

Pennsylvania Forest Stewardship Semi-Annual Report

For the Awareness and Knowledge Program Components

(January 1, 2010 to December 31, 2010)

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1. SUMMARY

During this reporting period, the *Forest Stewardship* Program at Penn State University made significant, continued progress in enhancing awareness and knowledge about the management of private forestlands. Some of the key accomplishments included:

- Continued to use a Listserv[®] to improve distribution of the *Forest Stewardship News Releases*. The releases currently go to 853 e-mail addresses.
- The *Forest Leaves* newsletter continues to be available in print (9,181), e-mail (1,935 subscribers), and on the Internet.
- Assisted the Bureau of Forestry's Stewardship Coordinator in training thirty-five new Forest Stewardship Plan Writers.
- The PA Forests Web Seminar Center usage continues to grow. In this reporting period ten seminar topics were offered (noon and 7 p.m. on the second Tuesday of every month for every month except July and August). There are currently 1700 participants registered as a Friend of Penn State and able to take part in the seminars.
- The fall PA Forest Stewards In-service training and the Best Practices for Woodland Owners Associations conference were merged to become a *Communicating Forest Stewardship* workshop. Seventy-two participants from around the state took part.
- With twenty-seven new volunteers trained in 2010, the total number of volunteers trained in Pennsylvania since program inception surpassed 500.
- The PA Forest Stewards Steering Committee is actively pursuing the goals established in the strategic plan. Committees have been working on the endowment, the Best Practices for Woodland Owners Associations conference, and enhancing our communications within the organization.
- Results of the 2009 PA Forest Stewards Biennial Survey show that, in one year's time, volunteers gave almost 23 FTEs in outreach, reaching over 16,500 people.

2. PENNSYLVANIA FOREST STEWARDS VOLUNTEERS

A. OVERVIEW OF PA FOREST STEWARDS VOLUNTEER PROJECT

Since the fall of 1991, 522 people have completed volunteer training for the Pennsylvania Forest Stewards Volunteer Project. The PA Forest Stewards began as a cooperative effort of Penn State University Cooperative Extension, the USDA Forest Service, the Pennsylvania Bureau of Forestry, representatives of the forest products industry, and various environmental and conservation organizations that support the Pennsylvania Forest Stewardship Program.

Woodland volunteer programs are not unique to Pennsylvania. In spring 1993, the then VIP program adopted the Ruffed Grouse Society's COVERTS designation. As a result, PA Forest Stewards volunteer program is the synthesis of the highly successful COVERTS project that originated in New England and Oregon's Master Woodland Manager Program. The Pennsylvania program has drawn from these models and has gone one-step further by linking the volunteers to the nationwide Forest Stewardship Program. In addition to cooperation and support from the Ruffed Grouse Society, the program has received support from the National Wild Turkey Federation and the National Environmental Education Training Foundation in the past.

The original intent of PA Forest Stewards was to build a network of volunteer forest landowners who would leverage Extension's capability to reach Pennsylvania's private landowners (over 600,000) and who could possibly influence their friends and neighbors more effectively than an educational institution or government agency. PA Forest Stewards volunteers have met our original expectations and, through an evolving program, have gone on to wield even more influence than we anticipated.

They have been the force behind the creation of a growing number of local woodland owner associations throughout the state—associations that now provide additional educational programming for landowners. We estimate that the combined membership of the 27 associations is around 1600 – the largest voice for forest owners in the state.

PA Forest Stewards volunteers have become active participants in local and state government, and many serve on natural resource committees. Their involvement helps shape policy decisions

that favor good wildlife and forest management practices and support for private forest landowners. Many PA Forest Stewards volunteers lead tours and conduct educational programming for people of all ages in their communities. They work closely with their local Bureau of Forestry and Cooperative Extension foresters, conservation districts, and conservation organizations.

MISSION: The PA Forest Stewards program promotes the sustainability of forest resources through a network of trained volunteers passionate about forest stewardship and charged with reaching out to Pennsylvania's private forest landowners and other stakeholders about the care and use of our forests for social, ecological, and economic benefits (adopted 11/13/08).

VISION: The PA Forest Stewards program provides outreach, education, and leadership towards the care and use of Pennsylvania's forests to promote their social, economic, and ecological benefits. PA Forest Stewards is a growing collaboration of trained volunteers and partners advocating sustainable forest management. Our goal is to be fiscally and programmatically independent (adopted 11/13/08).

B. PENNSYLVANIA FOREST STEWARDS LISTSERV®

The PAFS project LISTSERV, which launched during 2001, continues to serve as a forum in which users can ask and answer questions, share experiences, and discuss issues related to forest management and Forest Stewardship.

The LISTSERV is a private e-mail discussion group open only to PAFS volunteers, Service Foresters, and Extension Foresters. One hundred eleven volunteers and advisors (i.e., extension educators and Bureau of Forestry service foresters) are currently on the LISTSERV.

C. PENNSYLVANIA FOREST STEWARDS STEERING COMMITTEE

The PAFS Steering Committee continues to meet twice annually, in March and November. Steering Committee meetings address specific issues as they arise, but always include discussions relevant to the welfare of private forest landowners and Forest Stewardship outreach. (A list of Steering Committee members at the time of this report is in Appendix A).

March Steering Committee Meeting

On March 19, the Pennsylvania Forest Stewards Steering Committee met in State College.

Following upon initiatives drafted during the 2008 strategic planning exercise, reports were made on activities undertaken since the strategic plan was approved at the November 2008 Steering Committee meeting.

Additionally, discussion occurred around some upcoming events, most notably, the 2010 PAFS Annual Meeting (July 24 in Centre County on the Ag Progress Days site) the 2010 In-Service Training (to be held the day before the annual meeting to take advantage of the site and on November 20), and the 2010 Basic Training for new volunteers (held September 10-12 and October 1-3 in Somerset County).

Minutes of the March 19, 2010 Steering Committee Conference Call are found in Appendix B.

November Steering Committee Meeting

On November 19th, the PA Forest Stewards Steering Committee met in State College. PA Forest Stewards Steering Committee Interim Chair Bill Park opened the meeting with introductions of new steering committee members who were joining the group for their first time.

The Forest Stewardship Program Associate reported on 2010 activities including the PA Forest Stewards Annual Meeting, Basic Training, and In-Service Training. Planning for the 2011 events was begun.

The chair and program associate also led discussion on the endowment fund capital campaign, website redesigns, how to make the in-service trainings more useful to volunteers, the election of a new chair, communication needs for the PA Forest Stewards Steering Committee and among the general volunteer population, and strategic action priorities. In 2011 the committee will focus on the creation of an administrative structure to support the volunteer organization in the event of funding decline or personnel loss.

The next steering committee meeting is on March 18, 2010.

Notes from the November 19 Steering Committee meeting are found in Appendix C.

Strategic Planning Effort

On October 30, 2008, a subcommittee of the PA Forest Stewards Steering Committee met in State College to readdress the PA Forest Stewards strategic plan. With input from the entire steering committee, Bureau of Forestry service foresters, and our partners (Ruffed Grouse Society, Pennsylvania Forestry Association), our facilitator led us through an exercise to assess the volunteer group's strengths, weaknesses, opportunities, and threats, plus helped us to identify strategic direction and 5- and 1-year goals for the group.

At the November 13, 2008, Steering Committee meeting, the strategic direction and goals were presented and the entire steering committee worked to identify action items to achieve our goals, as well as crafted new mission and vision statements.

Movement towards these goals continues with several subcommittees actively working through this reporting period. The Endowment subcommittee has been meeting with the Penn State College of Agricultural Sciences Development Office to create a marketing piece to leave behind for potential donors. The subcommittee has begun the process of developing a fundraising campaign targeting current volunteers and interested individuals, foundations, and businesses.

The Communications committee worked to create a new format of the PA Forest Stewards directory so that volunteers find it a more useful document. Databases were formatted to include bibliographic information and photographs. The anticipated product will be a yearbook of current volunteers. We hope that PA Forest Stewards will use the yearbook to remember names before meetings and find connections across the state.

D. BASIC TRAINING

Twenty-seven new volunteers completed training in 2010, bringing the total number of PA Forest Stewards trained to 522. Appendix D includes a list of those who attended training in

2010. Table 1 lists the number of new PA Forest Stewards trained each year since the program began in 1991.

Table 1: Number of New PA Forest Stewards Trained in Pennsylvania by Year

Year	Number of PA Forest Stewards Trained
1991	22
1992	50**
1993	25
1994	47**
1995	40**
1996	23
1997	21
1998	20
1999	0*
2000	17
2001	20
2002	26
2003	38
2004	23
2005	21
2006	36
2007	19
2008	22
2009	25
2010	27
TOTAL	522

* In 1999, 28 PA Forest Stewards volunteers participated in the program's first advanced refresher training at Camp Krislund in Centre County. No basic training program for new PA Forest Stewards was offered that year.

** Two classes per year.

Camp Sequanota, a Lutheran camp in Somerset County, was the site for this year's basic training on September 10-12 and October 1-3, 2010. The training included field activities and tours, as well as a broad array of presentations (see Appendix E). Topics for this year's training included:

- Landowner objectives
- Introduction to the PA Forest Stewards and Forest Stewardship Programs
- How to spread stewardship to youth
- Managing forests for wildlife
- Forests and water
- Tree identification
- Field tour to Forbes State Forest
- History of Pennsylvania's forests
- Private forest landowners and their future plans
- Forest measurements
- Forest ecology
- Silviculture
- Regenerating hardwoods: managing competition, deer, and light
- Forest taxes and estate planning
- Forest products marketing
- Legal issues for forest landowners
- Outreach resources for Pennsylvania Forest Stewards
- Field tour to PAFS Bob and Susie Bastian's property
- Marcellus gas drilling
- Goals, roles, and responsibilities, risk management, and the organization
- Non-timber forest products
- Forest stewardship outreach goal-setting

As usual, the PA Forest Stewards developed a wide variety of goals for their Forest Stewardship outreach activities including:

- To reach other forest landowners who live or own land near Lancaster, or hunting cabins in other counties.
- Be more active in my local woodland owners association and contact other local woodland owners.

- Write articles for *Forest Leaves* and local publications – monitor and report on legislation or regulation; talk with forest owners about *Forest Leaves* and related issues; support my regional environmental education center.
- Discuss benefits of the forest stewardship program to other landowners; give presentations to Lion's Clubs; write articles for my local newspaper; share forest stewardship with local Boy Scout troop.
- Work with local sportsmen's association and the extension service to develop a youth education program based on the program's resources and goals. Expand this presentation to other associations.
- Conduct a field demonstration to promote the benefits of forestry, targeted to a high school student group.
- Introduce the concept of forest stewardship to patrons who utilize the small country library I run; consult with the coordinator of the service learning volunteers at Waynesburg University; continue to help organize programs through the Southwest Pennsylvania Woodland Owners and write for our newsletter.
- Create a succession planning program for the Bradford Sullivan Forest Landowners Association.
- Contact landowners to inform them of information and resources available and all about the forest stewardship program and how to find financial help (cost sharing, tax incentives, etc.).
- Outreach, education, conversion of conserved properties to include management plans. Get AWLS students involved in promoting forest stewardship.
- Talk to anyone back home that has forestland – our neighbors, Scouts, grandchildren.
- Educate and inspire others to forest management with a sustainability outcome by visiting with neighboring landowners, create an information meeting for landowners, work with local community continuing education classes, farm fair booths, write local news articles.
- Focus on intergenerational planning; get youth involved; generate support for local WOA.
- Reach out to new woodlot owners and sportsmen's clubs.

- Educate and inform the community by reaching out through Rotary, the Chamber of Commerce, and educating my clients about forest stewardship.
- Spread the word of good stewardship to neighbors and youth.
- Get the land and woods to look better and grow bigger by talking to other woodlot owners (and my kids).
- Contact the elementary science teachers to promote forest stewardship; work with my local newspaper to promote forest stewardship; implement the timeline for our environmental site's forest stewardship plan.

E. IN-SERVICE TRAINING

As a continuation of our mission to promote forest stewardship by providing resources and education for our volunteers, we again offered a continuing education opportunity tied in to the annual meeting and to take advantage of the site. *Woods Safety* in-service training was a full day (10 a.m. until 3 p.m.) workshop covering personal and tractor safety equipment, hazardous tree assessment, and directional felling. Sixty-two PA Forest Stewards and their guests attended the training.

The announcement for this In-Service Training was included in the annual meeting invitation letter.

The second in-service training opportunity for this year was combined with the annual Woodland Owners Conference on November 20, 2010, titled, Communicating Forest Stewardship. Seventy-two PA Forest Stewards and members of regional Woodland Owners Associations attended the training (see below for more details).

F. ANNUAL MEETING AND PICNIC

The PA Forest Stewards annual meeting and picnic took place on July 24 at the Ag Progress Days Site in Centre County.

Over one hundred fifty-six people attended the event including PA Forest Stewards volunteers, service foresters, extension foresters, other natural resources professionals, and guests. The annual meeting and picnic included presentations, a catered lunch, a business meeting, a display area, and walking tours. (See Appendix F for the invitation brochure and agenda.)

Business Meeting

Bill Park, interim chair of the PA Forest Stewards Steering Committee, served as the day's host and led the business meeting. A central message for this year's meeting was action on the strategic plan that has been underway this year.

Jim Finley made a presentation introducing the participants to the Ag Progress Days site and woodlot and the history and current activities on the property. To close the day, Jim Grace, Goddard Chair, Penn State School of Forest Resources, gave a keynote address on Pennsylvania's forested history and key events that have impacted its management today.

Concurrent Sessions

A. History in the Woods

Natural Resources and Youth Extension Specialist Sanford "Sandy" Smith will lead a walking tour, in period charcoal collier costume, tracing one forest's history from Native American times to the present, based in the story left on the landscape. This tour involves a moderately strenuous (30 min) hike, long pants and closed top shoes are advised.

B. American Chestnut

Sara Fitzsimmons, Research Technician with the PA Chapter of the American Chestnut Foundation and Ph.D. candidate at Penn State, will lead a tour of the American chestnut restoration site and discuss the ins and outs of the research orchard at Rock Springs, tying the Rock Springs research in with the greater body of work being done toward breeding and restoring a blight-resistant American chestnut.

C. Managing Whitetails for Forests or Forests for Whitetails

Tim Smail, wildlife and forestry consultant, will integrate the four building blocks of Quality Deer Management during a field tour of recently established habitat demo plots at the Ag Progress Days Site - Habitat Management, Hunter Management, Herd Monitoring, Herd Management. The tour will show how these practices fit into a system of Quality Deer Management custom designed to meet your individual management objectives.

D. Non-Timber Forest Products and Invasive Plants

Eric Burkhart, Plant Science Program Director for Shaver's Creek Environmental Center, will lead a forest walk to identify and discuss understory plants and fungi, with special attention paid to non-timber forest products (NTFPs) and invasive forest plants.

E. Silviculture: Thinning and Regeneration

There's always something going on in the Ag Progress Days woodlot. Join Jim Finley, Professor of Forest Resources, to see how well recent thinning activities are contributing to oak regeneration and other objectives.

F. Salamanders in Your Woods

Forest wildlife brings to mind song birds, white tailed deer, and bears, yet the most numerous forest inhabitant in the northeast is the redbacked salamander. Jackie Grant, Wildlife Sciences Instructor, will lead a tour through the woodlot in search of the hidden amphibian masses of forest streams and downed dead wood. Learn how to find and identify amphibians inhabiting Pennsylvania's woodlands. We may even find a snake or two!

G. Forest Hydrology

Forests and water go hand in hand. Bryan Swistock, Water Resources Extension Specialist, will lead a tour through the woodlot to discuss how water moves through the forested landscape, the impacts of trees on water quantity and quality, and how to mitigate activities in your forest to reduce downstream impacts.

H. Charcoal: an Ancient Material with a Modern Twist

Gary Gilmore, DCNR Service Forester, enjoys making and using charcoal. Learn how this simple product shaped the world we live in and what it can do to in the future. A portion of this

session will be a demonstration on how you can make charcoal at home. Modern applications of this material that improve soil fertility to powering your car will also be shown.

I. GPS: Finding Your Place in the Landscape

Geographic Positioning Systems (GPS) can help you find your place in the landscape. Brent Harding, School of Forest Resources Senior Forester, will lead a hands-on demonstration to help you discover how these handy tools can help in your forestry activities. Each tour will be limited to 15 participants so that each person can try out a unit.

J. Private Forest Landowner Research Discoveries

We've been doing a lot of research at the School of Forest Resources. Alex Metcalf and Richard Hill, graduate students, will share the results and outcomes of the Pennsylvania private forest landowner surveys, parcelization studies, and working forests under easements research (Indoor Presentation).

K. Jawbone Aging: How Old Is That Deer?

Have you ever tried to figure out just how old that deer hanging in your tree is? Join Jim Stiehler, soon to be retired DCNR Bureau of Forestry Stewardship coordinator, as he gives a presentation on the art of aging a deer from its jawbone (Indoor Presentation).

L. What Does a Conservancy Do? And What Can They Do for Me?

You hear a lot about conservation easements and other activities tied to land trusts and conservancies. Join Carl Martin, Katie Ombalski, and Renee' Carey, PA Forest Stewards and conservancy employees, as they lead a discussion on what conservancies are, the services they provide, and how conservancies can help you consider the future of your forestland (Indoor Presentation).

M. Woodcrafting: Art from the Forest

Woodcrafts are fun products from your woodlot. Lisa Dawn White, mixed media artist who uses botanicals, and Lin Greenaway, DCNR Clinton County Service Forester, will give a presentation and lead a discussion on their crafts. If you have a woodcrafting hobby, feel free to bring examples to share with the group (Indoor Presentation).

E. PENNSYLVANIA FOREST STEWARDS WEB SITE

The Forest Stewardship volunteer Web Site (<http://paforeststewards.cas.psu.edu>) continues as a good source of Forest Stewardship information. With new reporting software, we are able to separate out internal and external Penn State traffic. Reporting only external traffic our numbers declined from previous years. Therefore, these numbers don't correlate well to our previous web use analytics. In light of this change in software reporting, we will start over with our web analytics so that we're comparing comparable items. As part of a College of Agricultural Sciences web design effort, the Forest Stewards volunteer Web Site as well as the general program site (<http://RNNext.cas.psu.edu>) will undergo major revisions by early 2011 making them easier to use and update.

Table 2. Unique Visitors, Visits, Page Views, Hits, and Average Time Spent on the Forest Stewardship Volunteer Web Site per month (December 2009 through November 2010)

MONTH*	PAGE VIEWS	VISITS	NEW VISITORS	RETURNING VISITORS	AVERAGE TIME SPENT (Min:Sec)
December '09	821	224	139	85	2:58
January	1069	219	126	93	3:55
February	960	238	125	113	3:10
March	1005	294	169	125	2:17
April	797	204	123	81	2:35
May	579	149	93	56	2:38
June	748	188	113	62	3:23
July	884	220	150	70	3:33
August	762	221	155	66	1:55
September	810	264	177	87	2:36

October	852	239	162	77	1:46
November	890	248	179	69	2:53
Average	848	226	143	82	2:48

***To give the full one-year spectrum, we're using December 2009 data. December 2010 data was unavailable at the due date of this report.**

F. PENNSYLVANIA FOREST STEWARDS NEWSLETTER

The Forest Stewardship Extension Associate continued to compile and edit the two-page, bi-monthly Pennsylvania Forest Stewards newsletter (*Pennsylvania Forest Stewards News*). The newsletter is available on the Pennsylvania Forest Stewards Web Site (<http://paforeststewards.cas.psu.edu>). Pennsylvania Forest Stewards newsletters from this reporting period are in Appendix G.

G. MEDIA ARTICLES FEATURING PENNSYLVANIA FOREST STEWARDS

In 2010, there were a few media articles featuring or written by PA Forest Stewards volunteers. Repeated calls for articles from volunteers to be shared were unsuccessful. Table 3 summarizes the articles, which are included in Appendix H.

Table 3. Media Articles Featuring or Written by PA Forest Stewards Volunteers in 2010

PA Forest Stewards Volunteer(s).	Subject	Media Outlet and Date
PA Forest Stewards Volunteer Program	How to Effectively Harness Volunteer Power	<i>County News</i> , March/April 2010
Nancy Baker	Women and Working Lands: Past, Present, Future	<i>Minority Landowner</i> , Vol. 5, No. 2, pp. 14-15, Spring 2010.
PA Forest Stewards Annual Meeting	Pennsylvania Forest Stewards gather at Rock Springs, celebrate making a difference	<i>Penn State Ag Sciences News</i> , July 23, 2010
Stewardship Program	Exploring your woods: You live here and your forest is there	Wisconsin Woodland Owners Association, <i>Woodland Management</i> , Fall 2010
PA Forest Stewards Volunteer Program	Program Evaluation: Perspectives from Two Leading Master Volunteer Programs	Woodland Owner Networks social networking website

H. 2009 PA FOREST STEWARDS BIENNIAL SURVEY

The 2009 edition of the PA Forest Stewards biennial survey shows that PA Forest Stewards volunteers continue to actively promote forest stewardship in their communities. We had a response rate of 74%. The total number of volunteer hours reported (45,150) was consistent with previous years' surveys. The 2009 survey estimated that volunteers reached over 16,700 friends, neighbors, or members of the public.

The most common outreach activity remains talking to neighbors and other woodland owners about forest stewardship. PA Forest Stewards volunteers are active members and supporters of Pennsylvania's local/regional woodland owner associations: 155 (64%) PA Forest Stewards were members and 67 (28%) were board members. They are actively involved in helping to shape decisions in their communities by serving on an array of advisory boards, steering committees, boards of directors, and government leadership.

A comprehensive report and one page "fact sheet" summarizing the survey results are in Appendix I.

3. FOREST STEWARDSHIP NEWS RELEASES

During this reporting period, we continued to use a Listserv[®] to enhance distribution of Forest Stewardship News Release to media outlets, Service Foresters, PAFS, extension personnel, county conservation district staff, and other interested persons. At the time of this report, we are distributing releases to 853 e-mail addresses. Releases target private forest landowners and cover a wide range of forest resource and management issues. Each news release has a short description of the Forest Stewardship Program and mentions specific Forest Stewardship resources readers can obtain, for no-charge, by calling the Program's toll-free number (1-800-235-WISE). See Appendix J for releases distributed during this reporting period.

The Forest Stewardship News Releases are archived on the PA Forest Stewards Web site (http://paforeststewards.cas.psu.edu/news_archive.html). Clippings from Forest Stewardship News Releases that appeared in newsletters and newspapers are in Appendix K.

4. STEWARDSHIP PUBLICATIONS

A. *Forest Leaves*

The *Forest Leaves* newsletter continues as a joint venture among the Pennsylvania Forest Stewardship Program, the Pennsylvania Tree Farm[®] organization, and the Pennsylvania Forestry Association. All partners provide financial support for the newsletter by paying printing and mailing costs for their organization members. At the close of this reporting period, circulation was 11,116. During this period we continued efforts to clean databases and remove invalid addresses. This involved deleting many addresses which were no longer deliverable. *Forest Leaves* continues to be one of the most widely distributed forestry publications in the state. See Appendix L for issues released in this reporting period.

Forest Leaves is one publication visitors can download from Penn State's School of Forest Resources Natural Resources Extension Web Site: <http://RNRext.cas.psu.edu>.

Starting in 2003, subscribers could elect to receive *Forest Leaves* via e-mail, which is helping reduce mailing and printing expenses for the Pennsylvania Forest Stewardship Program and other newsletter partners. At the end of the reporting period, 1,935 people elected to receive the newsletter by e-mail.

B. Forest Stewardship Bulletins

All existing Forest Stewardship Bulletins (15 titles) are available on Penn State's School of Forest Resources Web site: <http://RNRext.cas.psu.edu>.

After the initial printing, Penn State's College of Agricultural Sciences continues to cover the costs of reprinting publications as their commitment to the Forest Stewardship Awareness and Knowledge grant. The College also distributes the publications free-of-charge.

C. Free Publications Flyer

The Forest Stewardship Associate continues to produce and update a Free Publications: Pennsylvania Forest Stewardship Program flyer, which lists selected free publications available. Appendix M contains a recent copy of the flyer.

5. EVENTS

A. AG PROGRESS DAYS

Ag Progress Days, an annual event held near State College, is a unique opportunity to show case forest management to a diverse audience. This year, along with the PA Bureau of Forestry, and Penn State Cooperative Extension, the Quality Deer Management Association (QDMA) and PA Game Commission cooperated in hosting tours through the 30-acre demonstration forest. As a result of the expanded partnership and other volunteer support, we had three themed tours: Oak Regeneration and Pine Thinning; Wildlife and Deer Habitat Management; and History in the Woods: The Charcoal Collier. In preparation for the tours, a demonstration food plot was established on an expanded ½ acre landing, a charcoal hearth was built. This year we expanded to 11 tours over the three days and hosted nearly 405 visitors on the hour-long tours.

B. BEST PRACTICES FOR WOODLAND OWNERS ASSOCIATIONS CONFERENCE

The fifth Best Practices for Woodland Owners Associations Conference was held on November 20, 2010 in State College. To accommodate participants and to share the topic more widely, the WOA conference and the second PA Forest Stewards' in-service training were merged. Titled, Communicating Forest Stewardship, seventy-two participants representing woodland owners associations, PA Forest Stewards, and guests attended this full day workshop. Presentations were given on the Getting Your Message Out through Print and Electronic Media, Planning for the Future of Your Forest: Tools for Your Toolkit, Talking with Other Landowners, and Resources You Need and Resources We Can Create. Continued this year was a poster session for groups and individuals to showcase events/activities from the past year of which they are most proud. Attendees appreciated the opportunity to learn, interact, and garner support and resources for their groups. A copy of the conference agenda is found in Appendix N.

6. TOLL-FREE TELEPHONE NUMBER (1-800-235-9473)

This number continues to serve forest owners as they seek information resources to guide their land management activities. It remains an important link to the PAFS volunteers when they require information, advice, and assistance with their numerous activities. We also list this number on all news releases and publications so that the public can subscribe to *Forest Leaves* or request publications.

7. STEWARDSHIP PLAN WRITERS' TRAINING

The Forest Stewardship Associate, the State Extension Forester, and the Stewardship Coordinator from the Pennsylvania Bureau of Forestry conducted one Stewardship Plan Writers' Training Sessions this year. On April 9, we conducted sessions at the Pennsylvania College of Technology with students enrolled in the Forest Land Management course. Thirty-five students completed the training sessions and will be eligible to write plans upon graduation. To write Stewardship Plans in Pennsylvania, foresters and other natural resource professionals must attend a training session.

8. FOREST STEWARDSHIP ACTIVITIES BY PENN STATE EXTENSION FORESTERS

A. Junior Forest Steward Patch Program

The Pennsylvania Junior Forest Steward program (PJFS) continues to draw adults and youth (ages 8-12). This program which is appropriate for formal and non-formal educational settings allows youth to earn a Junior Forest Steward embroidered patch. To earn the patch participants read an interactive publication and participate in a forest stewardship group activity led by an educator or helper. The program became available in February 2007. Since its launch 4,668 publications have been requested and 3,097 youth have completed the program.

B. Landowner Meetings

Forest Landowner meetings remain one of the important ways of reaching private landowners. Most of the larger meetings occur in late winter and early spring. Local Woodland Owner Association meetings build a sense of community around forests are very important. Forest

Landowner Conferences are offered each spring in regions across the state. Forest Landowner Conferences are full-day regional workshops and presentations aimed at private forest landowners to educate them about resources available and issues or opportunities for their forestland, to enhance their skill sets and help them better care for their land. Extension professionals organize the conference, solicit speakers and give presentations.

Three conferences were held in the Spring 2010 for which we have evaluative data. These conferences were coordinated and led by extension personnel:

- Clarion Landowners Conference, Saturday, February 20, Fryburg, PA, 65 attendees.
- Central Region Forest Landowners Conference, “What Every Forest Landowner Needs to Know,” Saturday, February 27, State College, PA, 70 attendees.
- Northeastern Woodland Owners Conference, “Economic Benefits from Your Woodland,” Saturday, March 6, Williamsport, PA, 54 attendees.

The Western Pennsylvania Landowner Conference, to be held at Penn State Beaver, was cancelled due to lack of registration.

Extension personnel also participated in the Blair Forest Landowners Conference, March 13, Altoona, PA, 77 attendees, and the Erie Forest Landowners Conference, January 30, Penn State Behrend, 120 attendees. We do not have evaluation data for these two conferences.

Extension personnel made 17 presentations reaching 386 participants at regional private forest landowner conferences.

Of those conferences for which we have data (189 participants at 3 regional conferences), 153 (81%) indicate moderate to considerable new knowledge from the sessions; 138 (73%) indicate moderate to considerable skill improvement; and 132 (70%) indicate moderate to considerable likelihood that they will implement a sustainable forestry practice, with 53 (28%) already undertaking sustainable activities. Additionally, 169 (89%) agreed or strongly agreed that they intended to sustainably manage their woodland; 151 (80%) agreed or strongly agreed that they

felt confident passing on what they'd learned to their peers; 75 (40%) agreed or strongly agreed that they would develop a management plan, with 72 (38%) already in possession of a management or stewardship plan; 151 (80%) agree or strongly agree that they will seek expertise from a natural resources professional; and 165 (87%) agree or strongly agree that they will seek out other resources and educational events to help them.

C. Landowner Associations

The first county landowner association was organized in 1981. Since then, the number of associations has risen to 27 organizations due to continuing efforts by our PA Forest Stewards volunteers and Bureau of Forestry Service Foresters. These associations hold four to six meetings annually. The important impact of these groups is the dialogue they are creating at the county level involving landowners, foresters, loggers, forest industry, and the public. Most often, PA Forest Stewards volunteers are central players in these associations.

D. PA Forests Web Seminar Center

On October 14, 2008, Renewable Natural Resources Extension personnel launched the PA Forests Web Seminar Center to the general public (<http://rnrext.cas.psu.edu/PAForestWeb/>). A monthly online presentation with discussion tool, the seminar center allows landowners, natural resources professionals, and other interested parties to participate in a discussion and learn from experts in the comfort of their home or office. With only a high speed Internet connection and audio required, participants listen to a 40 minute presentation by experts in the topic area, and then type in their questions to the presenter for clarification and further explanation.

During this reporting period, ten seminars were held (seminars are held on the second Tuesday of every month at noon and 7 p.m.) pertaining to Forest Stewardship: January 12, 2010 – Beginning Maple Syrup Production, presented by Bob Hansen, Forest Resources and Maple Products Extension Educator, Penn State Cooperative Extension; February 9 – Regenerating Hardwood Forests: Managing Competing Plants, Deer, and Light, presented by David Jackson, Forestry Extension Educator, Penn State Cooperative Extension; March 9 – Deer Habitat Management, presented by Tim Pierson, Forestry Extension Educator, Penn State Cooperative Extension; April 13 – Lyme Disease in Pennsylvania, presented by Stephen Jacobs, Urban Entomologist, Penn State Department of Entomology; May 11 – Migration Madness: Identifying

PA's Migrant Songbirds, presented by Margaret Brittingham, Professor, Penn State School of Forest Resources; and June 8 – Cultivating Forest Stewardship in Youth, presented by Sanford Smith, Natural Resources and Youth Extension Specialist, Penn State School of Forest Resources; in July and August, we took a summer hiatus; September 14 – Restoring American Chestnut, presented by Sara Fitzsimmons, Northern Appalachian Science Coordinator, The American Chestnut Foundation; October 12 – Acquiring Property Maps, Boundaries, and Attributes for Private Properties Using GIS and GPS, presented by Brent Harding, Senior Forester, Penn State School of Forest Resources; November 9 – Forest Access Road BMPs, presented by Tony Quadro, Assistant Manager, Technical Programs Coordinator, and Forester, Westmoreland County Conservation District; and December 14 – Grouse and Woodcock, presented by Mark Banker, Senior Biologist, Ruffed Grouse Society. The seminar series reached 1,555 participants at live presentations with an additional 1,213 asynchronous views.

An additional four seminars were presented using the PA Forest Web Seminar Center classroom to assist wildlife extension personnel in their outreach. The series, titled “Wildlife and the Plants They Love to Hate,” included presentations on: March 1 – Guess Who Is Coming to Dinner, presented by Gary San Julian, Professor, Penn State School of Forest Resources; April 5 – Deer Resistant Plans, presented by Linda S. Wiles, Monroe County Cooperative Extension; May 3 – Native Plants, presented by Linda S. Wiles; June 7 – Rabbit Resistant Plants, presented by Linda S. Wiles. This additional seminar series reached 811 participants at live presentations with an additional 441 asynchronous views.

Presentations have been confirmed monthly for the next several years. The online seminar presentations have been approved for Society of American Foresters, Certified Forester Education credits, Certified Conservation Planner Wildlife Credits, and Master Gardener Continuing Education Credits.

Currently 1700 participants have registered as a Friend of Penn State to take advantage of the webinar series. Participation is growing as the webinars are advertised more widely.

E. Forest Stewardship Focused Research

The Forest Stewardship Program at Penn State embraces the College of Agricultural mission to extend research through extension. To be effect at conveying the Forest Stewardship message, it is essential that we understand our audiences and their needs. To this end, we seek research funding and projects that relate to the outreach efforts described in this report. Although the funding received from the Forest Stewardship Program do not support this work, the findings directly benefit our shared understanding about private forests and their owners. During the past year, we have moved several studies forward.

Bureau of Forestry Parcelization Study: Using key informant, phenomenological, and semistructured interviews, this project explored PFL motivations and decision-making processes as they plan for the future of their forestland as they decided to subdivide and sell forestland, leave forestland to heirs, sell or donate conservation easements, or commit to none of these options. To provide context and a deeper understanding of how PFLs make decisions about their forestland, PFLs who had recently subdivided and sold forestland, gifted forestland, sold conservation easements, or had not yet committed to any plan in three counties were asked to tell about their experiences. Study counties were categorized as being highly developed, moderately developed, or rural. Findings suggest PFL's relationship and attachment to their land influenced their decision. Those who have not committed to any action and sold or donated easements expressed a strong attachment to their land. Conversely, PFLs who subdivided and sold forestland perceived the land as enabling and were less connected to it. In addition, family communication and relationships emerged as important factors in the planning process. PFLs expressed interest in giving land to heirs, particularly in the no action group. Lack of communication with heirs, strong connection to the land, and wariness of their economic future promotes planning indecision among PFLs in the no action group. Lack of knowledge of planning alternatives among PFLs who subdivided and sold suggests that planning education and information would aid decision-makers. Easement holders perceive having greater control over their land through the easement. Findings will inform land planning survey development.

Bureau of Forestry Landowner Study: Private forest landowners (PFLs) own the vast majority of eastern US forests and collectively decide how these forests are managed and, ultimately, whether or not they remain forested. The US has long relied on private forests to provide clean air, protect watersheds and stream banks, the aesthetic backdrops to cities, towns, and

communities, countless recreation opportunities, and habitat for myriad species of wildlife, plants, and fungi. Private forests have also provided the majority of US timber supply and economic opportunities for timber production. While research of this important population has been conducted for many years, little has been done to standardize sampling of PFLs and estimation of population parameters thus frustrating comparisons among studies and efforts to track changes over time. This dissertation challenges the presumptions with which PFL research has been previously conducted, lays a foundation for sound, future research, and begins exploring important aspects of private forest landownership. The research presented here focuses primarily on the approaches employed by the United States Department of Agriculture Forest Service to sample PFLs and estimate parameters of the PFL population and of private forestland across the nation. Issues revealed substantively challenge traditional approaches and long-held conclusions about the underpinnings of PFL research as well as how these PFLs have influenced the use and conversion of US forests. With a new foundation, this dissertation also explores decision making processes and the effects of PFL attitudes, values, and beliefs on timber utilization on private lands in the context of an increasingly parcelized forest.

New York and Pennsylvania Volunteer Assessment and Marketing: With funding from the US Forest Service, Cornell and Penn State Universities are cooperating on a study to explore motivations, attitudes, and activities of their volunteer program participants (Master Forest Owners and PA Forest Stewards, respectively) relative to their larger statewide private forest landowner surveys. The purpose for conducting the volunteer/landowner comparisons is to learn about and identify “market” segments, preferred outreach methods, and the need for targeted, relevant education materials to address parcelization in the two state area. Currently, we are developing the volunteer survey instrument.

Assessment of Biophysical and Social Constraints on Timber Availability: We recently completed an analysis of biophysical and social constraints on timber availability and presented results at the November meeting of the Pennsylvania Hardwood Development Council (HDC). Following a pilot study in two PA counties, the HDC funded an expanded analysis of constraints on access to private forestland for timber extraction in 25 additional counties. Our analysis examined spatial relationships among forestland and biophysical constraints such as steep slopes, proximity to water features (i.e., streams, water bodies, and wetlands). Additionally,

spatial parcel datasets and forest cover allowed an enumeration of private forest landowner (PFL) populations and detailed descriptions of the distribution of forestland by acreage class (property size). These enumerations were then combined with results from our 2006 statewide survey of PFLs to assess the social constraints to timber extraction. Specifically, we explored the acreage of forestland owned by PFLs opposed to timber harvesting and/or unlikely to harvest (for other reasons such as logistical constraints or economies of scale). Results demonstrate that social constraints far outweigh biophysical constraints. Results also reveal drastic differences between urban and rural areas of the state; in more urban areas, more forestland is owned on small parcels whose owners are significantly less likely to conduct timber harvests. Discussion with Council members surrounded a need to discourage parcelization, evolve forest extraction methods to work on smaller properties, and expand outreach to local governments who are increasingly passing timber extraction ordinances that further constrain access.

Working Forest Landscape: With increasing parcelization and the need for improved forest stewardship across the landscape, we have been searching for tools that would encourage cross boundary cooperation to conserve working forests in Pennsylvania. Conservation easements have been the *de facto* tool, but many landowners misunderstand opportunities available to them under an easement or conservancies administering the easements aren't quite sure how to manage them for working forests, though this is changing quickly. To investigate opportunities available to landowners and their willingness to cooperate to conserve, masters student Richard Hill has been interviewing landowners with easements on their properties to create a series of case studies highlighting the benefits and challenges of conservation easements. He has also investigated Pennsylvania's land preservation programs and found that the existing Agricultural Security Area might be a tool that would encourage landowners to come together to conserve their land and provide an extra layer of protection against nuisance laws and some development threats, e.g., imminent domain seizures. Focus groups held in the Chesapeake Bay watershed indicated values and routes by which we could target landowners with a conservation message. Next steps are facilitated discussions to present the idea of easements and Ag Security Areas as a tool to both conserve land and promote cross boundary cooperation. This project received support from the American Forest Foundation and the US Forest Service.

FireWise Youth Education: Support for the PA Bureau of Forestry and the US Forest Service has been supporting the development of outreach and marketing materials for Pennsylvania's FireWise program. While the risk of wildfire in Pennsylvania is generally seen as low, the expansion of wildland urban interface (WUI) has raised concerns about escalating risk. As well, the recent passage of prescribed fire legislation elevates the need to provide education resources about the merits of fire. After conducting facilitated discussions in communities recognized for high wildfire risk, with FireWise communities, and township officials, the conclusion was to develop a *From the Woods* publication and curriculum materials for 4th – 6th grade youth. The materials are in the writing stage.

LIST OF APPENDIXES

- Appendix A List of Pennsylvania Forest Stewards Steering Committee Representatives, Coordinators, and Advisors
- Appendix B Pennsylvania Forest Stewards Steering Committee Minutes (March 19, 2010)
- Appendix C Pennsylvania Forest Stewards Steering Committee Minutes (November 19, 2010)
- Appendix D Pennsylvania Forest Stewards Volunteers Class of 2010
- Appendix E Pennsylvania Forest Stewards 2010 Basic Training Agenda
- Appendix F Pennsylvania Forest Stewards 2010 Annual Meeting Invitation and Agenda
- Appendix G 2010 *Pennsylvania Forest News* Newsletter (Jan/Feb, Mar/Apr, May/June, Jul/Aug, Sep/Oct, Nov/Dec 2010)
- Appendix H Media Articles Written by or Featuring Pennsylvania Forest Stewards
- Appendix I Summary Report of 2009 PA Forest Stewards Biennial Survey
- Appendix J *Forest Stewardship News Releases* (January through December 2010)
- Appendix K *Forest Stewardship News Release* Clippings
- Appendix L Winter, Spring, Summer, and Autumn 2010, *Forest Leaves*
- Appendix M *Free Publications: Pennsylvania Forest Stewardship Program* Flyer
- Appendix N 5th Annual Best Practices for Woodland Owners Association Conference Agenda