The opportunity to have your company’s logo and information in Arkansas Forestry Association’s printed and digital publications is now available for 2022 and 2023.

As in years past, we are offering communications sponsorships for our TreeTalk and TreeMail newsletters that cost $500 per month. With this support, you will receive an advertisement in each publication.

TreeMail, our e-newsletter, is sent out every Monday morning with news on various AFA events and forestry worldwide. More than 800 recipients will see your company’s ad at the end of the email for the entire month with a link to your website.

TreeTalk, AFA’s printed newsletter, arrives in more than 1,200 AFA members’ mailboxes every month. Communications sponsors will receive a link to your website.

For more information about the AFA Communications Sponsorship, contact Lisa Diener, the Arkansas state coordinator with Quail Forever, who provided in-person and online attendees information on the benefits of prescribed fire and habitat improvements.

An evaluation was handed out to each person at the event to provide feedback on each speaker and presentation. Many were thrilled with everything presented during the conference and hoped to see more get-togethers in the future.

“I absolutely enjoyed the WOW conference!” said one attendee in their evaluation. “The chance to network with landowners and other professionals was wonderful. I learned a lot of information and am excited about starting diversity on my land. Wonderful seeing others with same goals and what other participants are doing.”

One landowner at the conference said they absolutely enjoyed the chance to network with other landowners and professionals. The Arkansas Forestry Association would like to thank everyone who joined us for this inaugural event. Women Owning Woodlands continues to host its Virtual Lunch & Learn meetings each month. To register for the next Zoom event, you can visit our calendar on arkforests.org.

Women Owning Woodlands started in Arkansas to provide women landowners a place to meet, learn, and share information on better managing their timberland. There have been in-person tours and workshops in the past, but with COVID, the group moved to hold more virtual meetings.

About 40 attendees came together for the two-day event with the topic of pollinators on the agenda. After a quick welcome from AFA Education Foundation’s Rob Beadel and Arkansas Tree Farm’s Jennifer Johnson, Jacob Bates with the Forestry Division discussed the benefit of bees in our ecosystem. Beadel followed up with an activity where attendees got the chance to taste the different types of honey that bees can produce depending on their pollen source.

The following discussion was led by Dr. Tamara Walkingstick, a recreational beekeeper. She shared her experience with small-scale hobby beekeeping. From there, the group headed outside to visit two different pollinator habitats with Quail Forever Coordinating Wildlife Biologist Austin Klaas. The first day of events ended with the opportunity to take a nighttime stroll on an owl prowl.

Beadel kicked off the final day with another activity where attendees learned how to make their own solitary bee house. With a new craft in hand, the group listened to a presentation from Krissy Kimbro from the Forestry Division on the various types of pollinator trees.

The final presentation came from Ryan Diener, the Arkansas state coordinator with Quail Forever, who provided in-person and online attendees information on the benefits of prescribed fire and habitat improvements.

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Ways to Give to AFAEF During the Holiday Season

It is that time once again, the time of giving! As in years past, there are some simple ways that you can easily give to the Arkansas Forestry Association Education Foundation (AFAEF) while doing some Christmas shopping.

We were unable to hold our normal fundraising event during our annual meeting, so AFAEF is asking our supporters to give in different ways in order to meet our goal. Regardless of where they come from, any donation made goes to help our Director of Forestry Education, Rob Beadel, provide forestry education across the state. Each year, Beadel works to provide forestry workshops for landowners, educators, and students.

If you want to keep clear from the holiday crowds at the store, you can donate to the foundation by using AmazonSmile. You won’t have to do anything differently while shopping; Amazon will donate a small percentage of your qualifying purchases to AFAEF. First, you must visit smile.amazon.com and select the Arkansas Forestry Association Education Foundation Inc. as your charity of choice.

The AmazonSmile option.
- From there, follow the on-screen instructions to activate it on your phone.
- There is another way to give to AFAEF if you don’t plan on doing much online shopping via Amazon this year. When you shop for groceries at Kroger, you can donate through their Community Rewards Program that donates $1.5 million every year across various non-profit organizations.
- The Kroger Community Rewards program donates $1.5 million every year across non-profits like the AFA Education Foundation.
- You will need to enroll your Kroger card online to participate in the program. Visit Kroger.com, log into your account, choose savings and rewards in the menu, and click Kroger Community Rewards.
- To choose AFAEF as your non-profit of choice, type in our NPO number, which is 63528. Like AmazonSmile, this program comes at no cost to you, and the foundation will receive a portion of the money given.

On November 30, you can take part in a nationwide day of donating called GivingTuesday. The idea for this event was created back in 2012 to encourage people around the world to do good.

When you shop with AmazonSmile, AFAEF can receive a portion of your eligible purchases at no cost to you. With that done, you can shop normally. AmazonSmile will then donate half of one percent at no additional cost to you. Giving in this way works no matter what time of year you shop.

Generous Donors Make 2021 Most Successful Year to Date for Give to Grow Program

The Give to Grow program continues to raise more money in 2021 than in previous years, thanks to the generosity of its donors.

J.D. Neeley, the president of Neeley Forestry Services Inc., started the Give to Grow program in 2017. He goes to his clients and their hunting clubs each year to see if they would like to donate 15 cents per acre. The donation appears on their hunting invoice and is collected by Neeley Forestry Services if they opt-in.

That money is split down the middle at the end of the year and given to the Arkansas Forestry Association Education Foundation (AFAEF) and Arkansas Log a Load for Kids (LAL).

Donations made to the Log a Load for Kids program are currently going to help create a Heart Institute at Arkansas Children’s. For 2021, the program brought in a total of $2,259.32. This total is over $200 more than what was raised last year. Both AFAEF and LAL will receive $4,629.66 each. Since Neeley first implemented the program, it has raised over $40,119.

“IT is always great to see the results of the Grow to Give Program at the end of every year,” said AFA Communications Coordinator Seth Stephenson. “We cannot say thank you enough to J.D. Neeley and his folks who continue to give year after year to help forestry education and children in need here in Arkansas.”

If you want more information on Give to Grow and how a similar effort might fit into your organization, you can call the Arkansas Forestry Association at (501) 374-2441.