



**NORTH  
AMERICAN  
FOREST  
FOUNDATION**

Harvesting the Future through Education



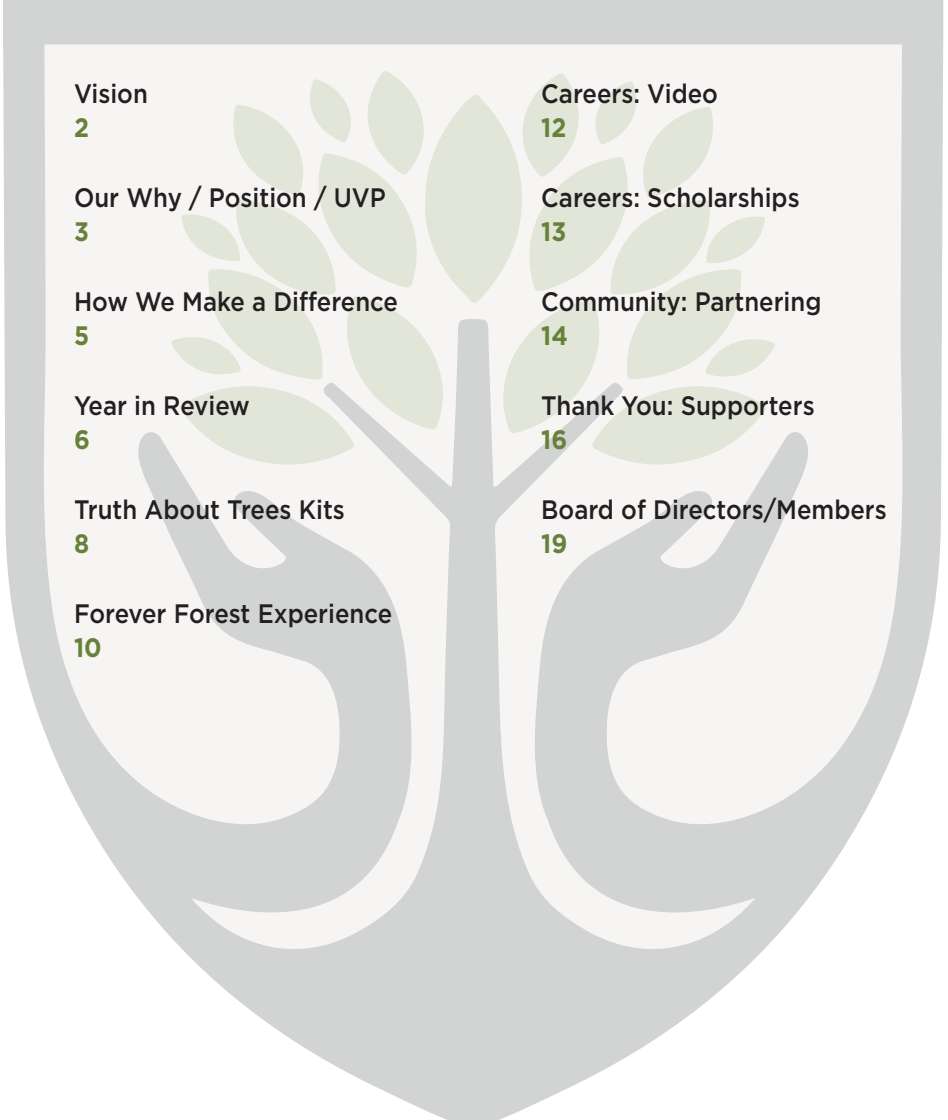
2019 **ANNUAL REPORT**





"Trees are sanctuaries. Whoever knows how to listen to them, can learn the truth."  
-Herman Hesse

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As the North American Forest Foundation we use our knowledge, resources and voice to tell a bigger story and start a new conversation. **Wood is the best choice, naturally!**

Making the value clear, so the decision is EASY, for students, teachers, and the industry at large to support **spreading the truth about trees.**





#TruthAboutTrees



# WHY WE EXIST

## POSITION

### THE EDUCATOR

Harvesting the Future

## UNIQUE VALUE PROPOSITION

Changing  
hearts and  
minds about  
using wood.

The **North American Forest Foundation** (NAFF) was established in 1989 by the National Hardwood Lumber Association to be the education advocate supporting the forest products industry.

Like many of our supporters, we're here to help **grow something beautiful** - awareness of the wondrous sustainability and opportunity our hardwood and softwood forest industry provides to consumers, the environment, the economy, and beyond. Wood has helped grow civilizations throughout history, and at NAFF, we know that wood is also our future.

#### **Rooted in education.**

NAFF has always been a proud sponsor of educational programs. We created our signature Truth About Trees teaching kit and our Forest Forever children's museum exhibit to teach elementary-aged children science-based facts about the wood industry.

We're developing tools to help teens and young adults learn about all the different wood-based career paths. Our website is a rich resource filled with facts about trees and their value, so everyone can learn about the benefits our forests provide.

#### **Promotion helps us spread our branches.**

We want to yell it from the treetops... wood products should be your first choice!

Our renewable forests provide us with sustainable materials that help us make almost anything you could dream a reality with wood.

We want to make sure everyone knows that by choosing wood, they're choosing quality and purchasing responsibly.

#### **Through advocacy, we grow.**

The facts are in our favor. As we look towards the future, wood is the smart choice for the planet.

We're dedicated to sharing the science-based facts that prove wood is the best renewable resource to help combat carbon emissions.

While the future of the forest industry is bright, we'll gain plenty of shade by working together to make sure everyone understands the benefits of trees and the stories behind the products they provide us with.



# HOW

## WE MAKE A DIFFERENCE

### **Economic Growth**

Supporting the forest products industry by changing hearts and minds about the value of using wood.

### **Career Paths**

Encouraging young people to choose careers in the forest products industry.

### **Community**

Strengthening the fiber of the forest products industry by partnering with and supporting organizations and businesses who advocate for, grow, manufacture, and use wood responsibly.

### **Education**

Harvesting our future, children and trees, through education and experiences that changes hearts and minds for generations. Children are our future. Trees make that possible.



# YEAR IN REVIEW

## CHANGE AND GROWTH

Since our inception in 1989, our key focus has been on the hardwoods side of the forest products industry.

By 2018 it became clear that part of the ‘truth about trees’ was missing—softwoods. And we can’t properly tell the softwood story without softwood professionals at the table.

Our Board of Directors voted unanimously to expand the number of Board seats and welcome softwood industry professionals to come on board.

And, as a foundation for and because of the entire forest products industry, it was also the right time to revisit our brand identity and value proposition.

In 2019 our objective was to explore and complete a rebrand, shoring up our infrastructure and brand foundation.

We transitioned from the Hardwood Forest Foundation to the North American Forest Foundation and adopted a new look and feel.

With a refined identity, mission, and unique value proposition, NAFF is positioned to earn attention and trust, changing hearts and minds about using wood through education and advocacy.

**Harvesting the future, together.**



BEFORE



**NORTH AMERICAN  
FOREST FOUNDATION**

AFTER



# REBRAND

## TELLING A BIGGER STORY

Updating our website was no small task. Adding numerous resources and making the site mobile-friendly were primary objectives.

Additions ranged from downloadable crafts to career videos, teacher resources and pertinent information for consumers and architects. We also included a 360° tour of the Forever Forest exhibit.

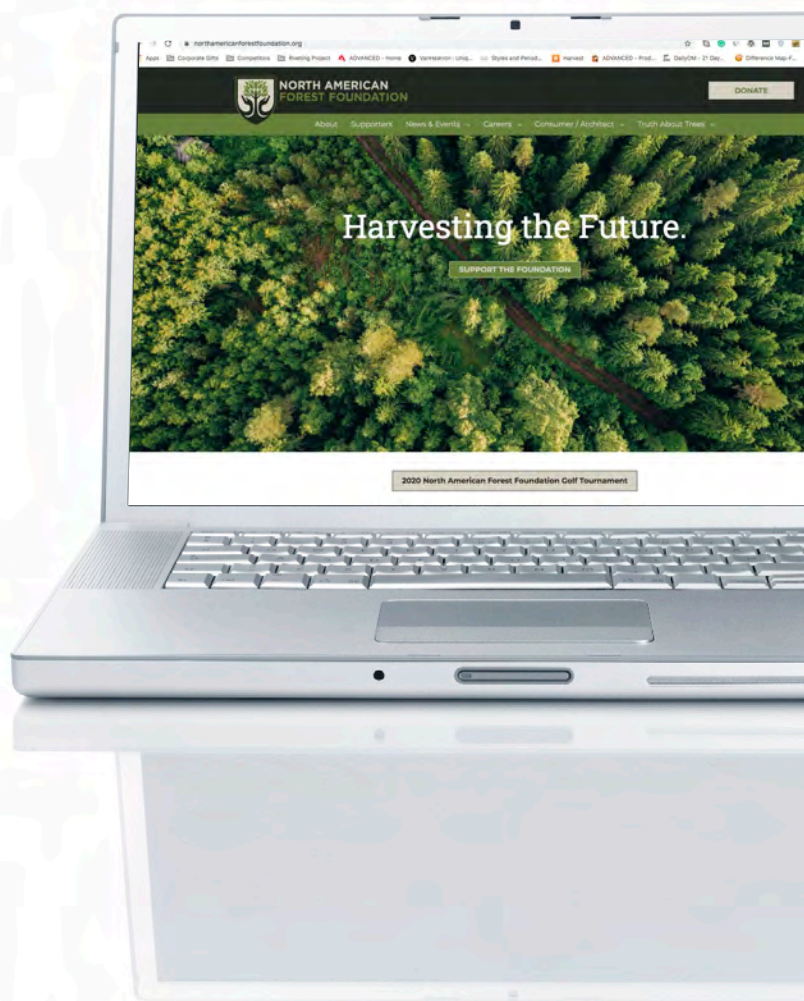
We invested in updating and expanding our Truth About Trees Kit—adding softwood characters, lessons, flash cards, a second DVD and more.

The next initiative will be putting the digital version of the kit online on the Teachers Pay Teachers website. This will make the kit easily available and accessible to teachers everywhere.

Attending trade shows like IHLA and NHLA were major highlights and allowed us to shine a light on education for the industry and spend some face to face time with many of you.

Teaching the Truth About Trees Kit in local schools near the events is always fun and rewarding too.

Our annual Summer board meeting in Georgia was all hands on deck and we departed there with a clear and vivid plan for 2020 and beyond.



# EDUCATION

## TRUTH ABOUT TREES KIT

The **Truth About Trees Kit** provides teachers with everything needed to teach full, interactive, science-based lessons about the forests that are our children's future.

Within each kit, teachers will find fun characters who get kids excited about learning, games that make learning fun, and tokens like stickers and pencils that make learning even more rewarding.

This teaching kit was designed to work in conjunction with our Forever Forest traveling museum exhibit, but it also works as a standalone option for teaching children about trees.

Our sponsors help us provide these kits to schools across North America. We offer the kit at no charge to teachers in English or French (in Canada).

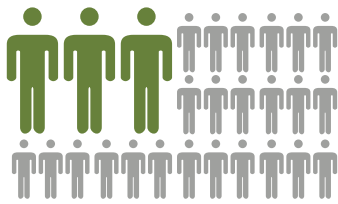




900  
**KITS**  
PRODUCED



**TRUTH**  
*about*  
**TREES**



**6,200**

approximate number of students educated



**7**  
NUMBER OF  
CHARACTERS

LEARNING THE  
TRUTH ABOUT TREES

**\$Priceless**



**GOAL**

**1,000,000**

STUDENTS EDUCATED BY 2030

# EDUCATION

## FOREVER FOREST EXHIBIT

The **Forever Forest** is a traveling museum exhibit that's all about trees, from the forest to your home. It's designed to help kids learn where wood comes from, how it's processed and transported, and all the ways it can be used.

Forever Forest features interactive play spaces where children and their parents learn about the many careers and products made from wood.

Children learn some of the different professional roles available in the industry as they maneuver a kid-size grapple skidder, load items onto a Union Pacific train, work with tools to create projects using building materials, and even distribute play medicine at the general store.

The exhibit explores the realities of forests through play, families learn about sustainability, selective harvesting, transportation needs, and the everyday products we use that are made from trees.

The Forever Forest Exhibit was created courtesy of the **Omaha Children's Museum** with collaboration and funding from **Union Pacific Railroad, DMSi** and the **Hardwood Forest Foundation (now NAFF)**.





2500  
SQ FT  
INTERACTIVE  
EXPERIENCE



Total Approximate  
Attendance To Date

494,377

MISSOURI



NEBRASKA



ARKANSAS



WASHINGTON



MICHIGAN



SOUTH DAKOTA



STATES TO DATE



30 CITIES  
10 YEARS  
GOAL

# CAREERS

## INDUSTRY VIDEO

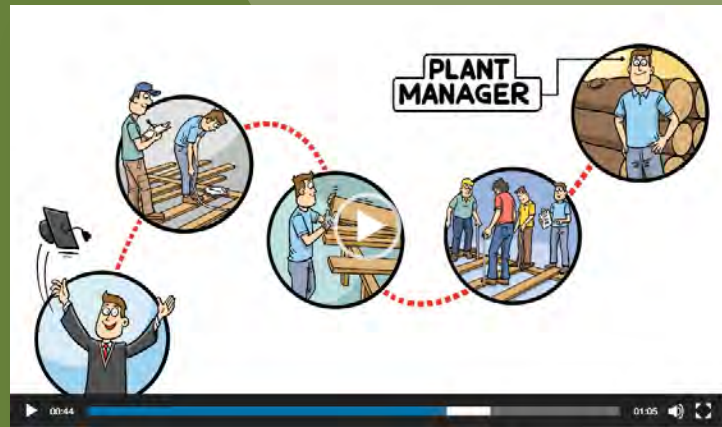
Wood and the many products made from wood play an important role in our everyday lives and in our economy. There are a wide range of jobs available in the wood industry, connected to a wide variety of fields.

Regardless of how you get started in the industry, there are a wide variety of jobs and a great deal of opportunity for advancement.

We created this [video](#) to open minds and hearts to the possible career opportunities in the forest products industry. Companies can private-label the video for free.

People who work in the wood industry come from a wide array of backgrounds. Some young people work in the wood industry because it's a family tradition or there is a stable manufacturer in town, while others stumble into a great career talking to a neighbor or answering a job ad.

Many people train to work in the wood industry or obtain a college degree focused on the forest industry.



## LOOKING FOR AN EXCITING CAREER?



## THE FOREST PRODUCTS INDUSTRY COULD BE YOUR ANSWER!



# CAREERS SCHOLARSHIPS

Partnering with organizations like the **National Hardwood Lumber Association (NHLA)** and their Inspector Training School and **Pennsylvania Lumbers Mutual Insurance Company**, allows us the opportunity to reward academic excellence and encourage careers in the forest products industry with scholarships for college students.

And, it's because of our generous donors that awards like **The Willard Scholarship** are possible.

This scholarship is in memory of **Emerson A. Willard**, a life-long hardwood lumberman and someone totally committed to the NHLA and its Inspector School. This was made possible by his son, Alan Willard of Keiver-Willard Lumber Corporation, in Newburyport, MA and several close friends.



**‘Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.’**

–Benjamin Franklin

# COMMUNITY

Supporting and being supported—community is the key to growth.

Partnering with people, companies and associations like the National Hardwood Lumber Association (NHLA), Pennsylvania Lumbermens Mutual Insurance, and the Los Angeles Hardwood Lumberman's Club forges relationships and supports the industry at large.

Working together to build something beautiful, for generations.



## \$32,525

ADMIN & MEMBER CONTRIBUTIONS

## \$22,220

TEE'D UP FOR EDUCATION

### National Hardwood Lumber Association (NHLA)

When everyone in the industry comes together for the annual NHLA convention, NAFF participates by hosting an annual golf tournament.

Proceeds from this event help fund education initiatives, advocacy, and outreach efforts all year long.

Originally, NAFF (*formerly Hardwood Forest Foundation*) was founded by NHLA in 1989 to promote education and outreach. They generously partner with and support NAFF programs, including residual membership renewal donations.

NAFF is a proud supporter of NHLA and all the incredible ongoing work they do for the industry.

This includes scholarships for their Inspector Grading School and contributions to the **Real American Hardwood Promotion Coalition (RAHPC)** — a voluntary industry-wide domestic promotion initiative to educate consumers and raise public awareness to the benefits of real American hardwood.



## Los Angeles Hardwood Lumberman's Club

There's a group of industry professionals in Southern California who work hard, play hard, and care deeply. They believe in this industry and in educating future generations about the value of trees and responsible forestry.

The **Los Angeles Hardwood Lumberman's Club** hosts an annual golf tournament and proceeds benefit NAFF!

At their annual Pool Tournament they enthusiastically presented NAFF with this \$11,000 check.

Enormous appreciation and thanks to Jim Gaither and the entire club for all the energy and effort you put into coordinating this event.

Together, we're harvesting the future.



# \$11,000

## Back-to-School Drive in partnership with Pennsylvania Lumbermens Mutual Insurance

During the 2019 back-to-school season, PLM challenged individuals and businesses to donate a NAFF Truth About Trees Kit to educate local students.

Together, you helped PLM and NAFF raise enough money to fund 92 kits (exceeding our original goal of 60). Now, hundreds of school children will get to know our forests and understand how we use wood products to enhance our lives.

A "North-American-sized" thank you goes out to the team at **Pennsylvania Lumbermens Mutual** and CEO, John Smith. Your generosity and commitment made this possible.

And very special thanks to all of the companies that participated. Your significant donations pushed us over the top, making the campaign a huge success!



GOAL **60**  
KITS  
FINAL **92**

# THANK YOU!

The North American Forest Foundation is supported by over 600 people, businesses, and organizations who are passionate about bringing the Truth about Trees and science-based facts about our forests to the world around us.

The educational programs, museum exhibits, and industry promotion would not be possible without the support you give this organization. We are so thankful for each and every one of the following:

*(Bold recognizes supporters who donated \$500 or more)*

## SUPPORTING FOUNDATIONS

**French Foundation**  
**Hexberg Family Foundation**  
**Williams Family Foundation**

## SUPPORTERS

### A

A & K Sawmill  
**Abenaki Timber Corp**  
 AFS Energy Systems  
 Alan McIlvain Co.  
 Allen VanDenventer  
 Ally Global Logistics LLC  
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 Andy Johnson  
 Angie Capper  
 Arch Wood Protection Inc.  
 Assured Partners  
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 Aura Hardwood Lumber Inc.

### B

Batesville Casket Co.  
 Batey, Ltd.  
 Battle Lumber Co., Inc.  
 Beard Hardwoods, Inc.  
 Beasley Forest Products  
 Billsby Lumber Company  
 Bingaman & Son Lumber, Inc.  
 Blandy Hardwoods, Inc.

Blue Ridge Lumber Co. LLC  
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 C.B. Goodman & Sons Lumber, Inc.  
**Canadian Hardwood Bureau**  
 Carl Rosenberry & Sons  
 Lumber, Inc.  
 Catawissa Wood and  
 Components, Inc.  
 Central Wisconsin Lumber, Inc.  
 Cersosimo Lumber Co., Inc.  
 Cherokee Wood Products, Inc.  
 Chris Bingaman  
 Christina Ellis  
 Clark Lumber Company, Inc.  
 Classic American Hardwoods  
 CLC Hardwoods  
 Cochran & Zandi Lumber, LLC  
 Colonial Hardwoods  
 Colonial Millworks Ltd.

Comact Equipment Inc.  
 Corsaw Hardwood Lumber Inc.  
 Cripple Creek Lumber Co. Inc.  
 Cumberland Lumber &  
 Manufacturing  
 Cummings Lumber Co., Inc.  
 Cut Rite Lumber Ltd.

### D

Damascus Sawmill  
 Dana Spessert  
 Daniel Winick  
 Daniel Bohannon  
 Danzer Lumber North America, Inc.  
 David Dintino  
**David Lauzon**  
 Dennis Johnston  
 Dewayne Feltner  
 DM Sarrazin Inc.  
**DMSi Software**  
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 Dudley Hardwoods  
 Dunavant Global Logistics Group  
 Dunaway Timber Co., Inc.  
 DV Hardwoods Inc.  
 Dwight Lewis Lumber Co., Inc.



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## E

Edward Brothers  
 Edwards Industrial Rooms  
 Engle-Hambright & Davies, Inc.  
 eLIMBS, LLC  
 Elk Valley Hardwoods  
 Eric Gallam

## F

Falcon Lumber Ltd.  
 Finmac Lumber Ltd.  
 Forcey Lumber Company  
 Fox Lumber Co.  
**Frank Miller Lumber Co., Inc.**  
 Fred Netteterville Lumber Co.  
 Fromm Packaging Systems

## G

**Ganahl Lumber Company**  
 Gates Custom Milling, Inc.  
 Gene Brazeale Lumber Co. Inc.  
 Giorgio Gori USA, Inc.  
 GMC Hardwoods, Inc.  
 Graber Lumber  
 Graf Brothers Flooring & Lumber  
 Greentree Hardwoods LLC  
 Gutches Lumber Co., Inc.

## H

Hardwood Industries, Inc.  
 Hardwood Market Report  
 Hardwoods Specialty Products  
 Hardy Valley Lumber  
 Harold White Lumber Inc.  
**Hartzell Hardwoods, Inc.**  
 Hassell & Hughes Lumber Co.  
 Heli Americas  
 Henry County Hardwoods, Inc.  
 Hidden Sawmill  
 Highland Hardwood Sales, Inc.  
**Holt & Bugbee Co.**  
 Huron Forest Products, Inc.

## I

IK World Trading Co. Ltd.  
 Independent Stave Company, Inc.  
**Industrial Timber & Lumber**  
 Inter-State Hardwoods Co., Inc.  
 Interglobo Morra N.A., Inc.  
 ISK Biocides, Inc.

## J

J.D. Irving Ltd.  
 J.M. Wood Products  
 J.M. Jones Lumber Co., Inc.  
 J.P. Smith Lumber Co., Inc.  
 J.W. Jones Lumber Co., Inc.  
**JAF USA LLC**  
 James Brown  
 Jason Johnson  
 Jason Jones  
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 Jeffrey Elliott  
 Jennifer Reith  
 JM Logging and Lumber  
 Joe Ventimiglia  
 John Boos & Co.  
 Johnny Asal Lumber Co, Inc.  
 Jonathan MacBeath  
 Joseph Earley  
**Josey Lumber Company, Inc.**

## K

Kamps Hardwoods, Inc.  
 Karah Evans  
 Keller Lumber & Logging  
 Ken Dunham  
 Kendrick Forest Products  
 Kepley-Frank Hardwood Co. Inc.  
 Kersten Lumber Co., Inc.  
 Keystone Logs & Lumber  
 King City/Northway Forwarding Ltd.  
 Kirkham Hardwoods, Inc.  
**Kurt Micek**

## L

Lakeside Lumber Mill, LLC  
 Larry Krueger  
 Laufer Group International  
 Lawrence Brophy  
 Lawrence Lumber Company, Inc.  
 Lebanon Oak Flooring Co., LLC  
 Legna Software, LLC  
 Lico Machinery Inc.  
**Los Angeles Hardwood  
 Lumberman's Club**

## M

Macatawa Forest Products, Inc.  
 Machinage Piche Inc.  
 Maley & Wertz, Inc.  
 Maple Rapids Lumber Mill, Inc.  
 Mark Schweizer  
 Mark Gray  
 Marsh Lumber Co., Inc.  
**Marty Fox**  
 Matt Gaul  
 Maxwell Hardwood Flooring  
**Mayfield Lumber Co.**  
 Meadow River Hardwood  
 Lumber Co.  
 Menuiserox Inc.  
 Michael Mooney  
 Michael Walters  
 MiCROTEC Innovating Wood  
 Middle Tennessee Lumber Co., Inc.  
 Miguel Escobar  
 Milltech Inventory Mgmt Solutions  
 Missouri Walnut, LLC  
 Moore-Newton Quality Hardwoods  
 Moss Lumber Industries, Inc.  
 Mount Storm Forest Products, Inc.  
 Mueller Bros. Timber, Inc.  
 Mullican Flooring

## SUPPORTERS (CONT.)

## N

**National Hardwood Lumber Assn.**

National Wooden Pallet &amp;

Container Association

Network for Good

**Newman Lumber Co.****Nicholas Smith****Nickel City Cowboy, LLC**

Nolan Torez

Noland Lumber Co., Inc.

North Hudson Woodcraft Corp.

Northern Hardwoods

Northern Neck Lumber Co., Inc.

Northland Forest Products, Inc.

**Northwest Hardwoods**

## O

Oakman Hardwood Inc.

**Oaks Unlimited**

## P

Parton Lumber Co., Inc.

Peach State Lumber Products, Inc.

Peachtree Lumber Company

Penn-Sylvan International

**Pennsylvania Lumbermens****Mutual Insurance Company**

Pierson Lumber Co., Inc.

Point Global Logistics

Prime Lumber Co.

Primewood Lumber, Inc.

## Q

Quality Hardwoods, Inc.

Qubica - AMF Worldwide LLC

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R.J. Hoffman &amp; Sons, Inc.

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RAM Forest Products

**Randy Lambert**

Ray H. Miller Logging &amp; Lumber

Rayner &amp; Rinn-Scott, Inc.

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Rives &amp; Reynolds Lumber Co., Inc.

Roach Sawmill &amp; Lumber Co.

Robert Kaebnick

Robert Smith

Robert Payne

Rorabaugh Lumber Co.

Roy Anderson Lumber Co.

RSI Home Products

## S

Salamanca Lumber Co., Inc.

Saroyan Lumber Co.

Schaller Hardwood Lumber Co.

Scott Yates

Scott Hamilton

Shady Hill Hardwood

Sisler Lumber Co., Inc.

Smith Mountain Land &amp;

Lumber, Inc.

Sonoking Corp.

Stephanie Van Dystadt

Stephens Hardwood LLC

Stetson Hardwoods, Inc.

Steven Arnold

Summit Hardwoods, Inc.

Superior Hardwoods of Ohio, Inc.

Sweeney Hardwoods

System TM A/S

## T

Terry Griffith

Thompson Hardwoods, Inc.

Tigerton Lumber Co.

Tioga Hardwoods, Inc.

TM Wood Products

Townsend Lumber, Inc.

Tropical Forest Products

Tucker Jobe

Tuscarora Hardwoods, Inc.

TYR Wood Products

## U

UFP International LLC

Upper Canada Forest Products, Ltd.

USA Woods International, Inc.

**USNR**

## V

Vance Orand

Vexco Inc.

Vicki Hale

## W

W.M. Cramer Lumber Co., Inc.

Wagner Lumber Co.

Walnut Creek Planing

Walter M. Fields Lumber Co.

Wellborn Cabinet, Inc.

Wendell Sugg

Wheeland Lumber Co., Inc.

William Miller

Wolverine Hardwoods, Inc.

WOODEYE

## Y

Y &amp; Y Hardwood, Inc.

Y-B Logging &amp; Lumber Co., LLC

Yazoo Lumber &amp; Mats

Yoder Lumber Co., Inc.

Young Manufacturing Co., Inc.

# LEADERSHIP

## North American Forest Foundation Board of Directors

These are the people who give tirelessly of their time, energy and resources all year long. They say it “takes a village” and in our case, it takes a board — a collaboration of talent, knowledge and know-how — passionate about education and keeping the forest products industry strong.

### EXECUTIVE BOARD

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Stephanie VanDystadt  
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Deonn DeFord  
*Ganahl Lumber Co.*

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Deonn DeFord  
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Brian Wynn  
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## Support the forest products industry for generations with a gift today!

Years of false messaging has the majority of people misinformed about trees.

Your gift helps dispel the myths and spread the truth about trees by educating future generations about responsible forestry today.

**MAKE A TAX-DEDUCTIBLE DONATION**

<https://naff.kindful.com/>



TOGETHER, WE WILL EDUCATE  
**ONE MILLION KIDS**  
BY 2030





Harvesting the Future through Education

JOIN THE CONVERSATION



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