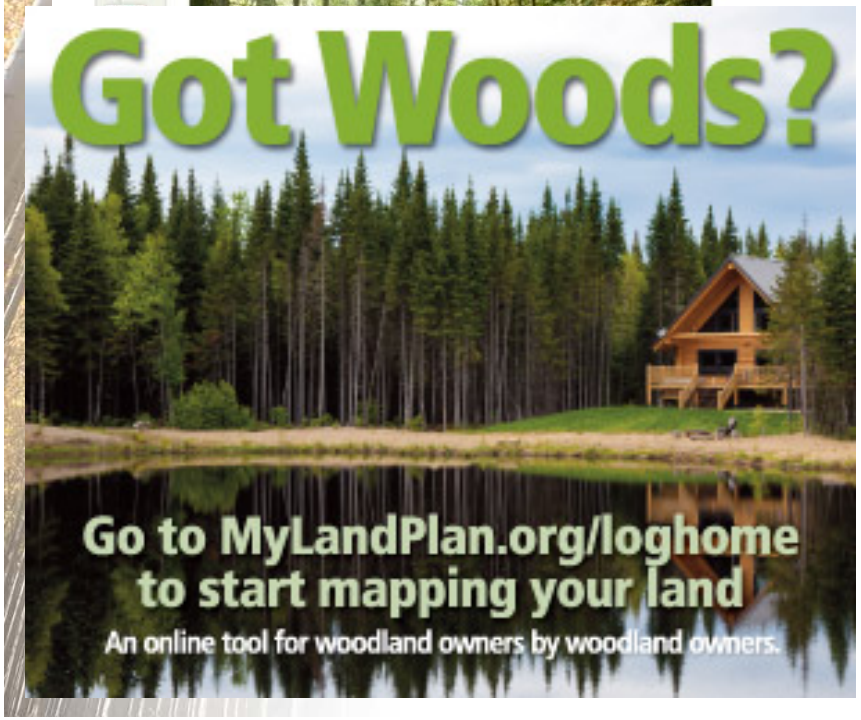
You don't need to search far and wide for a great professional; The MyLandPlan Tool will help you choose the best consulting forester for your family's woodlands.

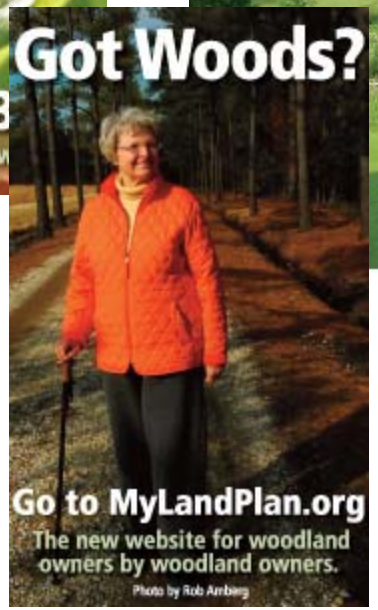
Credit: AFF

Expand
Your Reach
Create your profile in MyLandPlan's Forester Directory
MyLandPlan.org/forester-signup

GROWING STE

MyLandPlan.org





Stewardship Synergy Project Updates

- Risk assessment or tiered review
- En masse certification

- Maine and Alabama
  - 2,300 new Tree Farmers, 900,000, certified acres
  - Enhanced fiber tracking

- South Carolina, North Carolina and Virginia

GROWING STEWARDSHIP FROM THE ROOTS

New Training Opportunities

- 2013 Regional SIC meetings
- ATFS Inspector Training

GROWING STEWARDSHIP FROM THE ROOTS

Thank You

Bettina Ring

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GROWING STEWARDSHIP FROM THE ROOTS