



SOUTHERN REGIONAL EXTENSION FORESTRY

2004 ACCOMPLISHMENT REPORT
& 2005 PLAN OF WORK



Paul Wray, Iowa State University, www.forestryimages.org

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MESSAGE FROM THE REGIONAL EXTENSION FORESTER

This year's report celebrates the many exciting things going on here in the Southern Regional Extension Forestry office (SREF). In addition, we have tried to capture some of the innovative activities and programs from around the South that relate to Extension, technology transfer and educational work in forestry and natural resource management by participating organizations. Finally, this document serves as a roadmap for the future: where we are heading at SREF in order to be more efficient and effective at meeting the needs of our various clientele groups.

The Southern Regional Extension Forestry office was founded on the principle of meeting the needs of the natural resources Extension and education communities. This remains the keystone of our organizational mission. We have also grown into being a major regional collaborator with the USDA Forest Service's State and Private Forestry Branch and the USDA Forest Service Southern Research Station. We have also enjoyed a strong continuing relationship with the USDA Cooperative State Research, Education and Extension Service (CSREES).

I am especially pleased this year to present a new and enhanced format for the 2004 annual report and 2005 plan of work. I will give sole credit for this new format to the staff of the Southern Regional Extension Forestry office, who, tired of the same old format decided to do something different. This actually shouldn't have come as a surprise to me as they recently decided to do the same thing to my office! Both efforts have turned out great by the way!

In closing, I urge you to read this report with the critical eye of how we might better be able to serve you and our other clientele in the future. I have really enjoyed this job over the past 12 years, especially the people, and I look forward to working with you in the future.

Sincerely,

A handwritten signature in black ink that reads "William G. Hubbard".

William G. Hubbard
Southern Regional Extension Forester
January, 2005







2004 REGIONAL REVIEW

The forests and their associated resources in the Southern United States continue to face numerous pressures that interact to create challenges facing today's landowners and natural resource professionals. The South is home to 215 million acres of forestland, which accounts for close to thirty percent of our nation's forested land area. Unlike forestland in the western U.S., non-industrial private landowners own nearly seventy percent of southern forests. According to a recent article in the *Journal of Forestry*, thirty percent of the family forest owners in the South are categorized as absentee owners. This growing demographic accounts for forty-three percent of the family forestland in the South. When this diverse ownership pattern is combined with the increase in forest fragmentation, invasive species, loss of potential timber markets, and other emerging issues the need for quality Extension programming is greater than ever.

Regional Programs Update

While many state Extension forestry units have faced repeated budget reductions in recent years, programs in each state in the southern region continue to produce exceptional programs and products that serve the needs of an ever expanding client base. A listing of twenty-four award winning programs and products from 2004 can be found on page 18. Many of these programs and initiatives are representative of a trend towards an increasing reliance on 'soft' funding sources in the form of grants and cooperative agreements to accomplish Extension activities at county, state, regional, national and even international levels.

The region continues to expand the role of multi-state programming with excellent results. Programs such as Master Tree Farmer built upon a proven foundation to create yet another award winning year. New programs emerged with promising zeal such as the National Learning Center for Private Forest and Range Landowners which launched twelve online learning modules in 2004. In addition, the regional agroforestry and interface efforts launched at the University of Florida have provided resources for all of us to use.

2004 saw its share of challenges, which culminated with a series of devastating hurricanes that wreaked havoc on the South, especially in Florida and Alabama. Cooperative Extension answered the call as expected with professional and timely solutions to the needs of not only the forestland owners in the South, but the general public as well. These efforts perfectly summarize Extension forestry's 2004 contribution: commitment to nothing less than the best in all that we do.

Regional Personnel Update

The region said farewell to a number of retirees in 2004 while welcoming many new faces to the Extension forestry family across the south. Most states added new personnel in Extension forestry. Changes at the department head, dean, or Extension administration level have occurred in several others. Yet with these changes, the distribution of disciplines among Extension personnel remains similar to recent years with forestry accounting for the majority (42%) of the regions Extension expertise. See figures 1, 2 and 3.

Figure 1. FTE's by professional category*

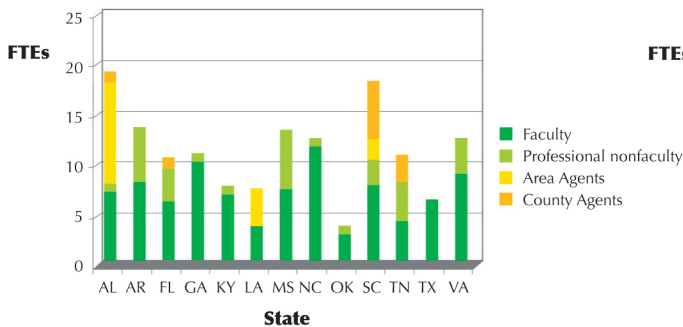


Figure 2. FTE's by natural resource disciplines in the South.*

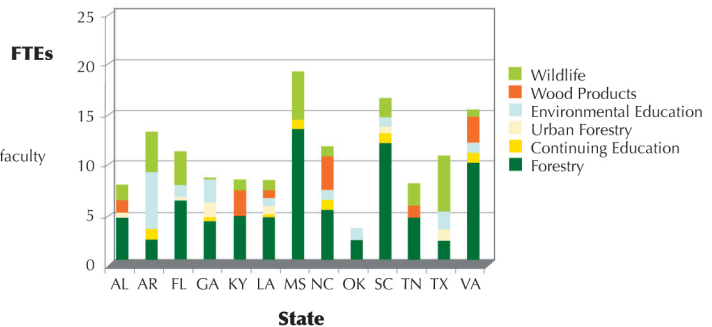
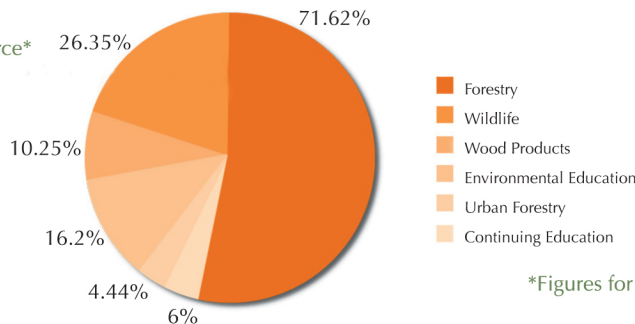


Figure 3. FTE's by natural resource*



*Figures for some states reflect 2003 numbers.






OVERVIEW OF SREF

The office of the Southern Regional Extension Forester is unique in its role and position among the numerous organizations that play a part in stewarding our nation's natural resources. We pride ourselves in serving state Extension foresters and other key partners to further forest stewardship in the South with innovative information, tools, and programs to meet the numerous challenges they face.

MISSION



To assist professionals in the South who work on issues related to natural resources, especially state Extension foresters, with information and tools that facilitate efficient use of their time and resources.

HISTORY

The position of Southern Regional Extension Forester was created in 1979 to serve as a liaison between the USDA Forest Service and thirteen 1862 Extension forest resources programs in the South. Formally established with a memorandum of understanding (MOU) between the thirteen southern land-grant universities and the USDA Forest Service, this document was updated in 2000 and serves as the benchmark for judging the performance and effectiveness of the position.

The MOU established that the position would be located in Athens, Georgia with secondary office space provided by the USDA Forest Service in Atlanta as needed. The Extension Service Director at the University of Georgia provides immediate supervision for the position and a regional oversight committee representative of critical partners provides input through an annual review.

Since 1979 the duties of the Regional Extension Forester have evolved to include a regional programming, representation, promotion and communication role within the forestry and natural resource communities regionally and nationally.

The following are the current institutions served by the Southern Regional Extension Forester:

Auburn University
Alabama Cooperative Extension System

University of Arkansas
Arkansas Cooperative Extension Service

University of Florida
Florida Cooperative Extension Service

The University of Georgia
Georgia Cooperative Extension Service

University of Kentucky
Kentucky Cooperative Extension Service

Louisiana State University
Louisiana Cooperative Extension Service

Mississippi State University
Mississippi Cooperative Extension Service

North Carolina State University
North Carolina Cooperative Extension Service

Oklahoma State University
Oklahoma Cooperative Extension Service

Clemson University
Clemson Cooperative Extension Service

The University of Tennessee
Tennessee Agricultural Extension Service

Texas A&M University
Texas Cooperative Extension Service

Virginia Tech
Virginia Cooperative Extension Service

USDA Forest Service
Southern Region State and Private Forestry

WILLIAM (BILL) G. HUBBARD

Southern Regional Extension Forester
whubbard@uga.edu

Bill has served as the Southern Regional Extension Forester for eleven years. His position serves to facilitate regional education, Extension, and technology transfer programs among thirteen southern land-grant universities, the USDA Forest Service, state forestry agencies and others within the southern forestry community. Bill received his forestry training at the University of Florida. Before becoming the Regional Extension Forester, Bill taught forest management and economics at the University of Florida for five years while also managing the Florida Forest Stewardship and Urban Forestry Extension programs at UF.



BRYAN JORDIN

Information Technology Projects Manager
bryan@sref.info

Bryan has worked with the SREF office since 1999. He became the Director of Information Technology Projects during 2004. He provides oversight and management of all technology related efforts. Bryan is co-located with the US Forest Service Region 8 offices in Atlanta, GA. After graduating from the University of Georgia with a degree in Forest Resource Management, he took a position directing the development of several information technology projects for the USDA Forest Service and Extension throughout the southern United States. Prior to joining the Regional Extension Forestry team, Bryan co-owned and operated a web design and development company, World Impressions Inc. Specializing in meeting the needs of the legal community; World Impressions grew to have an international clientele base.



ALLYSON LAWRENCE

Educational Program Specialist
alawrence@forestry.uga.edu

Allyson began working with the SREF office in June of 2002. She manages several projects including the production and distribution of the Spanish Language tree planting video, "Tree Planting in the Southern United States" and provides content for many of the SREF Internet sites. In addition, Allyson also manages SREF grants and contracts. Allyson graduated from Louisiana Tech University with a Bachelors of Science in Forestry in 1997. She began her forestry career working for a private forestry consultant before moving into a position with the Louisiana Department of Agriculture and Forestry. While with the Louisiana Department of Agriculture and Forestry she worked as an Inventory Forester for the Southern Annual Forest Inventory System (SAFIS) inventorying FIA plots. In 2000, Allyson progressed to the position of Parish Forester where she supervised State forestry operations in Caddo Parish, Louisiana.

TODD ELSBERND

Web Systems Developer
telsbernd@sref.info

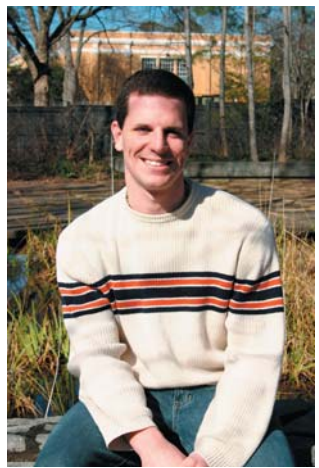
Todd became a member of the SREF staff during the spring of 2004. Todd earned a Bachelors of Science degree in Computer Science from the Georgia Institute of Technology in 2001, during which he participated in cooperative studies with the Georgia Tech Research Institute. Before joining the SREF staff, Todd was the Technical Services Manager for Comp USA in Atlanta, GA.



MATTHEW (MATT) HOWELL

Web Systems Developer
mhowell@sref.info

Matt joined the SREF staff at the beginning of 2004 after completing a Bachelors of Science degree in Computer Science from the University of Georgia. His coursework involved numerous projects and studies that have made him a valuable asset to SREF.



ALANA SMITH

Graphic Designer
alana12@uga.edu

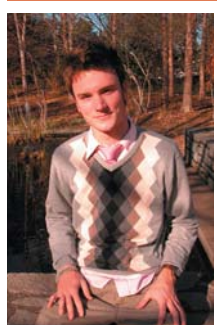
After working as a graphic design intern for SREF, Alana was hired as a full time designer in December of 2004. Alana earned her degree in Graphic Design from the University of Georgia in 2004.



ADAM GRIES

Student Assistant

Adam has worked as a student assistant for SREF for two years. Studying Germanic and Slavic language, he is scheduled to graduate in the spring of 2005 and hopes to continue his studies at the graduate level.



AMY ELLER

Student Assistant

Amy has served as a student assistant for numerous SREF projects for over a year. She is currently studying Spanish and photography and expects to graduate in 2006.







PROGRAMS & INITIATIVES

The Southern Regional Extension Forester and staff were involved in a number of efforts in 2004 relating to sustainable forestry, urban, and community and interface forestry. Our involvement in these arenas focused on enhanced delivery, communications, and partnerships with other organizations to further the cause of Extension's unique role in the forestry community. Many of these efforts were collaborative with the land-grant universities, state and private natural resource organizations, the USDA Forest Service and the USDA CSREES.

SUSTAINABLE FORESTRY

Master Tree Farmer

The Master Tree Farmer Program is an intensive educational program designed to introduce landowners to many of the topics associated with forest management. This satellite delivered program continued to build upon its resounding success from recent years. The Master Tree Farmer I program was conducted over a seven week period from February 3 to March 16, 2004. Over 1,500 landowners participated in the event from 80 sites located in eleven states around the South. The Regional Extension Forester assisted Clemson University with coordination and planning of the program in 2004. For more information visit www.mastertreefarmer.org

Master Wildlifer Planning

The award winning success of the Master Tree Farmer program led to the development of a companion program designed for landowners, land managers, and outdoor recreators who are interested in including wildlife considerations into their current land management activities. In 2004 the Regional Extension Forester coordinated the planning for a second program scheduled for February 1 through March 15, 2005. For more information visit www.masterwildlifer.org. Again, Clemson University provided technical and program support for this initiative. For more information, visit www.masterwildlifer.net.

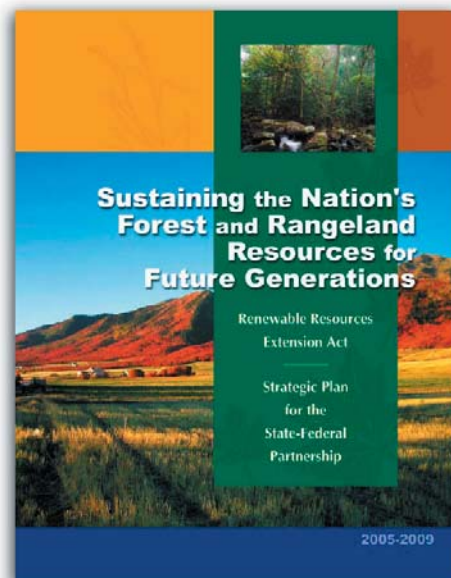
Southern Forestry GIS Conference

The fourth Southern Forestry GIS Conference was held December 16-17, 2004 in Athens, Georgia and encompassed topics related to the use of GIS and other geospatial technologies in forestry and natural resource management. As a partner in this joint effort with the University of Georgia Warnell School of Forest Resources and the Georgia Center for Continuing Education, the Regional Extension Forester and support staff assisted in the

planning and coordination for the conference. In addition, the SREF Office developed and sponsored the website for the conference as well as creating and distributing a CD ROM of the proceedings from the event. For more information, visit www.soforgis.net.

Renewable Resources Extension Act Strategic Planning (RREA)

The Regional Extension Forester served as co-project coordinator with Eric Norland, USDA CSREES, to facilitate workshops in Denver, CO in 2003 and Wheeling, WV in 2004. Attended by Extension personnel from around the United States, the workshop facilitated the development of a strategic plan that identified nine emerging issues related to RREA programming. Goals and action strategies were identified for each of the nine issues as well as performance measures for the short, intermediate and long term. The strategic plan was published by the Extension Committee on Organization and Policy (ECOP) and produced by Agriculture and Extension Communications at Virginia Tech. The plan is available online at http://rreaprograms.net/Planning/Denver/Plan/plan_final. SREF is currently producing a national RREA website (<http://www.rreaprograms.net>) that will serve as the online authority for RREA related information.



Southern Roundtable on Sustainable Forests

The Southern Roundtable on Sustainable Forests (SRSF) consists of seventeen government and private organizations charged with identifying the issues and opportunities related to sustainable forest resource management in the South. The roundtable is a regional extension of the national Roundtable on Sustainable Forests effort. SREF is a member of the SRSF steering committee and provides input from the Cooperative Extension perspective on the direction and activities of the roundtable. More information can be found at <http://www.srs.fs.usda.gov/srsf>.

National Operating Committee of the American Tree Farm System

The National Operating Committee of the American Tree Farm System® meets quarterly to provide oversight to the American Tree Farm System program of the American Forest Foundation. In addition to providing landgrant and Extension input, the Regional Extension Forester is a charter member of the Education and Outreach Subcommittee. This subcommittee is charged with working nationally to bring educational products to members of the Tree Farm System and private landowners alike.

Biomass Initiative

The Southern Forest Research Partnership (SFRP) was a recipient of a grant award from the U.S. Department of Agriculture in the amount of one million dollars to develop training materials and conduct programs on forest biomass utilization. As a partner in the grant proposal, SREF will work in partnership with Texas A&M University, the University of Georgia, the USDA Forest Service, and the other Southern 1862/1890 land grant universities to plan and conduct training programs associated with the project.

Funding is allocated to develop a hypertext encyclopedia on forest biomass as part of the Forest Encyclopedia Network (forestencyclopedia.net) and to incorporate the materials developed for training into the National Learning Center for Private Forest and Range Landowners at the University of Tennessee (www.forestandrange.org).

URBAN, COMMUNITY & INTERFACE FORESTRY

“Forests at the Wildland-Urban Interface: Conservation and Management”

The Regional Extension Forester co-authored a chapter in this book with David Hoge, USDA Forest Service, on managing non-industrial private forests at the interface. Published by CRC Press in November of 2004, this book, entitled *Forests at the Wildland-Urban Interface*, is a practical guide for natural resource professionals, land-use planners, and policymakers across the country who work in the complex interface between wildland and urban communities.

Southern Wildland-Urban Interface Council

The Regional Extension Forester represents Cooperative Extension as a member of the Southern Wildland-Urban Interface Council. The Council, which is composed of members from state forest agencies, the USDA Forest Service, academia, Cooperative Extension, and non-government organizations, supports the leadership of the Southern Group of State Foresters by identifying and addressing wildland-urban interface issues. The Council also serves as the official advisory group of the Southern Center for Wildland-Urban Interface Research and Information in Gainesville, Florida by guiding technology transfer activities and identifying research needs. The SREF is assisting with the development of train-the-trainer curriculum materials for state forestry and Extension use.

ENHANCED DELIVERY, COMMUNICATIONS, & PARTNERSHIPS

Regional Publication Series

The Southern Regional Extension Forest Resources Publication Series is a peer-reviewed online publication system of the Cooperative Extension Service – Southern Region. The series seeks to expand the distribution of state-level Extension publications and encourages the development of new, regionally authored Extension and technology transfer publications that address regional issues and audiences. The series will be housed online at <http://www.sref.info> in a print-on-demand format and hold a regional numbering system along with a regional logo. Materials are submitted in an electronic format and are subject to a peer review process that involves a primary topic associate editor and two independent reviewers. More detailed information on the series is available at <http://www.sref.info/regionalpublications>. Several publications have been submitted and are in various stages of review including:

Londo, A.J., J.D. Kushla and R.C. Carter. Soil pH and Tree Species Suitability in the South.

Londo, A.J. and S.G. Dicke. Measuring Survival and Planting Quality in New Pine Plantations.

Dickens, E.D., B.C. McElvany and D.J. Moorhead. Phosphorous fertilization at establishment in loblolly and slash pine stands in Atlantic and Gulf Coastal Plain Sites.

Dickens, E.D., D.J. Moorhead, L.A. Morris, and B.C. McElvany. Straw Raking in the Southern Pine Stands and Fertilization Recommendations.

The screenshot shows the SREF.info website homepage. At the top, there is a navigation bar with links for HOME, ABOUT SREF, ONLINE RESOURCES, WEB SITES, QUICK LINKS, EVENTS, DIRECTORY, and CONTACT US. Below this is a search bar labeled 'Search SREF:'. The main content area is divided into several sections:

- GENERAL INFORMATION:** Southern Regional Extension Forester's goals include education and collaboration. It mentions the Southern Regional Extension Forester's role in providing information and resources.
- NEWS, EDUCATION, AND OUTREACH:** Southern Regional Extension Forester's goals include education and collaboration. It mentions the Southern Regional Extension Forester's role in providing information and resources.
- ONLINE RESOURCES:** Resources by State, including links for Alabama, Georgia, Florida, Louisiana, Mississippi, North Carolina, and South Carolina.
- NEW PUBLICATIONS FROM THE SREF LIBRARY:**
 - Wildfire Risk Assessment Guide:** The Wildfire Risk Assessment Guide for the Southern U.S. has just been released. This project was funded by National Fire Plan funds through our grant. The link to the guide is on InterActSouth to please check out the link below and let me know how many copies you would like for your agency and we will send them.
 - Tax Tip for Forest Landowners for the 2004 Tax Year:** Here is some information to keep in mind when you prepare your Federal income tax return for the 2004 tax year. This discussion is necessary read, and you should seek other sources for a more comprehensive treatment of the issues. This information is current as of December 14, 2004, and superseded Management Bulletin 88-MB 111.
 - National Woodlands, The Voice of Family Forest Landowners:** Monthly Magazine containing the following articles: Keywords: Planning the Future, Do You Have a Plan on Your Land? for a Call Home Today, Hurricane Charley Threatens Fire Losses in Florida, Plan to Defeat Management Expenses On Your 2004 Tax Return, The Readers Respond, Non-Industrial Forestry Community, Life Breaking News from Washington D. C., Canadian Federation of Woodlot Owners News, Conservation News Digest, Forestry Quotes of the Quarter, Quarterly Report, Forest Fire Losses, National Historic Landmark Register, Timber and Taxes, F.I.C. Tax Report, News from the Region, National Directory of Consulting Foresters.
 - Southern Forest Science: Deal, Present, and Future:** This book was produced as a way to recognize and celebrate that contribution. It was produced to guide the manual results generated by the scientific method applied over a long period of time by dedicated, and often brilliant, forest scientists.
 - Dealing with Invasive Wildlife:** When wildlife populates a place where they are unwanted or cause damage to valuable plants or structures, they are no longer appreciated. Instead they become a nuisance. This paper will discuss some basic principles for dealing humanely with nuisance wildlife.
- MEASUREMENT:**
 - Forest Landowner's Guide to Estimating and Choosing a Natural Resource-Based Valuation:** The practical overview requires an evaluation process that requires an landowner's choice of measuring and establishing a natural resource-based business. It begins with a discussion of ownership of forest resources, and follows with definitions, measurements, and examples using the National Smith family. Readers will have to assess personal and family goals, determine financial, labor, and management resources, assess the site and evaluate natural resources, and evaluate potential markets. The last half of the book includes detailed strategic budgets for seven different businesses, including Christmas trees and holiday greenery, custom grade sawmills, vegetable crops, shrubs, nurseries, bee raising, hunting leases, horse boarding, and growing. Written by Jonathan S. Kuhn, by Jonathan Bradley/Murphy Forestry and Natural Resources Extension Trust.
 - The TRUST announces the availability of Grant Funds:** The TRUST wishes to encourage, promote and develop through education and the free market upon the ownership of forest and related natural resources in the private sector.
 - Southwest Forestry Wetland CE-RM-04 Available from USFWS:** The Local Government Environmental Assistance Network (LEGAN) in cooperation with American Forestry has released a booklet in May 2004 called "Soaring Green with Trees: The Economic and Environmental Benefits of Urban Forestry."
 - New 4-H Forestry Curriculum Guide Available:** The new Forests of Fun curriculum opens the world of forests to youth.
- DIRECTOR ANNOUNCEMENTS:**
 - Assistant/Associate/Full Professor - Forest Hydrology:** Auburn University, School of Forestry and Wildlife Sciences
 - Director of The School of Natural Resources:** The School of Natural Resources, The University of Missouri-Columbia
 - Professor and Head of the Department of Wood & Paper Science:** College of Natural Resources, North Carolina State University
 - NASP Internship Opportunity:** National Association of State Foresters (NASF)
 - Positive announcements and activities:**

SREF.info Website and Newsletter

The Regional Extension Forester communicates timely information related to forestry in the South as well as nationally through the regional Extension website, www.sref.info. The site is home to thousands of news articles, citations, events, and personnel announcements that can be accessed with just a click of the mouse. Registered users of the site can receive an electronic newsletter tributed the first week of each month that summarizes the news from around the region. Be sure to bookmark www.sref.info for all of your forestry information needs.

Video to DVD Project

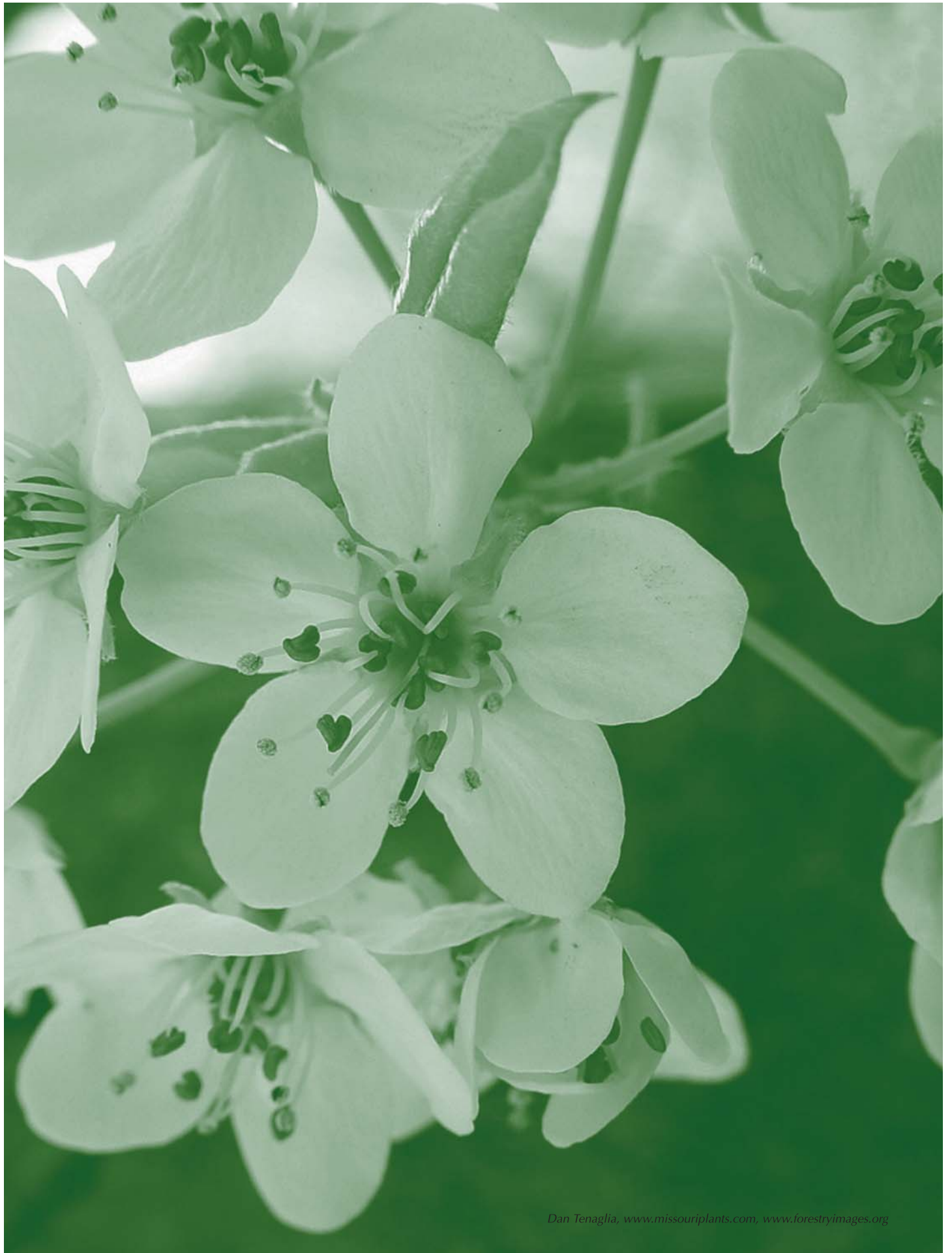
Over the years the SREF office has collected hundreds of VHS videos from around the U.S., many of which were produced by Extension programs for educational purposes. In 2004 the SREF staff undertook the initiative to convert non-copyrighted VHS materials to Digital Video Disk or DVD. Once digitized and cataloged, the video collection will be accessible through www.sref.info in a searchable format. Users will be able to request copies of DVD for a nominal fee to cover reproduction, shipping and handling.

Regional Extension Forester's Awards

Each year the Regional Extension Forester solicits nominations from around the region for consideration for a Southern Forest Resource Extension Specialist Award. In 2004 over 40 projects were submitted for judging by ten colleagues. Award recipients and their respective administrators will soon be officially notified of their award. "Exemplary Awards" noted in the table below represent those recipients that received especially high scores from the judges. More information on these awards is available online at www.sref.info.

Table 1. 2004 Southern Forest Resource Extension Specialist Awards Winners.

	Nominees	State	Project Title	Notes
Computer Software	Art Miller, Richard Beardon, G. Keith Douce, David J. Moorhead, Charles T. Bergeron	Various	Invasive Plants on the Eastern United States: Identification and Control CD-ROM	Exemplary Award
Computer Software	Kris M. Irwin, Tina Pagau, Ben D. Jackson	GA	Forest*ASyst: A Tool for Forest Landowners in the Southeast.	Exemplary Award
Computer Software	Robert Tufts	AL	Maintaining the Estate of Limited Resource Forest Landowners.	
Computer Software	Eric L. Taylor and C. D. Foster	TX	Managing Forests for the Future - Texas Pine Straw	
Conference or Program Organization	Daniel L. Goerlich, Doug Pond	VA	Woods, Wires, Water, and Wildlife	
Extension Newsletter	Thomas K. Hill	TN	Renewable Natural Resources Timely Tips - Landowners	
Extension Newsletter	Daniel L. Goerlich	VA	Forestry For' um	
Extension Publication	Thomas K. Hill	TN	Economic Opportunities with Freshwater Prawns in Tennessee.	
Extension Publication	David Mercker	TN	Identifying Oak Trees Native to Tennessee Using Brief Recognizable Features	
Extension Publication	Craig A. Harper	TN	Improving Your Backyard Wildlife Management	
Extension Publication	Craig A. Harper	TN	Managing Nuisance Animals and Associated Damage Around the Home	
Extension Publication	Robert E. Bardon, Rick Hamilton	NC	Timber Sales: A Planning Guide for Landowners	
Extension Publication	Walter M. DeLoach, Adam Bailey, Britton Hatcher, Don Bales	MS	2004 County Calendar, Enhanced Forestry Education	Exemplary Award
Extension Publication	Kathryn Flynn	AL	What's a Watershed?	
Extension Publication	James E. Johnson	VA	Harvesting Your Timber? Factors to Consider to Ensure a Profitable and Healthy Forest	
Extension Publication	Eric L. Taylor, C. Darwin Foster	TX	Producing Pine Straw in East Texas	
Journal Publication	Martha C. Monroe, Alan J. Long	FL	Wildland Fire in the Southeast: Negotiation Guidelines for Defensible Space	
Journal Publication: Research	Andrew J. Londo	MS	Forestry BMP's	
Mass Media	Jeffrey L. Kirwan	VA	Communicating Urban Forestry Messages Through the Big Tree Program	
Mass Media	Robert Tufts, Robert Goodman, James Novak, Larry Teeter, Brenda Allen	AL	Tax Facts 2003	Exemplary Award
Multi-State or Regional Project	Dean Gjerstad, Rhett Johnson	AL	The Longleaf Alliance	
Project Administration	Alan J. Long	FL	Forest Stewardship, Fire and the Wildland-Urban Interface, Agroforestry	Exemplary Award
Research Technology Transfer	Martha C. Monroe	FL	The Moving Edge: Launching a Wildland-Urban Interface Program	Exemplary Award
Video	Deborah Hill	KY	Growing and Marketing Shiitake Mushrooms on Natural Logs	Exemplary Award





PRODUCTS & TECHNOLOGY

During 2004 SREF continued to build upon existing relationships and developed new opportunities to create several traditional and non-traditional products to serve a multitude of educational and communication needs at the regional, national and global level. The style and approach of these products vary widely from published articles, fact sheets, and brochures to complex Internet applications.

2004 PUBLICATIONS

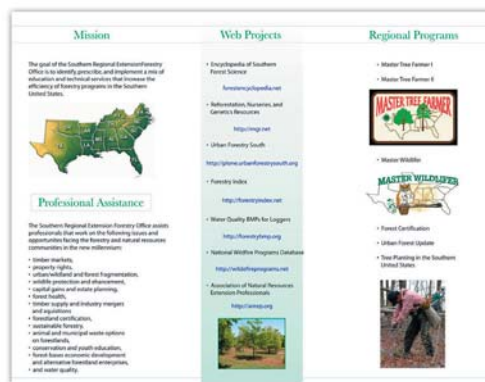
Jackson, B., B. Hubbard, M. Habecker, M. Kroenke, S. Traaholt, V.S. Brown., (2004). Members Evaluate their Association of Natural Resource Extension Professionals (ANREP). *Journal of Extension* December 2004. 42(6).

Kennard, D. K., H. M. Rauscher, P. A. Fleebe, D. Schmoltd, J. B. Jordin, W.G. Hubbard, and W. Milnor. (2004). A prototype of an online scientific knowledge management system. *Forest Ecology and Management*. (in press).

Hubbard, W.G. and D. Hoge. (2004). Managing Non-industrial Private Forests at the Interface. In S. W. Vince, M. L. Duryea, E. A. Macie, and L. A. Hermansen (Eds.), *Forests at the Wildland-Urban Interface: Conservation and Management*. CRC Press.

Hubbard, W.G. and Jackson B. D. (2004) (in review) Minority Opportunities in Extension Forestry In Celebrating Minority Involvement in Natural Resources Proceedings. USDA Forest Service GTRXXX.

Hubbard, W.G. A Timber Update for the South. Economic Overview & Agricultural Outlook 2004-2005. AgFirst Farm Credit Bank Publication.



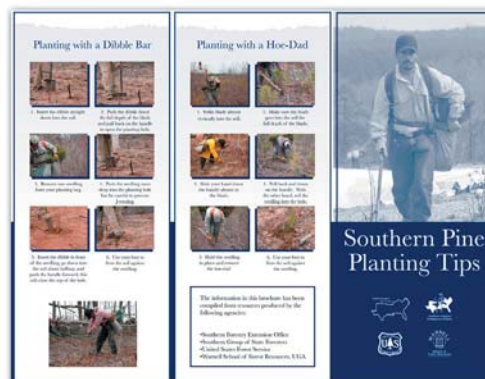
BROCHURES & PROMOTIONS

Southern Regional Extension Forestry

The Southern Regional Extension Forestry brochure highlights the activities and major projects in which SREF is currently involved. It contains information about web projects, regional programs, contact information and partner information. It also lists various issues of concern to natural resource professionals, for which the SREF office can provide assistance.

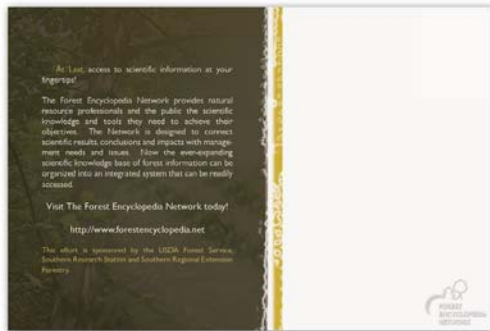
Southern Pine Planting Tips

This brochure was developed based on the wealth of information obtained in producing the Spanish language tree planting video. It uses simple language and numerous illustrations to provide clear and concise information about how to properly care for and plant southern pine seedlings using both the hoedad and the dibble bar.



Forest Encyclopedia Network Postcard

Alana Smith worked with Bryan Jordin and several partners involved in the Forest Encyclopedia Network project to develop a promotional postcard for marketing the website to potential users and contributors. The full color collage on the front combines a circuit board, magnifying glass, and a yellow poplar stand to represent the mission of the project: *To Bridge the Gap Between Knowledge and Application*. For more information on how you can obtain copies of the postcard, contact the SREF office at info@sref.info.



INTERNET APPLICATIONS

Forest Encyclopedia Network

In 2004, the SREF completed development of version 2.0 of the Forest Encyclopedia Network (FEN) content management system on the web at www.forestencyclopedia.net. While still in development the system has over nine thousand published items, including 1,700 encyclopedia pages, 550 images, and 6,600 citations and supports the addition of new content. Additional content continues to be added to FEN version 2.0. The system was extensively redesigned using new page templates and many tools and features that were implemented both for authors and viewers of the site. This has greatly improved the appearance and ease of use. Tools were also created to facilitate transfer of content created with commonly used software packages such as Microsoft's FrontPage® and Thomson ResearchSoft's Procite®.

Also in 2004, the Encyclopedia of Southern Appalachian Forest Ecosystems was completed and released. The new 2.0 system consists of an "overall" Encyclopedia, with the Encyclopedia of Southern Appalachian Forest Ecosystems being an "encyclopedia collection" contained within the larger framework. Major contributions to the new 'Encyclopedia of Southern Fire Science' were made during the year. Publication of the fire encyclopedia is expected in early 2005.



Development of a new version of FEN began in the second half of 2004 and is continuing. This version 3.0 of FEN will have many new features and tools, including:

- A referencing system used to store the structure of the content, enabling the actual content storage to be centralized into one location.
- A user-friendly help system with dynamic navigation
- A full workflow implementation, including peer review, editorial revision, and publication of submitted content.

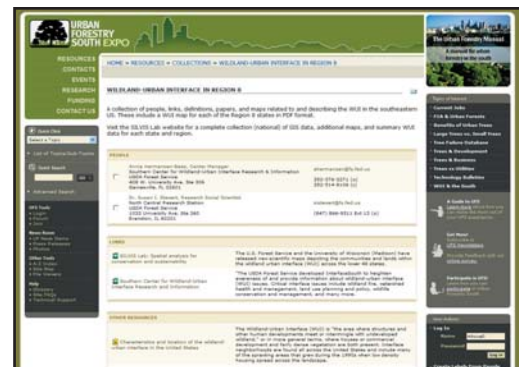
In the coming year, these and additional features will be developed to improve and enrich the Forest Encyclopedia Network system.

Urban Forestry South Expo

In 2004, Urban Forestry South (UFS), on the web at www.urbanforestrysouth.org, underwent a total site redesign and enhancement. SREF worked closely with urban forestry coordinators and land grant specialists to provide a more user-friendly, accessible and relevant urban forestry site for users.

Throughout the year, the site progressed through the design, development and testing stages and was deployed in early January 2005. The site aims to be a central database of knowledge and information pertaining to the urban forestry arena. Currently UFS is being populated with current peer reviewed urban forestry related material. Some of the unique and new features of the site are:

- A database of urban forestry abstracts, tree ordinances, flagship programs, events, jobs and news.
- A catalog of urban forestry research scientists, speakers, state contacts, and organizations including a label and address book generator.
- State coordinator features, which allows state forestry



designees to create budget narratives and accomplishment reports online and generate official copies as PDFs.

Urban Forestry South also has an agreement with the University of Minnesota (UMN) Urban Forestry library to share urban forestry related material. Currently the site is being populated with over 4,000 citations from the University of Minnesota. Additions to the site will occur regularly via new entries into UMN's database. SREF also created a module that allows other websites to search valid urban forestry material. This was completed initially for TreeLink (www.treelink.org), but with small modifications can be implemented in conjunction with other sites as well.

There are many plans for the future of UFS that will continue to provide new information, tools to interact with the site and improve the user experience in general. The enhancements and new features will only strengthen the usefulness of Urban Forestry South in the years to come. Urban and community forestry Extension specialists will notice several features of this site useful to their programming.

Reforestation, Nurseries and Genetics Resources (RNGR)

SREF has built a strong working relationship with the USDA Forest Service RNGR virtual team over the past four years. Our collaborative work during 2004 allowed RNGR clientele from around the world to access and share resources online that are nearly impossible to access by other means.

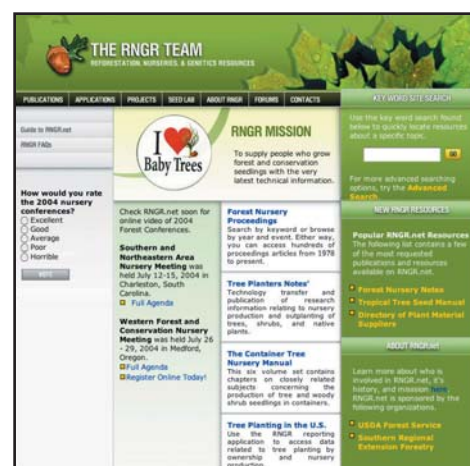
One of the main objectives of 2004 was to redesign the appearance and behavior of the RNGR site in order to provide increased functionality to its users. The design was tested, implemented, and released at the annual regional nursery association meetings with outstanding success. The site enjoyed phenomenal success with over 5.35 million hits from nearly 40,000 visitors in 2004. This overwhelming success lead SREF to develop plans

and to implement a more robust and distributed web serving system that will ensure continued service and fast download times in the future.

In 2004 materials were transferred from previous means of distribution (i.e. publication, video, etc.) to formats suitable for dissemination via the Internet. The following is a list of the publications that were converted and archived on the RNGR website:

- *Scanned and archived volumes 1-15 of **Tree Planters' Notes**.*
- *Archived 2003 **Forest Nursery Proceedings***
- *Converted chapters and all species files of **The Tropical Tree Seed Manual** to PDF and archived*

Finally, SREF completed and launched the *National Plant Materials Directory*. This online directory combines three popular references into one. Users can search for plant materials by state, product, or a keyword. The new directory is managed completely online by individual producers. The site should be of special interest to those within Extension and the land-grant system who work in the area of reforestation.



Forestry BMP's

During 2004, the USA BMP website was upgraded to a content management system and renamed Forestry BMP (www.forestrybmp.net). The site, sponsored by the Warnell School of Forest Resources (Dr. Ben Jackson) at UGA, USDA Forest Service and National Council of Air and Stream Improvement, is designed to portray the breadth of the water quality issue as it evolves and to demonstrate the effectiveness of programs designed to maintain and improve water quality.

The site is dedicated to providing water quality, best management practices and other related materials for each of the American states and territories. With the push of a button, members of the logging, forestry, environmental, conservation and other communities can receive information on current news, events, laws, permits, BMP manuals, audits, contacts and organizations for the state of their choice.

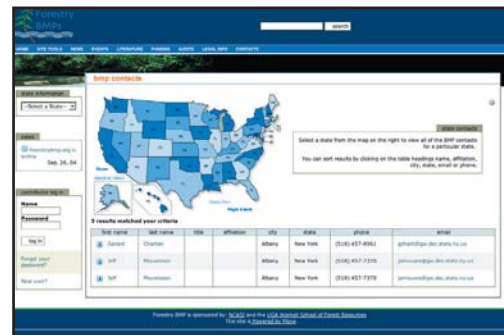
Some features of the site include:

- *Relevant bibliographies, audits, funding opportunities, legislation and regulations.*
- *Database of contacts and organizations at the federal and state levels.*
- *Current water quality studies and BMP manuals.*

Harvesting and Reforestation Extension specialists should find use with this site.

Cooperative Extension Curriculum Project

Introductory materials relating to forestry, urban forestry, wildlife and other natural resource information are being created and added to Cooperative Extension Curriculum Project (CECP) Campus. The CECP Campus is a multi-state curriculum development project for Extension in the Southern Region developed by the Association for Southern Regional Extension Directors (ASRED) in cooperation with the 1890 Extension Administrators (AEA).



The woodlands correspondence course and the USDA Forest Service Urban Forestry Manual are being utilized to develop online introductory courses. The courses, “Introduction to Forestry for County Agents” and “Urban Forestry for County Agents”, can be viewed at <http://cecp-online.org/>.

www.forestryindex.net

www.forestryindex.net, a topic-arranged regional forestry website for the South has been continually updated with new information and publications. The Southern Group of State Foresters and the USDA Forest Service, as well as other natural resource service providers, support and promote use of this site to their clientele.

DIGITAL MEDIA

The Container Tree Nursery Manual

SREF worked with the editors of the Container Tree Nursery Manual to produce a single CD-ROM which contains volumes one through six. This multi-volume work is considered the authority for information on all aspects of containerized nursery production. Its global appeal and popularity led to dwindling supplies of the print version of many of the volumes. SREF produced over 200 CDs that were distributed regionally and at each forest nursery conference in 2004. For more information on how you can obtain a copy of the manual, contact the SREF office at info@sref.info.

National Forest and Conservation Nursery Meetings

SREF provided logistical and technical support to the Southern Forest Nursery Conference and the Western Forest and Conservation Nursery Association Meeting held in Charleston, SC July 12-15 and Medford, OR July 26-29 respectively. During both meetings SREF used digital video recording to capture video of each speaker’s presentation. This video was converted to streaming media format



and is available through the web on the RNGR website at <http://www.rngr.net/Publications/proceedings/video> .

2004 . For a copy of the DVD or video, contact the SREF office at info@sref.info.

Spanish Language Tree Planting Video

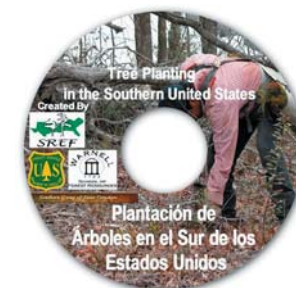
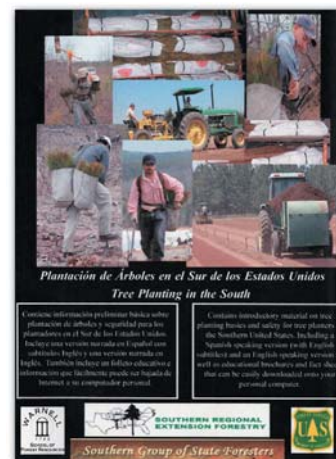
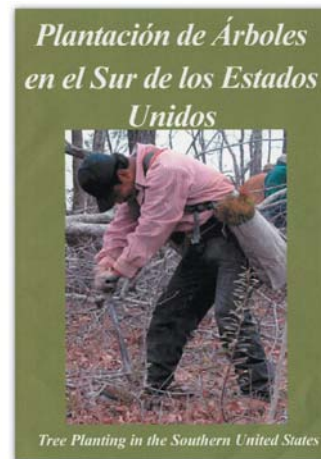
The goal of this project was to develop a tool for use in training the growing number of Hispanic tree planters by covering the basics of hardwood and softwood tree seedling care and handling, tree planting, and tree planter safety in a culturally appropriate video.

The production of this video was initially subcontracted with a nonprofit Hispanic environmental group. However, following this group's failure to complete the assignment, Dr. George Hernandez, Reforestation, Nurseries and Genetics Program Specialist with the USDA Forest Service, proposed that SREF complete the project. The SREF office, in association with University of Georgia Extension specialist, Dr. Ben Jackson, completed the first edition of the video in January 2004. Since that time, a second edition has been completed, including both English and Spanish audio tracks.

The producers used footage of Hispanic tree planters and spent time with crews watching and recording their activities. As a result, potential users will be able to relate to the messages and concepts presented. Utilizing currently recommended practices for proper care and planting of forest tree seedlings, the DVD allows the viewer to choose the language preference through the menu options while the VHS format has the two versions successively.

The 20-minute video can be used by state forestry and Extension agencies, tree planting contractors and vendors, and others with a vested interest in training Spanish speaking tree planters. Videos have already been delivered to the thirteen southern state forestry agencies and more will be dispersed to Extension Service personnel.

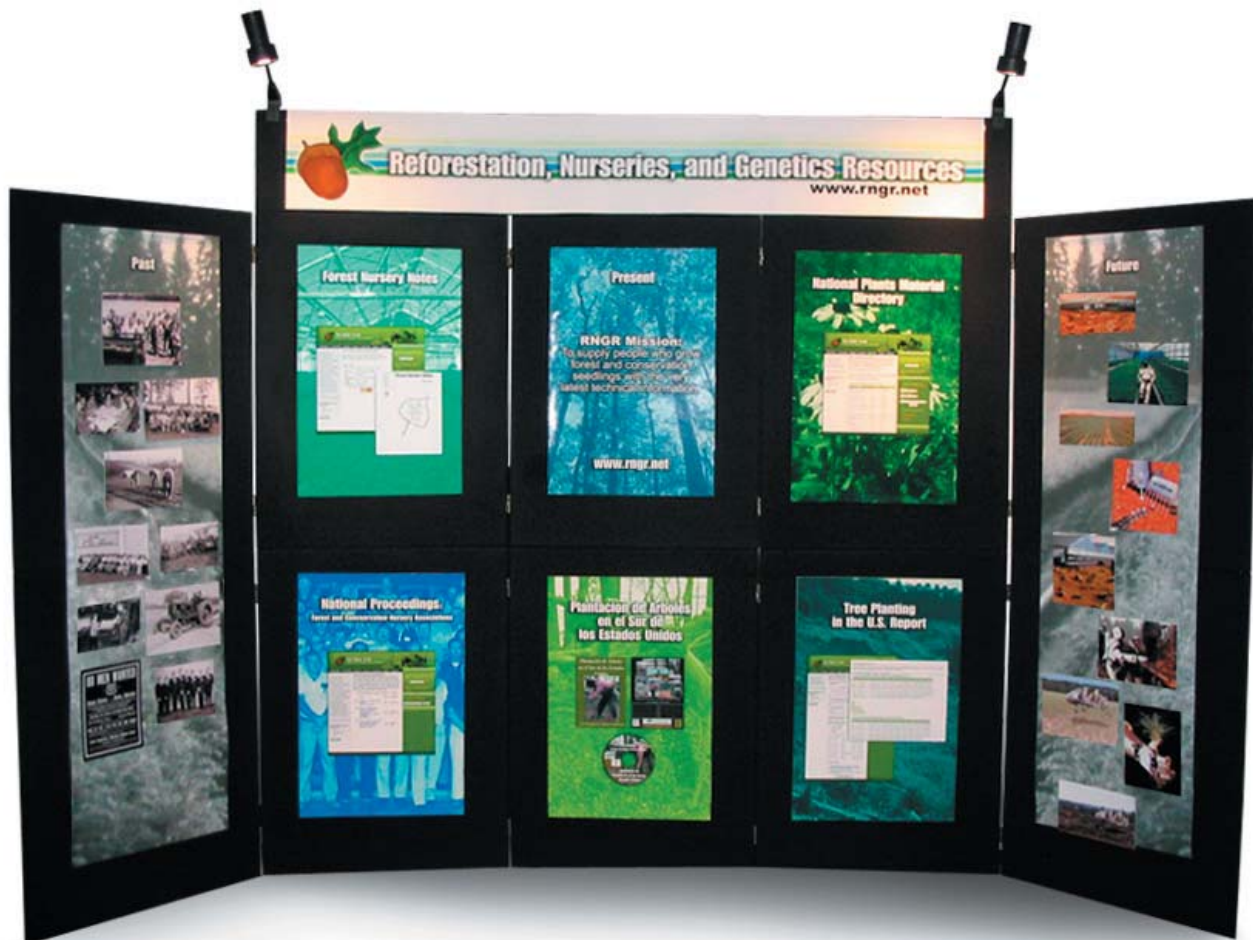
The poster shown to the right was presented at the "Working with Latinos/Hispanics in the USA" conference held in San Juan, Puerto Rico, October 27 through 29,



DISPLAYS

The SREF staff produced an exhibit display that featured various new products and programs developed by Extension services from around the South. The display was presented at the 2004 Southern Group of State Foresters Meeting June 19-22 in Charlottesville, Virginia and was well received by participants.

SREF also worked with Dr. George Hernandez to design and create a free standing 12'x8' display that marketed various RNGR projects and products including the RNGR website (see below). SREF presented and staffed the display at the Southern Forest Nursery Conference and the Western Forest and Conservation Nursery Association Meeting held in Charleston, SC July 12-15 and Medford, OR July 26-29, respectively. The booth was visited by over 200 participants at each event.







ACTIVITIES & INVOLVEMENTS

The Southern Regional Extension Forester and support staff took the opportunity to make presentations and to facilitate activities in 2004 that communicate the efforts of Cooperative Extension and partnering organizations and to improve regional programming in the South.

PRESENTATIONS & POSTERS

Hubbard, W. G. 2004. Natural Resource Based Economic Opportunities. Southern Rural Development Conference. Tampa, FL.

Hubbard, W.G. 2004. Educating landowners via distance learning opportunities. Alabama Forest Landowners Association.

Hubbard, W.G. 2004. Techniques and Tools in Urban Forest Inventory. The University of Florida.

Hubbard, W.G. 2004. Valuation Procedures for Urban Trees. The University of Florida.

Hubbard, W.G. 2004. Financial and Economic Considerations in Forest Management. A Presentation for the Master Tree Farmer Live Satellite Videoconference. Clemson, SC and 84 sites participating.

Hubbard, W.G. 2004. History and Importance of Forestry in the South. Forestry for Nonforesters Shortcourse. Athens, GA.

Hubbard, W.G. 2004. Urban Forestry Issues and Opportunities in the South. Forestry for Nonforesters Shortcourse, Athens, GA.

Hubbard, W. G. 2004. Wildland-Urban Interface: What is it? What are the Opportunities? Forestry for Nonforesters Shortcourse, Athens, GA.

Hubbard, W. G. 2004. Forestry Terms and Concepts. Forestry for Nonforesters Shortcourse, Athens, GA.

Hubbard, W.G. 2004. Private Landowner Implications of the Healthy Forest Restoration Act (HFRA) of 2003. East Texas Forestry Field Day. Overton, TX.

Hubbard, W. G. 2004. Forestry Services Available for Landowners. East Texas Forestry Field Day, Overton, TX.

Hubbard, W. G. 2004. Working Across Agency Boundaries to Develop Effective Forestry Education Programs in the Southern United States. IUFRO Extension Working Party Paper, Orvieto, Italy.

Hubbard, W.G. 2004. Regional Extension Forester Report. Association of Consulting Foresters, Chattanooga, TN.

Hubbard, W. G. 2004. Regional Extension Forester Report. Southern Group of State Foresters. Charlottesville, VA.

Hubbard, W.G. 2004 Regional Extension Forestry Report. Association of Extension Administrators, Greensboro, NC.

Hubbard, W.G. 2004. Opportunities for Small Diameter Wood in the South. Ark-La-Tex Forestry Forum, Shreveport, LA.

Hubbard, W.G. 2004. Southern Regional Extension Forestry Activities and Accomplishments (Southern Forestry School Deans and Directors, Southern Extension Directors). Savannah, GA and Mobile, AL.

Jordin, J.B. 2004. Development of an Online Resource for State Outreach Coordinators. Wrightsville, NC.

Jordin, J.B. 2004. RNGR: Programs and Initiatives. Forest and Conservation Nursery Association Meetings. Medford, OR and Charleston, SC.

Jordin, J.B. 2004. Internet Planning Workshop for Forest Landowners Association. Atlanta, GA.

Jordin, J.B. 2004. Internet Planning Workshop for the International Institute of Tropical Forestry. San Juan, PR.

Lawrence, A.L. 2004. Working with Latinos/Hispanics in the USA. (poster) San Juan, PR.

COLLABORATIONS

Southern Regional Extension Forester hosts National Urban and Community Forestry Technology Transfer Team in New Orleans, LA.

The Southern Regional Extension Forestry office was honored to provide leadership in coordinating the annual meeting of the National Urban and Community Forestry Technology Transfer Team. This team, appointed by the USDA Forest Service Chief has developed an award-winning strategic plan and has implemented many parts of it to date. The Regional Extension Forester works as a member of this team and represents Extension and the land grant universities. Many thanks to the Louisiana Department of Agriculture and Forestry for their assistance in putting on one of the most memorable meetings to date

Relationship between the Association of Natural Resources Extension Professionals (ANREP) and the Southern Regional Extension Forestry Office

Several years ago, when ANREP was conceived, the need arose for an office location outside the federal USDA structure in Washington DC. The SREF office was

approached due to their longstanding mission of working across state lines to coordinate Extension natural resource programs. This relationship has remained strong and today the SREF provides Executive Secretary support. In addition, the SREF office provides in-kind services related to the website and national conference assistance. Those interested in ANREP should visit www.anrep.org.

Extension Foresters Unit Leader Meeting

State Extension Unit Leaders and key partners spent two days in North Carolina sharing information and coordinating plans for 2005. Key issues discussed included the southern timber market study being undertaken by the USDA Forest Service and SGSF, technology transfer efforts of the USDA FS Southern Research Station and the regional publication series



Extension Unit Leaders meet at the Cradle of Forestry outside of Asheville, NC.

Southern Region Extension Forester hosts visitors from Afghanistan

The Southern Regional Extension Forestry office had the pleasure of collaborating with USDA Forest Service personnel to host a group of conservation and environmental education leaders from Afghanistan. The visitors participated in a series of on campus and field educational events including presentations by the Regional Extension Forester, and several faculty members from the Warnell School of Forest Resources and UGA's College of Agricultural and Environmental Sciences. In addition, the Agricultural Research Service site was visited as well as several demonstration areas around Athens. The visitors were provided with resources developed here in the U.S. for conservation and environmental education. In addition, plans were made to visit them back in their home country.



Afghan Visitors





AWARDS & RECOGNITION

USDA Forest Service Chief's Southern Centennial Forum Award

The USDA Forest Service celebrates its centennial anniversary in 2005. To mark this special occasion, the Forest Service sponsored a series of regional forums throughout the year that culminated with a national event held in Washington, D.C. in 2005. Bill Hubbard received one of five Chief's Award at the Southern Centennial Forum in Asheville, NC, November 9, 2004. The award recognized Bill's leadership in transferring the science of forestry to professional and private landowners.

USDA Secretary of Agriculture Group Honor Award

Bill Hubbard along with Dr. George Kessler and Dr. Greg Yarrow received a USDA Secretary of Agriculture Group Honor Award for production of a state-of-the-art, cost-effective training method to provide landowners with natural resource management skills that greatly enhance the forest sustainability, wildlife habitat, and timber production with the Master Tree Farmer program. The award was presented at the Ronald Reagan Building and International Trade Center in Washington D.C. on June 25, 2004.

Outstanding Educational Program Award

The American Distance Education Consortium's (ADEC) Outstanding Educational Program Award was presented at the organization's May 2004 annual meeting in Kansas City. The award recognizes programs of distance education that expand the availability of higher education to a wider and more diverse audience. Bill Hubbard, George Kessler, and Greg Yarrow were recipients of the award for their efforts in creating, developing and delivering the Master Tree Farmer/Master Wildlifer programs by the use of satellite to over 15,000 landowners, farmers, ranchers and others.

Henry Hardtner Award for Landowner Education

The Southern Group of State Foresters honored Bill Hubbard, Southern Regional Extension Forester, with the Henry Hardtner Award. The award, named after Louisiana sawmill owner Henry Hardtner, recognizes excellence in the arena of landowner education. Henry Hardtner reforested lands after timber harvests and is recognized as the father of modern reforestation. Bill Hubbard and Dr. George Kessler were presented the award for their contribution to sustainable forest management in the south. The award was presented at the annual Southern Group of State Foresters meeting held June 19-22 in Charlottesville, Virginia.



William Hubbard (left) and George Kessler (right) were presented a Group Honor Award by Secretary of Agriculture, Anne Veneman (center).



George Kessler (left), William Hubbard (center), and Greg Yarrow (right) received the ADEC Outstanding Educational Program Award in 2004.





THE ROAD AHEAD

Already 2005 is shaping up to be another exciting year. Several activities are scheduled to serve the region and our clients. Ongoing now is our second installment of the national award winning Master Wildlifer Program. The Program is slated for broadcast to over 80 sites throughout the region. In addition the following projects are ongoing or will be undertaken in 2005 and beyond:

- ***Biomass Education Grants*** – *Training and education via two USDA-DOE grants to the Southern Forest Research Partnership and the USDA Forest Service Southern Wildland-Interface Center involve the Southern Regional Extension Forester and staff. Specifically, regional technology transfer activities as outlined in the grant proposal will be undertaken with the assistance of several state partners. In addition, the SREF will assist with planning a biomass training effort for the National Association of Conservation Districts (NACD), Extension agents, state foresters and National Association of Resource Conservation and Development Councils (RC&D) professionals in August of 2005.*
- ***Advanced Master Tree Farmer Program*** – *This will be the second installment of this popular program scheduled for February and March of 2006. This course is typically taken by participants who have participated in the first course.*
- ***Regional Publication Series*** - *The Regional Extension Forester will continue to provide editorial service for the Regional Extension publication series.*

- **Regional Economic Importance Brochure** – The SREF will work closely with USDA Forest Service and the Southern Group of State Foresters to develop a brochure outlining the importance of forestry in the South

- **Rollout of the Forest Landowner’s Association**

- **Woodland Stewardship Course.** Many Extension Foresters provided input into this document. A full-color document should be available in early 2005 for distribution and marketing to states and landowners.

- **Technology Transfer**

- **Southern Forestry Technology Transfer Conference Planning** - Along with Forest Service Research and Forest Service State and Private, SREF will involve state land-grants in planning a conference focused on developing and delivering successful technology products to clients.

- **Internet Applications** - The Southern Regional Extension Forestry office will continue to be responsible for the design and maintenance of several regional websites including many highlighted in this annual report.

- **Software testing, evaluation and distribution** – the Regional Extension Forester will assist with the testing and evaluation of several decision support tools used by foresters and landowners (NED, Forest*A*Syst, Forest Encyclopedia and others).

- **eExtension** – The Regional Extension Forester will assist regional and national efforts towards building the eExtension network including adding components to CECP and the national eExtension framework.

- **RREA Special Project on Visualization Models in the Interface** – SREF will work on a national project to provide Extension professionals and others with an overview of the current visual technologies and tools available for interface planning.

As has always been the case, the Southern Regional Extension Forestry office will continue to work with key partners in the areas of technology transfer, training and education and information dissemination. This includes working closely with state level Extension foresters and Extension administrators, USDA Forest Service State and Private and Southern Research Station personnel, Southern NAPFSC, the Southern Group of State Foresters, forest landowners associations and others.

