



# FFSF Newsletter

## Fall/Winter 2014-15

### You are Invited

## First Ever Forest Fest Potluck

Mark your calendar for Saturday, Nov. 8th 2:30 to 6:30 p.m (or later!) for the Foundation for Sustainable Forest's Forest Fest indoor picnic.

The Foundation for Sustainable Forests has been offered use of Woodland Lodge to host a potluck gathering of friends and supporters on Saturday, Nov. 8th starting at 2:30 p.m.

The Lodge is located at 2662 Eureka Road, Grand Valley in a beautiful forested setting.

The Foundation will provide soft drinks and hotdogs, etc. for grilling or cooking over a campfire and we ask that everyone who comes bring an appetizer, side dish, salad or dessert to share. We plan on eating at around 5 p.m.

There will be musical entertainment and children's programming along with the opportunity for woods walks and nature hikes, exploring the lodge facilities and lots of good food and conversation.

RSVPs are required, so if you plan on attending please email [Info@FoundationForSustainableForests.org](mailto:Info@FoundationForSustainableForests.org) providing your name and the number who will be attending or phone John Bartlett at 814-671-7437 with the information no later than Saturday, Nov. 1.

More details will be provided as they become available so keep an eye on your email and mailbox.

## Erie Gives Campaign Hugely Successful



FFSF Board Member Jane Woods accepts an Erie Gives presentation check from Erie Community Foundation President Mike Batchelor on Aug. 22.

The Foundation for Sustainable Forests received a total of \$12,819 through the Erie Gives campaign, increasing the donations made to the Foundation 9.38 percent through the Erie Community Foundation match.

We thank all of you who supported the Foundation for Sustainable Forests We thank all of you who gave through Erie Gives on Aug. 12 and at other times and other ways. You, our members and supporters, make the work of the Foundation possible.

# Project Outreach Update

The first phase of Project Outreach has been completed

Chris Shaffer, our contracted GIS/Computer guru, developed a GIS model and identified all the forested properties of more than 25 acres and their owners in Erie, Crawford, Warren and Venango counties. In addition, the parcels are prioritized and capable of being ranked in numerous ways, including size, known critical habitats, forest bird blocks, absentee owners, etc.

Chris provided his final report and the GIS data and files on Aug. 21<sup>st</sup>, but stands ready to help with questions or other needs.

Chris' GIS model will enable similar projects in other counties to be more readily and cost-effectively undertaken by the Foundation or partner conservation organizations elsewhere in Pennsylvania.

The second phase is the actual outreach. The Foundation intends through direct mail to contact the identified property owners. The direct mail piece will address the importance of legacy planning, land conservation and outline conservation options, as well as the importance of good land management. Of course the direct mail piece will also introduce them to the Foundation and let them know the Foundation stands ready to help landowners meet their goals and objectives.

On high priority properties, the Foundation intends to make personal contact as well.

The need for such an outreach effort is clear. Only a small percentage of Pennsylvania's private forested landowners are members or involved with organizations that would provide them with that information and assistance.

Due to the average age of owners of private wooded land in Pennsylvania, an unprecedented transfer of ownership is expected over the next decade (source: U.S. Forest Service and Penn State University). Forests are most at risk for conversion and loss when ownerships change. In addition, even in our rural counties forests are under tremendous development pressures and are threatened by poor forestry practices. If Pennsylvania is to remain Penn's Woods, steps must be taken now.

## Your Newsletter Subscription

You are receiving this newsletter as a member and supporter of the Foundation for Sustainable Forests or as a participant in one of our education and outreach programs, and we thank you. Your support makes the work of the Foundation possible and especially as a member makes our voice for sustainable forestry louder and stronger.

If you are receiving this newsletter via email and would prefer to receive a hard copy of the newsletter via post or conversely, you are receiving a hard copy and would prefer email, please send your request to [JNBartlett@FoundationForSustainableForests.org](mailto:JNBartlett@FoundationForSustainableForests.org)

## Did You Know?

- **Private Forest Landowners own 71 percent of the forested land in Pennsylvania. Nationally the figure is 56 percent.**
- **One large tree can supply a day's supply of oxygen for four people.**
- **A healthy tree can store 13 pounds of carbon a year helping offset the buildup of carbon dioxide in the air and reducing the "greenhouse effect."**

# *Everything We Care About*

## 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)

**Chances are good** you saw the Foundation's promotion piece for the Erie Gives campaign featuring the "It's Habitat, It's Landscape, It's Jobs, It's Heritage: It's Everything We Care About" theme. (At least we hope you saw it.) A generalized version is shown above.

That was the first use of the new theme designed to reach out to a broader number of conservation minded people that might not be aware of forestry issues and the pressures facing our forested lands.

Development of the theme and promotion piece began with discussions with FFSF Board Member Jane Woods and member/supporter Sandra Mansmann. An on-line focus group representing a broad range of thoughts, opinion and knowledge was assembled to review language and picture choices for the final product. Conceptually, we think they nailed it.

The work of the Foundation for Sustainable Forests directly relates to habitat, landscape, jobs and heritage and everything we care about. The Foundation's mission is: 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 practices for the benefit of the land.

The online focus group, along with Jane and Sandy, recommended "stronger" or "better" pictures and that is something that will be done moving forward.

We thank all those who helped with the project.