

# History of TREASURE Forest



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### About the Cover:

Ralph and Eloise McClendon of Duck Springs Community,  
Etowah County, Alabama, TREASURE Forest #9

## Foreword

by

James and Sylvia Hughes

The TREASURE Forest program has meant so much to our family that we want others to know about it. We sincerely believe that this program is making the world a better place for this and future generations. We are deeply indebted to those who were involved in the development and administration of this outstanding program and want the world to take note of them--and be properly grateful. That is the reason we are taking the initiative to develop and distribute this *History of TREASURE Forest*.

We trust that this booklet will accurately record for all time the people and the parts they played in bringing the TREASURE Forest into being. We appreciate the efforts of the writers who helped us, and the Natural Resources Conservation Service (NRCS) who printed the initial supply of booklets.

Following are some of Sylvia's thoughts that reflect the thinking of the entire Hughes family about this outstanding program.

For almost 45 years James and I have shared our lives and loved, encouraged, and supported each other. Our decision to grow trees was so easily arrived at--but how little we knew what an unfolding and growing lay ahead.

TREASURE Forest is not just a concept, a program, or a philosophy. It is a way of life. It became so much a part of us that it now begins while we share coffee and ends when the lights are out, the day is summed up, and tomorrow is partially planned. It permeates all our activities and relationships. It sharpens awareness of life's real blessings, God's goodness, and all the intricacies of His creation.

It is pride in hard work and in the success of family members. It's humbleness in the hour of recognition as we realize that so many have helped along the way. It's loneliness at being left at home while James travels to meetings to learn and share. It's joy at hearing our two-year-old niece sing about Smokey Bear and ask why the trees cry. It's a warm feeling when our new grandson is photographed in the longleaf pines wearing a suit that says, "I love trees." It's anticipating planting our millionth tree with four generations taking part. It's like love, going on and on and on--but it's not for sissies.

It must always be a quality endeavor with real commitment--or your program won't fly!

**The James and Sylvia Hughes Family**

## **The Beginnings of TREASURE Forest**

By

Bill Moody, Retired State Forester

In 1970, when I came to Alabama to serve as State Forester, environmentalists and wildlife biologists were at war with the forest industry and the forestry profession. This was true all across the nation. This fight was becoming increasingly rancorous, and was causing it to be increasingly visible in the news media. Landowners were caught in the middle of a war that was not their own doing. Some ignored the fight and followed the dictates of their own convictions in managing their forests. Among these were Kelly Mosley and others like him, whom we will mention in more detail later in this presentation. Other forest landowners sided with foresters and forest industry. Still other forest landowners sided with the environmentalists and began turning in their Tree Farm signs!

Forestry was born as a profession in America to reforest the land after the "cut-out-get-out" period around the turn of the last century. The profession collectively concluded that the best incentive they could offer private landowners in our free enterprise democracy was to make tree growing a profitable venture. This was working--trees were being planted, forests were being regenerated, and we were picking up speed and momentum. Public and private foresters were increasingly providing professional advice to landowners on regenerating and managing healthy forests.

The arrival of paper mills with their demand for pulpwood provided a significant tool to foresters and landowners. Prior to this event, large trees were in great demand for saw logs to make lumber and building materials to meet the needs of a growing nation. Following harvest of these older trees, many landowners were not inclined to invest money in regenerating their forests because it would be such a long time before they could recover their investments. With the new demand for pulpwood, foresters could recommend interim cuts and landowners could realize periodic income prior to the final harvest. This practice also enabled landowners to upgrade timber stands over the years by cutting smaller trees of inferior quality and vitality, and manage for healthier, older forests.

At first, the demand was for pine pulpwood only. Then hardwood paper mills arrived with their demand for hardwood pulpwood and we were better able to manage all kinds of forests in the South. Our privately owned forests were increasingly coming back with their associated wildlife habitat, soil and water conservation, and environmental benefits. The increasing supply of wood from these forests was the fuel for a great economic steam engine that was significantly improving the financial well being of the South.

Forestry was a noble profession in those days and we proudly wore our white hats. You can imagine our consternation when the attacks began. Man, were we indignant! The very idea that someone would question our motives was appalling to us. We fought back with everything we had. The problem was that, before we knew what was going on, the environmentalists captured the attention of the media--and they were winning the war of words!

It was in this context that I received an invitation from Forest Farmers to come to New Orleans to make a speech in the early 1970's. My assigned topic was something like this, "How can we motivate private landowners to practice forestry?" In forestry circles at the time, this was code for, "How can we get them to grow trees." I thought about this and discussed it with several folks, including people with the U.S. Forest Service (USFS) and the Alabama Forestry Commission. The idea began to take shape that we needed to have a public definition of forestry that included all its associated benefits--so that landowners could be proud to practice forestry and feel good about it, whether they were more interested in timber income, wildlife habitat, soil conservation, water quality, or other recreational or environmental values.

I remember on one occasion as I was preparing my speech for the Forest Farmers meeting that Sid McKnight of the USFS came by my office. We had a considerable discussion about the matter and he was very supportive. One of the things I was wrestling with was what name to put with this effort. If memory serves correctly, it was during the visit with Sid that the name TREASUR Forest was first coined.

I went to New Orleans and rashly announced that we were going to start up a program in Alabama that would motivate landowners to practice forestry! This program would be called the TREASUR Forest program. The acronym stood for **T**imber, **R**ecreation, **E**nvironment, and **A**esthetics--a **S**ustained **U**sable **R**esource. The name was later changed to **TREASURE** Forest. This concept was received with mild interest--and some hostility. The hostility came from folks who were committed to the Tree Farm program. These folks understandably thought that they had a perfectly good program that was working nation wide so they were opposed to a "competing" program.

I came back to Alabama and explored with our state Tree Farm people the idea of expanding the concept of Tree Farm to include all these values. They too felt that they had a successful program going nationwide--and were not inclined to change it.

I then worked with staff within the Forestry Commission and thrashed the idea out. We subsequently presented the matter to our Board of Commissioners for their approval. Our proposal was that the Forestry Commission should become the sponsor of this program. Most of them were members of the forestry community, and you can understand, in the context of the times, that they had some reservations about the program. At this point they would not give their approval.

As a postscript let me say that AL Gibbs of Troy was Chairman of the Commission at that time. Through his leadership, and with the support of Billy Stimpson of Mobile, the Commission ultimately approved the program.

While we were waiting for a response from the Commission, we tried to sell the idea to the Southern Group of State Foresters. We proposed that they become the sponsors of the program. They had two problems. They were part of the forestry community and many of them had the same basic attitudes as most foresters of that day. Some of them also had a bad case of, "If it was not born in my state, I am not interested," so they rejected the idea of

becoming sponsors. Again, in the context of the time, their reaction was entirely understandable.

We then explored this concept with the Alabama Forestry Planning Committee (AFPC). This was a standing committee of the chief representatives of government agencies whose programs impacted private forest landowners. Among them were the Extension Service, Soil Conservation Service, Conservation Department, Farmers Home Administration, U.S. Forest Service, and several other agencies. The proposal was presented to them on October 1, 1973. They enthusiastically approved the idea of becoming sponsors of the program. From that beginning point we worked together to define the program and put it in place, essentially as it operates today. The Alabama Forestry Planning Committee is still today the highly effective and committed sponsoring organization of the TREASURE Forest program in Alabama. It is to this organization that the nation and the world owe a great debt of gratitude.

One of the most significant things the AFPC did as it developed the required qualifications of the program was to establish the requirements of how TREASURE Forest Landowners were to be certified. Significantly, it took a minimum of a forester and a wildlife biologist to inspect the property. Some of the early names responsible for establishing the basic operating procedures which led to the success of the program were Ray Covin of the Alabama Forestry Commission, Larkin Wade of the Extension Service, Jerry Johnson of the Soil Conservation Service, Dick Woody of the U.S. Forest Service, Charles Kelley of the Alabama Conservation Department, and Horace Brown of Agricultural Stabilization and Conservation Service. The rest, as they say, is history.

To the best of my recollection, I had never heard of Kelly Mosley when the TREASURE Forest program was initiated. He, nor his property, therefore had any effect on the origination of the concept in my mind as it developed and was implemented up to and through the adoption of the program by the Alabama Forestry Planning Committee. After the program was adopted and the rules were established by the AFPC, Kelly's place was the first TREASURE Forest to be certified. It was ideal for this purpose because he had been managing his property according to TREASURE Forest principles for several years.

As a matter of information, it was through the efforts of Larkin Wade, and with the approval of the AFPC that Kelly Mosley became the first certified TREASURE Forest landowner. Kelly went on to make many other contributions to the TREASURE Forest program, not the least of which was to sponsor the Helene Mosley Memorial TREASURE Forest Awards which are significantly contributing to the success of the program to this day.

For the record, Kelly was not the only private landowner who had adopted such a forest management strategy. We certified three other landowners at the same time Kelly was certified and went on to certify many others. During the early years, I remember saying on several occasions that our efforts in the beginning were somewhat like those of a covey of quail that had been scattered. It was a matter of continuing to call out so that we could find each other.

In 1986, I established a "State Foresters TREASURE Forest Advisory Committee." James Hughes and Dan James were key members. This Committee and these gentlemen went on to become leading contributors to the success of TREASURE Forest. Later this Committee was converted to become the Board of Directors of the TREASURE Forest Landowners Association and James Hughes became its first President. He has continued from that point to be a key contributor to this program and one reason for its success. Dan James also went on to become President of the Board and to contribute significantly to the effort over the years. The impact of this Association in Alabama over the ensuing years cannot be overstated.

The wars between the forestry community and the environmental community gradually subsided and became less heated in Alabama--but the war raged on across the nation. Bob Lentz of the Regional Office of the USFS in Atlanta came to Alabama and we worked with him to craft a proposal to the USFS and the National Association of State Foresters for a national program patterned after the TREASURE Forest program. This proposal was submitted through the Southern Group of State Foresters. Human nature being what it is and competition between state foresters being what it was at the time, some state foresters had a case of, "If it was born in Alabama, we don't want to be associated with it." We negotiated with them and agreed to change the name of the proposed program to "Stewardship Forests." The Southern Group of State Foresters then took leadership of the effort and made a proposal to the National Association of State Foresters and the Washington Office of the USFS. National legislation was subsequently enacted, a program was put into place across the nation, and today there are TREASURE Forests, by whatever name, in every state of the nation.

Let me pause at this point and say that other people, too numerous to mention, over the years have contributed significantly to the success of this program. The field organizations of the Alabama Cooperative Extension System and the Natural Resources Conservation Service were key players in the efforts. I would also note that just about every member of the Alabama Forestry Commission should share in this recognition.

In the beginning, many employees of the Alabama Forestry Commission were reluctant to support the TREASURE Forest Program for the same reasons as others in the forestry community. This evolved over the years until today there is enthusiastic support. These employees have been in the trenches over the years doing the heavy lifting. During these times when we hear so many negative things about government, I am proud to call attention to this great work. This is an example of agencies of state government that are doing it right. They are helping forest landowners to achieve their objectives without regulations in such fashion that their forests make maximum contribution to their families, the State, and the Nation.

To keep everything in perspective, this has never been about convincing private landowners to be responsible forest managers. It was always about finding such landowners, who abound in the nation, and then providing them with information, giving them a name, and getting them together as a force for good. It is somewhat like the preachers story about the

coal fire. As long as the coals are together, you will have a warm and vigorous fire, but scatter the coals and the fire will go out.

I applaud the wisdom of the Alabama TREASURE Forest Association Board who had the vision to employ James and Joan Malone to lead the TREASURE Forest effort. With the leadership of these two, the Association is doing amazing things in Alabama. They are kindling fires and bringing landowners together all over the state. It pleases me to think that such fires are also being kindled all over our nation, and that the future well being of generations of Americans yet unborn will reap the **Timber, Recreational, Environmental, and Aesthetics** benefits of the **Sustained Usable REsources** that are the privately owned forests of our great nation.

And so it is with great humility and great joy that I witness what has happened since I retired as State Forester. As one gets into his dotage, he increasingly looks back searching for things to ratify the fact that his life was worthwhile and that he contributed to humanity. I will never find it necessary to wonder. What is happening in this country regarding privately owned forests, and knowing that I had a small part in it, will make me feel good and worthwhile until my dying day.

Now on behalf of generations yet unborn, to all who have contributed to the success of this program, especially TREASURE Forest owners wherever you are and by whatever name you are called, thank you very much. May God bless you in your continuing efforts to make our world a better place for this and future generations.



## **The Development of the TREASURE Forest Program**

By

Jerry L. Johnson, State Staff Forester  
Natural Resources Conservation Service

The TREASURE Forest Program didn't just happen, it was conceived from an idea and has developed into a model program for the rest of the nation to envy and emulate. Former State Forester Bill Moody came up with the idea of TREASURE Forest, the Alabama Forestry Planning Committee adopted the idea, and other people like myself had the privilege to develop and help implement the program.

TREASURE Forest was originally called TREASUR, an acronym for **T**imber, **R**ecreation, **E**nvironment, **A**esthetics – **A** Sustained **U**sable **R**esource. TREASUR was later changed to TREASURE for clarity when we found out that the first two letters of a word could be used in an acronym.

The Alabama Forestry Planning Committee adopted the TREASURE Forest Program in October of 1973. A meeting was called in December of 1973 to develop the criteria and guidelines for the TREASURE Forest Program. The following individuals were involved: Ray Covin, Alabama Forestry Commission; Larkin Wade, Alabama Cooperative Extension Service; C.W. Reed, Vocational Education; Bill Bodie, Forest Service; Ken Myers, Forest Service; Ralph Allen, Department of Conservation; Llyod Crawford, Department of Conservation; and myself. Ray Covin had the unenviable task of chairing this group of great thinkers. There are things and places you tend to remember in life and this meeting is one of those memories. My eyes almost seem to burn as I recall the smoke filled room at the Holiday Inn in Selma, Alabama, where we worked to develop the procedures and guidelines for the TREASURE Forest Program. (Note copies of some of the original documents in the Appendices.)

All of the gentlemen on the committee were very astute and dedicated to developing a quality program, which would be called TREASUR. People like Ray Covin and Larkin Wade were fellow foresters whom I respected and worked with on many occasions. Mr. Charles Reed has been a friend of mine for many years and has done a splendid job of providing leadership in the education of our young people in the area of vocational agriculture. The men from the Forest Service are just a distant memory. I remember their names and that is about all. However, I can still see Mr. Allen and Mr. Crawford sitting in that smoke filled room, for in those days there were more smokers than non-smokers. That was really my first time to work with leaders from the Department of Conservation. Most great people and great things have a humble beginning, and I believe we can truly say the same for the TREASURE Forest Program.

I don't recall if we spent the night in Selma or not, but according to my notes, we had two days scheduled to rough out the program and that was only the beginning. We had to review it and make revisions before we could present it to the Alabama Forestry Planning Committee for their endorsement at the July meeting in 1974. It was a great pleasure for me

to serve on this committee and to be part of this program for so many years. It has definitely been the highlight of my career.

Mr. Kelly Mosley's property in Marengo County was selected as the first TREASURE Forest in the state because Mr. Mosley was practicing good multiple use forest management and was working with all of the local agencies in the management of his property. In essence, he was already doing those things that exemplify what TREASURE Forest is all about. Mr. Mosley's property was a prime example of what good management should be and was used for meetings and training sessions prior to the creation of TREASURE Forest.

In the early 70s, forestry was receiving a lot of negative press and TREASURE Forest was a way to change the perception that forestry was bad for the environment. In those days, foresters and wildlife biologists did not work together and seldom agreed on anything. TREASURE Forest has brought the wildlife and forestry communities together as they should be. We now have a School of Forestry and Wildlife Sciences at Auburn University. We have come a long way, and in my opinion, TREASURE Forest has been one of the biggest reasons this has happened.

I have had the privilege to serve on the TREASURE Forest subcommittee of the Alabama Forestry Planning Committee since its conception. The subcommittee is responsible for approving nominations and overseeing the program with a primary emphasis on maintaining the integrity and quality of the program. Many dedicated and outstanding professionals and landowners have served on this subcommittee. Their commitment and support has helped to make the TREASURE Forest Program better. The cooperative effort of member agencies and organizations of the Alabama Forestry Planning Committee and TREASURE Forest landowners has made the program the success that it is today.

What makes TREASURE so great is not so much the program itself but the TREASURE Forest landowners who are practicing good stewardship and are encouraging their friends and others to do the same. The leadership and enthusiasm from landowners such as James Hughes and Dan James set an example that is now being followed by landowners throughout the state. I am thankful that Mr. Bill Moody had such a profound idea and that I had the privilege to be involved in the development of the TREASURE Forest Program.

## **Helene Mosley Memorial TREASURE Forest Award.**

by

Larkin Wade

Professor Emeritus of Forestry and  
Former Mosley Environmental Professor  
Auburn University

In 1965, the Extension Service began working with a limited number of landowners to develop "demonstration forests" across the state. These forests were being used as outdoor classrooms. Both their development and subsequent "showing" had great educational value for those involved. The property of W. Kelly Mosley in Marengo County was one such property. This property was unique in that Kelly Mosley deliberately involved consulting foresters, industrial foresters, and representatives of Extension, Agricultural Stabilization and Conservation Service, Soil Conservation Service, Alabama Department of Conservation, Game and Fish Division, Farmers Home Administration, Alabama Forestry Commission, timber harvesters, and local vendors and suppliers.

At Kelly Mosley's invitation, a long-term multi-agency program, coordinated by Auburn University Extension personnel, was begun to develop Pineland as a multiple-use forest demonstration. Development considerations were never either timber or wildlife, for example, but both timber and wildlife. While the timber operations financially under-girded the development of recreation, wildlife, soil, water, and aesthetic potentials of the property, they all stood as co-equal objectives.

The 1960 Multiple Use Act of the U. S. Congress requires that public forestlands be managed for timber, recreation, wildlife, water, and forage. The law requires that all uses be treated equally while being optimized. In contrast, the management of industrial and other private land in 1960 was principally for wood products. But this was not so at Pineland. Multiple use was desired.

The Alabama Forestry Planning Committee (AFPC) adopted the TREASURE Forest program in concept in October 1973 and began field-testing the program through county rural development committees in 1974. The merger of Extension educational or demonstrations forests was a part of the field-testing. When the TREASURE Forest program was formally initiated in 1975 by the AFPC, Pineland, already under multiple-use development for ten years, was the first to be certified as a TREASURE Forest. Three other forests were certified at the same time. What happened to TREASURE Forest Nos. 2, 3, and 4?

A ceremony held at Auburn University on March 1, 1976, formally inaugurated the TREASURE Forest program. Extension had agreed to put together an awards program on the occasion of the first TREASURE Forest being selected. Dr. Harry M. Philpot, Auburn University's President, presided.

The AFPC in July 1976, agreed to jointly sponsor TREASURE Forest educational Demonstration forests patterned after the Mosley TREASURE Forest educational demonstration. In fiscal year 1977, one demonstration was developed in each of the then ten Alabama Forestry Commission Districts.

Each educational demonstration was either on a certified TREASURE Forest or the landowner agreed to strive to meet the standards of the TREASURE Forest program. The Alabama Cooperative Extension Service served as the coordinator and catalyst for this effort and employed and assigned an Extension Forester to be responsible for TREASURE Forest educational demonstration development.

Sometime after the death of Helene Mosley, Dr. Michael Sprott, Director of Extension, and I proposed that Kelly Mosley provide funds to endow a modest awards program for the best of the TREASURE Forest educational demonstrations. Dr. Mosley countered by offering to provide \$10,000 to sponsor a four-year program with a promise to continue if the awards produced good results. He suggested that the award carry a large monetary stipend to denote the award's significance. We agreed and proposed that the awards be named the Helene Mosley Memorial TREASURE Forest (HMMTF) Award to honor Helene. He accepted. We also proposed that the awards program operate under the auspices of the AFPC. And this was accepted.

The HMMTF Awards were initiated in 1978. Criteria that guide the selection of the recipients were the same as those that governed the TREASURE Forest program. One additional criterion used was the educational value and use of the TREASURE Forest.

This was in keeping with Kelly Mosley's original idea of drawing attention to and making the award significant. (I understand that some changes have been made in district and state awards, but that they basically continue.)

The awards program was successful beyond what was originally imagined. And as far as I know, it continues under the joint sponsorship of the AFPC and the Mosley Environmental Awards Program.

When the four-year \$10,000 gift from Dr. Mosley was depleted, Dr. Mosley, as Chair of the Franklin Foundation, arranged for the awards program to continue through gifts from the Foundation to Auburn University and the Mosley Environmental Awards Steering and Selection Committee who then allows the AFPC to manage the program. Where else in the U.S. are so many entities--a major foundation, a major state university, an awards steering and selection committee composed of university and agency heads, a state forestry planning committee and its subcommittees--involved in the selection of outstanding TREASURE or Stewardship Forests? This is the point--involvement, cooperation, inclusiveness.

The Extension Service could have gone its own way with its educational demonstration forests but chose to merge them with the embryonic TREASURE Forest program and even assigned demonstration forest development duties to Fred Holemo. Fred's employment brought the Extension Forester ranks to a total of two for the first time in the history of the

Extension Service. The Extension Service could have "possessed" the awards program but chose to fold it into a larger cooperative effort and worked hard to develop an appropriate setting (the annual TREASURE Forest and Landowner Conference) to make sure that TREASURE Forest landowners and county forestry planning committees were recognized for their efforts. The point is simple but hard. You gain "your" program by losing it. Sound familiar?

On an occasion around 1990, the Mosley Environmental Awards Steering and Selection Committee examined the value of the monetary award for the HMMTF winners, wondering if inflation had eroded the monetary value of the award or if it should be increased in keeping with Dr. Mosley's original idea. Its finding: the awards had become so unique and significant that the dollar value no longer mattered.

Somewhere in the life of the Mosley Steering Committee, HMMTF winners were declared to be on par with the Mosley Environmental Award winner. Did you know that? The HMMTF is in essence a landowner's route to a Mosley Environmental Award. A HMMTF winner gets the same monetary award, painting, and prominent award recognition.

TREASURE Forest has its roots in Pineland. It has its roots in issues related to our environment that are still current. Roots give rise to growth and the growth of the TREASURE Forest program can be partly attributed to the Helene Mosley Memorial TREASURE Forest Awards. These awards provide a high incentive for TREASURE Forest owners to teach others, as has been a primary activity at Pineland.

Helene Mosley award recipients have an unspeakable love of their land. Words do not articulate their feelings. And true to the nature of this spiritual reverence, their feelings convert to enthusiastic actions on their own property and helping others to do likewise. Some would never have had their achievements and hard work recognized if not for the Helene Mosley Memorial TREASURE Forest Awards Program.

The multi-million dollar National Stewardship Program established by the U.S. Congress in 1990 is modeled after Alabama's TREASURE Forest Program. It is noteworthy that the national guidelines for the Stewardship Program included a "recognition" section similar to that for the TREASURE Forest Program. The guidelines said, "States are encouraged to develop a Forest Stewardship Award or recognition program for individual forest landowners, groups, organizations, etc. Several top stewardship landowners could compete for the honor of being selected for "Stewardship Forest" of the year, or Forest Stewardship Landowner/Manager of the Year." Fortunately, Alabama took a 12-year head start over other states as a result of the Helene Mosley Memorial TREASURE Forest Awards being established in 1978. Are we still ahead?

## **Alabama's TREASURE Forest Goes National**

Recollections by Robert J. Lentz

Retired USDA Forest Service

A dozen years of excellent performance by Alabamians sent TREASURE Forest national as the Forest Stewardship Program. The Alabama program stood the test of time and is a shining example, which brings agencies sharing common goals together to serve forest landowners. With all the positive advantages of TREASURE Forest, it wasn't easy to get the national bandwagon rolling.

I was assigned to work on the Alabama River Basin plan in 1970 when Bill Moody became State Forester. The environmental movement had momentum and clear-cutting and stream channelization the key issues. Environmental and protection groups were carrying their message through TV and the press. I met with Moody several times during the study and we discussed strengthening ties with these groups and other agencies, which provided assistance to landowners for watershed protection, recreation, and wildlife.

I was leery about reaching out to environmental groups, but Moody was already working with all groups interested in forest resources. He had open lines of communications with environmental group leaders. It is obvious to me, looking back, that the basic framework for the TREASURE Forest effort was already in his mind.

This river basin study projected future needs and compared them with the projected resource supplies. It became obvious that private forestlands were very important for timber as well as for wildlife, recreation, and water purposes. I developed a system to estimate potential for wildlife production on private forestlands. This brought me in contact with Ralph Allen (Alabama Department of Conservation) as well as wildlife managers in other southern states. They agreed that it made sense for state foresters and state fish and wildlife agencies to work more closely together. This fact was apparently obvious to Bill Moody, because he already made this tie with Charles Kelley (then head of the Alabama Conservation Department). It also made sense because the environmental groups worked more closely with the wildlife agencies.

I was transferred to the Washington Office but kept up with events in Alabama during those four years before returning south. In Atlanta, I was in charge of the State and Private forest resource technical assistance and grant programs for southern states. From 1980 until the late 80's, State and Private programs were under scrutiny with possible budget cuts, up to and including program elimination. One reason was the lack of a grass roots support for forest resource management programs.

In 1988, a national analysis was completed with emphasis on the South, which was called the South's Fourth Forest. This was part of the Forest Resource Planning Act (RPA) that set the direction for future USDA Forest Service programs. The analysis culminated in a meeting in Atlanta to develop an action plan to address the needs identified in the report, which were basically timber oriented.

Washington requested that forest resource or multiple use discussions be a part of the meeting. We enlisted Gary Meyers (Director Tennessee Conservation Department) to chair a resources committee. Ken Arney, his forester, provided valuable assistance. We briefed them on Alabama's TREASURE Forest program and they were impressed. The TREASURE Forest success story was highlighted in their meeting. Lou Hyman of the Alabama Forestry Commission came to the meeting and made an excellent TREASURE Forest presentation. That states should consider a program similar to Alabama's TREASURE Forest Program was a recommendation from the meeting. However, after the meeting, the focus was lost and direction reverted back to timber supply.

Federal forest resource programs were largely justified based on the need for a future timber supply--in particular pine. Times were changing. Industry was beginning to adapt its technology to use hardwoods as well as pine. Although the need for timber in the future was a concern, it lacked appeal for a broad support base. The Endangered Species Act, Water Quality Act, National Environmental Policy Act, and concern for global warming were taking center stage. Frequent suggestions about regulating forest practices were infuriating the forest industry, as well as many others that understood the importance of protecting private landowner rights.

The National Forest Products Association voted not to support State and Private Forestry programs, but not to object to them—in other words to be neutral. This did not set well with many state foresters who were providing service for the industry's Tree Farm program. It caused them to take a new look at who was supporting State and Private Forestry resource programs. At that time there were few friends left!

John Mixon, State Forester in Georgia, was then chairman of the National Association of State Foresters (NASF) Forest Resource Committee. He asked me to prepare new direction for his committee and to think big. Successful federal programs come from ideas already implemented at the state and local efforts, and then the ideas are transferred to other states. You know that such programs have a chance to succeed rather than the top down approach developed in Washington.

TREASURE Forest came to mind. I was familiar with the program through reviews, tours, and various TREASURE Forest meetings that I attended. It seemed like a natural, and the timing was right. Although it was working well in Alabama, it still wasn't being adopted by other states.

My proposal to Mixon organized data to show the need to broaden timber management to resource management and agency coordination to deliver technical assistance. It set a goal of putting 25 million acres under management within 10 years. It supported the idea that many landowners place wildlife or environmental factors as their primary or secondary objective for managing their land. By focusing on timber, we were unable to reach a vast number of these landowners. Many studies supported this fact.

The proposal also included technical assistance and cost share funding which provided funding for agency coordination, and for landowners to implement practices to improve

timber, wildlife, recreation, water, and range. The idea was to implement the technical assistance effort first. This would get agencies working together. State foresters would receive some funding to coordinate the effort. The program would attract landowners who were serious about improving their land and not just looking for funds. Cost share funding to implement resource practices would come later.

The proposal had key selling points. It coordinated assistance to landowners by the various agencies. If implemented properly with its full range of resource assistance for wildlife, water, etc., assistance and practices, it would defuse any need for regulation.

Leroy Jones, then Deputy Regional Forester for State and Private Forestry in Atlanta, supported TREASURE Forest and agreed with the proposal. We presented it at the Forest Resource Committee meeting in Atlanta. State foresters were supportive, but the Washington Office Forest Service personnel were skeptical and recommended that the proposal not move forward for two reasons. One was that it is difficult to justify a national role for resources other than timber. The second was that RPA was just completed and we should stick to the recommendations that called for capturing timber economic opportunities. Mixon emphasized that state foresters would explore the idea further.

The proposal lacked some focus and needed a name. The logical name was TREASURE Forest. Moody made several attempts through the Southern Group of State Foresters and the National Association of State Foresters to use the TREASURE Forest name. The general feeling that -"It's wasn't invented here"-prevailed. State foresters wanted the program with a new name so they selected "Forest Stewardship." To move ahead Stan Adams, then Public Affairs Director for the Forest Service in Atlanta, prepared a booklet that highlighted the need for resource assistance to private landowners and established goals for the Stewardship Program.

It was clear that a broader support base was needed. Jones and Mixon tested the proposal with several forest industry representatives, but got a mixed reaction and little indication of future support. The next two years were a blur for me. I traveled and talked to anyone and everyone who would listen about Stewardship. Finally, support was growing. The Southern Group of State Foresters took the lead to carry Forest Stewardship to NASF and key congressional contacts. Sid Moss (MS), Moody, Harry Layman (NC), John Mixon (GA), and Earl Peterson (FL) were strong supporters, although all the state foresters had a key role.

I believed that the key for Forest Stewardship to succeed would be the support of the wildlife community. My plan targeted the state fish and wildlife agencies. Most landowners list wildlife as either a primary or a secondary objective for managing their land, so a lot of wildlife expertise would be needed.

To strengthen ties, a tour was conducted of the Alabama TREASURE Forest program for State Forest Management Chiefs and State Conservation/Game Managers. The state fish and wildlife agencies were vaguely familiar with Alabama's program, but were not aware of the details. Alabama was chosen for the tour to allow them to witness the state agency coordination and to hear testimonies of landowners. This tour was the idea of Roger



Dennington and Jerry McIlwain of the Forest Service, Tim Boyce and David Hoge from AFC, and Ken Arney. The tour was a success. It formed new opinions and opened lines of communication between the foresters and game managers. Billy Helm, management chief in Florida, Lynn Hooven (GA), and Freddy Jordan and E. Baker (MS) were very supportive of the TREASURE Forest and Forest Stewardship proposal and helped gain the support of State Forest Management Chiefs. The participants were asked to carry the TREASURE Forest/Stewardship ideas back to their state foresters and state wildlife directors. The intent was to strengthen communications between the two organizations and considering a similar program in their state.

National Forests employed many wildlife biologists during that time and were working closely with State Wildlife Agencies. Forest Supervisors were instructed to use every opportunity they had to open lines of communications between state foresters and state wildlife agency directors. Joe Brown (Forest Supervisor for National Forests in AL) was a strong advocate of the TREASURE Forest program.

Ken Arney invited me to the Southeastern Wildlife Association meeting in Hilton Head, SC, to present the Stewardship proposal to several committees and to the executive board. Stewardship was well received at the meeting and the executive group passed a supporting resolution, thanks to Charles Kelley, Gary Myers, and Ken Arney. Later Myers and Kelley carried the Stewardship message to the International Association of Fish and Wildlife Agencies, where they passed a similar resolution. Stan Adams was instrumental in getting a resolution passed by the Izaak Walton League. State foresters and state wildlife directors were improving lines of communication. The Southern Group of State Foresters and the Southeastern Wildlife Association were now inviting their chairman to their annual meetings. We had the wildlife support we needed.

Jones and I visited Washington to test the Stewardship proposal on key people. Melinda Cohen, then Executive Director for the National Association of State Foresters (NASF), shared the Stewardship proposal with national environmental organizations. They were supporting the idea. Keith Argo, National Forest Landowners Association, was enthusiastic and supported the effort. Neil Sampson, American Forestry Association, had reservations because all technical assistance funding was for state forester assistance. When we returned, we changed the technical assistance funding section to require state foresters to share funding with other agencies. This was an incentive to bring other agencies to the table. It also strengthened support for the program. However, several federal agencies at the national level preferred that the funding come to each agency at the national level and be distributed down through their organization to the state level. This would be detrimental to the coordination process because no one would clearly lead the State effort.

Jim Neal, Regional Extension Agent, and Larkin Wade, Alabama Cooperative Extension Service, got the Extension Service involved in the effort. Jerry Johnson helped persuade his Soil Conservation Service counterparts that TREASURE Forest and Stewardship was a good idea.

During all this time, Alabama Forestry Commission and partners involved in TREASURE Forest at the state level accepted the additional workload placed on them. This included many phone calls from other states and tours for key people to learn more about TREASURE Forest. Moody and his staff, particularly Tim Boyce, Lou Hyman, David Hoge, Cynthia Page, and Neil Letson were attacking the opportunity with religious fervor. The local Forestry Commission staff, Soil Conservation Service, Agricultural Stabilization and Conservation Service, wildlife personnel, and especially forest landowners such as James Hughes, Dan James, and many others, proved to be invaluable sales people. All were highly motivated by the TREASURE Forest program.

One key southern visitor to Alabama was the Office of Management and Budget (OMB) officer who examines the Forest Service budget. He was impressed with the program but still had a few reservations. He flew to Asheville, North Carolina, where Harry Layman and I met with him. Over a picnic table and sack of southern fried chicken, Harry made an emotional and enthusiastic appeal for OMB to support the program. He left convinced that it would work, but he felt that the Forest Service should make internal adjustments and shift funds from other programs to cover the costs of Stewardship.

It was budget time and competition for national funds were fierce. The National Forests were under pressure to reduce the road fund and that made the Forest Service skeptical about proposing any new programs that would provide an opportunity to shift funds from roads. The Forest Service national office had a conference call to its regional offices to determine among other things, should we move ahead with a Stewardship Program proposal.

The regions were supportive with Charlie Fudge carrying the message to the western states and John Currier to the northeast. However, the Washington Office didn't think the timing was right and the main reason given was that no specific implementation guidelines were ready. I called Moody and he faxed me the TREASURE Forest guidelines. I made changes so the guidelines could be applied nationally. The new guidelines also outlined how each State Forest Stewardship Committee would develop their own program and provide awards to deserving landowners and agencies. By next morning they were forwarded to Washington.

I flew to Alabama and met Moody. The TREASURE Forest videotape was excellent, but we felt it was too long to capture the national audience. We boiled it down from 30 minutes to 15 minutes with the help of his technician. I recall arguing with Moody about the sections to cut. He was totally devoted to it all, as each segment meant a lot to him, but he grudgingly gave way to a few deletions. I tried to cut some of the landowner testimonies, but Moody refused. Later I learned that the landowner statements proved to be the selling point to many of the other states and agencies. Moody was right again. Copies were made for each state forester and NASF asked each state forester to hold a meeting with their counterparts in wildlife, water, and recreation agencies to review the TREASURE Forest tape and discuss the Stewardship proposal.

The NASF Resources Committee, now chaired by John Cashwell of Maine, put the final touches on the guidelines. The program now had broad support but it wasn't a done deal. It still had to go forward as a budget proposal by the Forest Service to Congress.

At the NASF executive committee meeting held in December in DC, the proposal was on the table. The state foresters agreed that Stewardship should move forward, but the Forest Service did not feel the timing was right. Sid Moss, John Mixon, and Jim Roberts (State Forester, MD, and president of NASF) gathered during a break and agreed that the proposal must go forward. They went back to the table committed to moving Stewardship forward. After a lengthy discussion, the Forest Service agreed to make Forest Stewardship a budget initiative.

Things were looking good, but a few weeks later as the Forest Service budget proposal was being prepared for the Secretary of Agriculture's review, the Stewardship Program was left out. Jim Roberts got wind of this and made a special trip to DC and apparently a successful one--Stewardship was put back into the budget process.

When the program reached Congress, staff in the key Committees in the House, Jim Lyons, and Senate, Tom Tuckman, found support for the idea and even strengthened funding for the program. Forest Stewardship became a primary section of the 1990 Farm Bill. Support was there for both technical assistance and cost shares for the program. Technical assistance funds came straight through the Forest Service to each state forester who in turn would distribute them, based upon need and assistance by its partners. Tony Dorrell, Director of Cooperative Forestry in Washington, was invaluable at this stage and provided information to Congress and groups inside DC. The proposal moved smoothly through Congress and Forest Stewardship became a national program.

I mentioned many names but only scratched the surface of those who were actively involved in sharing TREASURE Forest with the Nation. I apologize to those I didn't mention, but the years are rolling by, making some of the details hazy.

Alabama can be proud of initiating the effort that changed how forest resource management assistance is delivered to private landowners. It broke the mold that constrained foresters for many years. It broadened the role of all state foresters and brought agencies together in a positive way to benefit the agencies, but more importantly, to strengthen assistance to forest landowners. Bill Moody's leadership made it happen. Without Mr. Moody there would be no TREASURE Forest or Forest Stewardship Program. He was willing to set aside his personal gains for the good of the total effort. He unendingly shared credit for all the great accomplishments. The example set by dedication and enthusiasm of Alabama agencies and forest landowners led the nation and could possibly go international in future years. I was proud to be a small part in the overall scheme of things and thank Alabamian's for accepting me and allowing me to share TREASURE Forest with the nation.

## APPENDICES

## Copy of the Original Minutes

### **MINUTES** FORESTRY PLANNING COMMITTEE October 1, 1973

The Forestry Planning Committee met on October 1, 1973 at 1:00 p.m. in the Conference Room of the Alabama Forestry Commission Building. The meeting was called to order by Chairman C. W. Moody.

Those members present are as follows: Mr. Larkin Wade, Extension Service, for Dr. Ralph Jones; Mr. Horace Brown, ASCS, for Mr. L.G. Rambo, Mr. Joe Dent, SCS, for Mr. Bill Lingle; Mr. Willard Reed, FHA, for Mr. John Garrett; Mr. Charles Reed, Department of Education, for H. W. Green; Mr. Dick Woody, Forest Supervisor, U. S. Forest Service; Mr. John McCullough, Alabama Forestry Commission; Mr. Ray Covin, Alabama Forestry Commission; and Mr. C. W. Moody, Alabama Forestry Commission.

A report was given by John McCullough on the status of the Forest Aggregate. The Ad hoc Committee has agreed on a contract and Consulting Foresters are being contacted. Discussion developed the desirability of the Ad hoc Committee to follow through on finalization of the agreement and selection of the consultant. Motion by Horace Brown, seconded by Joe Dent that the Ad hoc Committee be charged by the Planning Committee to provide guidance and direction in the finalization of the agreement and selection of the consultant. Motion passed and the Ad hoc Committee was so instructed by the Chairman of the Planning Committee.

Discussion ensued about a proposal from the State Forester to establish a program in Alabama called "Treasur Forest". Pros and cons were developed and it was the feeling of those attending that more time was needed to review this proposal before the matter was settled. It was agreed, however, that if the project was undertaken, it would be desirable to invite the Conservation Director to become a member of the Forestry Planning Committee. Motion by Dick Woody, seconded by Horace Brown—The Chairman is instructed to invite the Conservation Director to become a member of the Forestry Planning Committee. Motion passed.

The consensus of those meeting was that October 15<sup>th</sup> is a reasonable date for coming to a conclusion on the "Treasur Forest" program. Forest Planning committee members are to forward to the Chairman their reaction to this matter and their vote by October 15<sup>th</sup>.

There being no further business, the meeting was adjourned.

## Copy of Original Memorandum

October 25, 1973

### MEMORANDUM

TO: Members, Alabama Forestry Planning Committee

FROM: C. W. Moody, Chairman

The consensus of your replies indicates that you want to proceed with the development of the TREA-SUR Forest Program for Alabama under the sponsorship of the Alabama Forestry Planning Committee. Some replies indicated the need for further refining and developing of the program before we consider it a project for activity by the various agencies. Certainly this was our intention when it was introduced at the last planning Committee meeting. We are, therefore naming the following committee to explore the whole program with a view toward solidifying a program which can achieve beneficent forestry goals and can be supported by all member agencies. The committee is named as follows: Ray Covin, Alabama Forestry Commission; Larkin Wade, Extension; C. W. Reed, Vocational Education; Bill Bodie, U.S. Forest Service; Ken Meyers, U.S. Forest Service, Area; Jerry Johnson, Soil Conservation Service; Ralph Allen, Conservation; and Lloyd Crawford, Conservation. We are hopeful that the parent agencies will approve of their membership and by copy of this memorandum we are indicating to them our desire for them to serve on this committee, would you please indicate to them and to me? Those who are approved will be contacted individually concerning this matter within the very near future.

We are scheduling a meeting of this committee for December 4<sup>th</sup> and 5<sup>th</sup> at which time we hope to hammer out the details of a proposal for consideration by the parent committee. We will be in touch with the committee members with additional details when they have been authorized to and accepted membership on this committee.

I believe this is a forward step with many implications for good of forestry in Alabama. I look forward to working with this committee in the development of a proposal for consideration by the parent committee.

## TREASUR

### DEFINITION

A program to recognize and award those landowners that are managing their forestland in such a manner that their forests are making their maximum contribution to Alabama and America. These landowners realize that there are many uses for forestland that are compatible with each other, such as outdoor recreation, timber, watershed, aesthetics, environmental protection and wildlife and they manage their land in such a way that the above uses are enhanced. Landowners will, in effect, be practicing multiple use.

Multiple use can be defined as the management of all the various renewable surface resources of forestlands so that they are utilized in the combination that most appropriately meets the needs of the landowner, while at the same time, enhancing other values.

### PURPOSE

The ultimate goal or purpose of TREASUR is to provide to Alabama's and America's citizens, all the uses that our forests are capable of providing. The TREASUR Program will accomplish this goal by encouraging private forest landowners to manage their forestlands for all the uses to which they are suited. By giving public recognition to landowners, who have done a good job, others will be inspired to do likewise.

### TREASUR REQUIREMENTS

Any private or public landowner can qualify, regardless of size of ownership. Any land managed by a student who is a member of any recognized FFA, 4-H, scout troupe or similar organization, which meets TREASUR requirements, will be eligible for a Junior TREASUR Forest Award.

This program is in no way to be competitive between landowners. The only basic requirement is that all of a landowner's forestland in Alabama be managed in such a manner that it is meeting the needs of our citizens. By applying for and receiving this award, the landowner does not relinquish any of his rights of ownership.

Timber, wildlife, outdoor recreation, and environmental enhancement must be included in the landowner's management program.

The landowner must have one or more of the above uses as the primary management objective for his land, with this use or uses being managed to a high degree. The other uses must also be managed for, but not necessarily on as intensive a scale.

The decision of what use will be the primary use or uses is left to the landowner. One landowner may manage his land primarily for wildlife, another might favor timber, another recreation, while yet another might favor environmental enhancement. These landowners will all qualify as long as they appropriately manage for the other uses that are compatible with their primary use.

Every use does not have to be accomplished on every acre. Some areas may be suited to only one use while other areas may be suited to other uses. When the property is considered as a whole, however, all uses must be adequately included.



A landowner does not have to spend large sums of money to qualify. If, however, there are deficiencies in his management program, these deficiencies will need to be corrected before his property can qualify.

It is desirable that the landowner be following a multiple use management plan that includes timber, wildlife, outdoor recreation and environmental enhancement, however, this is not a prerequisite for certification. Certification is based only on accomplishment.

All resources must be protected from wildfire, insects, disease, illegal hunting or fishing and other harmful agents, such as overgrazing. Factors to be considered will be the landowner's efforts toward preventing or controlling these harmful agents on his property -and his cooperation with State agencies responsible for their prevention and control.

#### SPECIFIC TIMBER MANAGEMENT REQUIREMENTS

1. Timber management practices must be followed that tend to build up the stand and improve the growth rate and quality of forest products. Management practices that produce timber at less than maximum levels will be allowed, if necessary, to manage for the other uses that are compatible with timber.
2. Timber must be harvested when it is mature or owner has definite plans to harvest. Depending upon the management objectives of the landowner, mature may be either at economic maturity or biological maturity. An exception to harvesting mature timber may be made in certain areas where large trees are necessary for the other uses. Example - leaving wooded-area along major highway for aesthetics. Following a harvest cut, satisfactory regeneration must be obtained either by natural or artificial methods.
3. Tree species should be favored and managed that are best adapted to their particular sites. Hardwood species should be favored on natural hardwood sites.

### SPECIFIC RECREATION, WILDLIFE AND ENVIRONMENTAL REQUIREMENTS

1. Management activities should be directed toward one or more particular species. Non-game and rare and endangered species should also be considered.
2. Certain wildlife species including rare and endangered species may require a management plan for more than one tree species.
3. Harvest cuts should be accomplished so as to provide numerous stands of different age classes.
4. Adjacent stands of the nominated ownership should have an age differential of seven years or more.
5. Stands should have irregular shapes where practical.
6. Where soil, slope, and other environmental considerations allow, prescribed burning will be done. Burning must be done at proper time and in proper manner to accomplish the desired beneficial results.
7. Where needed for the wildlife species featured, key areas should be established and/or maintained. Key areas are units of land managed primarily for wildlife food, water or cover. Key areas supplement the nearby forest management types and enable them to better meet the habitat requirements of the featured game species at the population objective within a certain area.
8. Landowners are encouraged to utilize their properties for the outdoor recreational enjoyment of their families, and others if they so desire. However, the presence of outdoor recreation opportunities and not the degree of use, shall be the deciding factor of consideration of the TREASUR Award.
9. Management practices shall be conducted in a manner that will cause minimum adverse impact on soil, water, air, and aesthetic quality.

### JUNIOR TREASUR AWARD

Qualifications for a Junior TREASUR Forest Award does not require ownership of the land, nor that the entire ownership of another be managed in order to qualify. Only a portion of the total ownership managed according to TREASUR requirements, will qualify a student for the Junior TREASUR Forest Award.

## PROGRAM ADMINISTRATION

The Alabama Forestry Planning Committee will be the sponsoring organization. The Planning Committee is comprised of the head of the following agencies: Agricultural Stabilization and Conservation Service, Alabama Cooperative Extension Service, Alabama Forestry Commission, Alabama Department of Education, Alabama Department of Conservation and Natural Resources, Farmers Home Administration, Soil Conservation Service, and the U. S. Forest Service.

For administration purposes, the State is divided into ten districts as shown on the attached map. An inspection team composed of at least a Forestry Commission forester and a Department of Conservation biologist will be appointed for each district. The Forestry Commission representative will serve as the district coordinator.

## NOMINATIONS

Nomination forms, along with a brochure explaining the TREASUR Award will be supplied to the cooperating agencies' local offices. Lands must be nominated through a cooperating agency or conservation district. The completed nomination form must be forwarded to the District Coordinator whose address is on the back of the form.

## INSPECTIONS

The District Coordinator will develop a date for inspecting the property with the Game Biologist. The county representatives of the other member agencies will be notified of the date and given the opportunity to participate in the inspections. An inspection form will be forwarded to them with the notification of the date of inspection. If the other agencies are unable, or do not wish to participate in an inspection, they should indicate on the inspection sheet any reason known to them that would

disqualify the property. The inspection team does not certify or deny certification. They only inspect and recommend.

### CERTIFICATION

After the field examinations, the inspection sheet will be forwarded to the Planning Committee for the final qualification determination. The Planning Committee should meet semi-annually or more often if warranted by the number of applications for the purpose of certifying eligible forestlands. A majority of the Planning Committee comprises a quorum with a unanimous vote being necessary for certification. When the inspection records have been approved, an award certificate will be executed by the Planning Committee chairman.

When TREASUR applications fail to meet approval, the sponsoring agency and the landowner will be informed in writing of deficiencies found and what measures are needed to bring the property up to the required standards.

Certification shall be for five years, with property being reinspected at the end of that time. Properties that maintain TREASUR standards will be recertified and will continue to display the TREASUR sign. Properties that fail to maintain TREASUR standards lose their certification and the TREASUR sign will be removed.

To maintain certification as a TREASUR forest within the five-year certification period, the landowner must continue to maintain his property according to TREASUR standards. Upon written notice from any member agency of the Planning Committee that a landowner has failed to maintain TREASUR

standards, the Planning Committee will initiate an inspection to determine if the certification should be cancelled and the TREASUR sign removed.

Changes in ownership of the property shall not affect certification if the owner of record maintains standards of certification.

### PRESENTATION OF AWARD

A landowner whose forestlands have been certified as meeting the standards of TREASUR will receive a TREASUR certificate, along with a TREASUR sign. The certificate will be suitable for framing while the TREASUR sign must be erected on the property where it will be most visible to the public. Presentations of awards shall be decided upon by the Planning Committee.

### FINANCING

Costs to the Planning Committee of providing award certificates and signs will be absorbed by the Forestry Commission.

### PUBLICITY

An essential part of the TREASUR Program will be publicity. Besides publicity provided directly by the Planning Committee, the participating agencies will give high priority to publicizing the Program.

Radio, television and printed matter, such as newspapers, magazines, and brochures will be fully utilized.

# TREASUR DISTRICTS

