

STRATEGIC PLAN



<p>Vision Our ideal future</p>	<p>A healthy business environment for Florida’s forestry community.</p>
<p>Mission Why we exist</p>	<p>Promoting the responsible and sustainable use of Florida’s forest resources.</p>
<p>Values Code of conduct</p>	<p><u>Integrity</u> - Our actions will consistently reflect high standards of honesty and trust.</p> <p><u>Consensus Building</u> – We will respect and value each person and their viewpoints as we seek to build consensus among our members.</p> <p><u>Responsibility</u> – We will fulfill our commitments to our members and be good stewards of Florida’s forest resources.</p>
<p>Objectives How we measure our progress</p>	<p><u>Legislative/Regulatory Effectiveness</u> – as measured by progress on truck weights, greenbelt, estate tax, land owner incentives, energy policy, sales tax exemptions, water and other initiatives.</p> <p><u>Membership Satisfaction</u> – as measured by responses to survey</p> <p><u>Image and Reputation</u> – as measured by responses to survey</p> <p><u>Third party resource inventory and utilization reports</u> –as measured by resource links and information on web site</p>
<p>Strategies How we will get to our vision</p>	<p><u>Legislation</u> – Promote positive legislation through lobbying and grass roots activities.</p> <p><u>Membership</u> – Increase membership through targeted outreach to all potential member sectors with regional network/educational events and any other personal contact/grassroots opportunities that arise</p> <p><u>Member Involvement</u> – Increase member involvement through invitations to serve, accountability, and recognition.</p> <p><u>Public Relations and Education</u> – Promote the positive environmental and economic benefits of forestry through partnering with traditional and non-traditional allies, new media messages (podcasts, Youtube, etc) and other activities.</p>