

Southern Regional Extension Forestry

Annual Report

2009

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A Letter from the Southern Regional Extension Forester

This report summarizes the cumulative work of several talented and committed professionals working for the Southern Regional Extension Forestry Office. Our office is a unique mix of natural resource professionals, educators, Internet Technology specialists, graphics designers, fiscal and administrative experts and undergraduate and graduate students. Together, our role is to assist federal, state and county educators with the Extension Service, the USDA Forest Service, state forestry agencies and others with the provision of tools and technologies that make their programming efforts more effective and efficient. We have been able to accomplish this due to the generous baseline support of the 13 southern 1862 Land-Grant University Extension Directors and the USDA Forest Service State and Private Forestry branch in the southern region. Our accomplishments have also been directly tied to the resources we have leveraged due to this support. The USDA National Institute of Food and Agriculture has provided funding, as has other branches of the USDA Forest Service such as the Southern Research Station, the Washington Office of the USDA Forest Service, the Northern Research Station of the USDA Forest Service, and the forest threats centers jointly operated under the Forest Service.

With these resources, we continue to strive to be the best that we can be. New technologies and partnerships have allowed us to extend our reach and become more effective and efficient in what we do. We are extremely proud of our accomplishments to date and invite you to read through our annual report with the purpose of finding ways to connect to others regionally to

solve our important natural resource education issues. We look forward to your review of our annual report and hearing from you.

Best regards from the Southern Regional Extension Forestry Office,

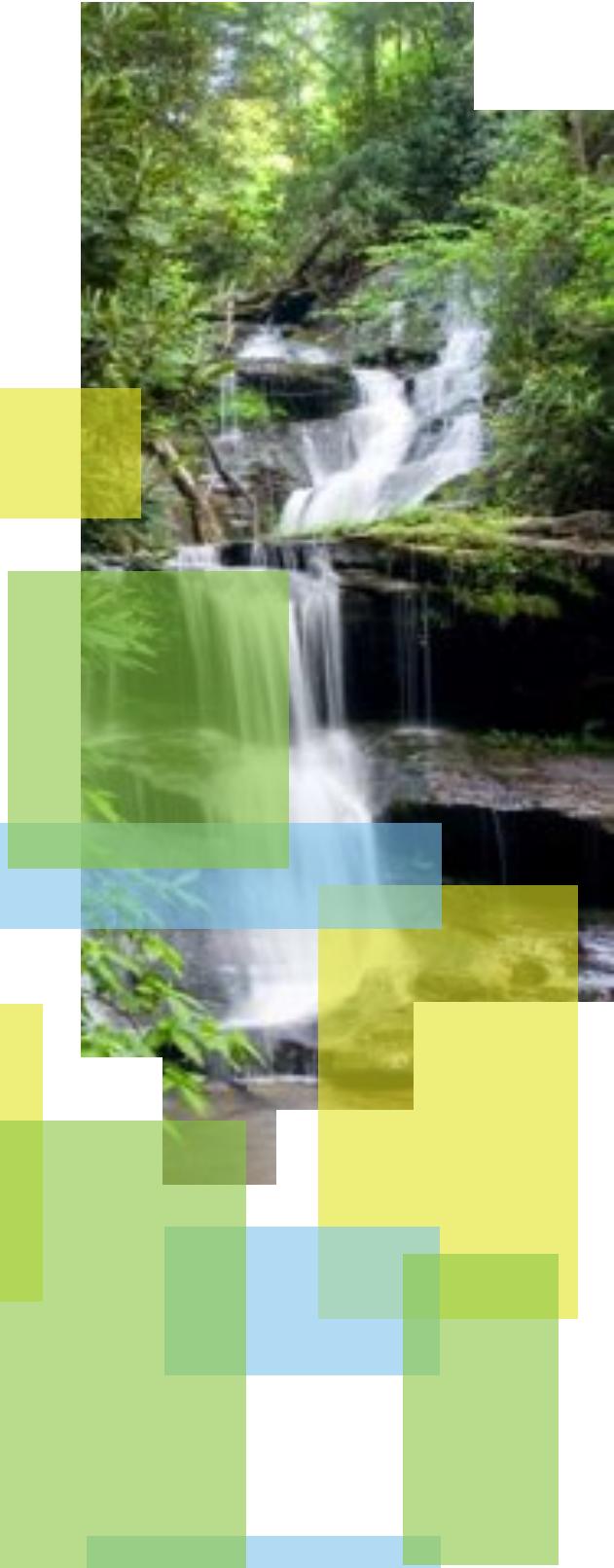
Sincerely,



The Southern Regional Extension Forester and Team



2009 Regional Review



The southern region continued to be a region of change during the period reflected by this annual report. Perhaps the greatest change within the region has come as the result of the continuing budgetary situation that many of our partners face. Severe financial constraints have curtailed many efforts designed to improve and enhance our region's natural resource base. In particular, state Extension budgets have been hard hit to the point where positions have been eliminated and programs cut.

On the bright side though, opportunities provided by the USDA and other entities to compete for funds have enabled many states to work together across agency and state lines to continue to meet the economic, social and environmental needs of the South's natural resources community. In the field of forestry, biomass, carbon markets, forest health, alternative forest products, fragmentation and parcelization, and other issues are continuing to affect how our forests are managed. The forestry community continues to work together to tackle the tough issues facing our forests and forest owners. Similarly, the wildlife community must cope with many of these issues and the added pressures of habitat loss and degradation. Wood products and traditional forest industries are continuing to change dramatically and those who work to provide education and technology transfer must continue to deal with depressed markets, changing product demands and a global recession. Alternatively, new environmental concerns about the use of wood products in building materials provides both opportunities, such as green building solutions, and barriers such as certification of southern grown wood.



Perhaps of greatest concern to the forestry and natural resources community today is that of climate change and energy security. Those of us who work in forestry and natural resources are acutely aware of the effects that recent climate change has had on our resource. While more research and synthesis is needed to understand the potential effects of climate change on the managed and natural forests of the South, the time to be proactive is now. Several programs and projects are underway now in the South to better educate our audiences on the potential effects and ramifications of climate change. Closely associated with this is the national discussion on alternative energy sources including woody biofuels. Wood from the South's forests provides an important part of the solution to our growing energy crisis, but again, research and technology transfer must be increased dramatically in order for the type of impact desired by various groups to be achieved.

In closing, our region provides economic, environmental and social opportunities during this time of change; an educated populace including youth, private landowners, policy/decisionmakers and others will be necessary to effectively take advantage of these opportunities. It is because of this that our educational work in the south remains critical, imperative and neverending.





OVERVIEW

Overview of SREF

CORE VALUE AND MISSION STATEMENT

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 and county Extension forestry and natural resources professionals, USDA Forest Service technology transfer experts, state forestry and natural resource agencies and associations and other key partners to further forest stewardship in the South with innovative information, tools, and educational 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 and county Extension forestry and natural resource professionals, with information and tools that facilitate efficient use of their time and resources.

HISTORY

The position of Southern Regional Extension Forester (SREF) was created in 1979 to serve as a liaison between the USDA Forest Service and the thirteen 1862 Extension forest resource programs in the South. Formally established with a memorandum of understanding (MOU) between the thirteen southern land-grant universities and the USDA Forest Service, the MOU was updated in 2000 and serves as the primary benchmark for planning and implementing annual programs of the SREF office. The MOU states that the position shall be located in Athens, Georgia but serving all state Extension offices and the USDA Forest Service in the southern region. 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 process.

Since its origination, the duties of the Regional Extension Forester have evolved to include the promotion and facilitation of regional educational programming, representation of the 1862 and 1890 land grant and Extension system organization on regional and national task forces, committees, planning events, etc, promotion of the land grant and Extension solution, and communication and recognition of successful state-level land grant and Extension programs within the forestry and natural resource communities.





PEOPLE

Meet the SREF Team



Front row, left to right: Cole Sherer, Sarah Ashton, Candee Golden, Laura Harvey

Back row, left to right: Darryl Outlaw, Bill Hubbard, Matt Howell





WILLIAM G. HUBBARD
Southern Regional Extension Forester

Bill has served as the Southern Regional Extension Forester since 1993. 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 Southern Regional Extension Forester, Bill taught forest management and forest economics at the University of Florida for five years while also managing the Florida Forest Stewardship and Urban Forestry Extension programs at UF. He received a PhD in Adult Education focusing on program evaluation at the University of Georgia.



MATTHEW HOWELL
Information Technology Project Manager

Matt joined SREF in 2004 after completing a Bachelor's of Science degree in Computer Science from the University of Georgia. Matt leads the development of several web-based technology projects including the Reforestation, Nurseries and Genetics Resources website, Urban Forestry South Expo, the Forest Encyclopedia Network or FEN, Eastern Forest Environmental Threats Assessment Center and Forestry Videos. Matt is currently finishing a Masters of Science in Computer Science. He plans to graduate in the fall of 2010.



SARAH ASHTON
Program Coordinator

Sarah joined the SREF staff during the summer of 2006 after completing a Masters of Science in Forestry at Virginia Polytechnic Institute and State University. Currently, Sarah is providing leadership in a number of areas including an update of the national Renewable Resources Extension Act (RREA) Strategic Plan, a regional shortleaf restoration initiative, a regional audience assessment initiative and several other projects. Sarah also assists the Southern Regional Extension Forester with various regional programs and projects including proceedings editing, participation in regional and national planning efforts and overseeing student work activities. Sarah loves forestry, but would some day love to diversify her skills by managing and owning a goat farm and creamery.





CANDEE GOLDEN
Administrative Specialist

Candee has been with the SREF staff since 2006 as an Administrative Specialist and worked for the University of

Georgia for five years before that. Candee's varied background includes work in accounting and purchasing in the restaurant industry, co-owning a contracting business, and being a full-time mom. She currently manages the paperwork for several grants, oversees payroll, provides all purchasing and budget reconciliations and a host of other critical office management and administrative assistant responsibilities (travel, meeting management, etc.).



COLE SHERER
Assistant Web Developer

Cole joined SREF in June 2006 and assists with the development of multiple websites and technologies. Upon

finishing his BS in Computer Science at the University of Georgia in May 2007, he started work on his PhD.



LAURA HARVEY
Graphic Designer

Laura joined the SREF staff in May 2009 as a graphic designer. She provides design services for a number of SREF projects.

She will complete her BFA in Graphic Design in May 2010.



DARRYL OUTLAW
Assistant Web Developer

Darryl has a diverse and extensive background in information technologies. Darryl holds a BS from the University

of Tampa in Computer Science and minors in both Accounting and Business Administration. Darryl joined SREF in the first quarter of 2008 and currently works on web site design and development. Previously, Darryl worked for companies such as Computer Associates, CitiStreet and Blue Cross Blue Shield of Florida where he managed, designed, developed and implemented many successful leading edge IT systems.

A D D I T I O N A L A S S I S T A N T S

The Southern Regional Extension Forestry office would also like to extend thanks and appreciation to the following University of Georgia student assistants who assisted with many tasks throughout the year. These included scanning documents, assisting with projects, filing publications and general office duties in support of regional programs. Particularly, we would like to thank Whitney Howell, Caitlin Carroll, and Derek Stanfield.





STATE UPDATES

State Updates

The thirteen Southern 1862 Land-Grant Universities continued to develop a wide variety of materials and deliver them to thousands of clients through their Extension Services in 2009. Forestry and natural resource Extension specialists and agents provided educational programming to forest owners, farmers, youth, urban audiences, wood-using industries, conservation organizations, communities and a host of other audiences. A very brief sampling of state highlights follow. Please visit their websites, listed on page 16, for a more comprehensive look into how their work is affecting these varied audiences.

 **ALABAMA:** In 2009, Alabama Extension held eighteen educational events, such as workshops, field days, and conferences that provided information related to Cogongrass to more than 1300 participants, including landowners, professionals and students. Co-organization of the annual meeting of the Alabama Invasive Plant Conference brought 145 attendees together to continue to highlight and address the growing problem of exotic-invasive plants in the state. There were four Extension publications produced with more than 9,000 printed copies.

 **ARKANSAS:** In 2009, the Arkansas Quail Committee (AQC) was formed to lead Northern Bobwhite recovery efforts in Arkansas. The AQC includes representatives from the University of Arkansas Cooperative Extension Service, Arkansas Game & Fish Commission, Natural Resources Conservation Service, U.S. Fish and Wildlife Service, U.S. Forest Service, Quail Unlimited,

Farm Services Agency, timber companies, private consultants and academia. RREA funds were used to establish 70 acres for quail habitat recovery on different experiment stations within the State. Specific activities included fescue/Bermuda eradication, prescribed fire, seedbed prep disking, and native grass establishment. More than 150 landowners attended the three field days held, highlighting the demonstration work.

 **FLORIDA:** In 2009, “Living Green with Turtles”, a program for the Living Green TV series (<http://www.livinggreen.ifas.ufl.edu>), was developed and aired. This show is approved by the National Education and Telecommunications Association; 150 PBS affiliate stations aired this show in a total of 22 states. Trac Media calculated the program reached 114,000,000 people in 44,740,000 households.

Extension capitalized on partnerships, conducting statewide workshops through the cooperative “Conserved Forest Ecosystems Outreach and Research” with natural resource agencies and a



videoconference with the Florida Invasive Species Partnership (<http://www.floridainvasives.org>). The Conserved Forest Ecosystems Cooperative produced a comprehensive handbook on groundcover restoration in the SE.

Florida PLT trained 33 new facilitators who partnered with experienced facilitators to form 16 teams. Over half of the teams have already conducted workshops. Working with over 530 landowners and professionals, Florida's Forest Stewardship Program hosted 14 educational events including tours, workshops, and videoconferences. Program topics included prescribed fire, alternative enterprises, invasive exotic plants, management technique demonstrations, assistance programs and forest plant identification.

The Community Forest Stewardship Program launched a 32 hour short course to provide non-professional community leaders and volunteers with training to manage urban forests. The majority of participants have volunteered in their communities to organize tree planting, lead children's programs, conduct workshops with homeowner's associations, and other efforts. And, in conjunction with Urban Forestry LLC, Extension developed a storm damage assessment tool for urban forest hurricane debris. This utility can be uploaded to the i-Tree software suite of tools and applications that is used by communities to manage their urban forests and understand the benefits they provide.

GEORGIA: In 2009, forestry and natural resource Extension held Pond Management Workshops, Professional Tree Health Care

Worker Foundation Training, and a Cogongrass in Georgia Conference. In addition, Georgia Extension has provided leadership for the statewide Master Naturalist Program which has become highly successful over the last few years.

KENTUCKY: The University of Kentucky Forestry Extension program was awarded the Family Forest Education Award for 2009 by the National Woodland Owners Association and the National Association for University Forest Resource Programs. This award recognizes excellence in the development and delivery of education programs for woodland owners. Other notable accomplishments include the development of a web-based searchable database to allow access to wood industry data and the publishing of three issues of the Kentucky Woodland Magazine. These issues were published and mailed to over 10,500 woodland owners and in total 190,685 indirect contacts were made aware of issues associated with woodland stewardship.

LOUISIANA: In 2009, Louisiana Extension Forestry completed the Louisiana Recommended Forestry Best Management Practices website and DVD. The thirteen minute DVD is an accompaniment to the website that provides a visual context for BMP implementation. The website is a comprehensive guide for forestry best management practices in Louisiana. The project was funded by a grant from EPA and the Louisiana Department of Environmental Quality. The website is http://www.lsuagcenter.com/en/environment/forestry/forestry_bmps/.



Extension also held the Third Louisiana Natural Resources Symposium in Baton Rouge, LA and five regional forums throughout Louisiana covering forest management and conservation topics. Approximately 583 forum participants gained knowledge in topics ranging from surviving depressed forest products markets to implementing forestry best management practices on private forestlands. These forum participants represented ownership of approximately 315,000 acres of forestland in Louisiana, Arkansas, Texas, and Mississippi.

 **MISSISSIPPI:** In 2009, MSU Extension Forestry produced an updated version of the *Managing the Family Forest Publication*, formerly produced by the USFS and a publication titled *6 Important Invasive Species in Mississippi*. In addition, a portion of Mississippi RREA funds were made available through a mini-grant program, linking state and area specialists in Natural Resources with county level personnel in assorted projects. Fourteen, \$5,000 mini grants were awarded statewide for topics ranging from invasive species, pine plantation management, and master naturalist training.

The Mississippi Southern Pine Beetle Prevention Program continued in Mississippi, with an additional 25 educational programs conducted, and 9,000 acres signed up for the cost share thinning program. ARRA funds were secured to continue this project through 2011.

 **NORTH CAROLINA:** In 2009, the College of Natural Resources at North Carolina State University offered a wide range of

Extension, Outreach and Continuing Education programs and services for professionals, policymakers, community leaders, K-12 teachers and members of the general public engaged in ensuring the sustainability of North Carolina's unique natural resources. Over the past year, outreach specialists in forestry; wildlife; wood products; recreation and tourism responded to more than 10,000 requests for information and consultation from individuals, communities, state & local governments, and businesses across the street and around the world. They also reached more than 4000 natural resource professionals with lifelong learning offerings, including distance education, certificate programs, workshops, and short courses.

 **OKLAHOMA:** The 2009 Forest Landowners Association Outstanding Extension Forester Award was given to Craig McKinley, State Extension Specialist at their annual meeting in Amelia Island, Florida. Natural Resource Extension programs function within the OSU Natural Resource Ecology and Management Department. Major programming areas are youth education, forestry, range ecology, wildlife, wood products and hydrology. In the past year, Extension specialists have provided numerous field trips, workshops, and contests for landowners, commodity producers, youth, and the public. Major demonstration projects include a cross-timbers restoration effort on property near Stillwater and continuation of the fire regime study on the Pushmataha Wildlife Management Area near Clayton, OK. The 54th annual Youth Forestry and Wildlife Camp was held in SE Oklahoma, with OSU Extension



involved in collaboration with other agencies to provide a unique experience for youth ages 13-15. Forestry contests were held on a statewide basis, and the annual Career Development Event was sponsored for FFA youth. Commodity workshops included landowner presentations and Christmas tree production meetings as well as field tours for several groups. This year, the Extension program added a 1/3 time position for programming in the hydrology arena, which will focus on forestry BMPs.

 **SOUTH CAROLINA:** In 2009, faculty and staff conducted workshops on Timber Tax, Estate Planning, Natural Resource Enterprises and Forest Herbicides. These workshops were well attended by landowners, foresters, accountants and lawyers. South Carolina Forestry Associations were active with assistance from agents and content delivered by agents and specialists. Extension was very active working with youth in South Carolina. Candace Cummings received a grant for "No Child Left Behind - Improving Teacher Quality Higher Education Grant" to instruct teachers on teaching about wildlife. Water quality presentations were given at eleven schools and forestry/natural resource education programs were conducted at many schools. Extension created and conducted multiple camps for 4H and other youth focusing on natural resources and water quality. This was also the first year for a Junior Naturalist program conducted in the upstate that taught youth about geology, wildlife biology, herpetology, dendrology and fisheries.

Karen Hall directed the South Carolina Master

Naturalist Program in 2009. Nine Master Naturalist courses were offered through 5 Host Sites. Three additional Host Sites will begin to offer training in 2010. One hundred and sixty-six participants were trained. Along with existing graduates, the program now has 598 volunteers statewide. These graduates have logged over 11,145 volunteer service hours. Plans are underway for the Master Wildlifer and Master Tree Farmer program to be offered in 2010 and 2011. In 2009, Clemson Extension also tested the technology waters for content delivery. Three webinars were presented on cash flow analysis, valuation, and the Farm Bill. We will present more content through webinars in 2010. Jack Whetstone received the Conservation Educator of the Year Award from the Soil and Water Conservation District.

 **TENNESSEE:** In 2009, Tennessee Forestry Extension held four regional Tennessee Healthy Hardwoods (THH) field days for county forestry associations with the theme of "Income Opportunities for Family Forests." Seven workshops were held explaining the forest certification process to family forest owners with 246 landowners in attendance. A demonstration on evaluating four methods of control for Asian privet was established for public viewing at the West Tennessee Research and Education Center. UT also established a cooperative agreement with National Turkey Federation and Northern Bobwhite Conservation Initiative for research and outreach activities in forage production, biofuels production (and strategies for integration), restoration of native grassland communities (oak savannahs and woodlands), and wildlife conservation.



TEXAS: In 2009, Texas AgriLIFE Extension held the Natural Resources Leadership Course (NRLC). It continues to be an award-winning leadership training program of Texas AgriLife Extension. The two-year course trains outstanding young County Extension Agents from 16 Texas counties in leadership skills and regional issues within the state. Three of four regional training sessions have taken place. The fourth and final one is scheduled for April 2010.

VIRGINIA: Virginia's Link to Education about Forests (LEAF) program constitutes a broad statewide network of public and private partners that have joined to create programs for new audiences. Efforts include establishing outdoor classrooms, developing online education, and integrating real-time research to support applied initiatives. LEAF offers comprehensive online learning opportunities for practitioners, policy-makers, and interested citizens. Content includes stand-alone modules, downloadable tutorials, and live programs. Coupled research projects comprise monitoring the health and productivity of reclamation forests at the Powell River Project, assessing forest composition and health and canopy expansion possibilities on private property in Arlington County, and gauging the prospective scope of sustainable forestry education at James Madison's Montpelier (selected by the American Society of Agronomy as a 2009 research highlight).

In spring 2009, the Virginia Forest Landowner Education Program released its newest short course, "Investing in Sustainable Forestry – Profitable Forest Management in the 21st Century," funded by the Sustainable Forests Partnership. In this class, forest owners are introduced to emerging and traditional sustainable forest management opportunities. Montreal Process Criteria are used as a replicable framework for considering these opportunities and participants are encouraged to consider the implications for their forests. A full-color tri-fold guide, covering key components of sustainable forest management, accompanies the class. We offered Investing in Sustainable Forestry at two locations in Southside Virginia (Wakefield and Keysville).





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

Auburn University - Alabama Cooperative Extension System - <http://www.aces.edu/>

University of Arkansas - Arkansas Cooperative Extension Service - <http://www.arnatural.org/>

University of Florida - Florida Cooperative Extension Service -<http://solutionsforyourlife.ufl.edu/>

The University of Georgia - Georgia Cooperative Extension Service - <http://warnell.uga.edu/outreach/index.php>

University of Kentucky - Kentucky Cooperative Extension Service - <http://www.ca.uky.edu/forestryextension/>

Louisiana State University - Louisiana Cooperative Extension Service - <http://lsuagcenter.com/en/environment/>

Mississippi State University - Mississippi Cooperative Extension Service - <http://msucares.com/forestry/index.html>

North Carolina State University - North Carolina Cooperative Extension Service - <http://www.ces.ncsu.edu/nreos/forest/>

Oklahoma State University - Oklahoma Cooperative Extension Service - <http://www.oces.okstate.edu/>

Clemson University - Clemson Cooperative Extension Service - http://www.clemson.edu/extension/natural_resources

The University of Tennessee - University of Tennessee Extension - <http://fwf.ag.utk.edu/extension/extension.htm>

Texas A&M University - Texas Agrilife Extension - <http://texasextension.tamu.edu/>

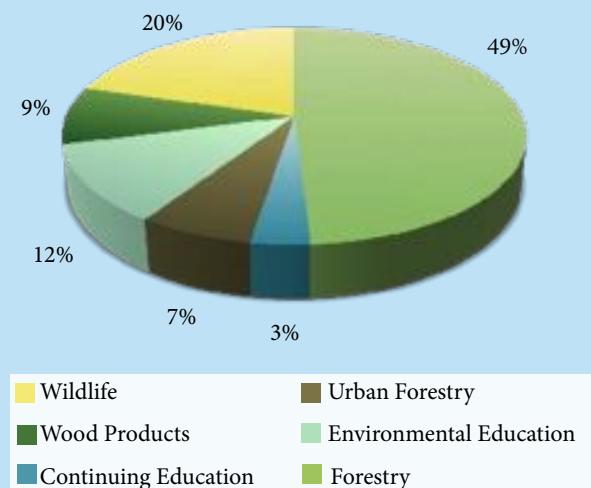
Virginia Tech - Virginia Cooperative Extension - <http://www.ext.vt.edu/>

USDA Forest Service - Southern Region State and Private Forestry - <http://www.fs.fed.us/r8/>



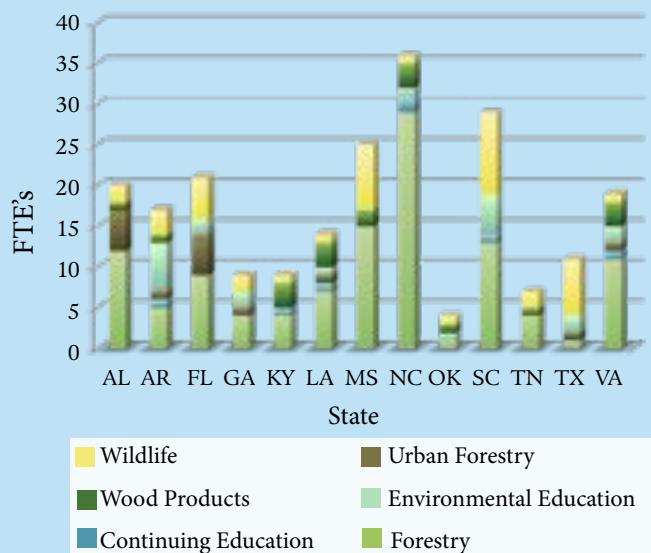
Total FTE's

fig. 1



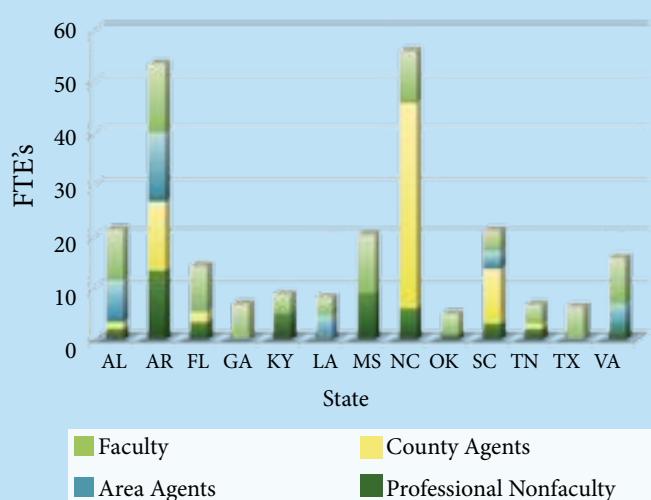
Number of Natural Resource Personnel by State

fig. 2



FTE's by Professional Status

fig. 3



REGIONAL CAPACITY TO CONDUCT NATURAL RESOURCE PROGRAMS IN THE SOUTH

States in the South continued to exhibit a strong diversity in the personnel hired to conduct natural resources Extension programming. Figures 1 through 3 summarize the Full Time Equivalents (FTE's) of these individuals. One FTE is equivalent to one full-time person. Oftentimes, faculty and staff time is "split" between one of four functions at the University: teaching, research, Extension and administration. Each forestry unit leader or contact is polled each year to determine FTE's in major forestry and natural resources areas (excluding fisheries and aquaculture due to the difficulty in some states of obtaining this information). Some of the key points from these graphs include the fact that there are currently over 150 FTE's in forestry and natural resources Extension in the South; close to 63% of these FTE's are state faculty, 23% state professional nonfaculty, and 14% county or area agents. There is also great diversity across the South with respect to disciplines covered and type of professional appointment.

figure 1: Percentages of FTE's by discipline in the U.S. South.

figure 2: Number of Extension natural resource professionals by general discipline in each state in the U.S. South.

figure 3: Number of natural resource Extension FTE's by professional status in each state in the U.S. South.



GRANTS & CONTRACTS

The day-to-day activities as well as projects carried out by the Southern Regional Extension Forestry office are supported from a number of different sources including base funds provided by the Southern Regional Extension Directors and the USDA Forest Service State and Private Forestry. In addition, grants and contracts from other sources are utilized for various projects that support

the mission areas of the Extension Service and Forest Service including regional programming, technology transfer, support to state Extension Services, general information dissemination, science application and other areas. Table 1 provides summarized current and ongoing grants and contracts of the Southern Regional Extension Forestry office.

2009 CURRENT & ONGOING FUNDING		
Project Title	Granting Agency	Amount Received
SREF Administration Grant (salaries and support)	Association of Southern Regional Extension Directors (ASRED)	\$173,089.00
SREF Travel and Support	USDA Forest Service	\$40,000.00
Bioenergy Desktop Guide	National Association of Conservation Districts	\$28,130.00
Urban Forestry Southeast Expo Website	USDA Forest Service	\$24,500.00
Reforestation, Nurseries and Genetics (RNGR) Website and related technology transfer activities	USDA Forest Service	\$45,000.00
Assessing Forest Resource Audiences and Technology Transfer Techniques	USDA Forest Service State and Private, USDA Forest Service Southern Research Station	\$40,000.00
TOTAL \$350,719.00		

Table 1: Current and Ongoing Funding







PROGRAMS & INITIATIVES

Programs and Initiatives

Programs and initiatives with a regional scope are imperative to the success of the Southern Regional Extension Forestry program. These include multi-state and regional projects that are coordinated by individuals, states or agencies that involve the Southern Regional Extension Forestry office in one way or another. In 2009, we continued to build upon several strong programs started in previous years while also expanding this base with new innovative initiatives.

NATIONAL ASSOCIATION OF CONSERVATION DISTRICTS (NACD) WOODY BIOMASS DESK GUIDE AND TOOLKIT

In June of 2008, Southern Regional Extension Forestry and the University of Florida received Department of Interior funds through the National Association of Conservation Districts to develop a Woody Biomass Desk Guide and Toolkit. Adapted primarily from existing materials (the Wood to Energy Outreach Program and the Sustainable Forestry for Biomass and Bio-based Products Initiative), the Desk Guide and Toolkit is national in scope and consists of eight chapters that include reference guide sections with overview information for professionals; sets of fact sheets to be used with the public, local leaders, and landowners; and case studies that illustrate examples, challenges, and successes of woody biomass production

and utilization projects. In addition, the guide features a resource section with suggestions for supplementary materials, FAQs, a glossary of terms, and example community supply curves. NACD published the Desk Guide and made it available online in May of 2009. This guide, extremely useful for state, county and local educators, is available at <http://www.nacdnet.org/resources/guides/biomass/>.

FOREST-BASED BIOENERGY COMMUNITY OF PRACTICE

In the Summer of 2008, the Southern Regional Extension Forestry office facilitated the development of a team, led by the University of Georgia and Texas A&M University, that wrote a proposal and was awarded an RREA grant to support the development of an eXtension Forest-based Bioenergy (FBB) Community of



Practice (CoP). An eXtension Community of Practice (CP) is a virtual network of faculty, professional and para-professional staff, county educators, industry experts and government agency representatives who share knowledge or competence in a specific content area and who are willing to work together over an extended period of time. The CoP shares knowledge gained in the form of educational products, programs and electronic interactions with individuals interested in the particular subject matter (Community of Interest).

The purpose of the FBB CoP is to 1) assess the current state of the industry; 2) assist with the complex dissemination of forest-based bioenergy and bio-products information; 3) create and maintain the primary system that will continuously track new advancements and information; and 4) support the needs of individual producers and users as well as local, state, regional and national resource planning professionals. Both the Southern Regional Extension Forester and the SREF program coordinator are participants on the Core Leadership Team of the FBB-CoP. In 2009, the SREF program coordinator provided the leadership on project management components of the CoP in preparation for a 2010 launch. The eXtension Wood Energy Community of Practice public site is available at http://www.extension.org/pages/Wood_Energy_Community_of_Practice.

UPDATING THE RREA STRATEGIC PLAN

In September of 2009, Southern Regional Extension Forestry was awarded Renewable

Resources Extension Act (RREA) Focus Funds to lead the planning and development of a new RREA Strategic Plan for 2010-2015. The sustainability and productivity of the nation's working forest and rangelands is dependent on an understanding and appreciation for the social, environmental, and economic conditions and stressors that affect these lands. The nation's Extension forestry and rangelands education programs at both the 1862 and 1890 institutions have been instrumental for a number of years in assisting a wide range of audiences (the general public, landowners, industry, NGOs, youth, etc.) in gaining new knowledge that has then been utilized to adopt practices that provide benefits to mankind while sustaining natural resources. In an effort to continue its success, it is critical to revisit and update the Extension Forest and Rangelands Programs' strategic plan. Southern Regional Extension Forestry, because of its extensive, national network and its prior experience leading the 2004 strategic planning effort, and the University of Georgia's Fanning Institute, because of its expertise in strategic planning, will be uniquely qualified to lead this project.

The long-term goals for this project are to have a 5-year strategic plan to guide the Extension Forest and Rangeland Programs and to have a shared vision for the program among the natural resources community. To do this, it is necessary to: conduct formative and summative evaluations of the current plan (2005-2009) and identify current and future critical forest and rangeland issues that have emerged since that plan was created; work with the natural resources



community and other key partners to develop a five-year strategic plan that will address the critical issues identified; work with the natural resources community and partners to develop a shared, long-term vision of working lands; develop methods (quantitative and qualitative) for process and summative evaluation by which these action strategies can be evaluated for the purposes of accountability to stakeholders; and inform the Cooperative Extension System and key strategic partners of the vision, mission, critical issues identified, action strategies, and plan evaluation methods. Project information can be found at <http://rreaprogams.info>.

SHORTLEAF INITIATIVE



Working with our partners at the US Forest Service, Cooperative Forestry Unit, the office of the Southern Regional Extension Forester initiated work on planning and holding a symposium on shortleaf pine restoration. The purpose of this gathering is to further increase the awareness of the full range and potential of shortleaf ecosystems, and to begin building partnerships needed to encourage and promote restoration of shortleaf ecosystems. A goal of this meeting is to provide a wide range of participants an opportunity to give input into a plan inclusive of critical problem identification, current and necessary information needs, action steps that should be taken in the next five years in the restoration arena and other needed activities. 2009 proved to be a difficult year to begin initiation of this effort, primarily due to budget cuts and prohibition of out-of-state travel. In late Spring of 2009, the steering committee agreed to

resume work in preparation for a 2010 meeting.

SOUTHERN REGIONAL AUDIENCE ASSESSMENT

In 2009, Southern Regional Extension Forestry in partnership with the U.S. Forest Service Southern Research Station, the University of Kentucky, and Clemson University began a research project titled "Forest Science Delivery in the South: Increasing Effectiveness and Efficiency through Application and Assessment". The purpose of this project is to study forestry and natural resources educational audiences in the southern region and to identify high priority audiences and issues where university, state, and federal partners can work together collaboratively and more effectively to address critical forestry and natural resource science delivery needs in the region. Specific goals of the study are to:

1. Review current forestry and natural resource-related communication, science delivery, and technology transfer activities in the Southern states.
2. Document the effectiveness where possible of various educational methods for reaching important target audiences with forestry and natural resource messages.
3. Identify opportunities for increased effectiveness in communicating and delivering forestry and natural resource information, knowledge, and technologies in the Southern region.

By the end of 2009, all data for the first phase of the study was collected. In 2010, SREF plans to report findings to the USFS, Southern Region



Extension, and the Association of Natural Resource Extension Professionals.

FORESTRY AND NATURAL RESOURCE

WEBINAR SERIES

<http://www.forestrywebinar.com>

The Southern Forestry & Natural Resources Webinar Series Portal is a service of the Southern Regional Extension Forestry office, North Carolina State University's Extension Forest Resources, Texas Agrilife Extension and other participating land-grant universities in the South. The term webinar is short for "web-based seminar". These seminars can be on any topic, of any length and for any audience. While most webinars are designed for live audiences, many can be archived or saved for future viewing. This portal will serve as a launching point for current and archived forestry and natural resource webinars. This site will also host information on upcoming webinars hosted via this initiative as well as relevant webinars from other organizations. Evaluations in 2009 yielded the following results:

- In 2009 we conducted 21 webinars for professionals, reaching approximately 1332 participants.
- Approximately 81% of the participants were from the South. The remaining were from Northeast (8%), Midwest (6%), West (4%), and international (1%).
- Approximately 84% of participants in 2009 webinars showed some level of improved understanding of the subject matter presented.
- Participants indicated on average a 20%

increase in knowledge level by attending the webinar series in 2009.

- Approximately 93% of the 2009 participants have aspirations to take some form of follow up action such as further study or implementing a practice after attending the webinar series.
- The average quality ranking (4 = excellent to 0 = Unacceptable) for 2009 is 3.28
- The average ranking of likelihood of recommending this webinar service to others (on a scale of 0=not likely to 10=very likely) for 2009 is 8.37
- The average ranking of likelihood of participating in future webinars (4 = Certain 0 = Very Unlikely) for 2009 is 3.77.

The SREF continues to work with various certificate programs to ensure professionals who participate in webinars are awarded proper credit. An automated program has been created to award participants with a certification of completion upon participation in the webinars. Archived options are underway. More detailed information can be found at <http://www.forestrywebinar.com>.

REGIONAL PUBLICATION SERIES

The Southern Regional Extension Forestry office continued the Southern Regional Extension Forest Resources Publication Series. This 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 is housed online 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. In addition, all unit leaders are offered an opportunity to comment on its geographic applicability. More detailed information on the series and publication copies are available at <http://www.sref.info/regionalpublications>.

FORESTRY AND NATURAL RESOURCE VIDEOS
<http://www.forestryvideos.net>

Over the years the SREF office has collected hundreds of VHS and DVD videos from around the U.S., many of which were produced by Extension programs for educational purposes. In 2006, the SREF staff completed the task of digitizing and cataloging all of the VHS videos in their library. Since the SREF office frequently receives additions to their library, this project will continue indefinitely. Several hundred videos with brief descriptions are now online in the following categories:

- Urban forestry and arboriculture
- Timber harvesting, logging and logger education
- General forestland management
- Wood products and preservation
- Environmental
- Wildlife
- Youth
- Others

THE SOUTHERN REGIONAL EXTENSION FORESTRY WEBSITE, LISTSERV AND MONTHLY NEWSLETTER

The Regional Extension Forester communicates timely information related to forestry in the South as well as nationally through his regional website. The site, redesigned in 2009 to be more functional, is home to thousands of news items, video links, podcast links, newsletters, citations, events, and personnel announcements that can be accessed with just the click of a mouse. Registered users of the site can receive an electronic newsletter distributed the first week of each month that summarizes the news from around the region. Be sure to join and bookmark <http://www.sref.info> for all of your forestry information needs.

UNDERSTANDING THE IMPACT OF THE MASTER TREE FARMER SATELLITE VIDEO CONFERENCES

The SREF completed a study to investigate the impact of the Master Tree Farmer program by conducting a research study that included surveying participants of the 2004 Master Tree Farmer Satellite Program. This program has reached thousands of landowners over the years with basic to detailed forestland management information. The SREF found a significant relationship between knowledge gained from the course and use of informal education, social networks, and professional assistance. The SREF also found a significant relationship between knowledge gained from the course and behavior change. The SREF used an innovative program evaluation technique called "Program Theory-Based Evaluation" to conduct the evaluation. This project, funded by the USDA Forest Service,



also provided the SREF with an opportunity to complete his PhD in Adult Education in the area of program evaluation.

UNIT LEADER'S MEETING

The SREF office organized and lead the 16th annual Extension Natural Resources Unit Leader's meeting in Athens, GA. Leader's from 10 of the 13 states were in attendance and heard updates from key partners, USDA NIFA, the USDA FS, the USDA NRCS, the Southern Group of State Foresters, the Forest Landowners Association, Extension Administrators, and others. In addition, the leaders planned activities for the upcoming year. State forest management chiefs and key partners were invited to participate in this effort with the purpose of developing a regional Southern Group of State Foresters/ Southern Regional Extension Forestry technology plan. Two key features of the plan include the development and enhancement of a regional webinar series, and a regional Memorandum of Understanding between state forestry, Extension and the Forest Service regarding landowner and professional development education. The MOU is scheduled for final review and signature by the key leaders in 2010.







AWARDS & RECOGNITION

2009 Awards and Recognition

REGIONAL EXTENSION FORESTER AWARD

Each year the Regional Extension Forester solicits nominations from around the region for consideration for the Southern Regional Extension Forestry Awards Program. This Program, a precursor to the national ANREP awards program, follows a peer review by fellow Extension professionals. Results are shared with the forestry community and posted online at <http://www.sref.info> when they become available. The 2009 results are listed in Table 2.



Table 2: 2009 SREF AWARDS OF EXCELLENCE

Category	Nominee(s)	Project Title	State	Place
Brochure Production	Matthew Yancey	"Characteristics of Common Western Virginia Trees"	VA	Silver
Computer Software	David C. Merker and Susie Nicholson	Tennessee Healthy hardwoods Inventory Program	TN	Silver
Computer Software	Michael T. Mengak	Georgia Master Naturalist	GA	Silver
Computer Software and/or Website	Richard P. Vlosky	United Nations "Current Issues In Forestry and Forest Products Markets Website"	LA	Silver
Conference Organization	Marian Marinescu	The first North West Florida Bioenergy Conference and Expo	FL	Silver
Conference Organization	Craig McKinley	Regional Conference "Redcedar: Challenge or Opportunity"	OK	Silver
Extension Newsletter	Francisco Escobedo, Michael Andreu, Jenny Seitz, and Melissa Friedman	Florida's Urban and Urbanizing Forest Program	FL	Silver
Extension Newsletter	Robert L. Smith	Engagement Matters	VA	Silver
Extension Program	Robert Bardon, Dennis Hazell, Mark Megalos, James Jeuck, Christopher Hopkins, Jasmine Shaw, Susan Moore, Kelly Duffield McCarter	NC Woody Biomass Educational Initiative	NC	Silver
Extension Program	Denise Cole	Volunteer Relief	AL	Bronze
Extension Program	Adam K. Dowling and Michelle Prysbry	Armed and Dangerous: Destroying Virginia's Invasive Species with Volunteers	VA	Bronze
Journal Publication	Richard P. Vlosky and Michael A. Dunn	"A Regional View of Extension Employee Perceptions of Scholarship in the Workplace"	LA	Silver
Journal Publication	Todd Shupe	Evaluating landfill disposal of chromated copper arsenate (CCA) treated wood and potential effects on groundwater: evidence in Florida	LA	Bronze
Journal Publication	Michael T. Mengak	Several submitted and awarded	GA	Silver
Long Publication	Craig Harper, Gary E. Bates and Patrick D. Keyser	Native Warm-Season Grasses: Identification, Establishment and Management for Wildlife and Forage Production in the Mid-South	TN	Gold-Exemplary
Long Publication	John Auel, Don Bales, Trey DeLoach, Debbie Gaddis, Britton Hatcher, James Henderson, Glenn Hughes, John Kushla, Andrew Londo, Marc Measells, Evan Nebecker, Randall Rousseau and Timothy Traugott	Managing the Family Forest in Mississippi	MS	Gold-Exemplary

Category	Nominee(s)	Project Title	State	Place
Long Publication	John D. Hodges, David L. Evans, Linda W. Garnett, H. Alexis Londo, Lisa McReynolds	Mississippi Trees	MS	Gold
Professional Service	Craig R. McKinley	Service to the Society of American Foresters (SAF)	OK	Silver
Program Evaluation	Judith Cheng, Martha C. Monroe, Alison Gordon	Measuring the Effectiveness of Lagoon Quest: A case study in environmental education program evaluation	FL	Gold-Exemplary
Radio	Andrew Londo, Daryl Jones, Marc Measells, John Kushla, John Auel, David Jones, Andy Ezell, Leslie Burger, Bill Hamerick, Steve Dicke, James Henderson, Trey DeLoach, Debbie Gaddis, Tim Allison, Amy Taylor	Forestry Friday on Farm and Family Radio	MS	Silver
Research Technology Transfer	Michael T. Mengak	Wildlife Management Series- WMS	GA	Silver
Research Technology Transfer	James Henderson	Using the Mississippi Institute for Forest Inventory (MIFI) Dynamic Report Generator Software to Estimate Wood Supply Short Course	MS	Silver
Short Publication	Broson K. Strickland and Stephen Demarais	Using Antler Restrictions for Older-aged Bucks	MS	Gold
Short Publication	David C. Merker and Jason Henning	Conducting a Simple Timber Inventory	TN	Gold
Short Publication	Todd Shupe	Causes and Control of Wood Decay, Degradation, and Stain	LA	Bronze
Short Publication	Michael T. Mengak	Nine-banded Armadillo	GA	Silver
Shortcourse Production	Billy Thomas and Jeffery Stringer	Kentucky Woodland Owners Short Course	KY	Gold
Video	Rebecca Barlow	60 Years on the "Farm 40" Longleaf pine forest management for the private landowner	AL	Gold
Youth and Teacher Education Programs	Kevin P. Allen and Craig R. McKinley	Forestry Education for Oklahoma Youth	OK	Silver
Youth and Teacher Education Programs	Martha Monroe, Marian Marinescu and Jessica Tomassello	Using Wood for Energy: A High School Education Program	FL	Silver
Youth and Teacher Education Programs	William (Bill) Worrell	Trees to Products Program for Teachers Enhances K-12 Education	VA	Silver



PRODUCTS & TECHNOLOGY

Products and Technology

During 2009, SREF continued to build upon existing relationships and developed new partnerships to create several products to serve the educational and communication communities 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.

INTERNET APPLICATIONS

One of the continuing success stories with the Southern Regional Extension Forestry office is the Internet technology currently under development and management. Each of these websites meets the needs of a number of audiences. The following section highlights our current projects along with the collaborators or partners who are assisting with the effort.

www.4hforestryinvitational.org

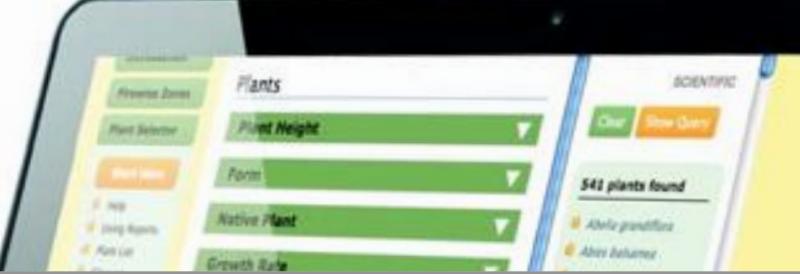


SOCIAL NETWORKING – CONNECTING FORESTRY AND NATURAL RESOURCES WITH FRIENDS

In 2009, Southern Regional Extension Forestry began connecting its clientele with their audiences via the world's top social networking sites, Facebook and Twitter! The National 4-H Forestry Invitational (<http://www.4hforestryinvitational.org>) site redesign was used as a test case because the Invitational Board wanted not only a more aesthetic and functional site but also a safe, effective and easy way to interface socially and educationally with each other, coaches, current, future, and past participants and forestry and natural resource Extension educators.

Because participants of the Invitational are largely teenagers, and 73% of online teens are members of social networking sites like Facebook (source: Pew Center for Online Research), rather than develop an interactive tool in-house, the new site now links to and from Facebook via social plugins developed by Facebook. These plugins, such as an "Activity Feed", enable other websites to offer interactive social experiences via Facebook on their sites by adding just one line of HTML.





WRITING LESS AND DOING MORE

In 2009, SREF developed three new online, interactive tools and websites using a framework called the jQuery library, the Urban Forest Management Plan Writing Tool, the Fire Performance Plant Selector, and the new SREF home page. This framework is extremely powerful because it cuts down on the code a developer has to write in order to make the site or tool look and function the same across browsers (i.e. Firefox, Internet Explore, Safari, etc.).

The Urban Forest Management Plan Writing Tool (<http://ufplanning.urbanforetrysouth.org>) was created to help community tree boards, municipal arborists, or anyone interested in the management of community forests. Guiding the user through a series of questions, this tool helps the user develop a vision statement, assess resources and needs, set goals, and develop actionable items that will hopefully lead to the successful completion

<http://ufplanning.urbanforetrysouth.org>

of the vision. Upon completion of the questions, the user of this tool is provided with a Word document containing the plan. This document can then be downloaded, printed, and used at a community-planning meeting, for example. While this tool is largely built using HTML forms, jQuery is used specifically to minimize the code needed to allow users, across Internet browsers, to rank the importance of their various goals and objectives by “dragging and dropping”.

GETTING RESULTS ONE SEARCH FIELD AT A TIME

The Fire Performance Plant Selector (www.fireplantselector.net/) is a tool that allows the user to select plants for use in fire-prone urban communities based on 30+ criteria including Firewise rating, tree height, cold hardiness and pH. The tool draws from a database, which contains approximately 500 commonly occurring native trees, shrubs, ground cover, vines, and grasses found in the Eastern United States. Its primary purpose is to provide urban foresters, Firewise professionals, homeowners, and community planners with an accessible, appropriate plant selection tool.

This tool uses the jQuery library extensively. What is even more advanced about this site, is that it not only uses minimal code to look and function the same across browsers, but it also updates search results without having to refresh a page or hit a submit button. This functionality, created using jQuery’s AJAX functions, provides instant search results as the user searches. The search pages are divided into five tabs, which the user can easily switch between without a page



reload. As the user provides search criteria, the right column, containing plants matching the search, is updated “on the fly.” Users can click on any of the plants to view information and photos.

Other interesting, useful features on this site include:

- Search criteria for each user is stored in cookies on the users’ computers so that when they return to the search pages, they will receive the same set of plants from their search.
- Search results can also be exported into tabular listings for Microsoft Excel spreadsheets and Microsoft Word documents.
- A multi-page factsheet for plants matching search results can be generated which will consist of one page per plant including at least one photo of the plant.
- Personal information such as contact and company information and a logo can also be uploaded and added to the Word document so that professionals can have a ready-to-use factsheet that can be provided for their clients.

New plants and information can be batch uploaded from an Excel spreadsheet so that site administrators can easily keep the site current and useful.

GOING CUSTOM!

Many times, we are able to test new functions, capabilities, and technologies out using our own website. In 2009, we did just that. Inspired by the user-friendly interface of iGoogle (<http://www.google.com/ig>), the SREF website (<http://www.sref.info>) was completely redesigned with a custom experience for the user in mind. Now

completely customizable, each section of the site has its own widget, a small interface element that provides a single piece of data to a user. Widgets can be moved, hidden, or completely removed from a user’s homepage, and the site will remember your configuration the next time you visit. With our new RSS widget, you can check the headlines at CNN, ESPN, or any page of your choosing right from your custom SREF home page! These widgets, and the ability to move them around and save their positioning, were all created again using jQuery.

In addition to making the homepage customizable, we also reorganized the publication section, making content easier to locate. We also updated the site to Plone 3, rewriting most of the code on the backend of the site to be cleaner and more efficient.

<http://www.sref.info>

The screenshot shows the homepage of the Southern Regional Extension Forestry (SREF) website. The header features a green background with a white map of the southern United States and palm trees. The text "SOUTHERN REGIONAL EXTENSION FORESTRY" is displayed. Below the header, there are several navigation links: "HOME", "ABOUT SREF", "RESOURCES", and "LINKS". On the left side, there is a sidebar with sections for "PROGRAMS" (Master Tree Farmer I, Master Tree Farmer II, Master Wildfire, Forest Certification, Urban Forestry Update) and "WORK PROJECTS" (Urban Forestry South, Forestry Webinars, Forest Encyclopedia, Water Quality Info, Forestry Webinars, NRCC, Wildlife Programs, GA Creek, ANREF). The main content area includes a "The New SREF" widget (welcoming visitors to the new site and explaining the customizable experience), a "Publications" widget (listing recent publications like "Woodscaping your residential landscape"), and a "Recent Posts" sidebar with links to news items from March 2010.



THE ULTIMATE SEARCH EXPERIENCE

Several of Southern Regional Extension Forestry's websites contain fairly extensive publication databases, and in 2009, the office began work on making these databases full-text indexed. Having a database of publications that is full-text indexed allows users to search articles within a database not only by article attributes like title or manually entered key words but also by text found within the article itself.

SREF's first full-text indexed database was the Reforestation, Nurseries, and Genetics Resources program's (<http://www.rngr.net>) nursery and reforestation related publications database. To add this functionality, SREF utilized Plone's transformations tool. This tool converts input in one format and outputs it in another format. In this case, all 8,000+ publications in the RNGR database are stored in Adobe's PDF format. PDF was converted to plain text using multiple transformations. The plain text data for each publication was then indexed with the site's search engine.



In addition to full-text indexing RNGR's extensive publications database, the site also underwent a complete redesign, aesthetically and functionally. The site was cleaned up and rewritten to include all the latest technical advancements in Plone.

Additional, new features added to the site in 2009 include:

- The publications database is also indexed by author. This allows users to search the publications by one or more of the over 3,000 authors found within the database.
- As new publications are added, the author identification function will run weekly to associate existing authors with new publications and also add more authors to the repository.



BACK TO BASICS

In 2009, the USFS decided to move administration of the National Timber Tax Website (<http://www.timbertax.org>) from Perdue University to Southern Regional Extension Forestry. The National Timber Tax Website was originally designed and developed to help timberland owners, accountants, attorneys, consulting foresters and other professionals who work with timberland owners by answering specific questions related to the most current tax treatment of timber related activities.

The site was originally written for ASP.NET and hosted on a Microsoft Windows server. As SREF uses only Open-Source software for hosting server applications, the site had to be converted to a server language compatible with SREF's form of Linux servers. A script that used many regular expressions was used to crawl all existing files on the site and convert them from ASP.NET to PHP. SREF has also written a custom architecture separating the site's content from its theme (look and feel), so that administrators can easily add and edit content on the site without interrupting the site design. This architecture reduces the risk that an administrator could introduce display errors to a page and also ensures that the site can easily be re-themed in the future with minimal effort.

GETTING GEARED UP FOR E-READER AND MOBILE DEVICE COMPATIBILITY

All of our 2009 site redesigns were completed using the newest website design standards (i.e. CSS3 and positioning layout). These standards will allow the site to easily be ported to other platforms such as themes for mobile devices and e-readers, such as Apple's iPad. The National Timber Tax Website is the first of SREF's sites to be designed specifically with mobile layout in mind.



*<http://www.timbertax.org>
on the new Apple iPad*





2009 Website Statistics

Website	URL	Visits	Unique Visitors	Page Views
4H Forestry Invitational	http://www.4hforestryinvitational.org	492	260	3,928
America's Longleaf Initiative	http://www.americaslongleaf.org	1,865	1,229	10,599
ANREP	http://www.anrep.org	17,999	12,583	72,275
Carbon Trading	http://www.carbon.sref.info	12,840	11,078	36,150
Caring for Deer and Forests	http://www.deerandforests.org	13,484	12,326	32,071
Emerging Issues Conference	http://emergingissues.interfacesouth.org	900	589	4,355
Forest Encyclopedia Network	http://www.forestencyclopedia.net	183,804	161,959	413,787
Forest Bioenergy	http://www.forestbioenergy.net	6,366	5,241	30,151
Forestry Index	http://www.forestryindex.net	4,458	3,856	10,174
Forest Productivity	http://www.forestproductivity.net	N/A	N/A	34,199
Forestry Videos	http://www.forestryvideos.net	30,984	25,226	96,508
Forestry Webinars Portal	http://www.forestrywebinars.net	18,196	10,476	48,413
Eastern Forest Environmental Threats Assessment Center	http://www.forestthreats.org	19,430	15,000	57,321
Georgia GROWS	http://www.gagrows.com	2,898	2,379	11,477
Georgia Urban Forest Council	http://www.gufc.org	154	126	319
Human and Natural Systems	http://www.humanandnaturalsystems.org	715	455	4,842
Interface South	http://www.interfacesouth.org	9,467	6,232	63,919
International Institute of Tropical Forestry	http://www.tropicalforestry.net	6,931	5,606	23,214
RNGR	http://www.rngr.net	48,335	38,234	218,011
RREA Programs	http://www.rreaprograms.net	217	178	586
Southern Appalachian Ecosystem Restoration Forum	http://www.saerf.net	197	151	527
Southern Forest Research Partnership	http://www.sfrp-online.net	1,542	1,199	3,439
SOFORGIS	http://www.soforgis.net	2,562	1,723	9,486
Southern Regional Extension Forestry	http://www.sref.info	41,010	33,663	79,476
Timber Tax	http://www.timbertax.org	58,186	52,106	127,931
Urban and Interface Forests	http://www.urbanandinterfaceforests.org	157	143	190
Urban Forestry South Expo	http://www.urbanforetrysouth.org	82,763	72,619	169,443
Urban Forestry Management Plan Tool	http://www.ufplanning.urbanforetrysouth.org	138	86	1,619
Urban Forestry NUCFAC Grants	http://www.nucfac.urbanforetrysouth.org	173	159	457
Urban Forest Strike Teams	http://www.ufst.org	3,816	2,162	18,111
Warnell Continuing Education Program	http://conted.warnell.uga.edu	4,422	2,714	20,905
Wildfire Programs	http://www.wildfireprograms.usda.gov	11,773	10,498	27,538
TOTAL		586,274	490,256	1,631,421



ACTIVITIES & INVOLVEMENT

Committee Accomplishments

It is important for the staff of the Southern Regional Extension Forestry office to be engaged on a variety of fronts at the regional and national level. This includes participation on several committees, planning and initiatives teams, and other activities in order to serve and provide land-grant and Extension representation. The Southern Regional Extension Forestry staff gain much value from these activities and assignments and believes their involvement contributes to a greater land-grant and Extension presence in the region.

COMMITTEE WORK

The Southern Regional Extension Forester and staff participated on numerous committees in 2009. These activities were important for many reasons including representation of Extension and the Land Grant University mission, promotion of Extension and education as solutions to today's natural resource issues, and summaries of SREF programs, activities and contributions in the natural resources arena. A short summary of some of the major committee accomplishments and special assignments follow.

AMERICAN TREE FARM SYSTEM (ATFS) – OUTREACH AND EDUCATION COMMITTEE WORK
The SREF currently serves as chair of the ATFS' Outreach and Education Committee. In this capacity, the SREF provides leadership to several activities and is actively involved in strategic

planning and re-directioning of the Tree Farm System and American Forest Foundation at the national level. The position requires leadership of several meetings and involvement on the National Operating Committee of the Center for Family Forests. In addition, the Committee manages an annual grant program and makes recommendations to the Board regarding prioritized educational activities of the Tree Farm System.

RESTORING AMERICA'S LONGLEAF INITIATIVE
The SREF office has been asked to provide leadership for the education and outreach committee of this new initiative. Over 25 agencies are involved in this regional effort. Restoring America's Longleaf's goal is to develop a range-wide infrastructure for the restoration and management of the longleaf ecosystem. The Longleaf Pine ecosystem has been designated by



several agencies and groups as an important megaflora ecosystem. Committee efforts include development of an outreach and education plan. Components of the plan include increased private landowner and professional natural resource education and technology transfer. A regional leadership team is currently seeking resources for the potential implementation of the education and outreach plan.

SUSTAINING FAMILY FORESTS ADVISORY COMMITTEE

The SREF participated in meetings related to the Sustaining Family Forests Initiative of the American Forest Foundation and the USDA Forest Service. The SREF provided input and critique to the tools developed from grants provided by this advisory committee. The Committee provided oversight to several projects of importance and relevance to those working with private landowners and natural resource professionals in the South including the Tools for Engaging Landowners Effectively (TELE), the Call Before You Cut pilot campaign, and the Ties to the Land Initiative.

WORKING CONSERVATION EASEMENTS AD HOC COMMITTEE

The SREF participated as part of the Working Conservation Easements committee of the American Forest Foundation. In particular, the SREF provided a southern, Extension and land grant perspective to this effort, which resulted in a white-paper report to the Board of Directors on Working Conservation Easements.

SERPPAS PRIVATE LANDS TEAM (SOUTHEAST REGIONAL PARTNERSHIP FOR PLANNING AND SUSTAINABILITY)

The SREF was invited to participate on several SERPPAS Private Lands team conference calls to look at options for private forests.

FOREST HEALTH INITIATIVE – WASHINGTON, DC

The SREF was invited to participate in a Forest Endowment project on forest health. In particular, the SREF will assist with educational efforts related to the deployment of genetically modified American Chestnut trees.

AMERICAN TREE FARM SYSTEM LEADERSHIP MEETING – NEW ORLEANS, LA

The SREF participated in the American Tree Farm System's annual leadership meeting and provided the National Operating Committee of the Center for Family Forests with an update on the Education and Outreach Subcommittee of the American Tree Farm System.

NATIONAL TIMBER TAX COMMITTEE MEETING – WASHINGTON, DC

The SREF was invited to participate in the annual national timber taxation meeting in Washington, DC. The SREF and UGA are principal investigators of a national timber tax technology transfer effort and provided the Committee with an update regarding the tax website, tax webinars and other joint Forest Service – Extension Service projects.

SOUTHERN WILDLAND URBAN INTERFACE COUNCIL (SWUIC)

The SREF office is a participant on the Southern



Wildland-Urban Interface Council and provides input during scheduled face-to-face and conference call meetings. The SREF office assists the Council and the Center which the Council serves with various technology transfer activities including the Changing Roles effort and their website. The SREF office also maintains and manages the Center's website and assisted with four regional webinar efforts of the Center.

SOUTHERN FOREST RESEARCH PARTNERSHIP (SFRP)

The SREF is a member of the SFRP and works closely with their Executive Director to develop joint programs. One example is the biomass training project. The SREF was involved with strategic planning for the Partnership in 2009 as it transitions Executive Directors and directions in 2009 and 2010. SREF staff also maintain the SFRP website.

NATIONAL 4-H FORESTRY INVITATIONAL BOARD

SREF continues to play an active role on the National 4-H Forestry Invitational Board. In 2009, SREF completely redesigned the Invitational's website on the front- and back-end, adding updated design elements and increasing functionality. In the Fall of 2009, SREF hosted and trained board members in Athens on how to use the new site.

SOUTHWIDE FIRE CONSORTIUM

The SREF assisted the University of Florida, North Carolina State University and others in developing a successful proposal to the Joint Fire Science Program (JFSP) for a regional fire consortium on technology transfer. The SREF

will assist these agencies in delivering various fire-related technologies and educational products to various clients.

FOREST LANDOWNERS ASSOCIATION MAGAZINE EDITORIAL BOARD

As a member of this committee the SREF provides input into the bimonthly magazine and suggests several topics and Extension authors for various articles. In addition, the SREF negotiated and has provided funding to pay for a substantially reduced annual subscription (\$8 per subscription vs. \$40) for the Forest Landowner magazine to Extension natural resource specialists and forestry deans in the region. Several state Extension specialists have authored or co-authored articles for this magazine that reaches close to 10,000 subscribers.

SOUTHERN FORESTRY GIS (SoForGis) CONFERENCE PLANNING TEAM

The SREF provides assistance to this committee/effort by providing services of the SREF IT Team (via website production). The SREF also provides proceedings editing, marketing/promotion and various other types of support for the conference including assisting with production and distribution of proceedings CDs.

USDA FOREST SERVICE URBAN FORESTRY NATIONAL TECHNOLOGY TRANSFER TEAM

The SREF office participates in this national technology transfer effort whose goal is to serve local, state, regional and national education needs in urban forestry. 2009 efforts included a review by the team of the current status of urban and community forestry technology transfer efforts.



THE ASSOCIATION OF NATURAL RESOURCE EXTENSION PROFESSIONALS (ANREP)

The SREF participate as a board member of ANREP. In addition, the IT staff of SREF provide website oversight and development duties. Significant efforts in 2009 included planning a national conference, substantial updates to the website, and assisting with other Association business (by-laws updates, national elections, etc.). ANREP is an organization of over 500 natural resource Extension professionals whose goal is to provide a variety of creative approaches to help educate landowners, managers, decision makers, and youth.

THE UNIVERSITY OF GEORGIA- CENTER FOR URBAN AGRICULTURE ADVISORY COUNCIL

The SREF participates in Center planning activities and is a member of its Advisory Council.

GEORGIA ANREP

The SREF assists the Georgia Chapter of ANREP with a variety of duties and responsibilities including maintenance of their website and annual conference planning.

UNIVERSITY OF GEORGIA BIOENERGY TEAM

The SREF is a member of a team that is working across department lines to investigate opportunities for bioenergy in Georgia and the South.

UNIVERSITY OF GEORGIA PROMOTIONS COMMITTEE

Bill Hubbard is asked annually to provide input on promotions concerning UGA public service staff.

PAPERS, REPORTS & PUBLICATIONS

Ashton, S., McDonell, L., and Barnes, K. (2009). Woody biomass desk guide and toolkit. Published by the National Association of Conservation Districts online at: <http://www.nacdnet.org/resources/guides/biomass/>.

Ashton, Sarah F.; Hubbard, William G.; Rauscher, H. Michael 2009. A southern region conference on technology transfer and extension. Gen. Tech. Rep. SRS-116 Asheville, NC: U.S. Department of Agriculture, Forest Service, Southern Research Station. 237 p.

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P R E S E N T A T I O N S & P O S T E R S

ARK-LA-TEX FORESTRY FORUM SPEAKER – SHREVEPORT, LA (MARCH, 2009) The Southern Regional Extension Forester is asked to provide a presentation each year at the Ark-La-Tex Forestry Forum. These forums are attended by several hundred landowners and natural resource professionals. The SREF provided a presentation on "Managing Timber in a Depressed Market", in 2009.



The SREF staff exhibiting at the 7th Biennial ANREP Conference in Fairbanks, Alaska

SMALL SCALE FORESTRY – MORGANTOWN, WV (JUNE, 2009)

The SREF provided an accepted presentation on "Ecosystem Services" at an International Union of Forest Research Organizations (IUFRO) meeting on Small-Scale Forestry, held in Morgantown, West Virginia.

SOUTHERN PROGRAM LEADERSHIP NETWORK – AGRICULTURE & NATURAL RESOURCE PROGRAM LEADERS UPDATE - ORLANDO, FL (AUGUST 2009)
The SREF provided an invited update of regional programs and projects to the Southern PLN's ANR Leaders group.

ASSOCIATION OF CONSULTING FORESTERS PRESENTATION – CHARLESTON, SC (SEPTEMBER, 2009)

The SREF was invited to give two presentations on Internet technologies and sites of use to private consulting foresters.

VIRGINIA CES PRESENTATION AND MEETING
The SREF was invited to provide a regional update to the Virginia Cooperative Extension Service's natural resources Extension group. The SREF also had the opportunity to visit with administrators in Blacksburg, VA.

SGSF UPDATE

The SREF team was invited to give presentations on their work to the Southern Group of State Foresters. Presentations were given to the state foresters, management chiefs, urban and community forestry specialists, and information and education directors of these agencies. Several project were discussed and conversations were



held regarding future projects and activities.

OKLAHOMA ON THE GROW PRESENTATION

The SREF was invited to give a presentation on forest biomass, biofuels and bioenergy options to forest landowners and natural resource professionals. The presentation was given twice.

NAREEE BOARD MEETING, WASHINGTON, DC
The SREF was invited to provide an update of past, present and future natural Resource Extension activities to the National Agriculture Research, Education, Extension and Economics Board in Washington, DC. This board provides input to the Secretary of Agriculture.

SREF LEADERS UPDATE, ATHENS, GA

The SREF and staff provide an annual update to state Extension forestry unit leaders and others.

SREF UPDATE, NATIONAL ASSOCIATION OF FOREST RESOURCE UNIVERSITY PROGRAMS (NAUFRP)

The SREF provided an update to the forestry school deans and directors at their annual meeting in Florida.

SHOR T C O U R S E S

Hubbard, W. G., and Irwin, K. Forestry for Nonforesters Part I. Athens, Georgia. April, 2009.

Hubbard, W. G. and Irwin, K. Forestry for Nonforesters, Part II, Athens, Georgia. April, 2009.



Above: The newly designed SREF banner







THE ROAD AHEAD

The Road Ahead: SREF 2010

The Southern Regional Extension Forestry office plans to continue to provide service to state Extension services and the USDA Forest Service. Several exciting activities are scheduled to allow us the opportunity to accomplish this.

The staff and leadership of the Southern Regional Extension Forestry office will continue to provide services to the region and nation in 2010. These include, but are not limited to facilitation of tools and technologies that are designed to assist the state and county Extension units, USDA Forest Service offices, state forestry agencies and others with education, information dissemination and science delivery. The following is an executive summary of planned activities:

FORESTRY AND NATURAL RESOURCES WEBINAR SERIES

The SREF office plans to continue providing technological support in this effort led by the southern regional forestry community. An enhanced website will better serve the effort along with outyear planning for monthly professional development and landowner offerings. In addition, SREF will help lead a stronger marketing effort and work closely with state continuing education coordinators to ensure their needs are being met concurrently with those of the region.

NORTH AMERICAN AGROFORESTRY CONFERENCE PLANNING

The SREF staff will continue to assist with this effort, planned for June 4-11, 2011. SREF staff will coordinate review of papers and posters and will work with the conference leadership in marketing and other aspects of conference planning and hosting.

INTERNET APPLICATIONS

Several existing SREF and SREF partner websites will be revamped and several new websites are planned for 2010. These include regional biomass supply and wood-using industry mapping and supply websites, updating the Forestry and Natural Resource Webinars website, unveiling a Plone® version of <http://InterfaceSouth.org>, improving and enhancing the <http://UrbanForestrySouth.org> website and a number of others. Most of the Internet sites are located at our regional portal, <http://www.sref.info>.



SHORTLEAF PINE ECOSYSTEM

RESTORATION PLANNING

The SREF staff will assist the USDA Forest Service with planning and coordinating an effort to understand the interest and importance of organizing a range-wide shortleaf pine ecosystem restoration effort. A multi-agency planning team was organized in 2009, a literature search has been conducted, and now a range-wide conference is planned for September 2010 in Raleigh, NC.

HOST UNIT LEADERS

The SREF will again host the Extension Unit Leaders and key partners to discuss major regional issues and plan for regional programs and projects. This year's meeting will be held in Asheville, NC in order to work more closely with the USDA Forest Service Southern Research Station scientists and technology transfer specialists.

COMMITTEES, STATE VISITS AND PROGRAM PRESENTATIONS

The SREF staff are involved in numerous committees related to various efforts designed to protect, enhance, restore or better utilize our region and nation's natural resources. SREF staff will provide assistance related to technology transfer and education on these committees. In addition, the SREF staff will provide assistance to state and county Extension staff when requested. Finally, SREF staff will continue to be involved as speakers, hosts, moderators and planners at several critical meetings throughout the region and nation in 2010.

MASTER TREE FARMER/MASTER WILDLIFER

PROGRAMS

The SREF staff will assist Clemson University and other interested natural resource educators with re-invigorating this award-winning program. Tentative plans are to host the programs via streaming video and webinars in the fall of 2010 (Master Wildlifer) and spring of 2011 (Master Tree Farmer). Clemson Extension specialists plan to lead this effort, with assistance from the SREF staff and others.

RREA STRATEGIC PLAN

The SREF staff will continue to work with the Fanning Institute at the University of Georgia and a national Strategic Planning Team to update the 2005-2009 RREA Strategic Plan.

USDA FOREST SERVICE TECHNOLOGY TRANSFER ACTIVITIES

The SREF staff will also continue its work assisting the USDA Forest Service Southern Research Station and the State and Private Forestry branch with several projects designed to improve and enhance their technology transfer efforts. These include the conclusion of an audience assessment project, the development of a forest encyclopedia network (FEN) business plan, and several other applied research activities.



Appendix A: SREF Administered Websites

4H FORESTRY INVITATIONAL

<http://www.4hforestryinvitational.org>



ANREP

<http://www.anrep.org>



CARING FOR DEER AND FORESTS

<http://www.deerandforests.org>



AMERICA'S LONGLEAF INITIATIVE

<http://www.americaslongleaf.org>



CARBON TRADING

<http://www.carbon.sref.info>



EMERGING ISSUES CONFERENCE

<http://emergingissues.interfacesouth.org>



FIRE PERFORMANCE PLANT SELECTOR
<http://fireplantselector.com>



FOREST ENCYCLOPEDIA NETWORK
<http://www.forestencyclopedia.net>



FORESTRY INDEX
<http://www.forestryindex.net>



FORESTRY VIDEOS
<http://www.forestryvideos.net>



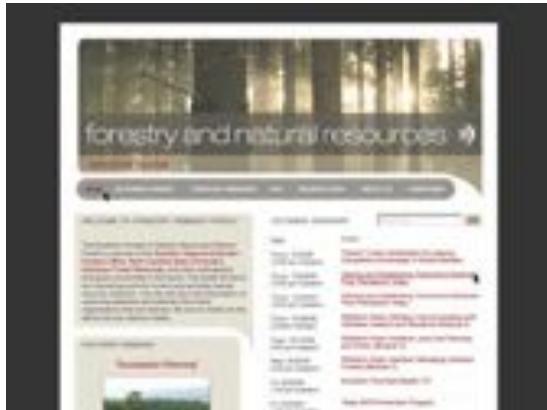
FOREST BIOENERGY
<http://www.forestbioenergy.net>



FOREST PRODUCTIVITY
<http://www.forestproductivity.net>



FORESTRY WEBINARS PORTAL
<http://www.forestrywebinars.net>



EFETAC
<http://forestthreats.org>



GEORGIA URBAN FOREST COUNCIL
<http://www.gufc.org>



INTERFACE SOUTH
<http://www.interfacesouth.org>



GEORGIA GROWS
<http://www.gagrows.com>



HUMAN AND NATURAL SYSTEMS
<http://www.humanandnaturalsystems.org>



INTERNATIONAL INSTITUTE OF TROPICAL FORESTRY
<http://www.tropicalforestry.net>



RNGR
<http://www.rngr.net>



SOUTHERN APPALACHIAN ECOSYSTEM RESTORATION <http://www.saerf.net>



SOFORGIS
<http://www.soforgis.net>



RREA PROGRAMS
<http://www.rreaprograms.net>



SOUTHERN FOREST RESEARCH PARTNERSHIP
<http://www.sfrp-online.net>



SOUTHERN REGIONAL EXTENSION FORESTRY
<http://www.sref.info>



TIMBER TAX
<http://www.timbertax.org>



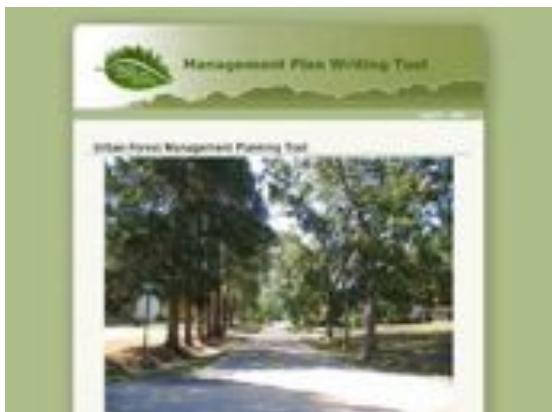
URBAN FORESTRY SOUTH EXPO
<http://www.urbanforetrysouth.org>



URBAN FORESTRY NUCFAC GRANTS
<http://www.nucfac.urbanforetrysouth.org>



URBAN FORESTRY MANAGEMENT PLAN TOOL
<http://www.ufplanning.urbanforetrysouth.org>



URBAN FOREST STRIKE TEAMS
<http://www.ufst.org>



WARNELL CONTINUING EDUCATION PROGRAM
<http://conted.warnell.uga.edu>



The screenshot shows the homepage of the Warnell Continuing Education Program. The header features the "WARNELL" logo. A main banner image displays a landscape scene with a person in the foreground. Below the banner, a section titled "2010 Upcoming Courses" lists several courses with their descriptions and registration links. The sidebar on the left contains links for "About Us", "Contact Us", "Programs", "Events", "Resources", and "Links".

WILDFIRE PROGRAMS
<http://www.wildfireprograms.usda.gov>



The screenshot shows the homepage of the Wildfire Programs website. The header includes the USDA logo and the text "Wildland Fire and Natural Resource Management Programs". The main content area displays a grid of course or program offerings, each with a thumbnail image and a brief description. On the right side, there are two large, prominent images: one showing a forest with a large letter "N" overlaid, and another showing a forest with a large letter "P" overlaid.



COOPERATING INSTITUTIONS:

