

2007

annual report



Working Solutions for Conservation

American Forest Foundation





## PRESIDENT'S MESSAGE



Change for AFF, for any organization really, must begin with the people who know it best. For us, that means dozens of committees, hundreds of state leaders, and thousands of volunteers. During the past year, they've led us through a dramatic reassessment of what AFF's top-priority goals should be, and how we should get there. A lot of this work began in day-long sessions in hotels, then continued into the evening at dinner tables, and often long into the night.

In our 2007 annual report, you'll see some early results of the changes identified in AFF's new strategic plan: major new initiatives on carbon, forests, and climate change; expanded *GreenWorks!* initiatives with new sponsors; passage of the landmark 2008 Farm Bill with unprecedented access for family forest owners to federal conservation programs; and a host of others. You'll also learn about the continued successes of our American Tree Farm System®, Project Learning Tree®, and conservation programs.

When I look back, I'm amazed at how much we accomplished together – not just crafting a bold, new strategic plan, but continuing the important work that has always distinguished AFF.

It wasn't easy to keep doing the big jobs while we looked beyond the horizon to see where new directions might take us. Volunteer board and committee members spent days in extra meetings, and near-countless hours reading drafts of our plan. Seven drafts altogether!

By the time we closed the process, more than 400 individuals participated in developing our strategic plan. And the

best indicator of just how well they steered the process? The countless committee members and program co-sponsors who tell us they're excited about the results, and who want to pitch in to make it happen, where it counts most – in the woods, in classrooms, and in communities.

British political leader Nancy Astor once observed that "the main dangers in this life are the people who want to change everything and the people who want to change nothing." At dozens of listening sessions, we heard that same message. Revolutionary change would leave too many behind; no change would foster stagnation and ultimately irrelevance. Neither was the right formula to grow and evolve our signature programs.

We chose the middle course – certain that it would produce the best changes of all. Change that matters. But most important, change that works.

I won't confess to frequently reading *O Magazine*, but I did catch something Oprah Winfrey wrote in a recent issue that conveyed an important truth. "Though I'm grateful for the blessings of wealth," she wrote "it hasn't changed who I am. My feet are still on the ground. I'm just wearing better shoes."

That's precisely where I think AFF finds itself today – with more resources, better tools, but still firmly rooted on the ground. Thanks to all of you.

Laurence D. Wiseman



# AMERICAN FOREST FOUNDATION

## WORKING SOLUTIONS FOR CONSERVATION

2007 marked a year of change, growth, and new direction for the American Forest Foundation (AFF). The strategic decision to reorganize into three centers – Center for Conservation Solutions, Center for Environmental Learning, and Center for Family Forests – will help the organization address the issues our forests face with the same great experience and dedication as always, but with an updated perspective. It will enable AFF to bring together unlikely partners through innovative programs – all working toward common goals.

The reorganization also brought about an update to the Foundation's mission and vision.

**Mission** – To strive to ensure the sustainability of America's family forests for present and future generations.

**Vision** – To create a future where North American forests are sustained by the public which understands and values the social, economic, and environmental benefits they provide to our communities, our nation, and our world.

## Goals

AFF is now focused on these five goals beginning in 2008 and beyond:

- Increase public awareness and understanding of the role that forests and the environment play in our lives, and build the skills and the commitment needed to conserve and sustain them.
- Develop and advance policies and programs that support conservation, environmental education, and sustainable forests.
- Enhance the ecological, social, and economic viability of family forestland ownership.
- Increase the number of family forest owners who sustainably manage natural resources.
- Support research that fills gaps in our understanding of forest ecology, the socio-economic dimensions of forest ownership and management, and the impact of public policies on forest sustainability.

“This has been an exciting time for AFF. It is rare that an institution with such a strong identity and established program base can pause and take a completely uninhibited look at itself and its programs. This past year has been a chance for AFF to consider and make fresh choices about what it wants to do and be. Family forest management, conservation, and environmental education are going to be center stage topics for the next few years. AFF is positioning itself to play a leading role in the coming debate.”

Colin Moseley, Chair, AFF Board of Trustees

## CENTER FOR CONSERVATION SOLUTIONS

AFF's Center for Conservation Solutions (CCS) will cultivate conservation initiatives to foster a network of family forest landowners, research agencies, nonprofit organizations, and research partners to conserve and create critical habitats for imperiled wildlife species. Our approach to forest conservation challenges is to provide forest landowners with the necessary tools to manage their lands for both ecological and economic gains which are essential to environmental benefits for all.

### CCS – our numbers in 2007

- Managed initiatives in 8 states – Florida, Georgia, Idaho, Maine, Mississippi, Oregon, South Carolina, and Washington.
- Promoted forest ecosystem conservation for 45 wildlife species.
- Worked with the Mississippi Fish & Wildlife Foundation to plant 799,740 longleaf seedlings.
- Motivated family forest owners to share their knowledge of conservation forestry with 3,492 other family forest owners.
- Managed to improve wildlife habitat on more than 94,029 acres of family forestland.
- Conducted outreach activities to more than 7,400 forest landowners who manage more than 1.25 million acres.



Bob Reid and Betsy Clark hosted a landowner field day on their property, Little Creek Woods, in Niceville, Florida, to showcase their ongoing management for the gopher tortoise. They serve as an excellent example of how landowners can manage their lands for both conservation and sustainable timber production. Field day participants learned about a variety of forest management techniques necessary to create appropriate habitat conditions for the gopher tortoise, including using prescribed fire, converting loblolly stands to longleaf pine, and utilizing herbicides.

In addition to the field tour, the University of Florida Extension Office and CCS held a workshop that explored landowners' attitudes toward regulatory assurance agreements. This provided an opportunity for the Florida <http://myfwc.com/> Fish & Wildlife Conservation Commission and the U.S. Fish & Wildlife Service to explain the benefits of regulatory tools. Such tools include state Safe Harbor Agreements and a federal Candidate Conservation Agreement with Assurances, which are available to landowners who manage listed or candidate species. Landowners also learned about cost-share funding opportunities available to landowners who voluntarily manage for gopher tortoise habitat.



At Oil City Elementary Magnet School in Oil City, Louisiana, students and teachers put PLT to work to breathe new life into their school. By bringing students outside and using the environment to teach math, language arts, and other subjects, enrollment is up and the school performance scores now surpass the state average. All the teachers attend PLT training workshops, and they have used a *GreenWorks!* grant to make improvements to their school and community.

PLT received national recognition for the whole school improvement in two highly regarded education journals: *Science & Children*, published by the National Science Teachers Association, and *Educational Leadership*, published by the Association for Supervision and Curriculum Development. The two articles described how PLT infused throughout the curriculum helped transform this formerly underachieving school.



#### CENTER FOR ENVIRONMENTAL LEARNING

AFF's Center for Environmental Learning (CEL) will utilize and develop programs to increase awareness and understanding of the role forests and the environment play in our lives, while building the skills and the commitment needed to conserve and sustain them.

CEL features AFF's premiere environmental education program, Project Learning Tree® (PLT). As its fourth decade unfolds, the world-renowned and award-winning PLT will continue to produce quality environmental education materials. PLT will also offer educator training and professional development opportunities to bring more students outdoors to learn about their environment so they will better understand and appreciate the world they will one day inherit.

#### PLT – our numbers in 2007

- Conducted 1,286 professional development workshops.
- Trained 25,001 educators at professional development workshops. Currently 500,000+ educators use PLT.
- Worked with 1,743 state coordinators and facilitators.
- Distributed 20,305 copies of the PreK-8 guide, 892 *Energy & Society*™ kits, and 7,323 secondary modules.
- Awarded 84 *GreenWorks!* service-learning grants.



## CENTER FOR FAMILY FORESTS

AFF's Center for Family Forests (CFF) will maintain, support, and mobilize a robust community of forest landowners – along with a diverse network of organizational partners – all committed to sustaining multi-generational stewardship.

The American Tree Farm System® (ATFS), the oldest and largest forest certification program in North America, will continue to grow under CFF. With more than 90,000 family forest landowners and more than 27.5 million acres in the program today, AFF will continue to serve those interests with education and outreach programs and advocacy activities.

For more than 66 years, ATFS has continued its vision of sustaining forests, watersheds, and healthy habitats through the power of private stewardship.

### ATFS – our numbers in 2007

- 87,870 Certified Tree Farms
- 23 million acres of total Certified Tree Farm Acres
- 3.7 million acres of American Tree Farm Group Certified forestland
- 4,400 Qualified Inspecting Foresters



In Washington State, 700 landowners who own more than 150,000 acres attended educational field days held in the eastern and western regions of the state. Forest landowners require a variety of information to accomplish their diverse management objectives. Field days are an effective educational method to make information available and to engage forest landowners in best management practices and learning. They also connect people in need with natural resource professionals who can offer them assistance.

These “out-in-the-woods” educational events engaged landowners – half of whom had no prior experience with forest stewardship education events – to learn and apply stewardship activities to meet their personal objectives. In addition to attending some of the 24 workshops presented, participants interacted with resource professionals and learned about future opportunities in financial, technical, and educational assistance. Program evaluations indicate that within the year, 80 percent of the participants implemented practices that enhanced forest health, improved timber stand productivity, decreased the risk of stand-replacing wildfire, and improved the condition of wildlife habitats.





## CENTER FOR CONSERVATION SOLUTIONS

In 2007, the habitat conservation projects and initiatives of Forests for Watersheds & Wildlife™ (F<sup>2</sup>W<sup>2</sup>) were incorporated into the Center for Conservation Solutions (CCS).

### RESTORING PONDEROSA PINE HABITAT

CCS, in collaboration with the American Bird Conservancy and Forest Restoration Partnership, is working with family forest owners to implement conservation measures that will restore ponderosa pine habitat for three priority-list bird species – the Flammulated Owl, Lewis’s Woodpecker, and the White-headed Woodpecker.

This cooperative project encourages family forest owners to adopt ponderosa pine restoration and conservation measures such as thinning and snag management. A brochure, landowner stories booklet, and demonstration field day will provide beneficial management guidelines and sources of technical assistance. In addition, selected landowners will work with the project partners to implement management practices on their properties and participate in on-site data collection to assess habitat conditions.

### GOPHER TORTOISE CONSERVATION IN THE WESTERN RANGE

Gopher tortoise habitat in the Southeast is threatened by conversion to intensive land use – housing subdivisions, agriculture, industrial centers, and loblolly plantations aimed at pulp production. This, combined with the tortoise’s life cycle traits, led the U.S. Fish & Wildlife Service to list the gopher tortoise as a threatened species in Louisiana, Mississippi, and western Alabama in 1987.

Since 2003, CCS made considerable progress engaging family forest landowners in voluntary gopher tortoise conservation in this region. Outreach and education efforts put conservation management advice directly into the hands of nearly 2,400 family forest owners who collectively own approximately





1.1 million acres. Family forest owners reported using recommended conservation practices to create gopher tortoise habitat on 76,500 acres and plan to share what they learned with more than 37,000 other landowners. CCS also provided direct cost-share assistance to restore longleaf pine on more than 3,800 acres on 34 project sites.

Outreach and education efforts to landowners are ongoing. In April 2007, landowners and resource professionals who collectively own 16,500 acres attended a field day hosted by Cecil Chambliss near Purvis, Mississippi. The field day highlighted active forest management practices that benefit the gopher tortoise, such as prescribed fire and invasives control.

“This event provided a remarkable opportunity for citizens who own this habitat to discuss related conservation policy with state and federal government officials.”

A. Novick, Oregon Forest Landowner



The 45-acre Philmont Scout Ranch Demonstration Forest is upgrading its self-guided outdoor classroom with 12 learning stations. A demonstration forest is a small-scale version of a working forest that demonstrates techniques of forest management. Forest management is usually practiced over an area of hundreds, or even thousands of acres, which makes understanding of its various aspects difficult for the occasional visitor. The Philmont Scout Ranch Demonstration Forest includes ponderosa pine, Douglas fir, and white fir forest. Jeff Creek runs through the forest and along its banks grow cottonwoods, willows, alder, and aspen.

The forest, located within the Philmont Scout Ranch, is owned and operated by the Boy Scouts of America. Every year, more than 5,000 scouts hike through the demonstration forest. In addition to the scouts, local schoolchildren also explore the demonstration forest and visit the learning stations. As the ranch continues to upgrade the demonstration forest, visitors will increase their understanding of natural resources and sustainable forest management.

### FOREST ECOSYSTEM CONSERVATION HANDBOOK FOR CONSERVATION-RELIANT SPECIES IN SOUTH CAROLINA: A GUIDE FOR FAMILY FOREST OWNERS

Printed in December 2007, this 100-page, landowner friendly guide outlines forest management practices that benefit conservation-reliant species (those requiring active management for their survival) in South Carolina. It provides family forest owners with practical information on establishing pine stands, conducting prescribed burns, utilizing herbicides for hardwood midstory and invasive species, and other relevant topics.

The handbook was directly distributed to more than 2,000 family forest owners who hold more than 800,000 acres of forestland. These landowners were provided an additional copy to share with fellow forest owners or family members to help spread the word about the benefits of active forest management for a number of conservation-reliant species in South Carolina.

Since 2005, CCS and partners have organized field days, developed educational trails, and provided direct cost-share assistance to engage South Carolina's family forest owners in ecosystem conservation that benefits rare and declining birds, plants and reptiles, especially those that depend on fire-maintained southern pine communities and forested wetlands. As a result, family forest owners reported using recommended conservation practices to create habitat for these species on

153,983 acres and planned to share what they learned with more than 9,000 other landowners. CCS also provided direct cost-share assistance to restore longleaf pine and improve pine habitat on close to 480 acres on 11 project sites.

The initiative is an ongoing collaboration with the American Bird Conservancy, Clemson University Extension Service, the South Carolina Chapter of The Nature Conservancy, and the South Carolina Department of Natural Resources. Funding for this initiative is provided by the U.S. Fish & Wildlife Service and the U.S. Forest Service.

### CONSERVATION INCENTIVES

In 2007, CCS added a new focus area, Conservation Incentives, to collaborate with partners to promote and develop incentives and market-based solutions for family forest owners to sustainably manage their lands to conserve and create habitat for imperiled wildlife.

- **New England Cottontail – A Market-Based Approach**

The New England Cottontail (NEC) is dependent on early successional habitat which occurs as forests regenerate after small-scale disturbances. NEC populations are rapidly declining due to the loss of early successional forest resulting from development, fragmentation, and a lack of active forest management. In Maine, the NEC's range reduced by 83 percent since 1960 and remaining habitat patches are often

small, fragmented, and predominately found on private lands leading the U.S. Fish & Wildlife Service to designate the NEC as a candidate for listing under the Endangered Species Act.

CCS partnered with the Maine NEC Working Group to produce a landowner-friendly brochure outlining NEC habitat management tools and techniques. CCS also led efforts to explore the feasibility and potential structure of a market-based approach to NEC recovery. The 255,300 family forest owners in Maine can make huge contributions toward the recovery of imperiled species. However, many forest owners are concerned about losing future management flexibility and incurring additional costs. Market-based approaches are voluntary, compatible with sustainable forestry, and offer new income opportunities for family forest owners. CCS will continue to promote these approaches for the recovery of imperiled species and other forest conservation challenges to provide forest landowners with the necessary tools to manage their lands for both ecological and economic gains.



In Britton, Michigan, the community engaged in the development of the *Landscape for Learning* project. The *GreenWorks!* project is a multi-disciplinary effort to enhance science and literacy skills through environmental awareness and community partnerships. A committee of students, parents, and community members from the Britton-Macon Area School District designed the project that will create alphabet gardens, a reading and writing gazebo, a speaking and listening amphitheater, various gardens, and an outdoor living laboratory. Elementary students are learning about butterflies, plant life, photosynthesis, and ecosystems in the gardens. Middle and high school science classes are using the garden to do hands-on, advanced learning of ecosystems, insects, plants, and habitat. The high school special education, cognitively impaired classes are using plants from the gardens for their cooking classes. Students have taken leadership roles in the project's planning, design, and development.

Visit the Center for Environmental Learning's website [www.learnoutside.org](http://www.learnoutside.org).





## CENTER FOR ENVIRONMENTAL LEARNING

The Center for Environmental Learning's Project Learning Tree® (PLT) continued to focus on the foundation of its success – its quality materials and its global network.

### CURRICULUM AND IMPLEMENTATION

During the year, PLT continued to review existing materials to ensure they remain relevant to the needs of teachers and students. Twenty-seven activities in the *PreK-8 Environmental Education Activity Guide*, now highlight differentiated instruction for educators working with a diverse classroom.

PLT also published new secondary materials, *Exploring Environmental Issues: Biodiversity* (PLT's first online module), and *Global Connections: Forests of the World*. Produced in partnership with the World Forestry Center, *Forests of the World* features activities to help students and educators increase their understanding of the world's diverse forest environments.

Three writing workshops were held to create a new biotechnology supplement to the *Focus on Risk* module. One activity was piloted at the National Science Teachers Association and National Association of Biology Teachers conferences. After spring 2008 pilot-testing in the classroom and additional review, this new, cutting-edge supplement will be available in fall/winter 2008.

In 2007, CEL's partnership with the Environmental Education and Training Partnership (EETAP) and MeadWestvaco provided funding for pre-service facilitator training in nine states.

### REACHING BEYOND BORDERS

In September, AFF, the Mexican State of Coahuila and the non-profit organization Profauna AC signed an agreement to implement PLT in the education system of the state of Coahuila. This agreement was the first one of its kind in Mexico, because the Director of Natural Resources Department and the Director of Education for the state of Coahuila agreed to form a strategy to deliver PLT to the teachers in their state. A facilitator manual was translated and printed for the training. A Spanish PLT guide with 40 activities was printed for the workshops.

### EVERY STUDENT LEARNS OUTSIDE™

In response to the growing widespread interest in encouraging children to get outside, CEL launched the Every Student Learns Outside initiative and website [www.learnoutside.org](http://www.learnoutside.org). This initiative encourages educators to make outdoor experiences part of their everyday lesson plans by providing them with tools, training, and resources to get their students outdoors and learning about their local environment. In addition, CEL is reaching out to parents and families with a series of educational and fun activities that they can use at home to connect children with nature.

“The old Chinese proverb, ‘Tell me, I’ll forget, show me, I may remember, but involve me and I’ll understand,’ are the principles and goals behind our outdoor classroom ... students have been excited about the project.”

B. Murphy, Alabama Educator

### EARTH & SKY RADIO

In collaboration with its long-time partner, Earth & Sky, PLT correlated 73 of the radio programs to PLT materials and developed additional teacher resources for the PLT and Earth & Sky websites.

### PLT'S 21st INTERNATIONAL COORDINATORS CONFERENCE

Approximately 110 participants from 39 states, Japan, and Mexico attended the 2007 PLT International Coordinators' Conference in Wichita, Kansas. During the four-day conference, attendees received in-depth training on new PLT curriculum materials, learned how to address the needs of special audiences, and shared creative ideas for enhancing their state programs. State forester Ray Aslin kicked off the conference with a special video welcome from Governor Kathleen Sebelius.

### OUTSTANDING PLT EDUCATORS

Project Learning Tree honored Jim Chandler of Auburn, Maine; Melanie Cornelius of Frisco, Texas; Michelle Hunter of Crawfordville, Florida; Gail Lutowski of Guyton, Georgia; and Hazel Scharosch of Casper, Wyoming; as the 2007 National Outstanding Project Learning Tree Educators of the Year. They were celebrated for their dedication to providing quality environmental education through the PLT curriculum in an effort to educate and empower America's youth about their environment.

*Pictured (left to right) PLT's Outstanding Educators M. Hunter, H. Scharosh, J. Chandler, G. Lutowski, M. Cornelius, and K. McGlaflin, Senior Vice President of CEL.*





### NO CHILD LEFT INSIDE

With the federal No Child Left Behind Act (NCLB) up for reauthorization, PLT took a leading role with the No Child Left Inside (NCLI) Coalition, urging Congress to authorize environmental education in the final version of NCLB. PLT believes that if NCLB remains the driving force for the content of K-12 curricula, then teachers and school systems should be given greater authority, flexibility, and incentive to incorporate environmental education into core subjects. This will help reconnect children with nature by taking them outdoors to learn.

### GREENER SCHOOLS

In the 2007-2008 academic year, PLT and its partners, the Potomac Conservancy, D.C. Public Schools, and the D.C. Department of Environment worked with six Washington, D.C., schools to install schoolyard gardens. Trainings were held for teachers to integrate outdoor PLT activities into the curriculum, as well as trainings for teams to maintain the school gardens.

### GREENWORKS!

*GreenWorks!*, CEL's service-learning grants program, continued to sprout up around the country – with more than 100 active grants in 2007.

Elementary through college-age students, educators, and community members from across the country designed and implemented environmental service-learning projects ranging from installing native plant gardens and outdoor classrooms, preserving wetlands, constructing hiking trails, starting composting projects, to investigating alternative fuels. Each project is coordinated by a PLT-trained educator and includes a community partner.

Martin Luther King, Jr. Elementary School in Washington, D.C., benefited from a \$10,000 grant to CEL from HSBC Bank USA, N.A. Students and teachers worked together with HSBC and PLT staff, a volunteer landscape architect, and others to beautify and improve their schoolyard by planting garden beds. A PLT workshop trained teachers in PLT activities they can use in the schoolyard gardens to meet curriculum standards.



Esurance Corporation, an online auto insurance provider, awarded funding for *GreenWorks!* grants in five of their business operating communities across the country – Phoenix, Arizona; Sacramento, California; Atlanta, Georgia; Sioux Falls, South Dakota; and Dallas, Texas. In Dallas, fourth- and fifth-grade students designed and built an organic vegetable and flower garden. Equipped with journals, the students practiced writing skills while charting the growth and life cycle of the garden. A community of parents, volunteers, Esurance employees, and local service club members now takes pride in building a learning environment at E.L. DeGolyer Elementary School.

CEL began a new partnership with the Ecological Society of America (ESA) to provide *GreenWorks!* grants to ESA's SEEDS Fellows, undergraduate college students. The SEEDS Fellows conduct community-based projects in the location where ESA holds their annual conference. In 2008, the Milwaukee, Wisconsin, community will be the beneficiary.



The making of biodiesel fuel has energized a group of students in Salt Lake City, Utah. Forty-five City Academy students received a *GreenWorks!* grant and made more than 250 gallons of biodiesel fuel from used vegetable oil for their school bus while overcoming the mechanical challenges presented by the bus. During the school year, the bus ran more than 3,000 miles on the student made fuel to shuttle students to the nearby mountains, to a green demonstration house, to a recycling facility, on field trips, and even to an environmental youth conference in Los Angeles, California. The health department got involved by helping the students establish the safe and legal biodiesel lab in which to operate. Offering their biodiesel expertise, students shared their learning with scientists and other people interested in this alternative fuel. Students learned the ins and outs of making biodiesel through this innovative, hands-on project while making a measurable difference in their Salt Lake City community.





## CENTER FOR FAMILY FORESTS

The Center for Family Forests (CFF) continues to work with family forest landowners across the country to promote the sustainable management of forests across the United States. Almost 60 percent of our nation's forests are privately owned, so encouraging sustainable practices on these lands is crucial to the health and well being of our nation's forestland.

### AMERICAN TREE FARM SYSTEM®

Entering its 66th year dedicated to sustainable forestry, American Tree Farm System (ATFS) is unique in its capability to reach family forestland owners while their land is still forested.

ATFS provides technical assistance, training, and education to forestland owners for the sake of ensuring the long-term sustainability of our nation's private forests. Family forestland owners share a unique commitment to protect wildlife habitat and watersheds, to conserve soil, and to provide recreation for their communities, while producing wood for America. These private individuals hold the key to the kinds of forests, forest activities, and forest resources future generations of Americans will enjoy.

Utilizing its vast volunteer network, ATFS provided:

- \$150,000 in small grants to 19 different states for outreach efforts to private forest landowners.
- Grassroots action on critical issues of importance to family forestland owners including the 2007 Farm Bill.
- Training, technical assistance, and tools to landowners to continue improving their stewardship of trees, wildlife, and water.
- National educational seminars and field days including the 14th Annual National Tree Farmer Convention in Madison, Wisconsin. More than 600 people attended the convention that featured a wide range of technical sessions and exhibits.





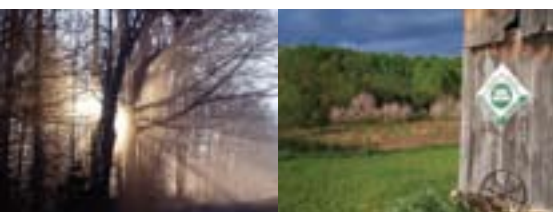
## CERTIFICATION

- The ATFS Independently Managed Group Organizations grew from 12 to 16 groups in 2007. These additional groups increased the total number of Group Certified Tree Farm properties to 51,400, covering more than 4.1 million acres.
- In 2007, ATFS's internal monitoring demonstrated landowner conformance to the AFF's Standards of Sustainability for Forest Certification at 98 percent – a solid confirmation that ATFS is making a major contribution to keeping America's family forests forested.
- ATFS was also audited during the year as part of the process in the move toward endorsement by the Programme for the Endorsement of Forest Certification (PEFC). Endorsement from PEFC would allow ATFS-certified properties to be recognized under an international certification system and would grant them access to increased markets, thus offering greater incentive to landowners to make the decision to keep their land forested.

## UNIVERSAL RECOGNITION

In 2007, the Washington State Department of Natural Resources and ATFS announced that ATFS certification universally recognizes Department of Natural Resources-approved multi-resource Forest Stewardship Plans as meeting management planning requirements for family forest landowners. Forest Stewardship Plans help landowners to integrate multiple resource issues in the management of the property as a valuable legacy for future generations. These issues include timber, fish, wildlife, soils, water, wetlands, forest health, aesthetics, recreation, special forest products, cultural resources, threatened and endangered species, and wildfire hazard reduction.

The plan defines a landowner's objectives, describes the current condition of natural resources present on the property, and outlines a 10-year action plan to achieve the landowner's goals while maintaining and enhancing those resources. Previously, these plans met or exceeded the Tree Farm certification standard for management plans. However, prior to the August 2007 announcement, each individual plan still needed to be reviewed and evaluated for approval. This recognition provides a programmatic-level approval for all landowners with these plans.



“ATFS has become part of our family. They care about landowners and have developed opportunities that enhance our skills as family forest landowners and has developed a network that makes a difference in the world of forest resources. This is an association that truly makes our lives richer!”

Bob Falkner, 2003 National Outstanding Tree Farmer of the Year

### NATIONAL EXCELLENCE IN SUSTAINABLE FORESTRY

Jo and Kathy Pierce of Cumberland County, Maine, were named the 2007 National Outstanding Tree Farmers of the Year. Jo and Kathy Pierce devote their time to teaching people about sustainable forest management and Tree Farm ownership.

The sixth generation of his family to reside on the family property, Jo Pierce and his family are considered champions of forest management and conservation.

Other regional winners include Bob Playfair and Thelma Fry of Stevens County, Washington [Western]; Nancy Livingston of Adams County, Wisconsin [North Central]; and Johney and Roxie Haralson of Bamberg County, South Carolina [Southern].

This award is sponsored by STIHL, Inc., manufacturers of the world's largest-selling brand of chainsaws and a member of AFF's Partners in Sustainable Forestry program.

### OUTSTANDING ACHIEVEMENTS IN SUSTAINABLE FORESTRY

ATFS, with its Partner in Sustainable Forestry, BASF Corp., named Cinda Jones of Cowls Land and Lumber Company located in North Amherst, Massachusetts, as the winner of the BASF Outstanding Achievements in Sustainable Forestry Award. It's hard for Jones to imagine not managing the North Amherst, Massachusetts, Tree Farms that have been in her family for nearly three centuries. Today, Jones, president, and a ninth generation co-owner, continues the sustainable management of the Cowls Tree Farm that her family began in 1741.

### FOREST LANDOWNERS ARE BIG WINNERS IN THE 2007 FARM BILL

This victory for family forest owners has not been easily won. It began more than two years ago with diverse groups putting aside their differences, coming together and forming a coalition. From the Environmental Defense Fund to AFF, groups came together to create and support legislation that would help direct dollars to enhancing family forests.

*Pictured (left to right) C. Jones; B. Playfair and T. Fry; J. and R. Haralson; N. Livingston and B. Simpson; and J. and K. Pierce.*



Representative Colin Peterson (Chairman of the House Ag. Committee) congratulated the forestry community for their achievements in the Farm Bill. He said having the forestry interests united and speaking with one voice before Congress made it happen. AFF played a very significant role in making this happen.

The Farm Bill includes:

- *Environmental Quality Incentive Program* fully opened to family forest owners.
- *Cooperative Conservation Partnership Initiative* offers funding opportunities for AFF to assist family forest owners in their stewardship efforts.
- Biomass component definition includes wood, wood waste and residues and the Biomass Crop Assistance Program can help landowners meet costs associated with providing wood for biomass facilities.
- *Voluntary Public Access and Habitat Incentive Program* provides funding to encourage owners to open land to the public.

This has been a long and important fight on Capitol Hill for family forest owners and AFF and ATFS was there for you. Congratulations and thank you to all who helped in the victory!



In the Willamette Valley of Oregon, 63 landowners and resource professionals toured the Cooke Family Forest to learn more about conservation forestry strategies the family began implementing eight years ago for oak savannas and woodlands. Field day participants had the opportunity to learn about the oak management practices used on the site, including the preservation of oak legacy trees, thinning of excess tree stems, control of non-native invasive plants, and the restoration of native grasses and forbs.

Less than one percent of indigenous oak savanna habitat remains in the Willamette Valley. Fire historically controlled competing vegetation and kept the canopy open for oak seedling establishment but fire suppression has led to overstocked, poorer quality closed-canopy oak woodlands and conifer/ hardwood forests. Many wildlife species, especially migratory and cavity-nesting songbirds and Western Gray squirrels, have declined. Conservation forestry offers an approach that will restore habitat and improve the economic sustainability of oak savannas and woodlands.



## WORKING SOLUTIONS FOR CONSERVATION

In Salem, Oregon, students turned their finished lunches into various compostables and garbage. It took only a week for students to know there was a new process after eating lunch that would benefit the entire school. This process was created in order to decrease the amount of post-consumer cafeteria food that was hauled away. Students at Waldo Middle School found a better use for leftovers. Sixteen students formed a Bokashi club and took turns collecting the waste for processing at the end of the school day. The food mixed with the Bokashi enzymes led to laughter and wrinkled noses by some students. But for others, it demonstrated a sense of accomplishment and responsibility. Students computed data and realized that the average school day produced a little more than 17 pounds of unconsumed food. The Bokashi-processed food was mixed with regular compost and will be used in the garden.



“Ain’t Nature Grand,” that is what students from Fruitland Park Elementary School in Florida believe. Equipped with research, students built a pond that was appealing to aquatic life and safe for the school’s environment. The finished pond enabled students to view the fish and plant life without risk of toppling into the pond. Students also built planter boxes and discovery boxes, surrounded with palm trees and native and perennial plants. It was a new experience for some children that had never worked in a garden or planted a flower. Using their mathematical skills, students learned which plants needed deep or shallow areas for growth.



Students and teachers at Horace Mann Elementary School in Washington, D.C., created a sensory garden for student scientists to explore plants and animals that would respond to their senses while connecting outdoors to the educational curriculum. Students now have a place to go and experience the smells, sounds, textures, and tastes that special plants and herbs provide. Volunteers were recruited to help students understand how plants provide sources of good nutrition in cooling. This initial effort grew into parents forming a garden committee and club for students to create crafts using the flowers and the herbs to sell to the school community. School partner, American University, provides students with additional opportunities to learn outside and adapt classroom teachings to the outdoors.



Fifth-grade students from the Country School in Madison, Connecticut, took paper from the collection stage to the reusable stage. To coincide with Earth Day, students collected paper, recycled it, and turned it into usable paper again. Students began by making pulp in blenders, mixing it with water and liquid starch, using a rolling pin to press out excess water, and letting the paper dry overnight. Several days later, to their astonishment, students discovered their new sheets of paper. Students successfully made the connection between using and making paper, collecting paper, and turning it into usable paper again.



# MENTAL LEARNING

“I have enjoyed this so much. PLT was one of the things I was most interested in and I had no idea the scope of the program was so large. I feel vastly more educated on our use of forests.”

Elementary school teacher, South Carolina

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 Districts  
 National  
 Association of  
 State Foresters  
 National Audubon  
 Society  
 National Building  
 Museum  
 National Council for  
 Accreditation of  
 Teacher Education  
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 Education  
 Foundation  
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 and Wildlife  
 Foundation  
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 Council  
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 Fire Center  
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 and Atmospheric  
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 Service  
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 Federation  
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 NewPage  
 Corporation  
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 Norbord Industries  
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 Association for  
 Environmental  
 Education

North Pacific Group  
 Owens Forest  
 Products  
 Parsons &  
 Whittemore, Inc.  
 PASCO Scientific  
 Plum Creek Timber  
 Company, Inc.  
 Ponderay  
 Newsprint  
 Port Blakely Tree  
 Farms, LP  
 Potomac  
 Conservancy  
 The Price  
 Companies, Inc.  
 Progressive  
 Insurance  
 Foundation  
 Project WET  
 Project Wild  
 Rainforest Alliance  
 Rayonier  
 Rock-Tenn  
 Company  
 Sappi Fine Paper  
 Sierra Pacific  
 Industries  
 Smithsonian  
 National Museum  
 of American  
 History  
 Smurfit-Stone  
 Container  
 Corporation  
 Society of  
 American  
 Foresters  
 Soil Science  
 Society of  
 America  
 Sonoco Products  
 Southern  
 Environmental  
 Law Center  
 Southworth  
 Foundation  
 Starker Forest  
 Stihl, Inc.  
 Stora Enso N.A.  
 Student  
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 Association  
 Surdna Foundation  
 Sustainable  
 Forestry Initiative  
 T&S Hardwoods,  
 Inc.  
 Temple-Inland, Inc.  
 Timber Products  
 University of  
 Wisconsin-  
 Stevens Point  
 UPM-Blandin Paper  
 Company  
 Urban Land  
 Institute  
 U.S. Corrugated  
 USDA, CSREES  
 USDA, Forest  
 Service  
 USDA, Natural  
 Resources Con-  
 servation Service

USDI, Bureau of Land Management  
 USDI, Fish and Wildlife Service  
 USEPA, Office of Environmental Education  
 USEPA, Office of Water, Oceans, & Watersheds  
 Weaber, Inc.  
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 World Wildlife Fund

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 Florida Forestry Association  
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 Georgia Forestry Commission  
 Hawaii, USDA Forest Service  
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 Idaho Forest Products Commission  
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 Maryland Department of Natural Resources – Forest Service

Massachusetts Department of Environmental Management  
 Massachusetts Forest Landowners Association  
 Massachusetts Forestry Association  
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 New Hampshire Granite State SAF  
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 New Jersey Rutgers University, Cooperative Extension  
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 New York Empire State Forest Products Association

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 North Carolina Division of Forest Resources  
 North Carolina Farm Bureau  
 North Carolina Forest Service  
 North Carolina Forestry Association  
 North Carolina Society of American Foresters  
 North Carolina State University, Cooperative Extension  
 North Dakota Forest Service  
 Ohio Department of Natural Resources-Forestry  
 Ohio Forestry Association  
 Ohio Project Learning Tree  
 Oklahoma Forestry Association  
 Oklahoma Forestry Services  
 Oregon Forest Resources Institute  
 Oregon State University, College of Forestry  
 Pennsylvania Department of Education  
 Pennsylvania Forestry Association  
 Providence Water  
 Rhode Island Division of Forest Environment  
 Rhode Island Forest Conservation Organization  
 Rhode Island Providence Water Society for the Protection of New Hampshire Forests  
 South Carolina Forestry Association  
 South Carolina Forestry Commission  
 South Carolina Forestry Foundation

South Dakota Project Learning Tree  
 Tennessee Department of Agriculture – Division of Forestry  
 Tennessee Department of Education  
 Tennessee Forestry Association  
 Texas Forest Service  
 Texas Forestry Association  
 Towson University  
 University of Arizona, Cooperative Extension  
 University of Florida-Forest Resources & Conservation  
 University of Nebraska-Lincoln  
 University of New Hampshire, Cooperative Extension  
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 University of the District of Columbia  
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 Vermont Department of Forest, Parks & Recreation  
 Vermont Woodlands Association  
 Virginia Department of Forestry  
 Virginia Forestry Association  
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**OTHER HONOR AND MEMORIAL DONATIONS**  
 Kansas Tree Farm Committee  
 Mitchell & Prewitt Consulting Foresters, Inc.  
 Robert and Barbara Munford

1 – In 2007, 100 percent of AFF staff contributed to the organization.

2 – Member of AFF's Board of Trustees or an operating committee in 2007.

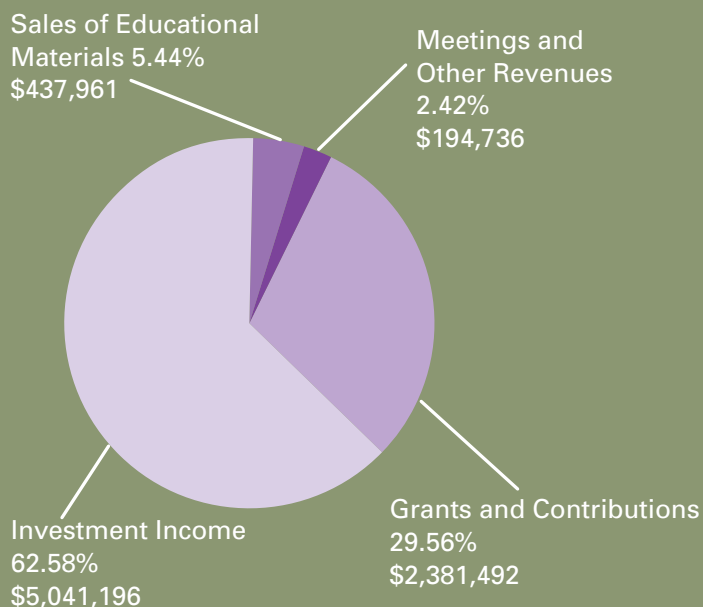
# AMERICAN FOREST FOUNDATION 2007 FINANCIAL SUMMARY

## STATEMENT OF FINANCIAL POSITION

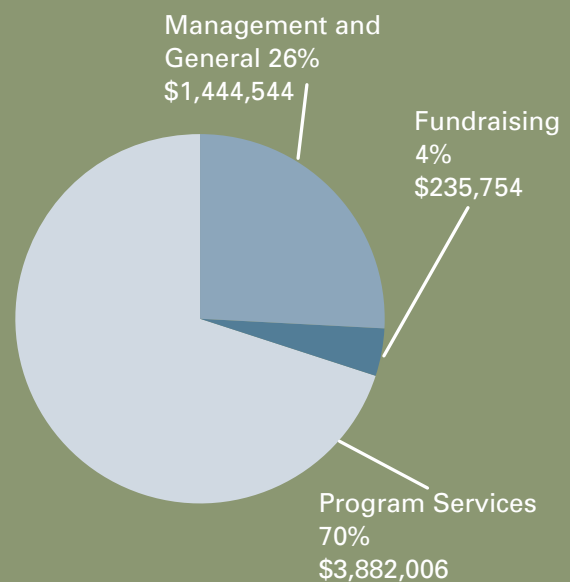
	2007	2006
<b>Total Assets</b>	\$156,107,709	\$153,689,316
<b>Liabilities</b>	\$549,578	\$624,266
<b>Total Net Assets</b>	\$155,558,131	\$153,065,050
<b>Total Liabilities and Net Assets</b>	\$156,107,709	\$153,689,316

The complete audited financial statements are available at [www.forestfoundation.org](http://www.forestfoundation.org)>Support us.

## REVENUES



## EXPENSES



## AMERICAN FOREST FOUNDATION STAFF

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CEL

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Program Manager, CCS

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Certification Manager,  
CFF

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