



## NEWS RELEASE

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### **Association of Consulting Foresters Launches Public Awareness Campaign First-Ever Campaign to Educate Target Audiences About the Value of ACF and its Members**

Williamsburg, VA – To build awareness of the critical role consulting foresters play in land management, the [Association of Consulting Foresters](http://www.acf-foresters.org) (ACF) is launching a public information campaign. The effort is designed to educate stakeholders about the value of the ACF-member independent professionals who manage forests and market forest products for private woodland owners.

ACF members help landowners enhance property values, increase the value of timber, produce a more sustainable timber harvest, enhance wildlife habitat, and establish and protect your family's forest legacy.

“Since 1948, ACF members have represented the gold standard among consulting foresters, but we’ve flown under the radar screen,” said Michael R. Wetzel, ACF, Principle, Ecce Silva, LLC, Aiken, South Carolina; and president, ACF. “It’s time that we educate our potential clients, other stakeholders and segments of the public, about the value of the ACF designation.”

As a condition of membership, every consulting forester must have minimum education and experience levels, complete the Practice of Consulting Forestry course, and most importantly, agree to adhere to the organization’s stringent Code of Ethics.

“Membership in ACF is a badge that represents expertise, ethical behavior and loyalty to landowners and their land,” said Wetzel.

According to Shannon McCabe, CAE, Executive Director, ACF, the campaign is designed to raise the profile of the consulting forester profession, ACF and its members.

“To help ACF with this effort, we’ve retained Sheri Singer of Singer Communications,” said McCabe. “As a leader in the association industry, Sheri has provided public relations and communications to associations for nearly 20 years.”

Some of the ACF campaign efforts may include:

- Creating messages
- Training ACF spokespersons
- Updating the website
- Strengthening alliances with related organizations

- Identifying speaking opportunities
- Drafting articles
- Producing videos

“We are very excited about launching ACF’s first-ever public information campaign,” said Justin Miller, ACF, founder and President of Green Timber Consulting Foresters, Inc., Pelkie, Michigan; and President-Elect, ACF. “We believe that our efforts will contribute to a deeper understanding of what we do, and even greater appreciation of the value of ACF membership.”

For more information about ACF or the campaign, log onto [www.acf-foresters.org](http://www.acf-foresters.org).

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#### **About ACF**

Founded in 1948, the Association of Consulting Foresters represents independent professionals who manage forests and market forest products for private woodland owners. ACF members help landowners enhance property values, increase the value of timber, produce a more sustainable timber harvest, enhance wildlife habitat, and establish and protect your family’s forest legacy. As the gold standard of consulting foresters, ACF has 24 chapters across the U.S. and offers its members professional development, publications, insurance, networking opportunities, and advocacy information on state and federal issues. For more information, log onto [www.acf-foresters.org](http://www.acf-foresters.org).