

ACTION PLAN – 2010

Specific action steps to implement the Strategic Plan and the committee activities that will be required to get the job done.



GOVERNMENT RELATIONS Committee • Ken Stacey, Chair; Alan Shelby, Staff

- Advocate governmental policies that recognize the value of Florida's working forests and strengthen opportunities for landowners, loggers and wood conversion facilities
- Pursue opportunities to incentivize reforestation and silviculture enhancements
- Advocate the sustainable use of woody biomass as a renewable source of energy
- Advocate the recognition of the value of ecosystem benefits of Florida's working forests
- Pursue truck weight increase at state and federal level
- Monitor legislation favorable/unfavorable to Association members
- Defend against adverse tax changes and seek opportunities for positive tax benefits
- Identify members for federal, state and local government boards and commissions appointments and elected positions
- Seek consensus positions with other agriculture, business and land use groups to advance the Association's legislative agenda

TREE PAC Committee • Bob Cook, Chair; Alan Shelby, Staff

- Raise \$45,000 for the 2009 - 2010 election cycle
- Encourage support for favorable truck weight reform legislation
- Encourage support for reforestation and silviculture enhancement incentives
- Meet and interview legislative candidates to assist staff in recommending candidates that would best represent our industry

COMMUNICATIONS Committee • Mike Bell, Chair; Jeff Doran, Staff

- Focus media and member outreach efforts to correspond with state and federal legislative agenda
- Conduct a legislative event to raise awareness of public benefits from Florida's working forests
- Promote legislative agenda via Association publications, web site, regional meetings, and with other organizations and allies
- Identify and make available grassroots tools to mobilize and engage support for legislative agenda
- Deliver member communication via Pines & Needles, Forestry Friday, daily news clips, Web site
- Convene a group of partners to begin a conversation on working forests conservation
- Invite coalition partners to submit magazine articles regarding the value of Florida's working forests
- Seek opportunities with coalition partners to submit articles in their publications on the value of Florida's working forests
- Build the value of membership and help brand the Association as go-to source for forestry-related information in Florida
- Recommend resources for inclusion on forest resources analysis Web page
- Promote Florida's working forests through environmental education outreach (Forestry Teachers Tour, Discovery Center)
- Pursue new landowner, outdoor recreation audiences and promote Florida's working forests at other meetings

ENVIRONMENTAL Committee • Phil Parker, Chair; Phil Gornicki, Staff

- Conduct two information-exchange forums to keep Committee members abreast of emerging environmental issues
- Monitor emerging environmental issues important to the Association
- Monitor gopher tortoise listing as threatened species
- Identify environmental gains that can be realized from working forests
- Reach out to environmental interest groups to support reforestation and silviculture enhancement incentives
- Continue to develop landowner incentives for conservation and working forests practices
- Recommend resources for inclusion on resources analysis Web page

FOREST PRODUCTS Committee • Michele Curtis, Chair; Jeff Doran, Staff

- Identify funding sources for reforestation and silviculture enhancement incentives
- Identify economic gains that can be realized from Florida's working forests
- Estimate jobs supported by Florida's working forests
- Promote trade/economic benefits that can be realized from truck weight reform
- Mobilize and engage forest products manufacturing support for truck weight reform
- Analyze fiber supply data to support legislative/communication strategies and encourage real time updates
- Identify primary and secondary manufacturing needs
- Recommend resources for inclusion on forest resources analysis Web page

LANDOWNER Committee • Tony Wallace, Chair; Phil Gornicki, Staff

- Continue to pursue ways to attract forest landowners into Association
- Continue to promote Association membership at other landowner functions
- Determine effective cost-share for reforestation and silviculture enhancement incentives
- Determine the public value of water, wildlife, other ecosystem benefits
- Identify ways for taxpayers to pay for what they value from working forests landscapes (energy loans, no/low-cost loans, grants)
- Mobilize and engage grassroots landowner support for legislative agenda
- Monitor developments related to new/emerging markets for forest products
- Recommend resources for inclusion on resources analysis Web page

LOGGERS Committee • Patsy Nathe, Chair; Debbie Bryant, Staff

- Maintain Master Logger Education program
 - Conduct (8) 1-day CEU workshops; conduct (1) 3-day Master Logger course
- Communicate truck weight reform benefits for loggers
 - Mobilize and engage grassroots logger support for truck weight reform
- Promote tradition, heritage of logging profession in Florida's working forests
- Recommend resources for inclusion on forest resources analysis Web page

TREE FARM Committee • Barry Hartley, Chair; Phil Gornicki, Staff

- Oversee administration of Tree Farm Program
- Conduct at least one landowner/inspector workshop to promote the Tree Farm program among non Tree Farm landowners and to motivate inspectors to do even more
 - Training for inspectors to implement new Tree Farm Standards
- Conduct a third party audit of Florida's Tree Farm program
- Continue to promote Tree Farm and Florida's working forests during landowner workshops
- Recommend resources for inclusion on forest resources analysis Web page

GET INVOLVED!

Volunteers are important to accomplishing these activities in 2010. We anticipate no more than two committee meetings for each area and conference calls will be conducted to reduce travel and time demands.

Please sign up for the committee that will bring the greatest value to you or your business. Once you have signed up by checking the appropriate box, please clip this portion of the Plan off, mail or Fax it to us and you will be added to the database to receive meeting notices, news and other information.

- GOVERNMENT RELATIONS
- COMMUNICATIONS
- FOREST PRODUCTS
- ENVIRONMENTAL

- LANDOWNER
- LOGGERS
- TREE FARM

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

**Count
Me
in
for
2010!**

Return to Florida Forestry Association, P.O. Box 1696, Tallahassee, FL 32302 or FAX to 850.222.6179 by December 15, 2010.