

STUMP TALK

by Charles E. Tomlinson

I once had a client who accused me of belonging to the "meetingist" profession around. I, of course, explained that we had to do something while the trees grew.

Sometimes, however, the meetings contain things of great value to those of us who practice the forestry profession. Unfortunately, the really important meetings always seem to pile up in bunches.

In any case, there are three important meetings that will soon take place in our region and I encourage everyone who can to participate.

The first meeting should be a great time on the beach and has a real bonus on the program. Robert James Bidinotto was the person who introduced Willie Horton to the American public through his article in the Reader's Digest and thereby contributed greatly to the failure of the Dukakis presidential campaign. Bob has written many articles on the environmental movement and will be a speaker at the AFA meeting at Orange Beach on September 7-9.

On October 4-8 the SAF will hold their national convention in Memphis, Tennessee. SAF conventions are big, busy, interesting, fun, and usually far away. This one is within driving distance and should be seriously considered.

Finally, on November 2-4, the SESAF will hold their annual meeting at the Eufaula State Park. Since this meeting moves around a lot, this is a chance to catch it on Alabama soil and should not be missed.

All in all, three great meetings within 3 months, what more could a forester ask?

The Registered FORESTER

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ASBORF MEETING IN BIRMINGHAM

By Phillip Sasnett

On April 29-30, 1997, your Board hosted the annual meeting of the Association of Southeastern Boards of Registration for Foresters (ASBORF) in Birmingham. Harry Murphy, John Bradley, Bruno Fritschi, and the folks at Resource Management Service (RMS) generously made their Corporate Headquarters available for the meeting. Attendance included two representatives from Georgia, five from South Carolina, one from North Carolina, one from Virginia, one from West Virginia, one from Pennsylvania, one from Mississippi, two from Alabama, a representative from SAF, one from the Alabama Appraiser's Board, a local Birmingham attorney, and several spouses.

ASBORF was formed about five years ago to provide a forum for Boards to share information about issues of mutual interest, to assist in uniformity of licensing between states, if desirable, and to strengthen the entire process. Operating differences are apparent between states due to variations in the structure of government, and also varying stages of development in the law governing the licensing of foresters. Georgia, Alabama, Mississippi, and South Carolina have many similarities. North Carolina is attempting to strengthen its law, while Virginia is attempting to pass a law. In addition to those in attendance, Arkansas is a member, and Tennessee and Maryland have expressed interest.

In addition to reports from each state on their operations, Greg Smith from SAF provided an update on the "Certified Forester" program. This process encourages standards of professional performance; promotes professional development; fosters compliance with public regulations, BMP's etc.; and enhances the profession.

Continued

Requirements to become a "Certified Forester" include a BS in forestry or aligned degree plus a minimum of five years appropriate experience. Recertification requires 60 CFE hours every three years, of which a minimum of 30 Category I are required. After 1997, the 60 hours will be required for initial certification. For additional information contact Greg Smith at SAF((301) 897-8720).

Jim Holland, Executive Director of the Alabama Appraisers Board lead a discussion of the relationship and mutual interest among Boards licensing appraisers, real estate agents, brokers, and foresters. This is a timely issue as several states appeared to be experiencing a number of issues and questions in this area. Your Board is indebted to Mr. Holland for his very professional presentation, discussion, and commitment of time, which reflected well on our State.

Planning and attending the meeting from Alabama were current Chairman Phillip Sasnett and Office Manager Pam Sears. To date this session drew the largest attendance both in participants and the number of states. Many positive comments were received from those in attendance. Special thanks go to Ms. Billie Boling of RMS, who was instrumental in this successful event. Next year the meeting will be in South Carolina.



Board & SAF visitors in new Board Room

NEW BOARD OFFICES & EMPLOYEE

The new facilities for the Board Offices are nearing completion. The paneling is up (gorgeous cypress finished naturally), the rugs are down, and the furniture is ordered. By the time you receive this newsletter you should be able to visit your Board office by entering the 513 Madison Avenue Building through the front door and turning left. The Board now has an employee. For the first time the Office Manager, Pam Sears, works directly for the Board. Previously she had been employed by the Alabama Forestry Commission and had served the Board under contract through AFC. Y'all come!

ADVERTISING PROFESSIONAL FORESTRY SERVICES: APPLYING THE ETHICS CODES

*By Lloyd C. Irland
The Irland Group*

At one time, it was considered unprofessional for doctors, lawyers, or foresters to advertise. Professional leaders considered advertising undignified, as if equivalent to hawking soap powder or snake oil. Advertising did not comport with their vision of the role and image of a learned profession. Advertising also conflicted with a comfortable vision of professional practice in which price competition was discouraged. Until the late 1970's, many professional ethics codes banned advertising. When the Supreme Court ruled that such bans constituted an illegal restraint of trade, those Codes had to be amended accordingly.

Advertising can serve consumers and clients by enabling them to find out about suppliers of services they need. It can enable new entrants to make themselves known to customers. By expanding the availability of information, advertising can help bring the benefits of competition to consumers.

Many foresters conduct little or no advertising to promote their practice. Even nationally known firms do not advertise at all, while others place ads in leading publications simply to support professional organizations. Yet in many areas of the country the field is becoming more competitive. If a forester adds new services to a practice, adds a branch office, or enters the field anew, a need may arise for advertising. In planning advertising, foresters should check plans and copy against ethics canons. On reading the canons over, however, a forester is likely to be left with a few questions.

There is little reason to think that there is any problem at present with unethical advertising in forestry. This impression was bolstered by informal inquiries with state licensing boards, (SAF, 1996) and ACF and SAF officers. But complaints of one sort or another do occur. Many have to do with claims made by nonregistered individuals in states with registration laws. Thinking ahead about ethical questions is the best way to avoid problems in the future. To help Members who may be grappling with these questions, perhaps this short essay will be useful. While the forestry literature contains little on the matter of advertising, it has been discussed in the field of engineering (Schlossberger, 1993, pp. 221-226)

What do the Canons Say?

Canons of both SAF and ACF include a number of common elements. The codes include mandates for:

- truthfulness
- dignity
- qualifications experience
- selection on experience, competence, reputation
- refraining from criticizing competitors and from excessive self-praise

The ACF Canon directed to advertising refers only to services offered and not to competence, but competence is mentioned in the next Canon.

Registered foresters in many of the 15 states with forester registration programs are covered by ethics codes or practice standards adopted by these programs. Of ten states responding to my inquiry, six (Alabama, Maine, New Hampshire, Michigan, S. Carolina and Oklahoma) clearly mentioned advertising in their rules.

Practical Guidelines

In advertising and related speech and materials, exercise restraint and poise. Err on the side of modesty and dignity. Avoid negative statements or implications about competitors.

Be aware of situations that might be perceived as self-promotion or advertising, even if not intended as such by yourself. Make sure you keep the ethics canons in mind in such situations. Remember that listings in directories may be construed as ads.

When relevant and possibly important to the potential client, you may refer to pricing methods or systems used, or suggest that details can be provided on inquiry.

Advertising and related materials can and should speak specifically of experience, educational attainment, professional designations and memberships, ownership of specialized equipment, and related points.

In a state with a registration law, you may be affected by its provisions whether registered or not.

If you make any claims even loosely related to environmental benefits, check with your state's Attorney General's office to see if there are any guidelines about environmental marketing claims that you should check.

Many professional foresters would benefit by making careful use of advertising as a business development tool. Early on, foresters should reflect on the relevant ethics canons and review their planned materials and statements with the canons in mind.

The complete version of this article will appear in the Summer edition of The Consultant, a publication of the Association of Consulting Foresters.

1997 SCHEDULE OF CFE PROGRAMS

Auburn University School of Forestry Continuing Forestry Education Programs

Alabama Region

The Forester in Court (12 hrs) [Auburn]	August 6-7
Strategic Presentations (12 hrs) [Auburn]	August 13-14
Forest Finance (12 hrs) [Auburn]	September 9-10
Logging Cost	
Analysis (12 hrs) [Auburn]	September 10-11
Purchasing Timberland as an	
Investment (7 hrs) [Birmingham]	September 16
Harvesting Operations in	
Wetlands (10 hrs)[Auburn]	September 17-18
Timberland Appraisal	
Basics (12 hrs) [Tuscaloosa]	September 23-24
Forest Roads (10 hrs) [Auburn]	October 21-22
Shaping Perceptions: A Guide to Effective	
Communication (12 hrs) [Auburn]	November 11-12
Forestry for Non-forestry	
Professionals [Auburn]	December 2-3

Louisiana Region

Boundary Law, Easements, &	
Right-of-Ways (12 hrs) [Monroe]	August 26-27
Developing a Competitive Advantage	
(12 hrs) [Monroe]	August 27-28
Faster Point Samples (10 hrs) [Monroe]	October 6-7
Global Positioning Systems &	
Data Recorders (10 hrs) [Monroe]	October 8-9

**For more information on each course please contact
Lisa Bess at (334) 844-1042.**

University of Georgia School of Forest Resources Georgia Center for Continuing Education Upcoming Courses

Integration of GPS, Image Processing and	
GIS for Natural Resource Management	August 26-28
Jurisdictional Delineation of	
Piedmont Wetlands	September 9-12
Timber cruising Basics	October 13
Timber cruising You can count On	October 14-15
Herbicides in Forestry	November 4-5
Timber Income Tax	December 2-3
Georgia Forestry Symposium	December 8-9

For Program Information Contact:

**Susan A. King: Continuing Forest Resource Education
Office**

**Georgia Center for Continuing Education
The University of Georgia • Athens, Georgia 30602-3603
Phone: (706) 542-3063
Email: kings@gactr.uga.edu**

NEW Registered Foresters

Everitt, Johnnie McCrae., IV 1669

Colbert County Supervisor

Alabama Forestry Commission
Business: 201 North Main Street
Tuscumbia, AL 35674
Phone: 205/383-4376
Home: 1505 Oak Grove Avenue
Sheffield, AL 35660
Phone: 205/381-4096

Sellers, Gregory Paul 1671

Forest Management Technician

MWS Land Company
Business: P.O. Box 39
Jackson, AL 36545
Phone: 334/246-9067
Home: P.O. Box 61
Jackson, AL 36545
Phone: 334/246-3281

Green, Michael J. 1673

Area Forester

MacMillan Bloedel, Inc.
Business: P.O. Box 667
Marion, AL 36756
Phone: 334/683-6316
Home: Route 3, Box 259A
Marion, AL 36756
Phone: 334/683-9767

Gunter, Jon Marcrum 1674

Forest Technician

Nelson Consulting
Business: 1613 Sedgefield Place
Mobile, AL 36693
Phone: 334/666-6025
Home: P.O. Box 40
Chatom, AL 36518
Phone: 334/847-2195

Baines, Heath W.

1670

Procurement Forester

Canal Wood Corporation
Business: P.O. Box 9431
Columbus, MS 39705
Home: 564 Baines Circle
Millport, AL 35576
Phone: 205/662-3960

Copeland, Norman W., Jr. 1672

Forester I

Alabama Forestry Commission
Business: P.O. Box 631
Selma, AL 36701
Phone: 334/875-7131
Home: 1800 County Road 81
Selma, AL 36701
Phone: 334/874-9465

CONGRATULATIONS!

What is a Forester? *By Ol' Bill*

Foresters are college-equipped practical ecologists working with nature to assist mankind. Various trained as specialists in timber, wildlife, recreation, or water, they have the basic skills needed to advise forest landowners on the use and continuation of nature's gifts.

Foresters stand out as self-reliant, responsible, optimistic leaders...unafraid to march determinedly at the head of the crowd and unashamed to listen from the back of the room. A century ago they would have been map makers, explorers, railroad surveyors, wagon train guides, frontier scouts...then, as now, people whose courage, wisdom and enthusiasm generates progress.

Underpaid and often unappreciated, foresters are a tree farmers' ace-in-the-hole...rugged individualists that challenge the stagnation of status quo. They are wisdom arriving in a pickup truck, perpetual motion with a notebook and diameter tape and problem solvers with an eye on the future.

Foresters have courage to apprehend arsonist and fight fires, the sincerity to teach children fire prevention, the tact to tell a logger forcefully that he must keep mud out of the creek, the gift of delivering interesting civic club programs, the ability to write interestingly and the credibility to advise lawmakers.

In the community, they can be found as little league coaches, scoutmasters, civic club members, Sunday school teachers, PTA officers and adopt-a-highway enthusiasts.

Foresters like the out-of-doors...the mountains at dawn, wildflowers, rainbows, sunsets, starry nights and healthy trees. They also like honesty, competence, wildlife, businesslike sawmillers, certified loggers, value-added manufacturing, profits at all levels, the music of mountain streams, sportsmen and the sound of people enjoying themselves.

Foresters don't like wild fires, sleet storms, insects, tree diseases, environmental half-truths, cut and run loggers, thick and thin sawmills, ambiguous laws, game hogs, stream pollution, unmanaged forests, unmanaged wildlife populations, short-term political fixes, dishonest timber buyers, inconsistent taxation and environmental damage.

Foresters have the courage to be impatient with the public's seeming belief that worldly goods, including land, are individually owned, but that trees are collective possessions and its acceptance of zealous laymen with special interests as professional naturalists. They also have the patience and faith to believe that mankind will eventually demand professional forest management above emotional, politically-inspired, and unscientific systems.

Treat foresters kindly. Theirs is no small task...creating beautiful and useful forests to fulfill our nations current and future needs for jobs, comfortable homes and well managed, natural surroundings.

(reprinted from The Allegheny News Fall-Winter 1996)

JULY BOARD MEETING

The Board met in regular session on July 23, 1997. Chairman Sasnett called the meeting to order at 8:05 A.M.

In summary, the Board reviewed 6 pieces of violation correspondence and acted on 3 violation cases. The Board approved 15 applications for Intern status, all recent graduates of Auburn University. The Board approved 20 new applications for license and granted 3 requests for reciprocity. The Board granted licenses to 6 applicants who had passed the oral exam.

The Board welcomed SAF representatives Darrell Gates and Joe Roberson to the meeting and the following was discussed:

SAF Membership - it was noted that over 400 R.F.s in Alabama are not members of SAF.

Sunset Hearing - It was announced that the Board will once again be examined by the Sunset Committee of the Alabama Legislature.

Changes in the Board - The hiring of the office manager was discussed and the new offices of the Board were visited.

Title "Forester" - The Board reviewed the recommendations of the Forestry Law Study Committee concerning recommended changes to the licensing law and moved to have these changes offered to the Sunset Committee as amendments to the law governing the Board. Included in these

recommendations is the request to change the title "Forester" to "Registered Forester" in those sections of the law dealing with the title.

Violations - The procedure used by the Board to handle violations was discussed.

Urban Forestry - The Board discussed the title "Urban Forester" at some length with Assistant Attorney General Grant. Grant's position is that it is irrelevant what they call themselves as long as they do not practice forestry.

After lunch, the Board heard reports from the Special Committees. The Continuing Education Committee report triggered discussion about the various courses and their categories, and the Board decided not to pursue the Ethics requirement at this time.

The Board's 40th anniversary was discussed.

The Chairman reported that over \$16,000 has been deposited in the Forestry Scholarship Fund from the sale of the forestry tag.

Election of officers for the next fiscal year took place with the following results:

Phillip Sasnett - Chairman

Richard Jones - Vice Chairman

Mike Beach - Secretary

The meeting adjourned at 4:00 P.M..

Faces and Places

Mark Elliott (#1005) the President of the Auburn Forestry Alumni Association has asked for nominations for the Outstanding Auburn Forestry Alumnus for 1997. If you have someone in mind, call Mark at 334-690-1423 or **Jim Martin (#497)** at 205-459-5051.

Gary Brocious (#1330) was selected by the American Pulpwood Association's Southcentral Technical Division for its **1996 Forestry Activist Award**. The judges observed "Notably, Gary has taken a pro-active stance in situations involving extreme environmental groups. He is to be commended for his courage and willingness to go beyond the ordinary."

**STATE BOARD OF REGISTRATION FOR
FORESTERS MEMBERS:**

H. PHILLIP SASNETT (99) CHAIRMAN

Public Information Committee

RICHARD H. "RICK" JONES (00) VICE CHAIRMAN

Examination Committee

O.M. "MIKE" BEACH (01) SECRETARY

Violation Committee

WILLIAM ALAN "BILL" WHITING (98)

Continuing Education Committee

LEONARD G. BREEMAN (02)

Rules & Regulations Committee

STAFF:

PAMELA B. SEARS

Office Manager

CHARLES E. TOMLINSON

Editor

GERRILYN V. "GERRI" GRANT

Asst. Attorney General

RENEWAL:
*Quick, while you are
thinking about it,*
JUST DO IT!

**NEW BOARD PHONE
NUMBERS**

334/ 353-3640 Office

334/ 353-3641 Fax

Alabama Board of Registration for Foresters
513 Madison Avenue
Montgomery, Alabama 36130

BULK RATE
U.S. POSTAGE
PAID
Permit No. 069
FLORENCE, AL