



GROWING CONSERVATION FROM THE ROOTS UP

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Western Issues & Forestry Specialist

509 Capitol Court



**conserving
natural resources**
for our future.

AGENDA

- National legislative landscape
- NACD functions
- Expanding our influence together
- How we can better work together to ensure we all are able to care for the land by taking action
- Evaluation

State of Agriculture

- Agriculture
 - More than half of private land in the U.S. is devoted to agriculture
 - Providing food, fiber and fuel
- World population
 - 6.7 billion in 2009
 - Projected 9.5 billion in 2050
- Conservation

Landscape Scale Approach

- A holistic approach, looking not just at biodiversity issues, but also issues such as local economies and agriculture, eco-tourism, and the health and social benefits of the environment

Landscape Scale Approach

- U.S. Department of Agriculture – All Lands Approach
 - NRCS, Forest Service
- U.S. Department of Interior – Treasured Landscapes
 - Bureau of Land Management, Fish and Wildlife Service
- National Ocean and Atmospheric Administration
 - Regional Ecosystem Restoration
- Administration – America's Great Outdoors Initiative



2012 Farm Bill – why this farm bill will be really complicated

- Farm Bill... again?
- Funding climate
- Jurisdiction
- Budget reconciliation
- Baseline
- Political landscape

NACD role

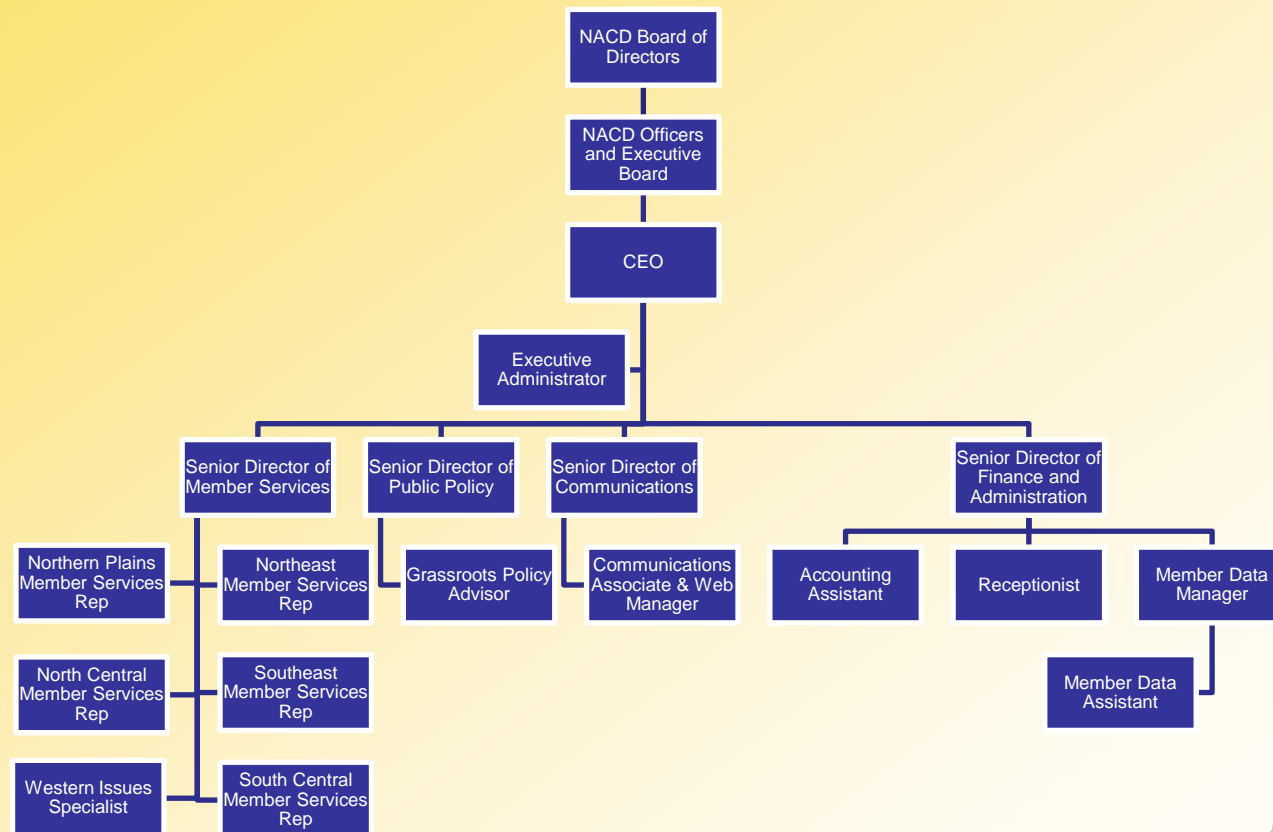
- Recognized as a national leader that can work with all sides of the conservation issue
- More partners in conservation – agriculture, conservation, wildlife, and environmental groups



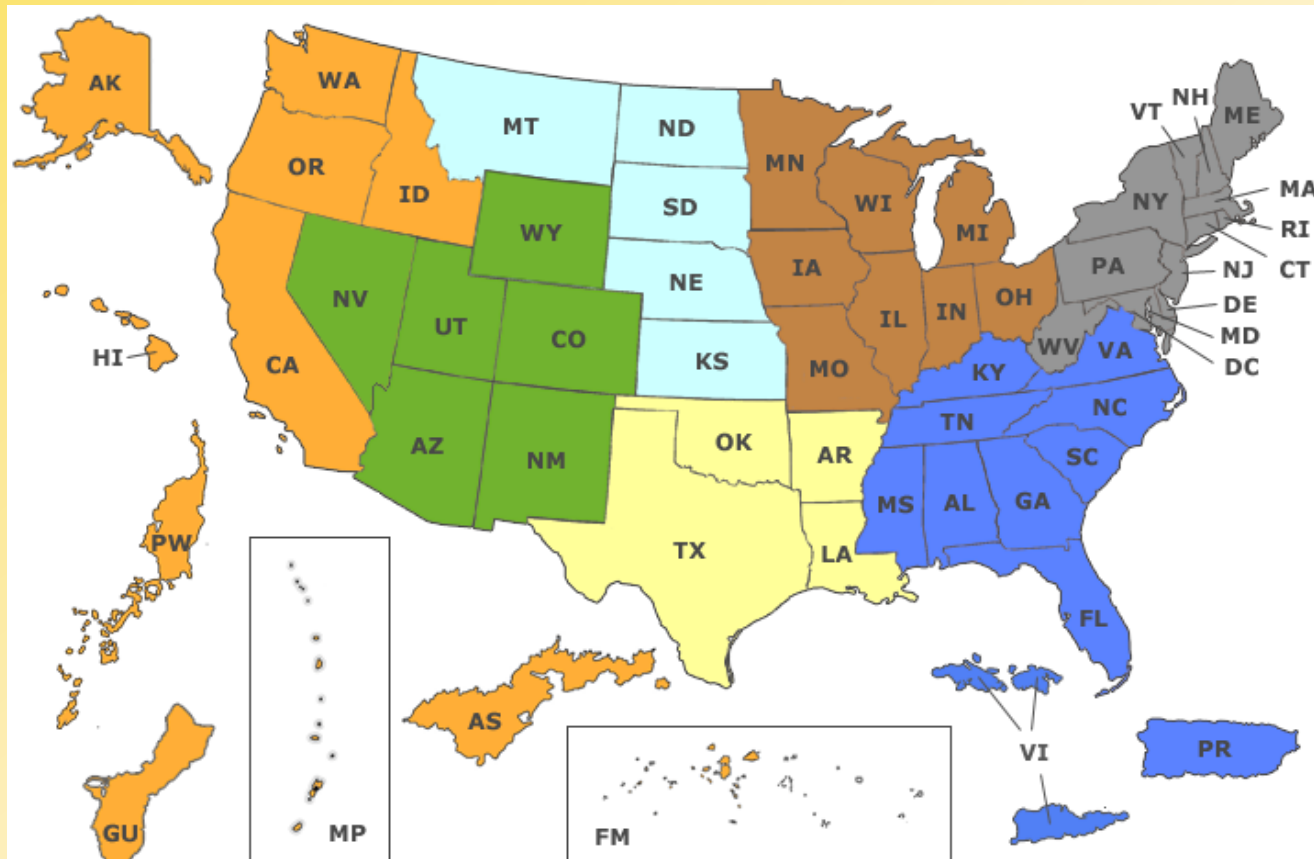
NACD Structure

- Grassroots
- District voice through a system of graduated representation
- CEO employs staff to fulfill priorities set by officers and board of directors

NACD Structure (soon to be updated)



NACD Regions



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Role of Western Issues and Forestry Specialist

- Member Services for Southwest & Pacific Regions
- Staff Advisor
 - Southwest Region Chair
 - Pacific Region Chair
 - Natural Resource Policy Committee
 - Forest Resource Policy Group
- Forest Service Liaison
 - *Forestry Notes* publication
 - Joint Forestry Team
 - Interagency Agroforestry Team
- Government Affairs
 - Partnerships – Federal and Non-Governmental Organizations
 - Coalitions – Sustainable Urban Forests Coalition, Forests and Climate Working Group, Forests in the Farm Bill
 - Lobbying – Capitol Hill and Administration
 - Other General Legislative and Regulatory



General Legislative & Regulatory

- Agriculture Appropriations Markup
- Climate Change and Woody Biomass
- Wild Horses and Burros
- Bark Beetle
- Sustainable Communities legislation
- Regulatory changes (i.e., CRP interim rule, CSP rule, BCAP rule)

Partner Meetings

- USDA NRCS, FSA, Forest Service, Office of Environmental Markets
- DoD, EPA, NOAA, BLM, FWS
- The Nature Conservancy
- National Farmers Union
- Land Trust Alliance
- Defenders of Wildlife
- National Fish and Wildlife Foundation
- National Association of Forest Owners
- American Forest and Paper Association
- Western Forestry Leadership Coalition
- National Congressional Sportsmen's Association
- California Cattlemen's Association
- Association of Fish and Wildlife Agencies
- Western Governors' Association
- National Association of Counties
- National Association of State Agriculture Agencies
- National Association of State Foresters



Coalitions and Partnerships

- Sustainable Urban Forestry Coalition
- Forests in the Farm Bill
- Forests and Climate Working Group
- Farm Bill Agriculture Groups Coalition

Forestry

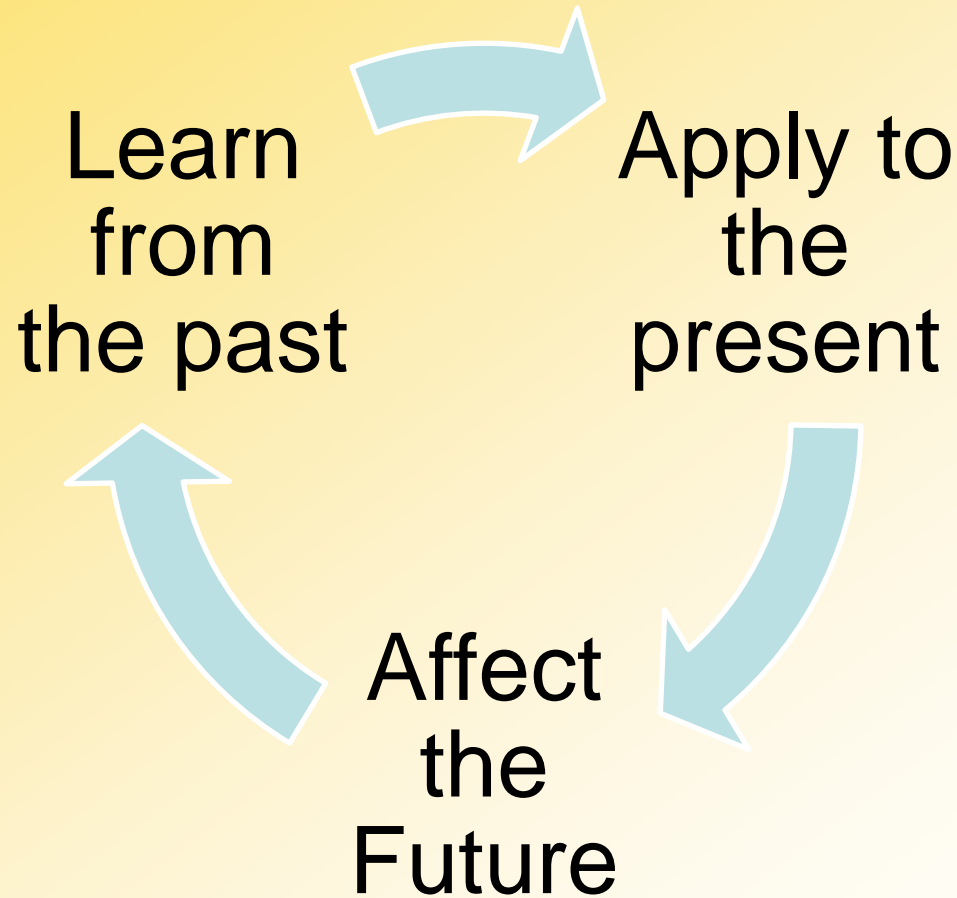
- Joint Forestry Team
www.jointforestryteam.org
- Western Joint Forestry Team
- Interagency Agroforestry Team
- Joint NACD Forest Resource Policy Group
and NASF Forest Resource Mgt
Committee meeting in Madison, WI
- *Forestry Notes*

It is NACD's function to...

- Obtain information
- Provide services
- Exert influence
 - Inform members
 - Educate decision makers
 - Promulgate ideas
 - Mobilize public opinion
- Expand influence



OBTAIN INFORMATION



EXERT INFLUENCE: Inform Members

- eNotes
- *The Resource*
- *Forestry Notes*
- Website
- Region Conferences
- National Convention
- District mailings
- Legislative/Action Alerts

EXERT INFLUENCE:

Educate Decision Makers & Promulgate ideas

- Conservation Districts
- County and state officials
- Non-Governmental Organizations
- Congress
- Federal Agencies
- Administration

EXERT INFLUENCE:

Mobilize public opinion

- Marketing and promotion
- Media
- Legislation
- Programs
- Policies and regulations
- Administrative procedures
- Coalitions and partnerships

Expanding Our Influence

- Communicating effectively with elected officials
 - Do you know your legislators?
 - Have you visited their staffs personally?
- Learning the message
 - Resolutions voted on by full board becomes part of NACD's position
 - Legislative team and member services representatives identifies possible arguments against the position

EXPANDING OUR INFLUENCE

- Learn about the legislators
 - How long has s/he been in office?
 - What committees does s/he sit on?
 - What kind of district does s/he represent?
 - Has s/he been supportive of agriculture issues in the past?
 - How can your efforts on local level dovetail with the national level?

EXPANDING OUR INFLUENCE:

Visiting with elected officials

- Impact on image of conservation districts
- Invite elected officials to your district meetings or to tour your farm or business
- Host public events for your district officials
- Issue papers, fact sheets, or backgrounders
- Follow up with thank you letters, continued contact and updates

Leadership

- What are the conservation needs in your local community needs?
- How does your conservation district impact your community?
- What's important locally?
- Can you translate this locally?
- What NACD does on the national level should mirror what you are doing at the local level and vice versa.

Tools: NACD Website

- District Resources
 - District Guides
 - Reports
 - Presentations
- Stewardship and Education
 - Education Materials and Resources
 - National Poster and Photo Contests
 - NACD Marketplace Store
- Conservation Policy
 - Issue Papers



Tools: National Agroforestry Center

- USDA National Agroforestry Center
<http://www.unl.edu/nac/>
- Working Trees in Agriculture
- Publications and guides on
 - Alley Cropping
 - Forest Farming
 - Riparian Forest Buffers
 - Silvopasture
 - Windbreaks

Last Thoughts

- *Last Child in the Woods* – “Nature deficit disorder”
- Mentoring young people and getting them involved
- Schools requiring minimum community service hours
- Worldwide Opportunities on Organic Farms (WWOOF.org)

QUESTIONS?

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