



# GROWING TREES, GROWING JOBS



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# Letter from NASF President Bill Crapser

Dear members,

Serving as the National Association of State Foresters (NASF) President over the past year has been a profound honor. Your engagement, and the commitment and hard work of our NASF staff has allowed us to continue as an important voice for forestry, even in the midst of national and state level political and funding turmoil, turn-over of several State Foresters, and large wildfires in the south and west.

This year's annual meeting theme is "Growing Trees, Growing Jobs." This theme resonates strongly for me as I've found myself increasingly considering what we as State Foresters need to be doing to make sure our forests are healthy now and into the future. We know how many benefits trees and forests contribute to the environment, to our economy, and to our general well-being as a society. Yet, we continue to struggle with how to foster understanding of this among folks outside of the forestry sector.

This past year, I asked all of you to think about how we can better integrate, diversify, and innovate. I laid out my belief that these are actions we must take to be able to remain relevant and continue delivering critical forestry services, even as most of us are being asked to do more with less. And you, along with our NASF staff, answered that call. In particular, NASF Committees have begun looking at ways of more holistically integrating programs and have been working hard to seek out new partners in order to diversify who we work with and deepen the pool of support for our work.

Thinking and acting in new ways isn't easy or comfortable, and it can be tempting to revert to our silos and traditional ways. Not one of us is immune to this, but I urge all of us to continue pushing ourselves to seek out and take advantage of ways we can keep breaking down our program and geographic silos, encourage and hire an increasingly diverse workforce, and develop new partners and allies.

I also suggest we consider rethinking how we engage in our association, and particularly in committees. I urge you to consider participating in a committee that focuses on issues you haven't traditionally taken on as a primary interest – your views could provide a fresh perspective and help us collectively to think outside the box. We should also be talking with one another more about how we want to see our respective regional associations and NASF working with one another and leveraging our strengths. Perhaps we could work with our federal partners to offer an annual innovation grant, using a small amount of off-the-top landscape scale restoration funding, to support one "game changer" proposal from a state or group of states each year. I would also challenge our Foundation board to explore ways that we could use our limited educational resources to begin to address the diversity issues that face our association and our profession.

In closing, it has truly been a privilege to serve as NASF's president this past year. Our members and staff are an outstanding and dedicated group of professionals, committed to safeguarding and improving the forests of our nation. I hope I have represented you well, and that I step down as president leaving the association in a strong position to move forward.

Bill Crapser  
Wyoming State Forester  
NASF President, September 2016 - 2017



# Letter from Executive Director Jay Farrell



This year was a tale of two presidents.

When the nation elected a new President, NASF shared a forestry vision for the first 100 days and joined other forestry associations in meeting with USDA Secretary Sonny Perdue. NASF's newly elected President Wyoming State Forester Bill Crapser articulated his vision for increased innovation, integration, and diversity which inspired staff and resulted in NASF's first public statement on diversity. Two presidents drove action in a year of change.

Charles Darwin said, "It is not the strongest or most intelligent who will survive but those who can best manage change." This is as true for associations and state forestry agencies as it is in the natural world. New challenges and opportunities will emerge as key appointments in the new presidential Administration are made. Meanwhile almost a third of the states have a new State Forester this year, and some state budgets are resembling extreme weather events.

In a time of unprecedented change NASF's work is more important than ever. When this association makes a difference for State Foresters, NASF makes a difference for the public, the environment and the economy. "Growing Trees, Growing Jobs" is a theme that reflects the vital work of State Foresters. But not everyone gets this. Our job is to educate where needed most.

I once was part of a non-profit effort to plant trees in a blighted area of Baltimore. As our crew congratulated each other on the positive impact we had, an angry woman came out of a row house to offer another perspective. "Them roots tear up the sidewalks and get into the pipes. Get rid of them trees!" she said (only in far more salty language). This was a revelation: not everyone loves trees.

NASF communications efforts, along with the performance measures project, are contributing to a wider understanding of how State Foresters add societal value. Growth in NASF social media platforms shows we are reaching new and influential audiences. Reporters are reaching out to NASF, increasingly relying on our members and staff as a respected source of information. NASF's educational materials program is growing conservation awareness as well as the association's financial security.

In what feels like a tumultuous year in the nation's capital, Congress introduced three pieces of legislation supporting NASF priorities for federal forest management (H.R. 2936), landscape scale restoration (S. 962), and a wildfire funding fix (H.R. 2862). The House Appropriations Committee reversed the administration's proposed budget cuts that would have zeroed out key programs for State Foresters. Eleven United States Senators led by John McCain (R-AZ) sent a letter to Defense Secretary James Mattis urging a rule reversal to maintain state access to the Firefighter Property Program. NASF co-led a coalition of 100 organizations to develop a strong consensus for a Forests in the Farm Bill platform.

NASF's accomplishments are backed by my definition of a triple bottom line: engaged members, talented staff, and supportive partners. Thanks to President Crapser's leadership, our team is more focused on innovation, integration, and diversity. In this way NASF will manage change and thrive in a way that would make Charles Darwin smile.

Jay Farrell

# MEET OUR MEMBERS



Georgia Forestry Commission

## EXECUTIVE COMMITTEE MEMBERS

- President: Bill Crapser
- Vice President: George Geissler
- Treasurer: Lisa Allen
- Chair, Council of Western State Foresters: Mike Lester
- Chair, Southern Group of State Foresters: Tom Boggus
- President, Northeastern Area Association of State Foresters: Bill O'Neill

## NASF COMMITTEE CHAIRS

- Communications: Chris Maisch
- Forest Markets: Scott Bissette
- Forest Resources Management: Joe Fox
- Forest Science & Health: Chris Martin
- Legislative: Bettina Ring
- Urban & Community Forestry: Steve Sinclair
- Wildland Fire: Jim Karels

## MEMBERS

- Alabama: Rick Oates
- 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: Chuck Williams
- Hawaii: David Smith
- Idaho: David Groeschl
- Illinois: Tom Wilson
- Indiana: John Seifert
- Iowa: Jeff Goerndt
- Kansas: Larry Biles
- Kentucky: James Wright
- 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: John Erixson (Acting)
- Nevada: Kacey KC (Acting)
- New Hampshire: Brad Simpkins
- New Jersey: John Sacco
- New Mexico: Donald Griego
- New York: Robert Davies
- North Carolina: Scott Bissette

- North Dakota: Larry Kotchman
- Ohio: Robert Boyles
- Oklahoma: George Geissler
- Oregon: Peter Daugherty
- Pennsylvania: Dan Devlin
- Rhode Island: TeeJay Boudreau
- 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: Gerry Day
- West Virginia: Barry Cook
- Wisconsin: Frederic Souba, Jr
- Wyoming: Bill Crapser

## United States Territories

- American Samoa: Mary Taufete'e
- Fed. States of Micronesia: Marlyter Silbanuz
- Guam: Joseph Mafnas
- Northern Mariana Islands: Victor Guerrero
- Palau: Pua Michael
- Puerto Rico: Alberto Mercado Vargas
- Rep. of The Marshall Islands: Lajkit Rufus
- Virgin Islands: Carlos Robles

Current as of August 15, 2017

# NASF FOUNDATION



## SUPPORTING EDUCATIONAL INITIATIVES THAT FOSTER LEADERSHIP FOR CURRENT AND FUTURE MEMBERS OF THE STATE FORESTRY COMMUNITY

The National Association of State Foresters Foundation is a nonprofit 501(c)(3) organization established in 1983 by the members of the National Association of State Foresters. Projects supported by the Foundation further the recognition of state forestry agencies leading the way to conserve, protect and enhance America's forests.

### **CHAIR**

C. RANDALL DYE  
Former State Forester of West Virginia

### **VICE CHAIR 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

### **FOUNDATION BOARD MEMBERS**

FORREST BOE  
State Forester of Minnesota

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

## FISCAL YEAR 2017 FOUNDATION PROJECTS INCLUDE:

**HARVARD FELLOWSHIP:** The NASF Foundation in partnership with the USDA Forest Service offers a fellowship for State Foresters or senior staff to attend the Program for Senior Executives in State and Local Government at the John F. Kennedy School of Government, Harvard University. The fellowship focuses on refining skills related to leadership, strategy, crisis management, financial stewardship, and more.

State Foresters Bettina Ring (VA) and David Smith (HI) were the 2017 NASF Foundation Harvard fellows and share their experience below.

"I am grateful for the investment the NASF Foundation made by providing this fellowship. The Harvard program pays dividends on that investment through the wisdom offered by classmates, the inspiration imparted by guest speakers and the challenges presented by the instructors. Thanks to this program, leaders within state forestry agencies and NASF are able to refine their skills and then apply those skills in ways that go beyond their office doors, benefiting agency staff, colleagues, constituents and ultimately the forestry sector," said Bettina Ring, Virginia State Forester.

"The Executive Fellowship provided a grounding in the history and politics of the United States which explains events that reverberate in the headlines today and help us to understand the playing field on which we operate as managers of the country's natural resources. The opportunities and challenges we face have deep roots in this country, and understanding the underlying forces acting upon us helps to provide context to our daily endeavors. Thank you to the National Association of State Foresters Foundation for the opportunity to participate in this class, and anyone who gets the opportunity to attend should seriously consider it. I found it an extremely valuable investment of time," said David Smith, Hawaii State Forester.

The NASF Foundation Board highly encourages State Foresters or qualified staff to take advantage of this exceptional annual opportunity. **For a copy of the application please contact NASF staff at [nasf@stateforesters.org](mailto:nasf@stateforesters.org).**

**JAMES HUBBARD INTERNSHIP FOR POLICY AND COMMUNICATIONS:** The NASF Foundation internship program gives candidates the opportunity to engage at the national level in policy and communications activities that influence public understanding of state and private forestry in the United States. This year's interns were Emily Bazydlo, Ryan Martini, Nicole Pomish, and Parker Jones.

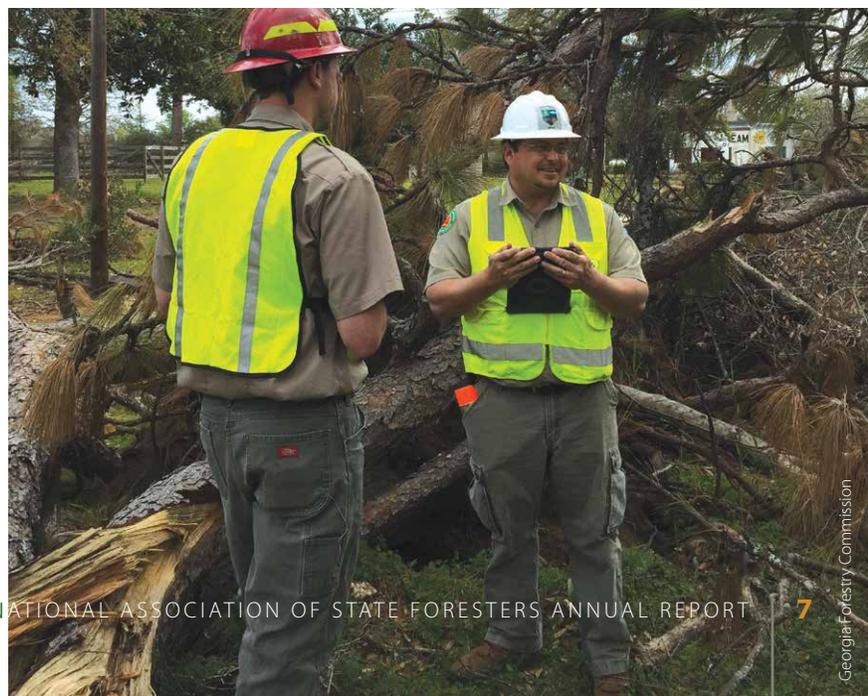
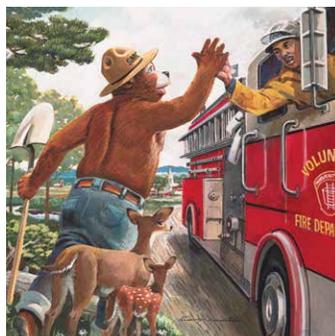
This fiscal year, the NASF membership voted to rename this signature program as the NASF Foundation James Hubbard Internship for Policy and Communications. James ("Jim") Hubbard worked for the Colorado State Forest Service for 35 years, serving as State Forester for the final 20 of those years. Among many other leadership roles, Mr. Hubbard served as Deputy Chief for State and Private Forestry at the USDA Forest Service.

**OUTREACH:** The Foundation communications grant supports outreach opportunities that enable staff to support partner groups, spread the word about the NASF educational materials program, and engage new audiences in the mission of the Foundation.

This fiscal year the NASF Foundation supported outreach efforts at the following national events: the Partners in Community Forestry Conference, the National Association of Conservation Districts Conference, the Society of American Foresters National Convention, the Wildland-Urban Interface Conference, and the National Wild Turkey Federation Conservation Conference. The NASF Foundation also supported digital advertisements on WildfireToday.com and in the North American Association of Environmental Education's Conference mobile app.

**EDUCATIONAL MATERIALS:** Support from the Foundation grant is helping to grow the educational materials program each year. Please see the Communications & Outreach section for details about the NASF educational materials program.

**To purchase items visit [stateforesters.org/store](http://stateforesters.org/store).**



# COMMUNICATIONS & OUTREACH



**FOCUSED AND EFFECTIVE COMMUNICATION** The Communications Committee is chaired by Alaska State Forester Chris Maisch and staffed by Communications Director Amanda Cooke. Other members are Steve Sinclair (VT), Brian Cottam (UT), George Geissler (OK), James Wright (KY), and Earl Eutsler (DC). State Foresters and NASF staff collaborated to establish the communications work plan, develop media opportunities that feature key issues, and continually improve the Association's communications assets. Beginning in fiscal year 2018, Chris Maisch will serve as the Communications Liaison to the NASF Executive Committee in lieu of a formal committee. The NASF Communications Director will continue to closely engage State Foresters and their staffs to advance NASF's strategic priorities.

## EDUCATIONAL MATERIALS

From October 1, 2016 to August 1, 2017, NASF sold more than \$245,000 (gross income) worth of educational materials. To continue to increase sales and diversify product offerings, NASF staff collaborated with the strategic marketing team at BrightKey. The NASF Foundation supported these projects, which included graphic design, customer research, and production coordination of the 2017 Smokey Bear pocket planner.

The pocket planner is a signature NASF product and generates critical non-dues revenue for the Association. In total this year NASF sold 184,000 planners, an increase of more than 14 percent over the previous year's sales. The 2018 planner is now available for purchase at [stateforesters.org/store](http://stateforesters.org/store).

The NASF Foundation funded the purchase of a new item for the e-commerce site, the *Future Forester Color and Activity Book*. This product was created by three Society of American Foresters members and includes forester-written content and engaging illustrations. NASF also produced several new *My Tree—Our Forest*® campaign items including cardboard pens, temporary tattoos, and stickers, which are very popular during tree planting events. These products were created in response to feedback from state forestry agencies and with the support of the Foundation.

## URBAN AND COMMUNITY FORESTRY

NASF's *My Tree—Our Forest* campaign helps state forestry agencies and communities educate residents about the importance of healthy urban and community tree canopies. This fiscal year, NASF communications staff worked with State Foresters to overhaul the campaign's landing page ([mytreeourforest.org](http://mytreeourforest.org)). This educational web section promotes the value of urban and community forestry and the role state forestry agencies play in protecting these resources. The campaign web page provides resources such as a downloadable flier, compelling statistics, and social media content, as well as a link to purchase the *My Tree—Our Forest* branded educational materials.

## WILDFIRE PREVENTION

Created in 1944, the Smokey Bear wildfire prevention campaign is the longest-running public service advertising campaign in United States history, educating generations of Americans about their role in preventing wildfires. Smokey Bear's image is administered by the Cooperative Forest Fire Prevention (CFFP) campaign, a partnership among NASF, the USDA Forest Service, and the Ad Council. State Forester members of the CFFP committee include Tom Boggus (TX, chair), Brad Simpkins (NH), and Jeff Whitney (AZ).



## NASF BY THE NUMBERS\*

Facebook: 6,500+ Likes

Twitter: 7,500+ Followers

Pinterest: 230+ Followers

LinkedIn: 160+ Followers

e-Newsletter list: 2,300+ subscribers

\*Numbers accurate as of August 2017

In celebration of Smokey Bear's 73rd birthday in August, the CFFP committee released new creative elements including videos and original artwork. All public service announcement materials are available at no cost and can be downloaded at [PSACentral.org](http://PSACentral.org). Preparations began this year for Smokey Bear's 75th birthday in 2019. State forestry agencies will host celebrations and educational events in recognition of this milestone.

The national Smokey Bear Awards program recognizes outstanding service in the prevention of human-caused wildfires. This program helps increase public recognition and awareness of the need for continuing wildfire prevention efforts. The CFFP committee meets annually to select the recipients of these prestigious awards. For more information and a list of awardees please visit [smokeybear.com/awards](http://smokeybear.com/awards).

### AWARDS PROGRAMS

NASF honors excellence in state and private forestry and generates media attention through its participation in the Smokey Bear Awards and several other recognition programs.

NASF President Bill Crapser (WY) presented the 2016 Bernard L. Orell Award to Congressman Bruce Westerman of Arkansas at NASF's annual holiday

reception, which was well-attended by several key forestry partners. Rep. Westerman is a co-chair of the House of Representatives' Working Forests Caucus.

Along with the USDA Forest Service, the International Association of Fire Chiefs, and the National Fire Protection Association, NASF members and staff supported the 2017 Wildfire Mitigation Awards. A list of this year's awardees is available at [stateforesters.org/mitigation](http://stateforesters.org/mitigation).

The awards committee presented the 2017 NASF Lifetime Achievement Award and six Current Achievement Awards at the Annual Meeting in Charleston, West Virginia. State Foresters and their staffs are encouraged to submit nominations for each of these annual award programs, which provide a national-level opportunity to recognize the great work happening in every state.

### MEDIA COVERAGE AND DIGITAL COMMUNICATIONS ASSETS

The communications and policy directors collaborated closely with State Foresters to identify media statement opportunities and conduct interviews. This fiscal year NASF provided information to several Environment & Energy Publishing outlets, *National Journal*, *POLITICO*, and other channels. NASF published at least 18 press releases and statements to its Newsroom, nearly double the count from last fiscal year.

The state forestry column in the *National Woodland Owners Association Magazine* is delivered to nearly 12,000 subscribers on a quarterly basis and helps convey member accomplishments, priorities, and policy positions to a landowner audience.

NASF's social media following and Friday newsletter subscriber lists all grew this year, in turn reaching new and highly engaged audiences. On a weekly basis nearly 30 percent of subscribers open the newsletter, which has an average link click rate of 10 percent. By comparison the average environmental non-profit newsletter has a 14 percent open rate and a 1.7 percent click rate (Source: M+R nonprofit benchmarks report).



# POLICY & LEGISLATIVE AFFAIRS



**INFLUENCING FOREST POLICY** Under the leadership of Legislative Committee Chair Bettina Ring, Forrest Boe, Jeff Whitney and the State Forester Policy Team (Kristen Miller, Tim Foley, Kelsey Delaney and Gary Schiff) as well as the Executive Committee, NASF established six policy priorities:

- 1) Support appropriations of critical importance to State Foresters.
- 2) Support legislation for a wildfire funding fix.
- 3) Promote policies and legislation that encourage significantly more active management of federal forests.
- 4) Promote Forest Action Plans to serve as the basis for planning and funding decisions across all land ownerships.
- 5) Provide internal leadership and influence for the next Farm Bill based on NASF priorities.
- 6) Support NASF priorities by influencing and assisting with the new Administration's transition.



## APPROPRIATIONS OF CRITICAL IMPORTANCE TO STATE FORESTERS

NASF actively supports several critical appropriations categories including Forest Stewardship, Forest Health, Forest Legacy, State Fire Assistance, Volunteer Fire Assistance, Urban and Community Forestry, Forest Inventory and Analysis, and Environmental Protection Agency nonpoint source grants.

This year NASF members, committees and staff took several actions in support of these appropriations levels:

- The Presidential Administration proposed a 50 percent reduction in the aforementioned programs including “zeroing out” several of them. In response, NASF members visited more than 135 Congressmen, Senators, their staffs and key Committee staffs.
- Developed or signed onto eight different letters to Congress advocating for appropriation levels set by the NASF Executive Committee. Letters were signed by 140 different partners.
- Provided testimony to both House and Senate Appropriations Committees on recommended appropriations levels. NASF sent a follow-up letter to the Senate based on the bill which cleared the House Appropriations Committee, expressing appreciation for House support yet advocating for priority programs.
- Developed briefing papers for each funded program which clearly articulate the value of those programs to the nation and what has been accomplished with existing funds, as well as justification for NASF recommended levels.
- Developed a State Fire Assistance (SFA) and Volunteer Fire Assistance (VFA) benefits report for key staff which describes tangible program impacts, scope of the program with key state examples, and implications on federal lands in order to better support the SFA and VFA programs.
- Worked with key partners including the Society of American Foresters, American Forest Foundation, The Nature Conservancy, National Wild Turkey Federation, the Sustainable Urban Forests Coalition, International Association of Fire Chiefs, the National Volunteer Firefighter Council, National Governors Association, Association of Fish and Wildlife Agencies, and the National Association of Counties.

**RESULTS:** Despite the overall declining federal budget trend and the Administration’s proposal, most of these appropriations which support key

NASF programs have stayed at current levels for 2017 and will not likely see the dramatic reductions proposed by the Administration for 2018. Through significant efforts, State Foresters have planted seeds for the future with key decision makers at the Office of Management and Budget and in Congress. NASF anticipates these efforts will continue to yield results in the current and future budget cycles.

### WILDFIRE FUNDING FIX AND FORESTRY REFORMS

NASF continues to support efforts that address the issue of borrowing from non-fire accounts to cover costs of wildfire suppression and the erosion of non-wildfire program funding (i.e. state and private forestry program funding). NASF also supports important forest management reforms to accelerate active forest management on federal lands. Legislation again passed the House Natural Resources Committee and two bills which address wildfire funding gained significant support this year. NASF sent a letter in support of Congressman Bruce Westerman's Resilient Federal Forests Act of 2017 (H.R. 2936), and participates in a 100-member coalition in support of finding a wildfire funding fix with any of the aforementioned efforts.

**RESULTS:** NASF-supported legislation passed the House Natural Resources Committee. Two other fire funding bills also have NASF's active support. NASF believes that there is significant potential in the coming year to conclude an agreement which could be signed and enacted into law. NASF staff, members and partners are continuing to pressure Congress to address these challenges and are optimistic that a resolution will be reached.

### MORE ACTIVE MANAGEMENT OF FEDERAL FORESTS

Based on the NASF Forest Resources Management Committee's federal forest policy position paper for streamlining the planning process to encourage more active forest management, NASF sent a letter of support for Congressman Westerman's H.R. 2936, Resilient Federal Forests Act. NASF also advocated for Farm Bill provisions based on NASF's positions; e.g., expansion of Good Neighbor Act and expanding the previous Farm Bill provision to allow for streamlined planning for insect and disease ridden forests. The latter expansion would include the same streamlined planning provisions for areas at risk for catastrophic wildfires.

**RESULTS:** NASF staff have shared this official position with numerous Congressional staff. Ideas

within that proposal have become the basis and support for legislative proposals such as some of those contained within Congressman Westerman's Resilient Federal Forests Act bill. NASF members and staff are optimistic that forest management reforms will be enacted during this Congress.

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

NASF Executive Committee leaders and staff in partnership with the American Forest Foundation (AFF) helped develop and codify language for the Empowering State Forestry to Improve Forest Health Act (S. 962) sponsored by Senators Steve Daines and Amy Klobuchar which codifies the landscape scale restoration (LSR) program. That bipartisan bill codifies the use of Forest Action Plans as foundational documents in focusing fuels funding for both public and private lands. NASF leadership also met with USDA leadership, requesting that the USDA Forest Service utilize these documents as foundational guidance for forest planning.

This year Alaska State Forester Chris Maisch testified before the Senate Energy and Natural Resources Committee on the proven value of fuels reduction projects per Alaska's Forest Action Plan as well as the prospects of new technology in assisting wildfire suppression. NASF staff helped Maisch prepare his remarks, "seeding" questions with Members of the Committee, and advocating through the hearing on behalf of State Foresters.

Learn more about Forest Action Plans at [www.forestactionplans.org](http://www.forestactionplans.org).





Oklahoma State Forester George Geissler, Jay Farrell, and Gary Schiff met with the Trump administration's USDA transition team and the acting USDA Undersecretary to share NASF recommendations. NASF joined coalition partners in signing a letter in support of Sonny Perdue for USDA Secretary.

## ADDITIONAL ACCOMPLISHMENTS

### GOOD NEIGHBOR AUTHORITY

Along with partners, NASF and Council of Western State Foresters staff continue to work with Congressional staff on opportunities to support legislation which would allow for expanded use of the Good Neighbor Authority. This year staff identified several opportunities found in various legislative efforts to expand this authority to allow for agreements with road reconstruction provisions. There appears to be considerable bipartisan support and NASF is optimistic that legislation will be enacted during this Congress.

### FIREFIGHTER PROPERTY PROGRAM (FFP)

This program provides over \$200 million annually for crucial equipment to state and local firefighters, supporting America's first responders. The Department of Defense (DoD) Defense Logistics Agency is advocating for additional security restrictions on the conveyance of firefighting equipment transferred through this program. With those restrictions in place it is likely that many if not most local and volunteer firefighting agencies would choose not to use this program. Under the direction of Florida State Forester Jim Karels, Oklahoma State Forester George Geissler and NASF's Wildland Fire Committee, NASF worked with Senator John McCain to spearhead both an administrative and legislative remedy. It appears that those efforts will be successful.

### LANDSCAPE SCALE RESTORATION (LSR)

As previously noted, NASF and regional policy staff partnered with the American Forest Foundation (AFF) to develop legislation which would codify the LSR program with important additions. The legislation as currently written would rely on the State 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. NASF anticipates that this LSR legislation will become law during this Congress.

## PROVIDE LEADERSHIP AND INFLUENCE FOR THE NEXT FARM BILL

NASF participated in five working groups which developed the Forests in the Farm Bill (FIFB) coalition platform. NASF is one of four organizations which provided leadership for the 100 member FIFB coalition. NASF also developed a separate strategic platform. NASF members and staff have led or participated in staff briefings of key members of the House and Senate Agriculture Committees and the Committee staffs advocating both for the FIFB platform as well as the NASF priority platform.

Oklahoma State Forester and 2017-18 NASF President George Geissler served as a witness at a House Agriculture Committee hearing where he articulated NASF priorities for the upcoming Farm Bill.

Learn more about forests in the Farm Bill at [stateforesters.org/farmbill](http://stateforesters.org/farmbill).

## INFLUENCE AND ASSIST WITH THE NEW PRESIDENTIAL ADMINISTRATION TRANSITION

NASF President Bill Crapser signed a letter on behalf of NASF to Secretary-Designee Perdue outlining our requests to the Administration for the first 100 days, asking for his support for NASF legislative priorities, and encouraging him to make forestry a priority in filling leadership positions.



# COMMITTEES & PARTNERSHIPS



## LEVERAGE RELATIONSHIPS TO ADVANCE STRATEGIC PRIORITIES

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 diversity of association successes achieved by State Foresters, staff and partners. Accomplishments for the executive, legislative and communications committees are written in their respective report sections.

**COMMITTEE: WILDLAND FIRE**

**CHAIR: JIM KARELS**

**STAFF: DAN SMITH**

**Oversees implementation of Cooperative Fire Programs and develops new policies and tools to allow more effective and safe fire suppression and management.**

The NASF Wildland Fire Committee addresses wildland fire issues of national concern for state and territorial governments and actively works with federal wildland fire agencies, representatives of local government jurisdictions, non-governmental organizations, and federal and state emergency management organizations to ensure that NASF concerns are satisfactorily addressed, both operationally and in national level policy.

This year the committee was successful in working with the USDA Forest Service (USFS) to implement and maintain the criteria for allocating State Fire Assistance (SFA) and Volunteer Fire Assistance (VFA) funding to the states which creates a transparent budgeting process for federal appropriators. SFA and VFA budget allocations for

fiscal year 2017 for the states were in compliance with the 5 percent guiding principle providing a stable funding source for those programs.

The committee is working with NASF leadership, International Association of Fire Chiefs, USFS, and National Volunteer Fire Council to promote federal legislation and/or seek an administrative solution to the current changes in the Defense Logistics Agency Demilitarization program that has broadened the category of Q6 (high security) equipment to include many of the types of vehicles commonly acquired by state wildland fire agencies and local fire departments for wildfire suppression. Legislative briefing papers and draft legislation were produced as well.

The committee supported the Northeast Area and worked with the USFS to resolve administrative barriers within the USFS for national mobilization of state employees and state sponsored firefighters that are mobilized as ADs. Annual Operating Plans were revised to include guidelines for training and qualifications and defining state affiliated firefighters. Numerous northeastern state fire crews were mobilized to western states in support of the 2017 western fire season.

INFORM (Incident Fire Occurrence application) is in development. This application will be available in early 2018 for use by state agencies, local governments, and federal employees. The use of this application is not required but will provide an access point for the data into the data integration environment of IRWIN as shown at the 2016 NASF annual meeting in Savannah. The application will have a mobile device and browser based interface.

Additional ongoing committee activities include working with Utah and other states on communication ensuring state-level initiatives (e.g., LANDFIRE discrepancy reporting and Fuels Tracking) and in-sync with Federal efforts (e.g., LANDFIRE update process); review and revision of the National Interagency Aviation Strategy; coordination with the CMS Group to develop state common operating procedures for unmanned aerial systems.





Rena Johnson/NASF

COMMITTEE: **URBAN AND COMMUNITY FORESTRY**

CHAIR: **STEVE SINCLAIR, PRECEDED BY LISA ALLEN**

STAFF: **CARA BOUCHER**

**Works with organizations that represent community-based tree planting and care, and seeks opportunities to leverage national programs to maximize local results.**

Over the last decade the work of the NASF Urban and Community Forestry (UCF) Committee and its partners has been to encourage tree management and care across the nation. Improvements in community capacity have enhanced the myriad benefits of urban and community forests as well as stimulating jobs, increasing training, and building community awareness and engagement.

There are 19,505 cities and towns in the United States. Of those, 14,824 (76 percent) have fewer than 5,000 residents. Some are rural towns like Patagonia, Arizona (population 913) while others such as Norris, Tennessee (1,491) are on the outskirts of larger urban areas. Regardless of location, every community is tasked with the health and well-being of its citizens, trees and infrastructure.

State Foresters and their staff provide essential support including technical assistance, training, webinars, and applied research that helps communities manage their trees and forests. Since 2005 the number of people in communities that have received assistance has increased from 55 percent to 63 percent. The number of communities using professional foresters (in house, consultants, private companies) increased by 35 percent. The number of communities with management plans,

a vital building block to a sustainable urban forestry program, has increased by 42 percent. In addition to an expanding need for professional foresters and management, the tree care sector (arboriculture) continues to experience a shortage of trained, skilled workers.

This year, State Foresters along with the Arbor Day Foundation and the USDA Forest Service Urban and Community Forestry Program promoted the 40th anniversary of Tree City USA and increased the number of participating communities to a record 3,491. The Tree City USA suite of programs, including Tree Line USA (143 utilities) and Tree Campus USA (296 campuses), provides a framework for sustainable management as well as outreach and education.

NASF's outreach and education activities this year included promoting and using *My Tree—Our Forest*® materials, reviewing the NASF report "America's Green Infrastructure", and overall NASF messaging. The Southern Group of State Foresters Urban and Community Forestry Committee developed a year-long human health and urban forestry-themed social media campaign with topics ranging from diet and fitness to holidays, family, and stress.

Looking forward, there are 52 million people living in thousands of small and large cities and towns where their green infrastructure assets are not being managed. These communities can benefit from the services provided by state forestry agencies. The UCF Committee will continue work on promoting the importance and value of urban and community forests, building state and local capacity to manage these important resources, while working on a set of performance measures that do a better job of telling our story.



Rena Johnson/NASF

## COMMITTEE: **FOREST MARKETS**

CHAIR: **SCOTT BISSETTE**

STAFF: **RICK CANTRELL**

**Seeks to maintain and expand markets for the broad array of forest products, including traditional wood products, bioenergy, and ecosystem services. .**

This year the NASF Forest Markets Committee continued work with the Wood Products Alliance and other partners on a number of issues to ensure forest products continue to have access to key markets including:

- Supported efforts to secure passage of the Timber Innovation Act. The act would establish a 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 U.S. Department of Agriculture (USDA) annually for the next five years; create federal grants to support state, local, university and private sector education, outreach, research and development, including education and assistance for architects and builders, that will accelerate the use of wood in tall buildings; authorize technical assistance from USDA, in cooperation with state foresters and state extension directors (or equivalent state officials), to implement a program of education and technical assistance for mass timber applications; and incentivize the retrofitting of existing facilities

located in areas with high unemployment rates, to spur job creation in rural areas.

- Encouraged the Environmental Protect Agency to change recommendations regarding forest certification to include all credible programs.
- Supported legislation to address the International Energy Conservation Code's bias against the use of wood panels in construction.
- Participated in the Forests in the Farm Bill coalition, advancing recommendations for enhancing forest markets.

The Committee also continued publishing the weekly forest markets newsletter which highlights forest markets opportunities and challenges, working forests and their contributions to society, and new technology that can lead to new markets for wood products.

Committee staff member Rick Cantrell served as a proposal reviewer for the 2017 Wood Innovation Grants. USDA awarded more than \$8.3 million to expand and accelerate wood energy and other wood product markets. The federal funds will leverage \$37 million in investments from partners, resulting in a total investment of \$45 million in 19 states.

## COMMITTEE: **FOREST RESOURCES MANAGEMENT**

CHAIR: **JOE FOX, PRECEDED BY PAUL TAUKE**

STAFF: **MARVIN BROWN**

**Addresses issues related to private and public forest lands management, including landowner assistance programs, taxes, water resources, and related federal programs and legislation.**

The Forest Resources Management committee covers a wide range of private and public forestland topics and works with diverse partners throughout the year. Promoting the active management of forests across all ownerships is key to sustaining a healthy forest resource, which kept the committee active on several fronts.

This year, the committee joined forces with the Forest Markets Committee meeting to explore emerging markets that present opportunities for landowners to actively manage their lands. Expert speakers provided information on industrial pellets used for power generation, converting cellulosic materials to biofuels and the utilization of biochar. Highlighting the meeting were comments by Congressman Bruce Westerman from Arkansas. The Congressman is a graduate forester and engineer and a key congressional spokesman of promoting forest management.

The committee began work on a paper that will expand upon these and other emerging markets



# There are nearly **766 MILLION** forested acres in the United States

and draw the connection between the use of wood for multiple purposes and the opportunities that represents for making the nation's forests healthier and more sustainable.

The upcoming Farm Bill represents another tool for promoting forest management and the committee has provided input and stayed informed as work to promote NASF interests continues. The committee met with multiple partners who are central to this effort and other private forest management issues, including the USDA Forest Service – Cooperative Forestry, Natural Resources Conservation Service, National Association of Conservation Districts, and the National Wild Turkey Federation.

Clean, abundant water from well-managed forests is important to everyone. This committee continued work to advance this issue area by providing subject matter expertise about water quality trading for the spring National Woodland Owners Association Magazine column. The committee also worked with active management of drinking water watersheds and discussed how the designation of "waters of the United States" can be better defined.

Based on previous work around federal forest management and endangered species position papers the committee assisted throughout the year with timely responses in those areas as new proposals from Congress and the Administration are regularly brought forward.

## COMMITTEE: **FOREST SCIENCE & HEALTH**

CHAIR: **CHRIS MARTIN**

STAFF: **BOB SIMPSON**

**Addresses issues concerning forest health and forest sustainability, including invasive species, forest inventory and monitoring, and forest research.**

In April, the Forest Science & Health Committee held its annual Partners and Stakeholders meeting in Zachary, Louisiana. This meeting consisted



of a committee business meeting as well as presentations, updates and dialogues with key NASF partners and stakeholders, and a field tour.

The Committee continued to provide staff support for the Coalition Against Forest Pests (CAFP). CAFP is a mix of region, state and federal agencies, non-profit organizations and private companies all sharing concerns regarding the spread of forest pests, plants and pathogens.

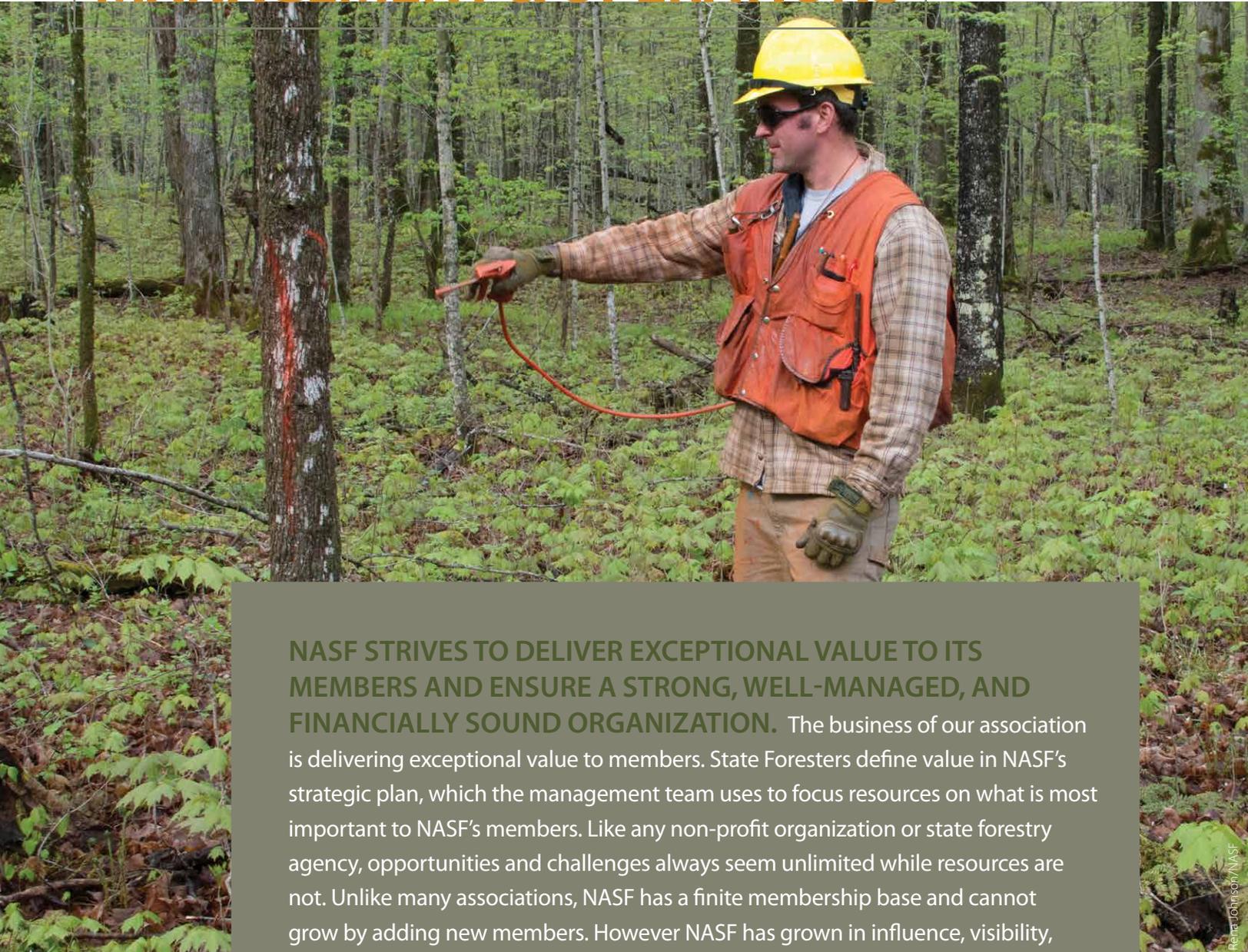
During the course of the year the Committee participated in the Forest Health Work Group, a working committee of the Forests in the Farm Bill Coalition. The work group reviewed issues of forest health, wildland fire and invasive pathogens, pests and plants and how the 2017 Farm Bill might address these issues. Reaching consensus, the work group presented its recommendations to the FIFB working group for possible inclusion in FIFB strategies.

All through the year, the Committee worked with USDA Forest Service (USFS) International Programs, State & Private, Office of the United States Trade Representative and the Department of State to develop a single web-based resource where government agencies, companies and other trade partners can go to seek assurances that wood sourced in the United States is both legal and sustainable. The timber assurance resource was awarded a Forest Service State & Private Forestry Program grant for the development of this web-based resource.

NASF was invited to provide technical support and guidance for the Department of State, Department of Justice and USFS International Programs at the Asian Pacific Economic Cooperation trade meetings in Ho Chi Minh City, Vietnam.



# MANAGEMENT & OPERATIONS



**NASF STRIVES TO DELIVER EXCEPTIONAL VALUE TO ITS MEMBERS AND ENSURE A STRONG, WELL-MANAGED, AND FINANCIALLY SOUND ORGANIZATION.** The business of our association is delivering exceptional value to members. State Foresters define value in NASF's strategic plan, which the management team uses to focus resources on what is most important to NASF's members. Like any non-profit organization or state forestry agency, opportunities and challenges always seem unlimited while resources are not. Unlike many associations, NASF has a finite membership base and cannot grow by adding new members. However NASF has grown in influence, visibility, and respect. We accomplish this through efficient operations, sound management, implementation of our strategic plan, and most important of all, people.

Special people make NASF special. As members engage in association activities, State Foresters make a difference as respected leaders serving the public interest. Talented staff are recognized experts in the field and define terms like professionalism, work ethic, and customer service. NASF's supportive partners go far beyond standard contributions; they display our strategic plan values of integrity, service, and collegiality.

Hard work comes easy when people believe in what they do. Management and operations bring all available resources together for focused results.

## ANNUAL MEETING

The NASF Annual Meeting ties together all elements of the strategic plan into a signature event for State Foresters and their most important partners. Delivering a successful event each year requires strong partnerships with host state forestry agencies and the sponsors and exhibitors that support State Foresters. NASF is grateful to the West Virginia, Montana, and North Carolina State Foresters and their teams for volunteering to host the 2017, 2018, and 2019 NASF Annual Meetings (respectively). These diverse states are great opportunities to illustrate the full range of benefits State Foresters provide to the nation.

NASF resolutions are presented at the Annual Meeting and are the strongest public statements State Foresters can make. Policymakers pay attention to these consensus positions, and there is clear evidence that NASF Resolutions are helping influence public policy. Resolutions passed last fiscal year focus on reforestation and urban and community forestry. **Learn more about NASF Resolutions on our website at [www.stateforesters.org](http://www.stateforesters.org).**

## PERFORMANCE MEASURES

NASF is continuing a strategic partnership with the USDA Forest Service State & Private Forestry program to manage the complex process of developing performance measures. The challenge is to better quantify the outcomes of federal investments in state and private forestry so we can better communicate what State Foresters know to be true: these investments deliver real value to the public.

A steering committee established subject matter expert teams and narrowed down a list of 18 possible measures to six focused on wildfire risk, water, and jobs. Work is continuing to further refine and pilot test the measures that show the most

promise as well as identify other possible measures. Any measure that is adopted will be credible and replicable in all states. This difficult work has the potential to be truly transformative and a “game changer” for State Foresters and their partners.

## MEMBERSHIP DEVELOPMENT AND SUPPORT

Responsive customer service is a core value for the NASF staff team, which is looking towards innovation, integration, and diversity as opportunities for improvement. Combined committee meetings last year highlighted future areas for collaboration. Committees provide members with leadership development, networking, and learning opportunities as well as forums for advancing issues and partnerships. State Foresters often connect with colleagues in other states through NASF to solve problems, develop innovative solutions, and benchmark their agencies with others. Management and operations provide essential behind-the-scenes travel and meetings support services to help NASF members in countless ways.



### EDUCATIONAL MATERIALS

As detailed in the Communications report section, both NASF and the Foundation Board continue to invest in developing the educational materials program. This program supports wildfire prevention and conservation education initiatives and helps increase financial security for the association by diversifying revenue. Last year's annual report

theme, *My Tree—Our Forest®*, reflected a new communications campaign and a new product line to promote urban and community forestry messages. State Foresters support NASF by purchasing these products which in turn help members with their outreach needs—a true win-win.

Please see the financial snapshot below for an overview of fiscal year 2016.

## FY 2016 NASF Financial Snapshot

### SCHEDULE OF FINANCIAL POSITION

Year Ending September 30, 2016

<b>TOTAL ASSETS</b>	<b>\$1,700,641</b>
TOTAL LIABILITIES	\$419,300
TOTAL NET ASSETS	\$1,281,341
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$1,700,641</b>

### SCHEDULE OF ACTIVITIES

Year Ending September 30, 2016

#### REVENUE

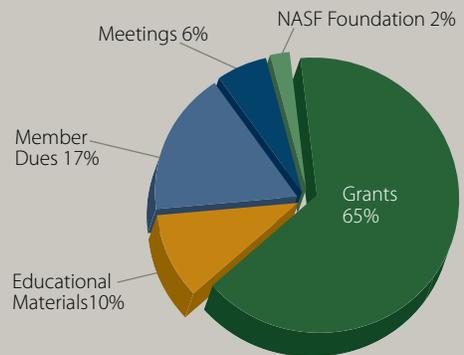
Grants	\$1,776,940
Membership Dues	454,839
Educational Materials	268,922
Program Meetings	156,285
NASF Foundation	54,683
Other Income	318
<b>TOTAL REVENUE</b>	<b>\$2,711,987</b>

#### EXPENSES

Forestry Program	\$1,908,912
Educational Materials	218,517
Program Meetings	235,793
General & Administration	278,943
<b>TOTAL EXPENSES</b>	<b>\$2,642,165</b>

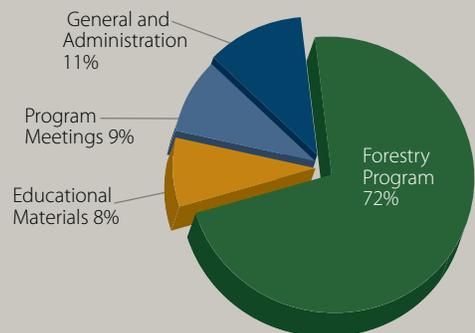
### SUPPORT AND REVENUE SOURCES

Year Ending September 30, 2016



### EXPENSES BY FUNCTIONAL AREA

Year Ending September 30, 2016



## 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

National Association of State Foresters  
444 North Capitol Street, NW  
Suite 540  
Washington, DC 20001  
202-624-5415

[www.stateforesters.org](http://www.stateforesters.org)

 @stateforesters

 Facebook.com/stateforesters

### STAFF

EXECUTIVE DIRECTOR

Jay Farrell  
jfarrell@stateforesters.org

CHIEF FINANCIAL OFFICER

LouAnn Gilmer  
lgilmer@stateforesters.org

COMMUNICATIONS DIRECTOR

Amanda Cooke  
acooke@stateforesters.org

POLICY DIRECTOR

Gary Schiff  
gschiff@stateforesters.org

FISCAL SPECIALIST

Olivia Reynolds  
oreynolds@stateforesters.org

ADMINISTRATIVE ASSISTANT

Tonya Beckman  
tbeckman@stateforesters.org

SENIOR DIRECTOR OF FIRE  
TECHNOLOGY

Keith Smith  
kjsmith@blm.gov

### Committee and Technical Support

WILDLAND FIRE

Daniel E. Smith  
desmith@blm.gov

FOREST SCIENCE AND HEALTH

Bob Simpson  
simpson@gwgcltd.com

FOREST RESOURCE  
MANAGEMENT

Marvin Brown  
marvindbrown@outlook.com

URBAN AND COMMUNITY  
FORESTRY

Cara Boucher  
nasf.ucf.staff@gmail.com

FOREST MARKETS

Rick Cantrell  
rickcantrell@blackbriarenv.com



Alaska Division of Forestry

## ANNUALLY, STATE FORESTRY AGENCIES:

- Offer **more than 222,000** technical assists to forest landowners;
- Train **nearly 62,000** firefighters to protect **1.52 billion acres** of land from wildfires;
- Provide technical urban and community forestry assistance to **more than 8,830** communities;
- Employ **more than 26,000** employees who work year round to conserve, protect and enhance America's forests.

Source: Industry Insights / Fiscal Year 2016

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Rena Johnson/NASF  
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NATIONAL ASSOCIATION OF STATE FORESTERS

