

Mission Statement: Dedicated to promoting the thoughtful stewardship of Vermont's privately-owned working forests

Priority	Vision	Goal	Action	Who	When
High	1. Nurture an inspector corps that believes in the system.	A. Recognize forester efforts on behalf of VTF	i. Inspecting forester update newsletters sent twice a year (mail and email)	Kathleen & Kathy; committee to review	Yearly, end of July and Jan/Feb
			ii. Credit forester by name in press releases and VWA newsletters for inspections and participation in VTF sponsored activities.	GWC Inspectors to provide info.	Ongoing
High		B. Outreach to consultants on funding available for enrolling UVA properties in Tree Farm	i. Make reimbursement form available at VTF website	GWC	Now
			ii. Present information on program and reimbursement form at Forester Field Day	Kathy	Done (ongoing)
			iii Send electronic version of reimbursement form to forester upon receipt of new TF application	GWC	Ongoing
Low		C. Engage new inspectors	i. Support ATFS curriculum introduction at appropriate forestry schools		
			ii. Provide inspecting forester training annually		
High			iii. outreach with county foresters	Kyle – file letter for county foresters. Paul Harwood to write.	Now
Med	2. A vibrant and growing Tree Farm program	A. Ensure Tree Farmers know they are connected	i. Provide crossbar with Tree Farm name when sign is presented	Alan Robertson to check with VAST	

		to and part of a larger network			
		B. Increase number of Tree Farmers in Vermont	i. Partner with VWA on annual new landowner mailing: <ul style="list-style-type: none"> • Include white paper in mailing • Follow up phone calls with a sample of those receiving mailings 		
			ii. Insure Tree Farm information is included as part of regular COVERTS training		
			iii. Host public informational meetings on Tree Farm program		
		C. Ensure new Extension Forester is familiar with VTF	i. Meet with individual when named and present information on Tree Farm and how it helps him/her achieve outreach goals		
High	3. VT Tree Farm has effective and regular communications with members and volunteers	A. Provide VWA with content for joint print and electronic communication to all Tree Farmers, Inspectors, and VWA members	i. Include one Tree Farmer or forester profile in each quarterly newsletter	KW to develop interview template. Al Robertson to identify inspectors & TFers for profiling and get information w/photos	Now
			ii. Include one Tree Farm item in each monthly e-newsletter	Kathy Beland – GWC to remind one week ahead	Monthly
Low		B. Take advantage of social networking to expand reach of VTF	i.		
		C. Send status update letter to all Tree Farmers	i. Mail merge personal info for each TF	GWC	Post audit feedback and

		annually			annually thereafter
Med	4. VT Tree Farm has an effective education component	A. Develop marketing campaign to show the benefits of the Tree Farm program to Tree Farmers, foresters, and general public.	i. a qualified person as Public Relations chair for VTF		
			ii. Work with communications professionals to quantify Tree Farm benefits and market through traditional and new media outlets		
			iii. Create a one-page white paper on benefits of Tree Farm		
			iv. Create media packet for distribution at VTF events		
Med		B. Educate the public on the values and benefits of Tree Farm	i. Present information on Tree Farm to local Vo-Tech forestry programs		
			ii. Utilize the tools developed in the marketing campaign to show the value of the Tree Farm program and the benefits it delivers to all		
			iii. Tell the story of local wood – local good to end user of products from Vermont Tree Farms		
		C. Develop effective educational programs for Tree Farmers	i. Utilize tools developed for marketing campaign to show the benefits of Tree Farm participation for Tree Farmers		
			ii. Increase support and cooperation with VWA on Walk in the Woods events: <ul style="list-style-type: none"> • Host at least 4 Tree Farm tours in 2013; 5 Tree Farm tours in 2014; 		

			6 Tree Farm tours in 2015, highlighting how the standard fits into a Tree Farm's management		
Low		D. Develop an effective program of training Inspecting Foresters	i. Qualify at least 2 additional facilitators to present TF trainings	M. Burns to provide training to Kathy Beland and Kathleen Wanner	April 10, 2013 (complete)
			ii. Utilize tools developed for marketing campaign to show the benefits of Tree Farm participation for foresters		
High	5. Create a robust Project Learning Tree program integrated within VT Tree Farm	A. Implement Strategic plan developed for VT PLT	i.		
		B. Involve Tree Farmers and Inspectors as hosts and subject matter experts for PLT activities	i. Recruit individuals to participate in training workshops as appropriate; obtain a commitment to participate in PLT activities	Promote Northwoods Facilitator training. (Cersosimo, Plum Creek, IP, Finch, Columbia, Land Vest funding?)	Now
Low	6. VT Tree Farm operates in a professional business-like manner and provides services in a manner expected as such	A. Ensure conformity to ATFS certification requirements	i. Implement relevant corrective actions as a result of 2013 assessment		
High		B. Achieve 100% of annual required inspections	i. to send status report to all inspectors annually w/info on TFs	Kathleen	Post audit & annually thereafter
			iii. Align reinspection schedule to match UVA plan updates		
			iv. Establish regional chairs/liaison with		

			inspectors to ensure timely completion of required and optional inspections		
High	7. VT Tree Farm has sufficient capacity to accomplish its mission, vision, and goals as described in this strategic plan	A. Create additional capacity and provide a mechanism to support leadership recruitment and development	i. Expand the committee or include additional volunteers to accomplish goals set forth in strategic plan		
			ii. Write and implement committee charter	M. Burns will support Allen Yale. KW to send historical data.	May 17, 2013
			iii. Create and keep current a leadership handbook containing roles and responsibilities of committee members and purpose, process, and product of subcommittees and standing rules for committee operation	M. Burns will support Kathleen Wanner	September 1, 2013
		B. Develop collaborative relationships with like-minded organizations to promote the Tree Farm program to additional audiences	i. Identify organizations to partner with and arrange for appropriate mechanism for discussion: Coverts Northwoods Stewardship Center Northern Woodlands Land Trust (VLT and local) Woodland Owners Assoc. Nature Conservancy Audubon Nat. Wildlife Fed. Conservation Districts Watershed groups County foresters Consulting foresters	Paul to write letter for use with groups to include in newsletter. Committee members Allen Yale – Coverts Northwoods – Jayson FPR, SAF, BCSFC – Kyle VLT – Alan R. WOA, Windham Reg. Comm., VWMA – Ian	Begin now & ongoing

			<p>SAF NELA Career Centers – Voc ACF Forest Guild Extension forester BCSFC – shelly stiles NWOA VWMA Concentration yards NEFF CT River Reg. Planning Commissions VSMA VT-NH Christmas Tree Growers</p>	<p>NEFF – Alan R. Audubon – Kathy Shelburne Farms – Alan R. Ext. forester – KW WR Cons. – Paul VWMA – KW NRCS (Toby) – Paul VTNH – Rick</p>	
High	8. VT Tree Farm is financially sustainable	A. Identify annual program costs, current and future financial needs, revenues, and develop a strategy to bridge the funding gaps	i. Meet with VWA officers to determine services provided, annual program costs, financial needs, and current revenues	Kathleen	November 1, 2013
			ii. Determine future financial needs as a result of strategic plan activities; establish a fundraising plan and mechanisms to meet the needs	Paul Harwood and Rick Bizzozero	November 1, 2013
			iii. Identify potential sources of partnership and funding: <ul style="list-style-type: none"> • Industry • Business • Tree Farmers • Foundations • Grants • Planned Giving 	Long term TFers, TFOYs, etc. for planned giving - Allen Yale Rick Bizzozero French – Alan R. Dick’s, Orvis, EMS, LL Bean, Ben Meadows, NELA	

				(check sponsors)	
			4. Coordinate with VWA to ensure that fundraising efforts do not overlap		