



American Forest Foundation

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Press Release

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Search Underway for New President & CEO of the American Forest Foundation

Washington, D.C. - Larry Wiseman, president and chief executive officer of the American Forest Foundation (AFF), today announced his intent to step down. A search for his successor will commence immediately. This transition is the result of a succession plan set in place several years ago by Wiseman and the AFF Board of Trustees.

Wiseman plans to remain at AFF until the board elects his successor and the transition to new leadership is complete. Russell Reynolds, a New York based executive recruiting firm, has been retained to conduct the search.

The American Forest Foundation is a non-profit conservation and education organization that strives to ensure the sustainability of America's family forests for present and future generations.

"After nearly three decades at AFF and its predecessor organizations, I believe now is the perfect time to bring on new leadership for AFF. We've secured a \$150 million endowment, the implementation of a new strategic plan is underway, and AFF is poised to become an even more powerful voice for sustainable forestry, family stewardship, outreach, and education," Wiseman said. "I can look forward to new challenges," he added, "knowing that AFF's programs and staff are stronger than ever."

Wiseman joined AFF's predecessor organization, the American Forest Institute before AFF was created in 1981. At that time, AFF had a staff of six and its annual budget was less than \$2 million. Since then, AFF has grown to 26 staff, its annual budget increased more than five-fold, and its programs have earned a reputation for innovation, quality, and impact.

"In the beginning, our vision for the foundation was novel and untested," Wiseman said. "We wanted to create a platform where all parties interested in forests and education could, despite their differences, work together toward common goals." AFF has crafted productive partnerships with organizations as diverse as The Nature Conservancy and the World Wildlife Fund, National; a variety of federal agencies including the U.S. Park Service and the U.S. Forest Service, the Environmental Protection Agency and NASA; with dozens of state agencies, foundations and community groups; and with companies in many different industries.

"We're all proud of Larry's leadership, and all he has put into helping achieve the unique vision set two decades ago," said Colin Moseley, chair of the AFF Board of Trustees. "AFF would not be where it is today without Larry. For any organization, the transition from a 'founder' to the next generation of leadership can be a challenge. Fortunately, AFF has never been in a better position to deliver on its mission and we are all enthusiastic about a new leader's opportunity to take the organization to a new level."

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Before joining AFF, Wiseman was a communications and public affairs consultant, and a television producer, writer and director for PBS.

The American Forest Foundation (AFF) is a nonprofit 501(c)(3) conservation and education organization that strives to ensure the sustainability of America's family forests for present and future generations. Our vision is 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.

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