2014 ANNUAL MEETING OVERVIEW

FFA’s 2014 Annual Meeting will be held August 26-28, 2014, at the luxurious Sawgrass Marriott in beautiful Ponte Vedra Beach, FL!

“Communication is Key” serves as the theme for this event-filled three days. Our goal is to help our attendees create new contacts, access the latest and greatest industry information from the best speakers in the business, and celebrate accomplishments achieved and infinite possibilities still to come! While doing all that, we hope you’ll be having so much fun you won’t even notice how hard you’re working and how very much you’re learning!

In this special edition of Pines & Needles, you will find all the information you need to optimize your Annual Meeting experience. If you have any questions, please call the FFA office (850.222.5646). We look forward to seeing you in Ponte Vedra Beach!

HOTEL

Sawgrass Marriott
1000 PGA Tour Boulevard
Ponte Vedra Beach, FL
Make your hotel reservation by calling 800.457.4653
Group name: Florida Forestry Association
or online at https://resweb.passkey.com/go/FloridaForestryAssociation.

SAF Credits

The FFA Annual Meeting has been approved by the Society of American Foresters for a total of 8 hours of Category 1 and 1 hour of Category 2 Continuing Forestry Education Credits.

SCHEDULE OF EVENTS

**Tuesday, August 26, 2014**
- 10:00 AM–6:00 PM Trade Show Set-Up
- 1:00 PM–6:00 PM Registration Desk Open
- 1:00 PM–3:00 PM Forestry Council Meeting (members only, please)
- 3:00 PM–4:00 PM Forestry Forward Tour (2014 class)
- 3:00 PM–5:00 PM Prescribed Burn Working Group (members only, please)
- 5:30 PM–7:00 PM Icebreaker Reception/Exhibitor Meet & Greet

**Wednesday, August 27, 2014**
- 6:30 AM–6:00 PM Registration Desk Open
- 6:30 AM–8:00 AM Tee-Time Coffee
- 6:30 AM–9:00 AM Trade Show Set-Up
- 6:45 AM–7:45 AM Tee-Time Coffee & Golf Registration
- 8:00 AM–Finish Golf Tournament Shotgun Start
- 8:00 AM–Finish Group Fun Run-Walk
- 8:30 AM–9:00 AM Exhibitor Orientation
- 9:00 AM–7:00 PM Trade Show and Silent Auction Open
- 10:00 AM–12:00 PM Roundtable Discussions (1 hour each; choose 2)
  - Game Food Plots/Inventory -- Jeff Bewsher
  - Control of Exotic Weeds -- Jeremy Miller
- 12:00 PM–2:00 PM Lunch on your own
- 2:00 PM–4:00 PM General Sessions
  - Timber Economic Forecast -- Marshall Thomas
  - Reaching 12 Tons/Acre/Year -- Dr. Tim Martin
  - Tree Breeding For Value in a Changing World -- Dr. Tim White
- 4:00 PM $500 Door Prize Drawing
- 4:00 PM–5:00 PM Board Meeting
- 5:00 PM–6:00 PM Florida Gateway College/UF SFRC Meeting
- 5:30 PM–7:00 PM Welcome Reception/Exhibitor Meet & Greet
- 7:00 PM–10:00 PM Farm Credit Rocks Karaoke

**Thursday, August 28, 2014**
- 6:45 AM–7:45 AM Early Bird Coffee
- 8:00 AM–10:00 AM Awards Breakfast
- 10:00 AM–12:00 PM Trade Show and Silent Auction Open
- 10:00 AM–12:00 PM Roundtable Discussions (1 hour each; choose 2)
- 12:15 PM–1:30 PM Master Logger Luncheon - Isaac Thompson
- 1:30 PM–2:30 PM General Sessions
- 2:30 PM–3:30 PM General Session Panel Discussion: “Communication is Key” with Mary Ann Goia-Nooks, Jamie Mongiovi and Eric Draper
- 3:30 PM–4:30 PM Trade Show Social and Silent Auction final bidding
- 5:00 PM–6:00 PM President’s Reception
- 6:00 PM–8:00 PM President’s Dinner
- 8:00 PM–9:00 PM Farm Credit Sweet Spot/Auction Item Pickup & Trade Show Teardown
**Panel Discussion:**

“Communication is Key”

No matter your target audience, communication is key! This panel discussion, featuring lobbyist Mary Ann Gosa-Hooks, media specialist Jamie Mongiovi and environmental communicator Eric Draper, will explore the most effective techniques in working with legislators, media and environmental groups.

**SPEAKERS**

**Jeff Bewsher,** a certified wildlife biologist with Legacy Wildlife Services, will share tips and techniques for maximizing wildlife usage of food plots. Monitoring game populations is important for determining harvest strategies and management objectives. Learn wildlife survey techniques that work on most properties.

**Jeremy Miller** of Crop Production Services will tackle the important topic of exotic weed control. He will discuss pesticide labels and control options for nonnative plants and weeds in Florida’s forests.

**Mark Milligan,** President of F4 Tech, will discuss the Cloud’s impact on how business is getting done. This new paradigm in computing is growing at a rate of fifty percent annually. Come find out what all of this means and how forest managers can take advantage of what the Cloud has to offer.

**Tom Kazee** of Woodland Security, Inc., will address a myriad of security issues that timberland owners face every day. Kazee will offer ideas to make sure both your physical property and your financial investment are safe and secure.

**Marshall Thomas** of F&W Forestry Services, Inc., will answer the question, “The recovery has started – now what?” The economic recovery seems to be sputtering along, and there are lots of positive signs that it will continue for a few years. Thomas will review timber market fundamentals and apply them to the current situation in order to make an informed forecast about what landowners can expect in timber markets over the next couple of years.

**Dr. Tim Martin** of the University of Florida’s School of Forest Resources and Conservation (SFRC) will address issues in 21st-century integrated forest management systems: defining targets for increased productivity, multi-rotation nutrient management and genetic interactions. His talk, “A Research Agenda for Reaching 12 Tons per Acre per Year,” discusses the potential for sustainable increases in production.

**Dr. Tim White** of the University of Florida’s SFRC will examine the past achievements and future prospects for tree breeding in today’s rapidly changing world. Ensuring maximum value, embracing technology and encouraging interdisciplinary teams of scientists to work together to solve the complex problems that require a broad range of expertise are a few of the approaches he will address.

**Marian Johnson,** the reigning queen of state politics and director of the Florida Chamber’s Political Institute, will provide an informative and entertaining overview of Florida’s political landscape. Politics is never dull in the Sunshine State! This session will help listeners understand what they can and should expect as the 2014 elections draw closer.

**Joe Savarise** of BIPAC will introduce members to FFA’s exciting new online advocacy tools. Engagement is critical for our industry in order to produce better results in legislation, regulations and public policy. This grassroots program will educate and motivate! Discover how you can make a difference with these simple tools.

**SPECIAL EVENTS**

**SUWANNEE LUMBER COMPANY’S TIMBER TOPPERS GOLF CLASSIC:** If golf is your game – or you just want to spend some fun, relaxing time on the links with friends and business associates – the Timber Toppers Golf Classic is for you! This annual meeting tradition is sponsored by Suwannee Lumber Company. This year’s tournament will be played on the Ponte Vedra Inn & Club’s spectacular Ocean Course. Tee time is 8 AM on Wednesday, August 27, 2014. Annual meeting registration is not required to play, but ALL players MUST complete a registration form to secure their place in the tournament.

**GROUP FUN RUN/WALK:** Non-golfers are invited to participate in a group Fun Run/Walk on Wednesday, August 27, 2014, at 8 AM. Sawgrass Marriott offers a four-mile course suitable for everyone from ambitious athletes to sedate strollers.

**FARM CREDIT ROCKS!** This year, we’re pleased to announce the addition of more memories in the making -- Farm Credit Rocks! Singers and spectators alike are encouraged to join the karaoke crowd at the Sawgrass’s Alice and Pete’s Pub from 7-10 PM on Wednesday, August 27, 2014. Led by the always entertaining DJ Keith, this event is sure to be a good time for everyone!

**AUCTION:** FFA’s Silent Auction will run Wednesday, August 27, 2014, from 9 AM – 7 PM and Thursday, August 28, 2014, from 10 AM – 4:30 PM. Lucky bidders can pick up their items immediately following the President’s Dinner.

**SWEET SPOT:** To make sure your annual meeting experience ends on a sweet note, Farm Credit is providing specialty coffee drinks and desserts after the President’s Dinner. Those waiting in line to pick up auction items will especially want to take advantage of this new event.

**TRADE SHOW**

Florida’s largest forestry trade show is held in conjunction with the Association’s Annual Meeting. Meeting goers should take advantage of this time to visit with our distinguished group of exhibitors to learn about the latest and greatest products, services, technology and information available to the forest industry today.
REGISTRATION

To register, simply fill out the form below and mail it to the FFA office.

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Please photocopy this form for each registration packet desired. For best rates, mail or fax by JULY 10, 2014, to Florida Forestry Association/P.O. Box 1696/ Tallahassee, Florida 32302 • Fax 850.222.6179 • Phone 850.222.5646

To be included in the List of Registrants, registrations must be received by August 14. Individuals not registered by August 14 must register onsite at the Annual Meeting.

President's Reception and Dinner. No registration fee is required for children, but tickets are required if they attend meals.

Method of Payment: __ VISA  __ MASTERCARD  __ AMERICAN EXPRESS  (A 4% service charge will be added to your total credit card payment.)

Please provide your cell phone number (for FFA staff emergency contact use only):

I have enclosed full payment for the events indicated, or I authorize a charge below:

TOTAL (Registrations, Extra Tickets, Golf)

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Ford Properties
Gator Timber & Land Management, Inc.
Huron Woods Nursery
Jaxport
John A. Cruce Jr., Inc.
John E. Anderson
Jowett & Wood, Inc.
Kraft Timber, Inc.
Lake City
Laurel Creek Nursery
Lund
Mendenhall & Associates
Morgan & Associates
Moss & Company
Mountainside Pine
Olmstead Nursery
Palm Tree Nursery
Pine Tree Nursery
Piney Woods Nursery
Plants & Landscaping
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