



# **FFSF NEWSLETTER**

## **Fall/Winter 2015-16**

### **Charting the Future**

#### **FFSF Board and Project Leadership Team Hold Planning Retreat**

A planning retreat was held on July 14 to review all aspects of the Foundation's current operations and status, its work and growth over the past few years and where to take in in the future.

Participating were all eight board members – Troy Firth, Guy Dunkle, Jane Woods, Emil Spadafore, Jim Finley, Bob Slagter, Terry Bensel and Tom Hoffman – and project leadership team members Lynn Firth, Craig Schwegman, Rich Bowden, Wilma Dunkle and John Bartlett, the Foundation's Development Director. The Project Leadership Team was drawn from a group of dedicated volunteers who have been active with fundraising, event planning, etc.

The session opened with a SWOT (Strengths, Weaknesses, Opportunities and Threat) analysis of both the organization as a whole and of the board. SWOT analysis provides a structured approach that assists organization in addressing issues and planning for the future. The free-ranging exercise allowed participants to share their thoughts, which were then discussed by all. Eight to 10 issues were identified in each of the four categories, providing the basis for later discussion by the group.

Participants then reviewed the history of the organization to date before returning to the SWOT analysis findings and beginning the discussion of the short-term and long-term needs and goals. Among the key goals:

- 1) Develop an annual work plan allocating available resources;
- 2) Focus on land acquisition with a goal of 5,000 acres within five years;
- 3) Increase membership by 100 percent within five years;
- 4) Increase gift/donation revenues by 50 percent in 2016 and by 400 percent by 2020;
- 5) Continue and expand educational and media/public relations opportunities.

Within the goals a number of additional directions were established by the board. Among them, that the Foundation will expand its use of conservation easements to protect forested land, but only where the Foundation manages the timber/forestland and a share of the land earnings go to the Foundation.

All members of the planning team expressed being energized through the planning retreat and that the effort was worthwhile. The Board anticipates the proposals and goals generated during the planning meeting will be the focus throughout the coming year.

The complete outline/findings of the planning session are available upon request by emailing the Foundation at [Info@FoundationForSustainableForests.org](mailto:Info@FoundationForSustainableForests.org).

## You Are Invited

### 2<sup>nd</sup> Annual FFSF Potluck Picnic

Saturday, Nov. 7

4 p.m. till ?

Woodland Lodge, 2662 Eureka Rd, Grand Valley, PA 16420

We had so much fun last year we have to do it again. The indoor potluck picnic at the lodge is a time of good conversation, good music, good food and fun. There is children's programming and lots of opportunities for wood walks and exploring the Woodland Lodge facilities.

The Foundation will provide soft drinks, grilled Smith's hotdogs and other main-dish items and we ask that everyone who comes bring a side dish, appetizer, salad or dessert to share. We plan on eating at 5:30 or so.

Please RSVP by emailing the Foundation (Info@FoundationForSustainableForests.org) or calling 814-694-5830 no later than Monday, Nov. 2. We hope to see you there.

## Wow & Thanks

### Erie Gives Day Hugely Successful for the Foundation

Humbled and thankful are the best words to describe our response to the incredible support given the Foundation during Erie Gives Day on August 11<sup>th</sup>. The Foundation doubled its number of Erie Gives Day donors this year, who collectively gave a total of \$14,795 to the Foundation. With the Erie Gives match through the Erie Community Foundation the grand total for the Foundation was \$15,557.



Erie Gives Day is in itself incredible; 339 nonprofits received more than \$2.8 million; donations were made by 6,953 donors; the net pro-rated match after deducting credit card fees was 5.15 %.

Clearly, Erie Gives Day is a big success, and not just for the Foundation.

Pictured at left, FFSF Board Member Jane Woods and Development Director John Bartlett receive the Foundation's presentation check.

## Stony Hollow Project Grant Announcement in November?

Pennsylvania Department of Natural Resources officials have indicated that C2P2 grant awards will be announced in November. The Foundation submitted a C2P2 application for funding to purchase 292 acres in the Caldwell Creek Corridor, Warren County, PA. As part of the Stony Hollow Project an additional 100 acres in the watershed would be donated to the Foundation for use as project match, bringing to 392 acres the land permanently protected. The total value of the project (purchase and donation) is approximately \$1.4 million.

The Caldwell Creek corridor and watershed has long been a focus area for the Foundation's land protection efforts. The stream is a significant cold-water fishery and the Warren County Greenways plan calls for its protection as a "natural area" corridor.

## Organizational Changes

FFSF Development Director John Bartlett will be stepping back from some of his day-to-day responsibilities with the Foundation, but not stepping down.



A new part-time position of Conservation and Outreach Manager is being created and currently advertised. The new position will assume many of John's routine duties and also enable the Foundation to expand its outreach efforts. John will continue as Development Director with reduced hours, overseeing the new position and continuing his work with donor and member relations, grant supervision and public relations.

A full description and duties of the new Conservation and Outreach Manager position can be found under the "What's New" tab on the Foundation's Web site: [www.FoundationForSustainableForests.org](http://www.FoundationForSustainableForests.org)

## 2016 Loving the Land Conference Planned

The 2016 Loving the Land Through Working Forests Conference in-the-field sessions will be held at a woodlot near Corry in Erie County, Pennsylvania on Saturday, May 14.

Whether there is a Friday (May 13) evening speaker's program as in the past is dependent on the ability of the Foundation to secure a nationally renowned speaker before the end of the year. Other programming options are also being explored.

A featured presenter for the 2016 in-the-field sessions is Steve Tulowiecki, Ph.D., who has done extensive research on the pre-Columbian forests and how Native American settlements modified the forests. As always, the cornerstone session will be a detailed explanation on on-the-ground examination of the Foundation's forest management approach and recommendations.

It is anticipated that following 2016, the conference will move from being an annual event to a biennial event held on every even-numbered year. This will put the conference opposite of the biennial Pennsylvania Private Forest Landowners Conference held in odd-numbered years. The change will make it easier for the Foundation to participate in the Private Forest Landowners Conference presented by the Center for Private Forests.

## Partner News

**The Forest Guild** is once again the Forest Stewards Guild, the name it operated under from 1996 to 2004. The Forest Guild Board of Directors formally restored the original name at its July meeting.

"Restoring our original name highlights the unique niche that so many of our professional members fill as stewards of some of the finest forests in North America. It's an extra word that means a lot," stated a Guild release.



# Do You Femelschlag? Ts

A limited quantity remain of Foundation for Sustainable Forests' T-shirts asking that all important question. Get yours while the getting is good.



The shirts are currently available in Medium, Large and X-Large for just \$17.50 shipped. They can be ordered using PayPal on the Foundation's home page: [www.FoundationForSustainableForests.org](http://www.FoundationForSustainableForests.org), or with check or money order mailed to the FFSF, 22418 Firth Road, Spartansburg, PA 16434.

Femelschlag, is a German silviculture term for small group selections and harvesting lightly; practices promoted by the Foundation.

## The Foundation for Sustainable Forests

### It's Habitat



### It's Landscape



### It's Jobs



### It's Heritage



## It's Everything We Care About

**Our Mission:** To protect forested land and ecosystems and support rural communities through working forests; to raise awareness of the importance of preserving intact forested ecosystems; and to highlight sustainable forestry and practices for the benefit of the land.



### The Foundation for Sustainable Forests:

- ❖ A Land Trust
- ❖ A sustainable forestry education and advocacy organization
- ❖ Dedicated to the protection of working forests to the benefit of the land

[www.FoundationForSustainableForests.org](http://www.FoundationForSustainableForests.org)