

**The Future of the
Montana Tree Farm Program
Working Together to Build Our Future**

August 2014 – August 2017

STRATEGIC PLAN



Provided by:

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LIST OF PARTICIPANTS

Mark Boardman	Chairman
Angela Mallon	Vice-Chair
James Costamagna	Member
Paul Bjerke	Member
Gary Johnson	Member
Ronald Buentemeir	Member
Pat Mandzak	Member
Allen Chrisman	Member
Peter Kolb	Member
Matt Arno	Member
Christina Oppgard	Part-time Bookkeeper
Don and Mary Garner*	Members
Ed Levert*	Member
Tom Jones*	Member
David Halley	Facilitator, True North OD Services
Rita Hite	AFF Representative, AFF Executive Vice President



June 25, 2014

***Visioning Exercise Contributors**

STRATEGIC PLAN

Montana Tree Farm Program

June 2014 – July 2017

Montana Tree Farm Program Mission: To promote the growing of renewable resources on private lands while protecting environmental benefits and increasing public understanding of all benefits of productive forestry and to raise the level of knowledge about natural resource issues as related to forestry management.

CAPACITY BUILDING

FOCUS AREA #1: We will increase our program’s ability to do work. We will revisit:

- Evaluating our committee structure and realigning where necessary
- Improving ways to better involve others
- Finding a funding source for a paid administrator
- Improving the division of labor and duties among all committee members
- Recruiting more Tree Farmers to the committee
- Improving regional access and involvement through local chapters

STRATEGIES	
<p style="text-align: center;">GOALS:</p> <ul style="list-style-type: none"> • Hiring a paid administrator • Having more Tree Farmers represented on committees • A restructured and realigned committee structure that improves a more equitable division of labor 	<ul style="list-style-type: none"> □ Develop a list of yearly tasks; then redistribute tasks to sub-committees to be equitable. To be done during August 2014 meeting. Lead: <i>Montana Tree Farm Committee</i>

CAPACITY BUILDING (continued)

Capacity Building Task Force:

- Angela Mallon (Chair)
- Jim Costamagna
- Matt Arno (maybe)
- Chris Town (maybe)
- Owen (maybe)

- Host regional meetings for Tree Farmers in that region, with one of the purposes being recruiting them to serve on subcommittees. To be done in the fall, with the first one in fall of 2015.
Lead: *Capacity Building Task Force*
- Create training packet for new Tree Farmers and new members that join the Montana Tree Farm Committee. This will be assigned to one person as a “personal project” and will be completed by June 2015.
Lead: *Capacity Building Task Force*
- Hire a part-time Administrator position for the Montana Tree Farm program. Create a job description and list of duties by fall 2014. Seek funding by spring 2015. Recruit for position once funding is determined and obtained.
Lead: *Capacity Building Task Force*
- Improve the quality of Tree Farm Inspector training so that it is more focused on a field practicum. New training syllabus to be completed by spring 2015. Training might be held in conjunction with Forest Stewardship Foundation’s landowner workshop meeting.
Lead: *Capacity Building Task Force*

<p>CAPACITY BUILDING (continued)</p>	<ul style="list-style-type: none"> □ Create training packet for new Tree Farmers and members that join the Montana Tree Farm Committee. This will be assigned to one person as a “personal project” and will be completed by June 2015. Lead: <i>Capacity Building Task Force</i> □ Identify and recruit more Tree Farmers to serve on Steering Committee, sub-committees, and task forces. This will be on-going. Lead: <i>Capacity Building Task Force</i>
<p>FINANCIAL SUPPORT/FUNDRAISING</p> <p>FOCUS AREAS #2: We will solicit our partners and benefactors for financial support of the Montana Tree Farm program.</p>	
	<p>STRATEGIES</p>
<p style="text-align: center;">GOALS:</p> <ul style="list-style-type: none"> • To cover our fixed program costs • To cover capacity building projects, including a paid Administrator • To cover outreach/education projects and expenses • To cover Certification Assessment fees (\$10/Tree Farmer), if we choose that pathway. 	<ul style="list-style-type: none"> □ Prepare a ¾ page fact sheet of historic and our current financial situations by October 1, 2014. Lead: <i>Financial Support Task Force</i> □ Create an explanation letter and solicit donations from Montana Tree Farmers. Letter to go out by December 1, 2014. Lead: <i>Financial Support Task Force</i>

FINANCIAL SUPPORT & FUNDRAISING (CONTINUED)

Financial Support Task Force:

- Pat Mandzak (Chair)
- Ron Buentemeir
- Gary Johnson
- Paul Bjerke
- Gordy Sanders (maybe)
- Cindy Bertek (maybe)
- Deb Foley (maybe)
- Eric Powell (maybe)

- Create an explanation letter and solicit support from industry for funding the Montana Tree Farm program by December 1, 2014. As a follow-up attend one of their annual meetings to make a formal appeal by January 2015.
Lead: *Financial Support Task Force*
- Create an explanation letter and solicit funding from outside sources (RMEF, Fire Safe MT, Pheasants Forever, Wild Turkey Federation, etc.) through direct donations or grants by January 2015. Here are some tasks:
 - Create a master list of potential donors & grantors
 - Research deadlines for grant requests
 - Apply for grants by due datesLead: *Financial Support Task Force (get Nate Truitt, with AFF involved)*
- Conduct a fundraising event and hold in the fall of 2015. Here are some suggested tasks:
 - Decide what type of fundraiser to hold and where to hold it
 - Create a list of invitees
 - Make it a fun activity to attend
 - Have gifts and prizes
 - Ask folks to donate gifts/items for fundraiser
 - Provide food

	<ul style="list-style-type: none"> • Make it a pay-to-get-in event • Have fundraising activities at event (silent auction, raffle, 50/50, challenge, auction high value items, etc.) • Make an ask at the event for donation <p>Lead: <i>Financial Support Task Force (get Nate Truitt, with AFF involved)</i></p>
<p>CERTIFICATION PATHWAY DECISION</p> <p>FOCUS AREAS #3: We will explore, decide and share the certification pathway for the Montana Tree Farm Program.</p>	
	<p>STRATEGIES</p>
<p style="text-align: center;">GOALS:</p> <p>We will:</p> <ul style="list-style-type: none"> • Explore our options • Decide what works best for Montana • Ensure conformity with our choice • Provide input to National Office on improving process • Communicate our choice and why we choose that pathway for Montana 	<ul style="list-style-type: none"> □ Gather information on certification pathway options and impacts on the Montana Tree Farm Program. Provide report to Steering Committee by August 1, 2014. Lead: <i>Certification Task Force</i> □ Communicate certification information and the benefits of pathway options at a Joint Annual Meeting in April 2015, at regular meetings (Regional/Chapter Meetings between January and February 2015), in newsletters, in mailings, and through personal calls. At the Annual Meeting we will provide a ½ page handout, give a 10 minute brief on certification options and process, hold a 10 minute breakout session to gather feedback, and provide them with a survey form to fill out. Lead: <i>Certification Task Force</i>

**CERTIFICATION PATHWAY
DECISION
(CONTINUED)**

Certification Pathway Task Force:

- Mark Boardman (Chair)
- Angela Mallon
- Allen Chrisman
- Tom Jones (maybe)
- Paul McKenzie (maybe)
- Don and Mary Garner (maybe)

- Survey our Tree Farmers and industry partners to collect their feedback on certification pathway options. Provide additional opportunity for feedback on certification in the 2014 fall newsletter. Have post card in newsletter. Follow up with email contact and personal phone calls. Deadline for feedback will be May 1, 2015. Gather and process input by May 31, 2015.
Lead: *Certification Task Force*
- Have an ongoing conversation with industry on supporting the Montana Tree Farm Program. Attend MFC meetings and off-line networking. Identify potential prospects and assign members to contact them to solicit support.
Lead: *Certification Task Force*
- Hold a Steering Committee meeting to make a decision on pathway choice and how we plan to fund the choice by May 31, 2015.
Lead: *Certification Task Force*
- Complete and send MOU to National on our choice by June 15, 2015.
Lead: *Certification Task Force*

