

TACTICAL Core Group QUESTIONS

Focus on All US Forests vs. USFS

- Need to show USFS Leadership progress – How to Measure it
- Widgets
- Whose eyes are we going to look through? Can it be all stakeholders?
Industry, Private landowners, NGO, Feds, States,

Internal vs. External Views

- Are we listening to ourselves too much?
- Do we only interject new views when we hold meetings?

Size & Composition of RSF & CG

- 1200 Strong Mailing List – So What?
- Core Group – The Right Players?
- Right mix of DC vs. Regional stakeholders
- Coalition of the willing – Is this a formula for success?
- We are not working with just DC insiders – but do we have enough?
 - Time & Financing is afforded better to DC folks or Non-DC?
 - Whose voice are we representing – Rural vs. Decision Leaders?

Fresh & Forward Views

- How are we integrating new perspectives?
- What do we do with new perspectives?

Eyes Bigger Than Stomach (\$)

- Budget can't keep pace with wants & desires
- Horse power (people) don't match what we would like to do

RSF Niche for 2011 and Beyond

- "Forestry is an opportunity to embrace all of the opportunities, resources, wants & needs."
- We can't be everything to everyone
- "Got to get the message clear – So we can advocate for the right policy."
- Other groups influence policy, get a piece of the budget – What does the RSF do?
- Make the RSF invaluable to Forest Interests

National vs. Sub-National Focus

Policy vs. Practice vs. Product

- The answer to this question influences who should be part of the dialogue
- Who brings better data? Who Is Part of Dialogue? Who Makes Decisions?
- How are any products used & Marketed?
- “Federal Legislation to...” Is it reasonable given our complexion?

Is Dialogue Enough? Value Added?

- RSF – Full Spectrum of Dialogue
- If the RSF doesn't exist – where does the SFM dialogue happen?
- Interview – Do More Dialogue – Bring in More Perspectives
- Chief: Continue dialogue – Broaden & Deepen, Win Public Support
- Take the voice out of research and create a dialogue that America's Public can understand

Organizational & Leadership Model

- Are we organized correctly for success?
- Diffused Leadership Model
 - Teams working on issues – Points in & Escape Routes – Not all CG
- Working Groups w/ Rural Co-Chairs
- If we redo the structure with the same people – What will change?
 - Who are the right people?
 - Who will benefit from the roundtable?

Communities of Practice

- Do we try to reach too many Communities of Interest/Practice?
- Can we be the venue for everyone? Should we narrow?
- “How can the RSF help stakeholders help them do what they do?”

Advocates vs. Doers

- Dialogue is cool, doing is better
- What should we do? And we will do it?
- Do we get the mileage we need from what we are doing?

Branding the RSF

- What is the Brand of RSF?
- Walmart knows how to market & sell 😊 - Does the RSF know how to market, sell & brand.
- What do people say when we ask about the RSF? Do we get the right response?
- A Partnership for the Future “Of America’s Forests”