

# ACTION PLAN – 2011

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



## **GOVERNMENT RELATIONS Committee • Greg Driskell, Chair; Alan Shelby, Staff**

- Begin to develop a Forest Caucus in the Florida legislature
- Pursue incentives for reforestation, afforestation and silviculture enhancements
- Advocate the sustainable use of woody biomass as a renewable source of energy
- Secure funding to develop and maintain a reliable regional forest inventory database
- Pursue truck weight increase at the federal level
- Defend against adverse federal and state tax changes and seek opportunities for positive tax benefits
- Identify potential appointments for federal, state, regional and local government boards and commissions appointments and elected positions

## **TREE PAC Committee • Edward Cole, Chair; Alan Shelby, Staff**

- Raise \$45,000 for the 2011-2012 election cycle
- Encourage support for reforestation and silviculture enhancement incentives
- Leverage disbursements to help build a Forest Caucus
- Leverage leadership of past presidents

## **WORKING FOREST INITIATIVE Committee • Michael Dooner, Chair; Jeff Doran, Staff**

- Continue framing-up action oriented agenda for working forests conservation
- Develop a WFI Web page
- Host a reception for WFI partners/legislators/agency directors/key senior level staff to introduce concept of Forest Caucus
- Reach out to NGO's for board appointment, committee involvement
- 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
- Emphasize WFI in member communication via Pines & Needles, Forestry Friday, Web site
- Promote Florida's working forests through environmental education outreach (Forestry Teachers Tour, Discovery Center)

## **ENVIRONMENTAL Committee • David Harrelson, Chair; Phil Gornicki, Staff**

- Conduct two information-exchange forums to keep Committee members abreast of emerging environmental issues
- Monitor emerging environmental and other issues important to the Association
- Monitor gopher tortoise, striped newt listing as threatened species
- Monitor development of black bear management plan; development of Wildlife BMP's; EPA numeric nutrient rule

**FOREST PRODUCTS Committee** • Chet Summers, Chair; Alan Shelby, Staff

- Identify committee members and potential members with vested utilization interests
- Develop reforestation and silviculture enhancement program inclusive of all growers
- Provide direction for inventory data and a system to provide reliable, regional data

**LANDOWNER Committee** • Russ Weber, Chair; Phil Gornicki, Staff

- Encourage new landowner member recruitment
- Identify potential members with vested landowner interests
- Continue to promote Association membership at other landowner functions, publications
- Provide landowner message for Association through publications, such as IFAS newsletters
- Promote a streamlined and effective cost-share program to provide incentives for reforestation, afforestation, silviculture enhancement and wood production
- Work with UF and other land-grant universities to determine the public value from working forest landscapes
- Identify ways for taxpayers to pay for what they value from working forest landscapes
- Mobilize and engage grassroots landowner support for legislative agenda
- Identify spokesperson for top of mind issues
- Monitor and promote developments related to new/emerging markets for forest products
- Recommend resources for Working Forest Initiative web page

**LOGGERS Committee** • Randy McKenzie, Chair; Jeff Doran, Staff

- Maintain Master Logger Education program
- Review the Master Logger education and continuing education program
- Strengthen the participation/recognition of the Loggers Committee and the logging professional
- Share successful operational practices (dedicated space in publications)
- Identify burdensome regulations on the logging business
- Promote tradition, heritage of logging profession in Florida's working forests
- Recommend resources for Working Forests Initiative web page

**TREE FARM Committee** • Shawn Cook, Chair; Phil Gornicki, Staff

- Oversee administration of Tree Farm Program
- Training for inspectors to implement new Tree Farm Standards
- Continue to promote Tree Farm and Florida's working forests during landowner workshops
- Promote Association membership among Tree Farmers
- Recommend resources for Working Forests Initiative Web page