

Are You Up-to-date with the New Standards?

Caroline Kuebler

Senior Manager, Engagement



American Forest Foundation

Agenda

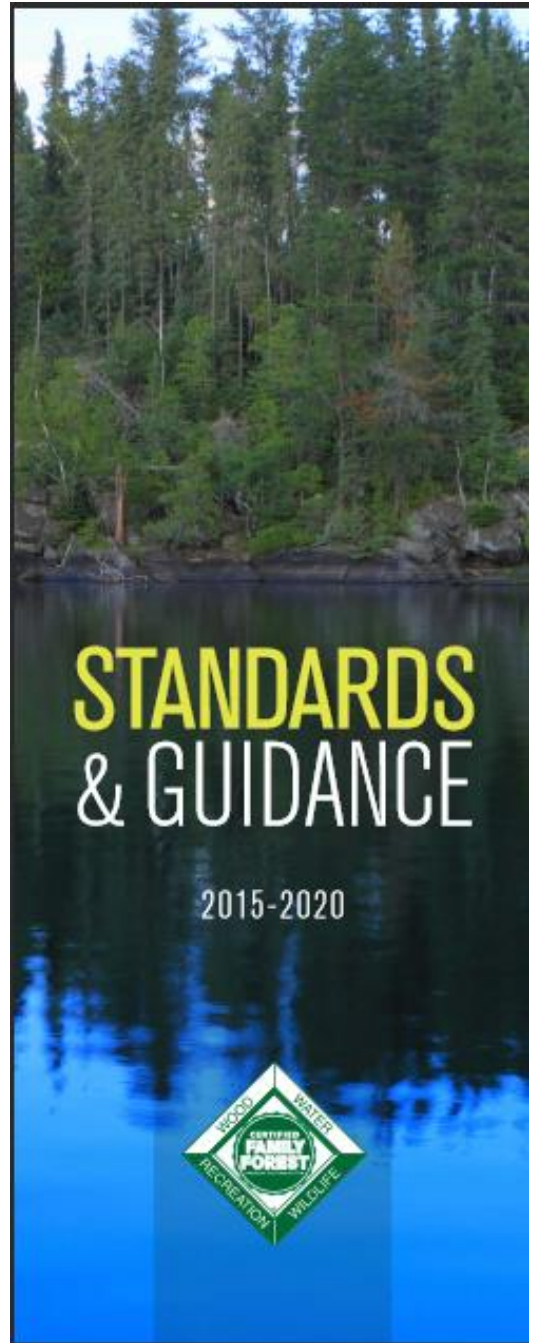
- Brief overview of the 2015-2020 Standards of Sustainability
- ATFS Website
- ATFS Addendum
- MyLandPlan.org







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Highlights of Changes

- More Guidance
- Standardized language
 - “Must” replaced with “Shall”
- Emphasis on objectives and activities
 - Related to management plans
 - Use of adaptive innovative approaches
- Expansion of BMPs
 - Standards and guidance enhanced
 - Related to air, water, soil, and site quality

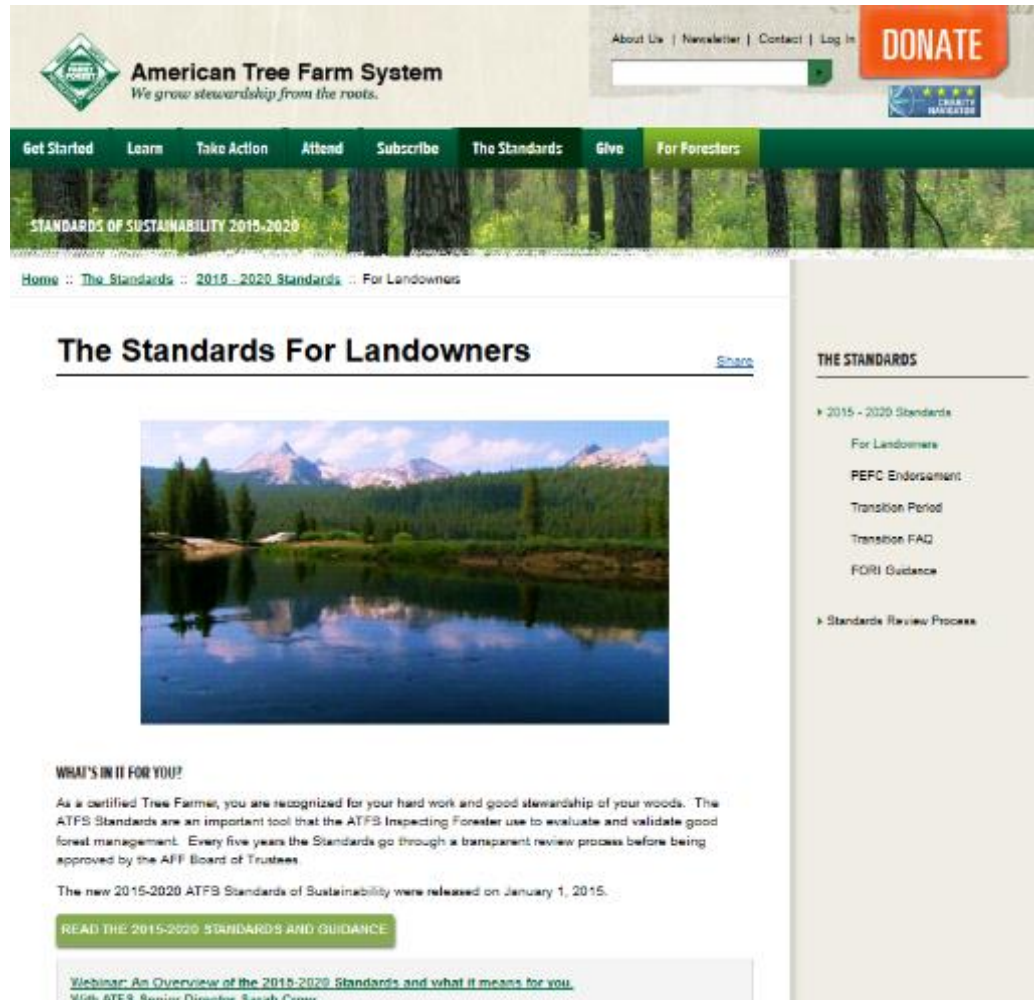


More Highlights of Changes

- T&E Species
 - Clarified obligations for protection
- Forest Health
 - Promote broader understanding
 - Stresses resilience to multiple stressors and disturbance
- Forests of Recognized Importance (FORI)
 - Formerly High Conservation Value Forests



Where to Learn More?



The screenshot shows the American Tree Farm System (ATFS) website. The header includes the ATFS logo, the text "American Tree Farm System We grow stewardship from the roots.", and navigation links: "About Us", "Newsletter", "Contact", "Log In", and a "DONATE" button. A green navigation bar contains links: "Get Started", "Learn", "Take Action", "Attend", "Subscribe", "The Standards", "Give", and "For Foresters". Below this is a banner for "STANDARDS OF SUSTAINABILITY 2015-2020". The main content area is titled "The Standards For Landowners" with a "Share" link. It features a large image of a lake reflecting mountains. Below the image, the text reads: "WHAT'S IN IT FOR YOU? As a certified Tree Farmer, you are recognized for your hard work and good stewardship of your woods. The ATFS Standards are an important tool that the ATFS Inspecting Forester use to evaluate and validate good forest management. Every five years the Standards go through a transparent review process before being approved by the AFF Board of Trustees. The new 2015-2020 ATFS Standards of Sustainability were released on January 1, 2015." A green button says "READ THE 2015-2020 STANDARDS AND GUIDANCE". Below that is a link to a webinar: "Webinar: An Overview of the 2015-2020 Standards and what it means for you. With ATFS Senior Director Sarah Crow." On the right side, a sidebar titled "THE STANDARDS" lists: "2015 - 2020 Standards", "For Landowners", "PEFC Endorsement", "Transition Period", "Transition FAQ", "FORI Guidance", and "Standards Review Process".



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www.treefarmssystem.org/atfs-standards

ATFS Addendum

- Tool for current Tree Farmers

www.treefarmssystem.org/atfsaddendum



American Forest Foundation

ATFS Management Plan Addendum for the 2015-2020 Standards of Sustainability

The American Tree Farm System® (ATFS) Management Plan Addendum is an easy-to-use tool to support Certified Tree Farmers and Family Forest owners. This tool is designed to help you understand the range of resources for consideration in the managing of your woodlands. As you consider your stewardship objectives, this tool will help ensure your activities align with the ATF 2015-2020 Standards of Sustainability (the Standards). The Standards are the benchmark for all Certified Tree Farmers and Family Forest owners, verifying the good stewardship that is expected from participants in ATFS.

This document is designed as a complement to your current management plan. Your management plan should outline the goals you have for your land and a strategy for achieving those goals. This addendum should be retained for your personal records; you may be requested to show this addendum along with your management plan to demonstrate conformance to the Standards.



Sustainable Forestry	1
Forest Health	1
Soil and Water	2
Prescribes	2
Prescribed Burning	2
WMA	3
F OI	4
Special Sites	4



ATFS Addendum



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What is My Land Plan?

www.MyLandPlan.org



The screenshot shows the homepage of the My Land Plan website. The header features the American Forest Foundation logo and the text "My Land Plan The woodland owner's resource". A search bar is located in the top right corner. A navigation bar below the header lists various options: "What do you want to do with your land?", "Enjoy it", "Protect it", "Make it healthy", "Profit from it", "Pass It On", "About", "Join Us", and "Use the AFF Tool". The main content area has a large heading "Get More Out of the Land You Love" followed by a paragraph describing the service. A prominent green "Get Started!" button is centered below the text. A photograph of a family in a forest is positioned below the button. The footer includes a "Feedback" link on the left, the American Forest Foundation logo, and two sections: "How does it work?" and "Where do I start?", each with a brief description and a form field for email address.

American Forest Foundation
My Land Plan
The woodland owner's resource

Log In
Keyword Search

What do you want to do with your land?
Enjoy it Protect it Make it healthy Profit from it Pass It On About Join Us Use the AFF Tool

Get More Out of the Land You Love

My Land Plan can help you explore and discover how to manage your forestland. Easy to use tools guide you to map your land, set goals, keep a journal and connect with woodland owners and foresters.

Get Started!

Feedback

American Forest Foundation

How does it work?

My Land Plan is helping thousands of woodland owners get the most out of their property.

Where do I start?

It's simple! Enter your email below.

Email Address

How Does It Work?



The screenshot shows the homepage of the American Forest Foundation's 'My Land Plan' website. The header includes the logo, the title 'My Land Plan', the tagline 'The woodland owner's resource', a search bar, and a 'Log In' link. A navigation bar below the header lists various options: 'What do you want to do with your land?', 'Enjoy it', 'Protect it', 'Make it healthy', 'Profit from it', 'Pass It On', 'About', 'Join Us', and 'Use the AFF Tool'. The main content area features a large heading 'Get More Out of the Land You Love', followed by a paragraph describing the platform's tools for managing forestland. A prominent green 'Get Started!' button is centered below the text, with a large red arrow pointing towards it from the left. The background of the main content area is a photograph of a family (a man, a woman, and two children) standing in a sunlit forest, looking up at the trees.

American Forest Foundation
My Land Plan
The woodland owner's resource

Log In

Keyword Search

What do you want to do with your land? Enjoy it Protect it Make it healthy Profit from it Pass It On About Join Us Use the AFF Tool

Get More Out of the Land You Love

My Land Plan can help you explore and discover how to manage your forestland. Easy to use tools guide you to map your land, set goals, keep a journal and connect with woodland owners and foresters.

Get Started!





What do you want to do with
your land?

Enjoy it

Protect it

Make it healthy

Profit from it

Pass It On

About

Join Us

Use the AFF Tool

Start Using the Land Plan Tool!

Email Address *

Re-Enter Email Address *

First Name *

Last Name *

Zipcode *

5 number or 5+4 format. Examples - 40530 or 40530-2134

Password *

Password strength:

Confirm password *

Provide a password for the new account in both fields.

How did you hear about My Land Plan?

- ☐ Search engine (Google, Bing)
- ☐ Facebook
- ☐ Twitter
- ☐ American Forest Foundation
- ☐ Article/publication
- ☐ Email newsletter

ABOUT MY LAND PLAN

This American Forest Foundation tool is helping thousands of woodland owners get the most out of their property!

What is it?

A resource for woodland owners, by woodland owners to help you protect and enjoy your woods. [Click here to play video](#)

How does it work?

Spend time on informational pages or go right to the AFF planning tool to map your land, set your goals, and receive tailored information to help achieve them.



Why use it?

Because you love your woods and want to make good decisions to keep your woods healthy and beautiful.

Sounds simple enough, but **Why Should I Use it?**

What do you want to do with
your land?

Enjoy it

Protect it

Make it healthy











Profit from it

Pass It On

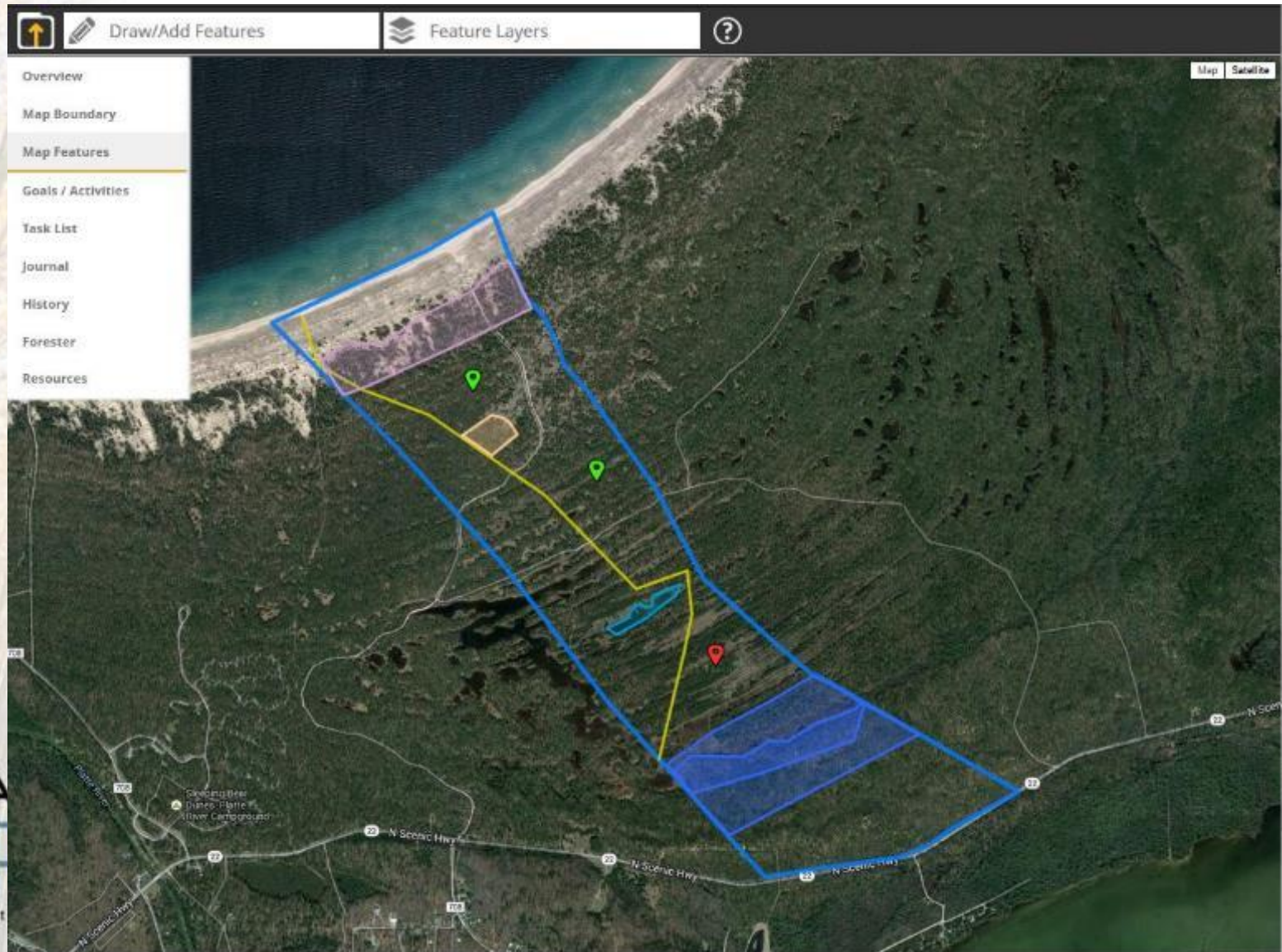


American Forest Foundation

Why Should I use it?

Overview	<input checked="" type="checkbox"/> Map Boundary and Property Details	 show
Map Boundary	<input checked="" type="checkbox"/> Map Features	 show
Map Features	<input checked="" type="checkbox"/> Set Goals	 show
Goals / Activities	<input checked="" type="checkbox"/> Select Activities	 show
Task List	<input checked="" type="checkbox"/> Plan and Log Tasks	 show
Journal	<input checked="" type="checkbox"/> Forest Journals	 show
History	<input checked="" type="checkbox"/> Record History of Your Land	 show
Forester	<input checked="" type="checkbox"/> Find a Forester	 show
Resources	 Find Local Resources	 show

Mapping Tool



How to use the Mapping Tool

Property Title *

Give your property a name like "Reed Farm", "Hiking Trails at Bittersweet and Cleveland Roads", or "Woods in Cook County". Please be assured that this and all other information you add to your account is completely private.

Location of Your Land

Address 1

Filling in this information will help you find your property on the map, making it easier to outline the boundaries of your property. If your property does not have a postal address, include a city/state to get you close.

Address 2

City

State *

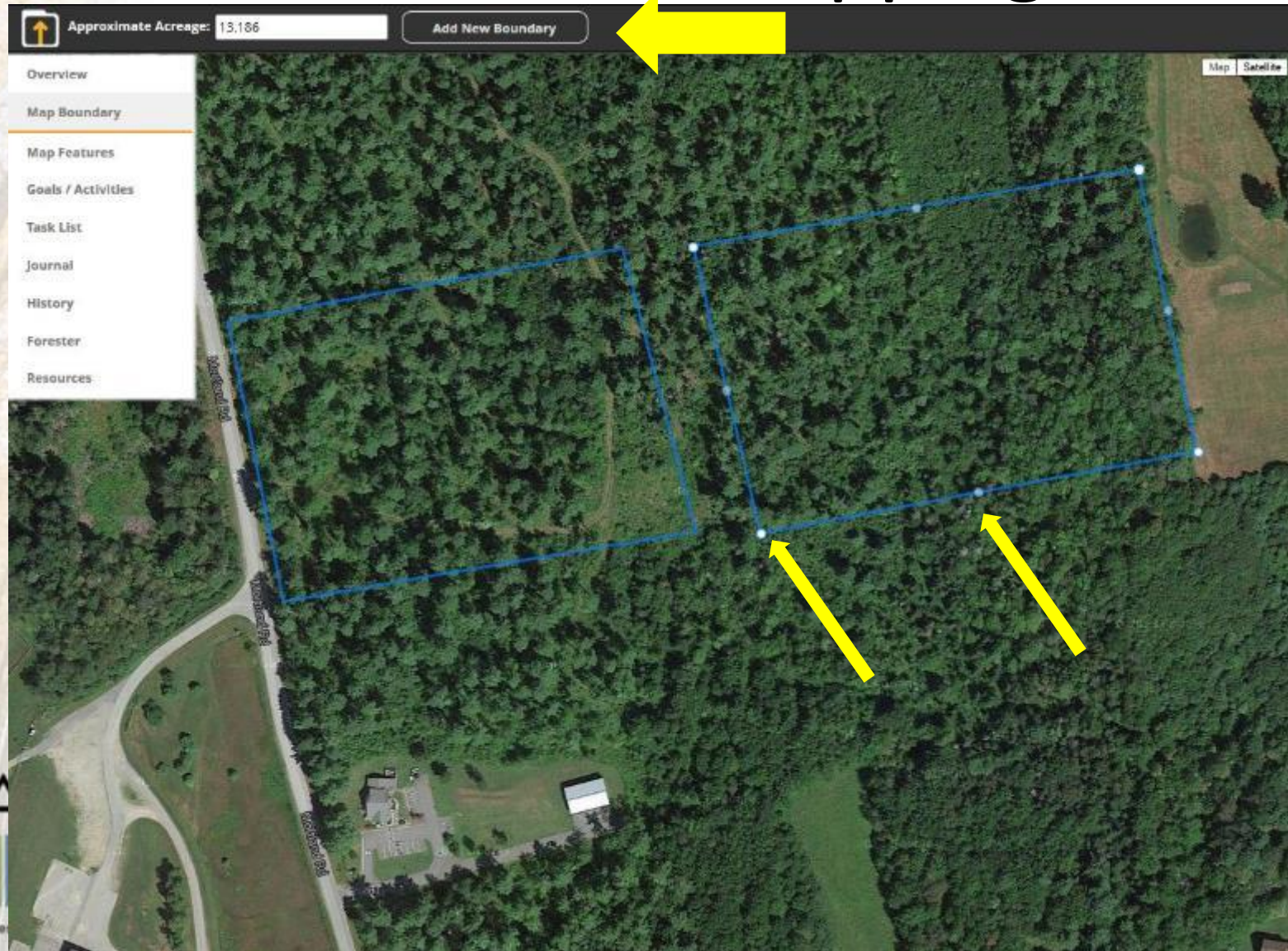
Zip Code

If you are a member of the American Tree Farm System, enter your ATFS number here. (Optional)

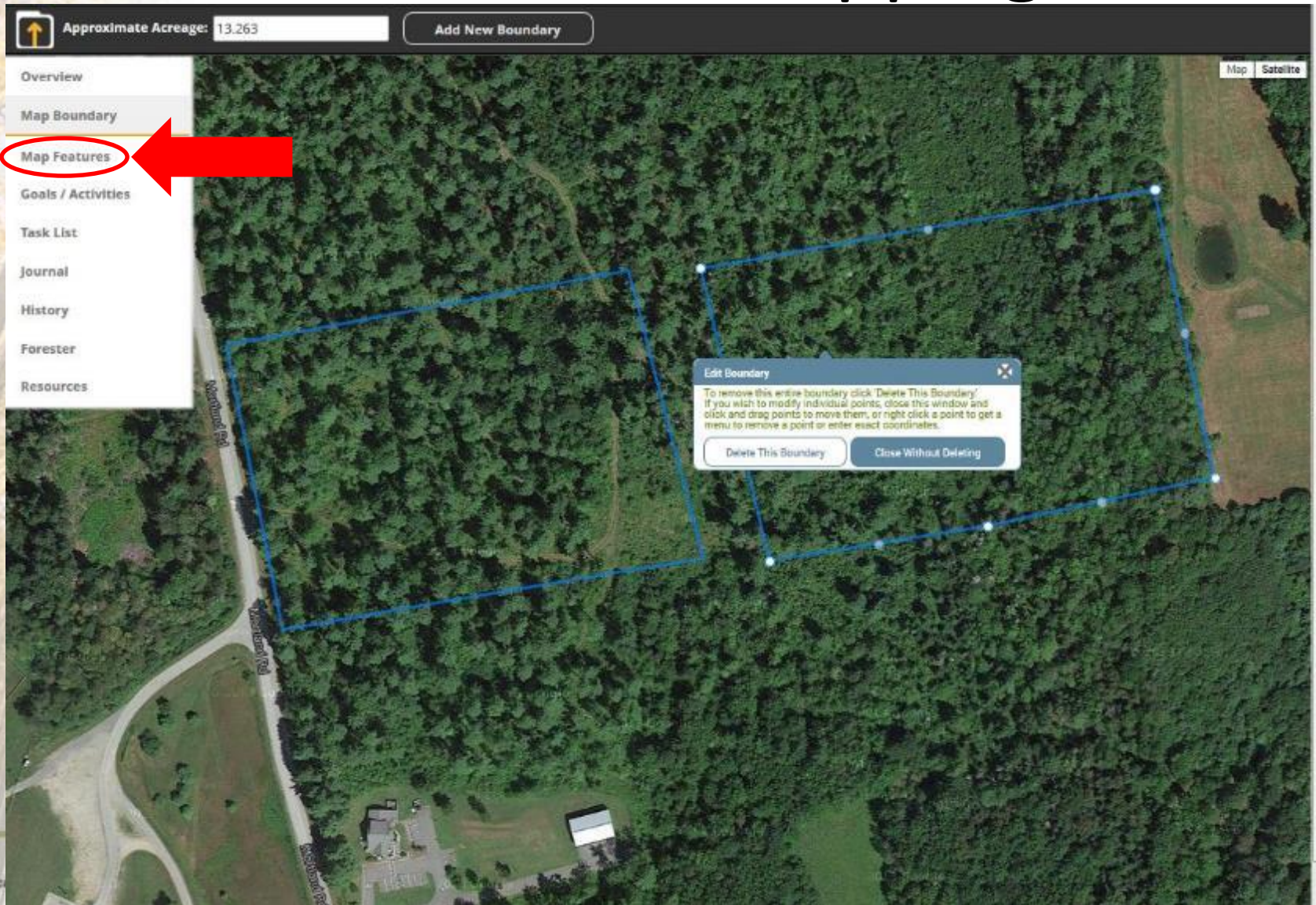
The American Tree Farm System (ATFS) is the largest and oldest sustainable woodland system in America, internationally recognized, meeting strict third-party certification standards.

Continue

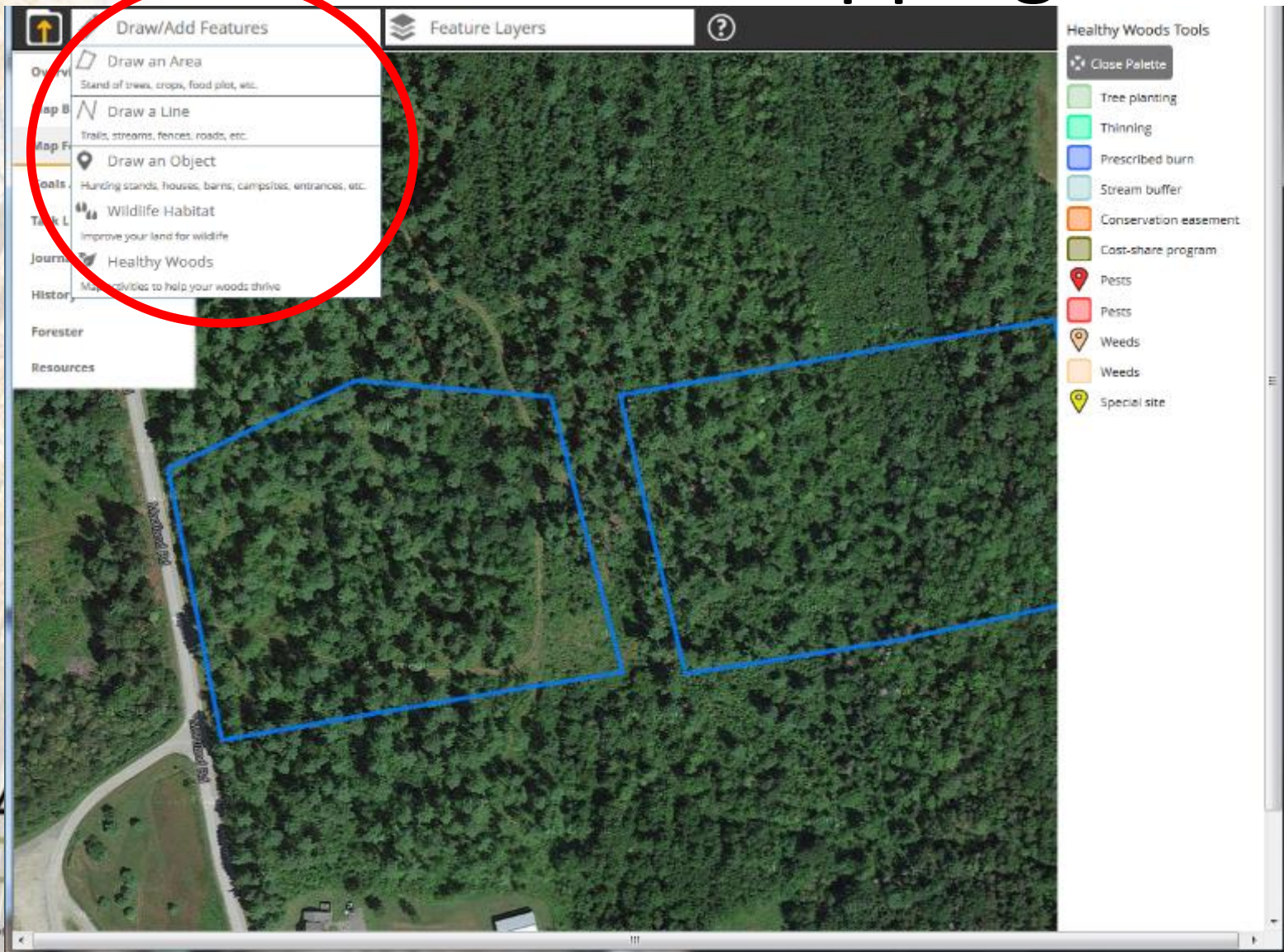
How to use the Mapping Tool



How to use the Mapping Tool



How to use the Mapping Tool



Goals and Activities

Overview

Map Boundary

Map Features

Goals / Activities

Task List

Journal

History

Forester

Resources

Step 1: Choose a topic (Enjoy it, Protect it, etc.) below to see related goals

Step 2: Click  add to my goals to add this goal to your list

Step 3: Select show arrows to see the activities associated with that goal

Enjoy it

Protect it

Make it healthy

Profit from it

Pass it on

Goal: Improve deer hunting

 add to my goals

 hide

Activities

Consult a forester

A forester is a professional who is trained in and practices the art and science of keeping woods healthy. A forester can assist you on how to achieve specific goals or address specific problems in your woods.

Maintain year-round water sources for birds and animals

Wildlife need water all year round, without it, you will not see the wildlife you would like to see.

Provide adequate food sources for wildlife

With proper planning, your woods can be a year round buffet for wildlife. From native grasses to the acorns and other seeds from your trees, these can all help attract wildlife to your woods.

Provide adequate shelter for wildlife

Whether it be a hole in a tree, a downed log or a burrow hole, animals need places to hide, sleep, live and raise their young.

Add Task

Goal: Make it a great place for birding

 add to my goals

 show

Goal: Make it a great place to hike and camp

 add to my goals

 show

Goal: Improve wildlife viewing

 add to my goals

 show

Goal: Improve turkey hunting

 add to my goals

 show

Goal: Make it a great place to fish

 add to my goals

 show

Task List Tool

Overview

Map Boundary

Map Features

Goals / Activities

Task List

Journal

History

Forester

Resources

Task Title *

Status *

Planned

Planned date

07/31/2014

Enter a date in the format shown, or click on the box to select from a pop up calendar.

☒ Send me a reminder email

When would you like to be reminded?

07/16/2014

Jul2014

the box to select from a pop up calendar.

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Protect it

Make it healthy

Profit from it

Pass it on

Images

Add a new image

Browse...No file selected

Upload

Attachments

Examples of attachments are scans of permits, handwritten maps or notes.

Forest Journal

Overview

Map Boundary

Map Features

Goals / Activities

Task List

Journal

History

Forester

Resources

View shared journals

Date

Jul 15 2014



Entry's title *

Thoughts on today

The weather was ...

What I liked most about this day ...

Friends and family I shared the day with ...

What I noticed today in the woods ...

I want to remember ...

This experience helped me to...



Enjoy it



Protect it



Make it healthy



Profit from it



Pass it on

Images

Add a new image


Browse...


No file selected.

Upload

☒ Share this entry with the My Land Plan community

Forest Journal

**My Land Plan**
The woodland owner's resource

Keyword Search 

What do you want to do with your land?
Enjoy it Protect it Make it healthy Profit from it Pass it on Find Help **My Plan**

Forester Profile

My Land Plan Community Forest Journals

[View shared journals](#)

July (7)

June (26)

May (30)

April (51)

March (49)

February (30)

January (30)

2013 (311)

2012 (116)

2011 (20)

2010 (17)

2009 (8)

2008 (7)

2007 (1)

2004 (1)

1997 (1)

1995 (1)

Enjoy it (90)

Make it healthy (50)

Protect it (40)

Profit from it (37)

Pass it on (33)

JUNE 14, 2014 CRUISE REPORT

Thursday, July 10, 2014 - Jeff Rodgers in WA


Northwest Management, Inc. PO Box 9748 Moscow, ID 83843 Ph. (208) 883-4488 SP DBH TPA Net DOUGLAS FIR : DBH: 10.2 HT: 39 TPD 2.0 BA 1.11 Gross BF 21 Net BF: 20. Total Gross MBF 0.42 Total MBF 0.40. LODGEPOLE PINE: DPH: 9.9 HT 43 TPA: 0.3 BA: 4.44 Gross BF 227 Net BF 162 Total Gross MBF 4.54 Total Net MBF 3.24 PONDEROSA PINE: DBH 11.9 HT 56 TPA 32.2 BA 25.00 Gross BF 1,667 Net BF 1,500 Gross MBF 33.35 Net MBF 30.

DRIVEWAY FINISHED!!!

Tuesday, July 08, 2014 - michael williams in MI

Sunny and nice


very impressed with the work that was done!!



TRAILS AND TREE OF HEAVEN

Saturday, July 05, 2014 - Chuck White in OH

After I got back to the house and took a shower Deb and I watched Bubby at his favorite pastime trying to catch one of the goldfish in the backyard pond.



I need to open up the trails more often before they close completely up.

78 degrees , sunny, and slight breeze (perfect day)

I started out pulling opening up some trails and then decided to attack a group of Tree-of-Heaven.

I wonder if I'm fighting a losing battle with all the invasive species we now have Tree of Heaven, Emerald Ash Bore, Honey Suckle, Autumn Olive, Dutch Elm Disease, and...

INITIAL ENTRY

Friday, July 04, 2014 - Phil & Vonnie Reifenrath in OR

how much I've worked in the trees since 1974

hot and nuggy

July 4 2014

sunshine

slight breeze



History of Your Land

Overview

Map Boundary

Map Features

Goals / Activities

Task List

Journal

History

Forester

Resources

Your Land, Your History

Tell the story of your land and archive historic photos and documents. Upload photos from your land's earliest memories or maybe a more recent shot of your first walk in the woods. Documents might include your deed, title, and management plan.

Here are some questions to get you started:

- How did you and your family come to own the land?
- How long has your land been in your family?
- What was the land like when you first got it?
- Do you know any historic uses of the land?

History

Images

Use this field to add images to your property history. The images will be displayed in a gallery along with the history text from above.

Add a new image

No file selected.

Documents

Upload important and historical documents. This might include your deed, title or a management plan.

Add a new file

No file selected.

Files must be less than 100 MB.

Allowed file types: pdf jpg png bmp txt doc docx xls xlsx zip.

Find Local Resources

The screenshot displays the American Forest Foundation's web application interface. On the left is a sidebar menu with the following items: Overview, Map Boundary, Map Features, Goals / Activities, Task List, Journal, History, Forester, Resources, and Woodland Discovery. The main content area lists several resource options, each with a checkbox, a title, and a 'show' link with a double-headed arrow icon. The options are: 'Map Boundary and Property Details' (checked), 'Map Features' (checked), 'Set Goals' (checked), 'Select Activities' (checked), 'Plan and Log Tasks' (unchecked), 'Forest Journals' (unchecked), 'Record History of Your Land' (unchecked), 'Find a Forester' (checked), and 'Find Local Resources' (unchecked). The 'Find Local Resources' option is circled in green. Below this option, a list of links is shown: 'Know Your Forest', 'Oregon's Best Management Practices', 'Oregon's Integrated Pest Management', 'Oregon's Regulations and Resources for Pesticides', and 'Oregon's Resources for Special Sites'. At the bottom of this list is a green button labeled 'More resources'.

Resource	Status	Action
Map Boundary and Property Details	<input checked="" type="checkbox"/>	↕ show
Map Features	<input checked="" type="checkbox"/>	↕ show
Set Goals	<input checked="" type="checkbox"/>	↕ show
Select Activities	<input checked="" type="checkbox"/>	↕ show
Plan and Log Tasks	<input type="checkbox"/>	↕ show
Forest Journals	<input type="checkbox"/>	↕ show
Record History of Your Land	<input type="checkbox"/>	↕ show
Find a Forester	<input checked="" type="checkbox"/>	↕ show
Find Local Resources	<input type="checkbox"/>	🕒 hide

[Know Your Forest](#)
[Oregon's Best Management Practices](#)
[Oregon's Integrated Pest Management](#)
[Oregon's Regulations and Resources for Pesticides](#)
[Oregon's Resources for Special Sites](#)

More resources

State Resources

Filter by state

Oregon

Apply

OREGON STATE UNIVERSITY COOPERATIVE EXTENSION

Oregon State University Cooperative Extension – Forestry & Natural Resources <http://extensionweb.forestry.oregonstate.edu/>

[Read more](#)

OREGON'S RESOURCES FOR THREATENED AND ENDANGERED SPECIES

Learn more about the resources for Threatened and Endangered Species Resources in Oregon.

[Read more](#)

OREGON'S RESOURCES FOR SPECIAL SITES

Learn more about the resources special sites in Oregon.

[Read more](#)

OREGON'S REGULATIONS AND RESOURCES FOR PESTICIDES

Learn more about the regulations and resources for pesticides in Oregon.

[Read more](#)

OREGON'S INTEGRATED PEST MANAGEMENT

Learn more about integrated pest management in Oregon.

[Read more](#)

OREGON'S BEST MANAGEMENT PRACTICES

Learn more about BMPs in Oregon.

[Read more](#)

KNOW YOUR FOREST

In Oregon, more than 140,000 family forest landowners care for almost 4.7 million acres of forestland - about one-third of Oregon's private forestland or about 15% of Oregon's total forestland. Your combined 2011 timber harvest was 228 million board feet or about 7% of the state's timber harvest.

Share Your Plan with Your Forester

The screenshot displays a web application interface for managing a plan. On the left is a sidebar with navigation links: Overview, Map Boundary, Map Features, Goals / Activities, Task List, Journal, History, Forester, and Resources. The main content area features a checklist of tasks, each with a green checkmark icon and a 'show' link. The tasks are: Map Boundary and Property Details, Map Features, Set Goals, Select Activities, Plan and Log Tasks, Forest journals, Record History of Your Land, and Find a Forester. The 'Find a Forester' task is highlighted with a green circle. Below this task, there are two sections: 'Foresters Nearest Me' and 'My Foresters'. The 'Foresters Nearest Me' section lists three foresters: Stewart Turner (Upland, IN), Christopher Egolf (Ligonier, IN), and Lee Mueller (Grand Rapids, MI). A green button labeled 'View full list of foresters' is located below this list. The 'My Foresters' section lists one forester: Mike Burns. A blue circle highlights the 'My Foresters' section, which includes a 'Remove from my list' button next to Mike Burns.

Overview

Map Boundary

Map Features

Goals / Activities

Task List

Journal

History

Forester

Resources

☒ Map Boundary and Property Details [show](#)

☒ Map Features [show](#)

☒ Set Goals [show](#)

☒ Select Activities [show](#)

☒ Plan and Log Tasks [show](#)

☒ Forest journals [show](#)

☒ Record History of Your Land [show](#)

☒ Find a Forester [hide](#)

Foresters Nearest Me:

[Stewart Turner](#)
Upland, IN

[Christopher Egolf](#)
Ligonier, IN

[Lee Mueller](#)
Grand Rapids, MI

[View full list of foresters](#)

My Foresters

[Mike Burns](#) [Remove from my list](#)

☒ Find Local Resources [show](#)

Ask A Forester

Create Question

FAQ

- » Ask a question
- » Unanswered Questions
- » View all Questions
- » Find a forester

BECOME A MEMBER OF AFF



Question *

More detail (if needed)

☐ Notify on Answer

Would you like to receive notifications by email when users post answers to your question?



www.mylandplan.org/user



American Forest Foundation

My Land Plan

The woodland owner's resource

Log In

Support Us

About Us

Keyword Search.

What do you want to do with
your land?

Enjoy it

Protect it

Make it healthy

Profit from it

Pass It On

Find Help

Start Your Plan

Get More Out of the Land You Love

My Land Plan can help you explore and discover how to manage your woodlands. Easy to use tools guide you to map your land, set goals, keep a journal and connect with woodland owners and foresters.

Get Started!



American Forest Foundation



American Forest Foundation

My Land Plan

The woodland owner's resource

[My Plan](#)[Support Us](#)[About Us](#)[Log out](#)

What do you want to do with your land?

[Enjoy it](#)[Protect it](#)[Make it healthy](#)[Profit from it](#)[Pass it on](#)[Find Help](#)[My Plan](#)

Forester Profile

My Land

[+ Add a property](#)

NY TEST

NY

Approximate Acreage: 852.57

Goals: 0 | Activities: 0

Upcoming Tasks: 0 | Overdue Tasks: 0

[Delete this property](#)

overview

Map

Tasks

Goals/Activities

Journal



TEST 2

MA

Approximate Acreage: 101.02

Goals: 0 | Activities: 0

overview

Map

Tasks

Property Overview

Dream site... - Overview		
Overview	<input checked="" type="checkbox"/> Map Boundary and Property Details	↑ show
Map Boundary	<input checked="" type="checkbox"/> Map Features	↑ show
Map Features	<input checked="" type="checkbox"/> Set Goals	↑ show
Goals / Activities	<input checked="" type="checkbox"/> Select Activities	↑ show
Task List	<input checked="" type="checkbox"/> Plan and Log Tasks	↑ show
Journal	<input checked="" type="checkbox"/> Forest Journals	↑ show
History	<input checked="" type="checkbox"/> Record History of Your Land	↑ show
Forester	<input checked="" type="checkbox"/> Find a Forester	↑ show
Resources	<input checked="" type="checkbox"/> Find Local Resources	↑ show



Instructional Videos

- www.mylandplan.org/video/how-add-property
- www.mylandplan.org/video/add-features-and-points-interest
- www.mylandplan.org/video/adding-goal-and-activities
- www.mylandplan.org/video/how-use-task-list-do-list



Thank you!



American Forest Foundation

Questions? info@mylandplan.org