

# Welcome to the Society of American Foresters

***We're changing SAF and now is a time for your involvement! Do not be asleep at the wheel. We want to increase the relevance of SAF while maintaining our core beliefs, traditions and purpose. To do so we need your ideas, support and active participation."*** - Dave Walters, President, January 2014



# Our Mission Stands Firm

The mission of SAF is to advance the **science, education, technology, and practice of forestry**; to enhance the competency of its members; to establish professional excellence; and to use the knowledge, skills, and **conservation ethic** of the profession to ensure the continued health and use of forest ecosystems and the present and future availability of forest resources **to benefit society**.

SAF Constitution: Article II. Sec. 1



# SAF's Core Values are Sound

- Forests are a fundamental source of global health and human welfare
- Forests must be sustained through simultaneously meeting environmental, economic, and community aspirations and needs
- Forest resource professionals are dedicated to sound forest management and conservation
- Forest resource professionals serve landowners and society by providing sound knowledge and professional management skills



# Society of American Foresters

**Thriving forests. Essential resources. Strong communities.**

- We challenge land-owners, decision-makers and society at large to make choices about our forests based on professional knowledge, leading-edge thinking and a century of practical experience.
- We seek viable pathways forward, balancing diverse demands on our natural resources.
- We set the standard in forest management, bringing science, best practice and the best people together to actively shape the future of the profession.

‘For the greatest good. For the greatest number. For the long run.’

**Society of American Foresters**

Evolving Forest Management since 1900



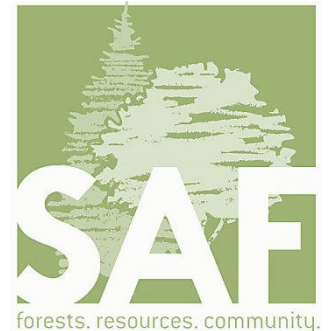
# What have we learned?

We are in the business of advancing forest science & education, and improving the practice of forest management.

We seek continuous improvement.

Our credibility and ability to demonstrate the value of being an SAF member is everything.

We must “grow the pie.”



# Changes already made by Council

- Committed funds to improve website and databases
- Provided membership information on website
- Implemented tiered dues structure
- Established Founders Circle
- Implemented ForestEd.org website
- Established pathway for SAF Technicians to become Certified Foresters (CF)
- Passed resolution to govern SAF under DC Nonprofit Corporation Act of 2010
- Approved balanced budget for 2014



# Changes made by Staff

- Co-Hosted “The State and Future of US Forestry and the Forest Industry Conference”
- Published *Introduction to Consulting Forestry*
- Submitted *amicus brief* and hosted seminar on Capitol Hill concerning Forest Roads
- Maintained an SAF Carbon Accounting Response Team
- Created Certified Urban Forester credential
  - California Urban Forest Council partnership
- Added Implications Statements to JoF articles



# Six Key Actions for 2014

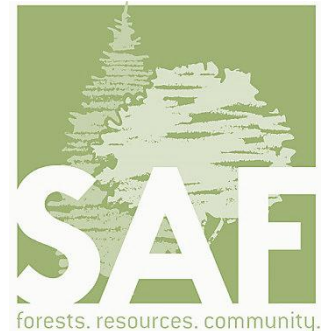
1. Hire, welcome & mentor new Chief Executive Officer (CEO).
2. Complete the sale of headquarters property & develop investment strategy for proceeds
3. Increase SAF Membership
4. SUNY ESF will one of 1<sup>st</sup> schools to undergo an accreditation review under the new Natural Resources/Ecosystem Management (NREM) standard for their Natural Resources Management degree program
5. Host an outstanding national convention with CIF/IUFRO colleagues in Salt Lake City.
6. Ratify updated Articles of Incorporation & Bylaws



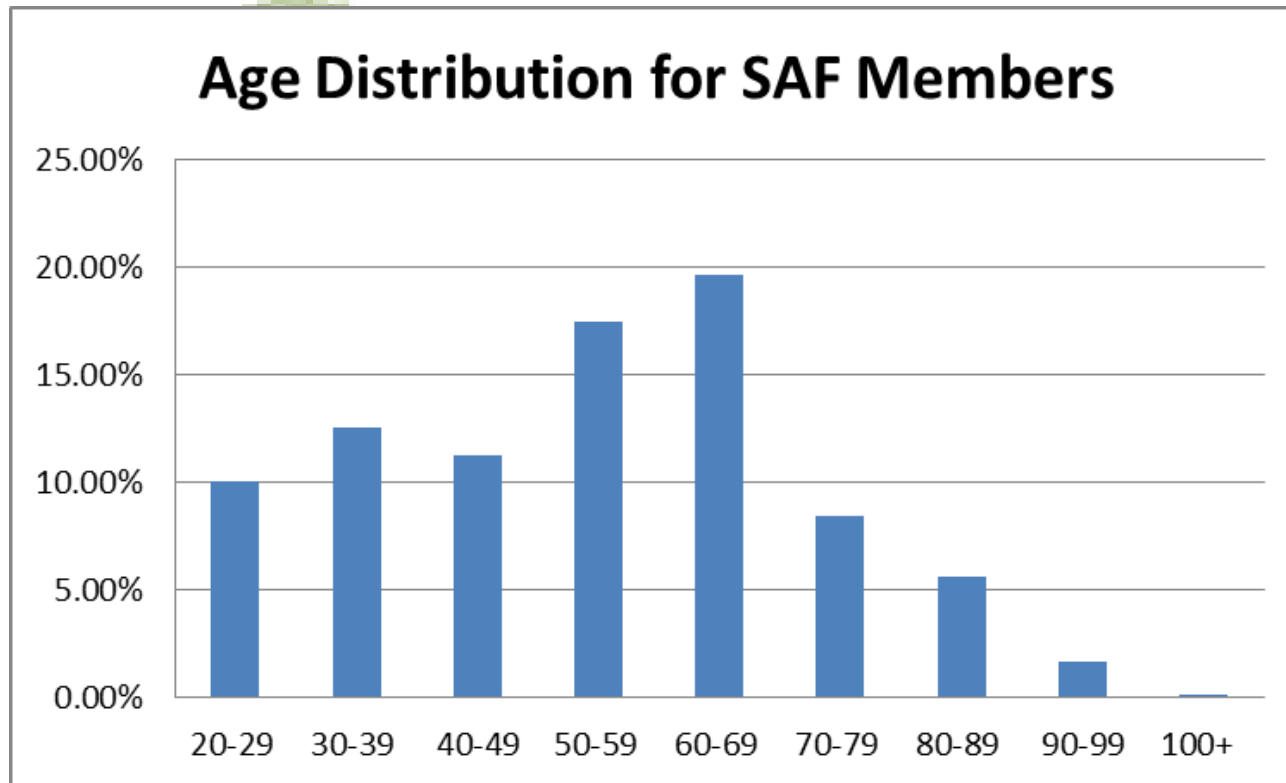


# Other SAF Priorities for 2014

- Develop new relationships and coalitions
- Continue strong SAF policy program on key issues (e.g., federal appropriations; wildland fire; forest roads; etc.)
- Improve SAF member services and operational efficiency (regional models)
- Improve SAF governance structure & program effectiveness
- Engage House of Society Delegates (HSD) more effectively
- Support SAF committees to improve and grow SAF
- Increase revenue from CF program activities, publications, Founders Circle, etc.
- Complete investment policy/procedures
- Manage endowment funds from property sale and consider appropriate investments for a portion of these funds (additional staff, architectural study on headquarters building and deferred maintenance needs)
- Recognize outstanding accomplishment and excellence



# Challenges Ahead: Member Demographics

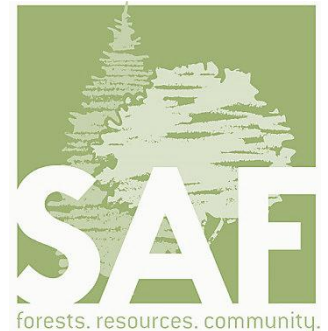


# Membership Goal

Currently 33% of members are <50 years of age

We must:

- recruit and retain more young members
- increase 20-30-40 age classes
- recruit natural resource professionals
- retain student members after graduation
- find strong and engaged faculty advisors
- put young members to work in SAF



# Funding Goal

Dues accounts for nearly 40% SAF revenue.

National conventions 20%

Publications 20%

- Goal to reduce revenue from dues to <20% and replace this revenue from new sources.



# SAF Needs You

Demonstrate your passion for the profession as we reach out to others to “grow the pie.”

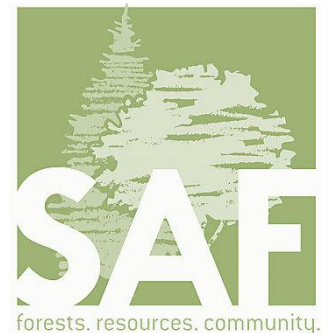
Engage and encourage young professionals.

Develop coalitions with other groups and organizations.



# SAF Needs You

- Public agency employees – ***Recapture their passion***
- Industry foresters - ***Deliver value***
- University professors - ***Recapture their commitment to SAF***
- Consulting foresters – ***Deliver value***
- Students - ***They are our life blood***
- Urban foresters - ***Provide value, seek their involvement***
- Natural resource professionals - ***Welcome and engage***



# You Need SAF

- SAF is an organization that includes professionals across the broad field of forestry and natural resource science, education and management – a broad and inclusive field
- SAF publications and science and policy information keeps members abreast of current science and key issues
- SAF has proven capacity to influence public policy
- SAF provides superb capacity for networking
- SAF helps individuals learn new competencies and develop personal leadership skills and a sense of community
- SAF provides young members access to some of the profession's key executives and leaders



# Call to Action

- We need you, and with your support, we will continue to be a strong professional organization that is based on the science, education and practice of forestry.
- There is a place for you in SAF – get involved
- We are committed to continuous improvement.
- We need your ideas and your help as we take bold steps to move forward together. Let's have some fun and get moving!





