

AFA Strategic Plan

VISION

The Arkansas Forestry Association strives to be the respected leader and credible information source for all issues related to forestry.

MISSION

The Arkansas Forestry Association advocates for the sustainable use and sound stewardship of Arkansas's forests and related resources to benefit members of the state's forestry community and all Arkansans today and in the future.

KEY RESULT AREAS

Advocate at the local, state, and federal levels

Anticipate, identify and address emerging issues

Gather, filter, and communicate information

Facilitate programs and services that promote profitable forestry, sustainability, and stewardship



GOALS

To be **the** face and voice of forestry in Arkansas

To be a valued partner in the creation and maintenance of a sustainable and profitable business climate for our members

To create and empower a membership base with the ability to influence important forestry issues

To establish the forestry community as the recognized forest conservation leader in Arkansas

OBJECTIVES

To advocate for public policy that allows for profitable and sustainable long-term management of forest resources

To grow AFA membership by providing value in everything we do

Heighten the profile of AFA with state and federal legislators, policy makers, and regulators by increasing our contacts and presence with them

Heighten the profile of AFA with the news media and general public by increasing opportunities to promote forestry

Establish AFA as an association that can provide answers and facilitate solutions

To advocate for favorable public policy targeted at, but not limited to, taxation, environmental regulation, and market access

Create member business efficiencies through utilization of AFA internet and printed communication vehicles

Identify solutions to emerging issues

Build a stronger, more consistent flow of dues income

Improve member outreach efforts that create networking opportunities

Increase grassroots participation and opportunities for AFA members

Improve member education of public policy issues

Positively impact local, state, and federal public policy issues

Gain better recognition of the value of programs such as PLT, Tree Farm, Landowner Education, and other AFA services

Become the trusted, credible source for information relating to forestry and the environment

Expand the understanding, implementation, and effectiveness of sustainable forestry practices

Facilitate partnerships that promote the growth of forestry programs and the logging profession in communities, schools and universities