



# Pennsylvania Forest Stewards News

A bi-monthly newsletter of the Pennsylvania Forest Stewards Volunteer Program

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## Forest Stewardship Talking Points

Initially, we charged all of you to reach out and share the message of good forest stewardship. We were fairly flexible about how that message sharing takes place. Depending upon your personality this outreach has been hard or easy.

With this year's new class of volunteers we laid a specific charge on them. We've asked each new volunteer to share what they've learned in our program and experienced as a landowner with twenty other people. We would like to ask previous PAFS to do the same. In the process, we hope to track who is spoken to through *Forest Leaves* sign-ups. Someday we may be able to show on-the-ground impacts that came about as the result of YOUR conversations with fellow landowners. What a powerful metric of our success!

To help with outreach, we have compiled a two-page handout titled *Forest Stewardship Talking Points*. A copy is included with this newsletter. We tried to highlight facts and issues relevant to PA's private forests on one side. The other side contains contact information for organizations and entities that can help other private forest landowners with their needs.

We hope you will use this tool in your own outreach, and if you see things that ought to be included, please let us know. This is a dynamic document. After this mailing it will be a resource on our website, so we can continually update and improve the piece to help you in your outreach message.

## Steering Committee Updates

Our hearty thanks go out to Dennis and Jackie Waldorf who recently stepped down from the Steering Committee after many years representing the northwest region. We very much appreciate your input and will miss working with you as closely.

With the November steering committee meeting, we welcomed two new members to the committee – Blaine Aikin ('10) will replace the Waldorfs as one of three regional representatives for the northwest region. And with Jim Stiehler's retirement, we welcomed Andy Duncan as the new Forest Stewardship Program Coordinator. We look forward to working with these new folks.

After three years serving as Interim Chair (and after agreeing to only serve for one year), Bill Park stepped down from his leadership position. Walt Petrick ('06, north-central regional representative) was appointed the new chair. Marie Petrick will remain as secretary and Carl Martin will remain as Vice Chair.

Thank you to all who support the organization by serving on the Steering Committee!

## Communicating Forest Stewardship Workshop

On Saturday, November 20, seventy-two PA Forest Stewards and representatives of Pennsylvania's score-plus woodland owners associations gave up the opening day of bear season to attend the *Communicating Forest*

*Stewardship Workshop* here at Penn State.

An engaging and useful (to the surprise of a few) agenda was presented covering different aspects of communicating a message of forest stewardship as an organization and as an individual.

Gary San Julian, Professor of Wildlife, started off the day with a presentation on how to form and maintain a relationship with local print and electronic media. Participants learned how to generate press releases and his group exercises formed the foundation for a very interactive day. Mike Jacobson, Associate Professor of Forest Resources, continued in the communications vein and spoke to succession planning and the importance of family communication.

Lunch offered opportunities for networking and a poster session as groups shared their outreach successes. Allyson Muth followed lunch with a presentation on tools for talking with other landowners. Jim Finley, Professor of Forest Resources, closed out the day by leading a discussion of outreach tools and resources that will support our twenty-seven (and growing) woodland owners associations and others with a forest stewardship message (see announcement below for one tool).

Feedback indicated the day was extremely well received. We believe this event is worthwhile. If you have suggestions for next year, please send them along as we really do start thinking about this program early and massage many ideas before developing the program.

## Woodland Owners Association Listserv

In attempts to foster additional interaction and support between our woodland owners associations, we have received permission from Penn State to host a Woodland Owners Association listserv. This will be a closed list. Allyson will be responsible for adding folks and managing the list. The purpose of the list is to, "enable members of Pennsylvania's regional and county Woodland Owners Associations to share resources, exchange ideas, and support one another in our shared mission to promote good forest stewardship across the Commonwealth." Members will be able to post items for feedback or response. We hope you'll use this resource.

**Please contact Allyson if you would like to be added to this listserv.** Be the first to step up and join the list and share your information.

## Dates for Your 2011 Calendar

**2011** is the International Year of Forests. Think about how you can lead or contribute to a worldwide celebration of forests and the benefits they provide.

**Saturday, July 16, 2011** – Annual Meeting, Park Farm and Forest, Columbia County. Details to come soon.

**Fall 2011** – Basic Training will be held in southeastern or south central Pennsylvania. We're still looking for a spot. If you have suggestions, please contact Allyson.

**Inservice Trainings** – As usual, we'll be having an in-service training the day before the annual meeting. This year we hope to also try to have an in-service the day before the second weekend of training for new volunteers. Both opportunities will allow us to take full advantage of the sites and allow for additional networking opportunities as participants stay for the annual meeting and/or meet with the new volunteers. We'll keep you posted on topics and dates.

## Fill This Space

This is your newsletter. We're always looking for ideas and articles to share. What could you have submitted to fill this space?

## Newsletter by Email?

Would you like to receive your copy of the PA Forest Stewards Newsletter by email? Not only do you save some paper and copying costs, but you get the newsletter a lot more quickly. Please let Allyson know if you'd prefer **not** to receive a paper copy. Thanks.

## Contact Forestry Extension

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