

Photos of the Month

A Sign of Good Forestry

New Jersey SAF member Bob Williams, CF, president of Pine Creek Forestry LLC, encourages his clients to let him install signs on recently harvested areas, to help inform the public about the purpose of management activities.

“I have done this occasionally over the years, but am getting more into these signs now,” said Williams. “We must try these kinds of things. Forestry is quite rare here, so when tree removal starts, people jump to the conclusion that houses or a new Walmart is coming. The signs help ease those

concerns. Many folks who stop by typically don’t understand why trees have been cut, but when we speak with them, they get it—and most are OK with this kind of forestry. And the landowners are always proud of their land and happy to let people know they are and what they are trying to do.”

Williams designs the signs and has a professional sign-maker build them.

“I plan to place more of these signs where thousands of people will see them,” he said. “I want to try and counter the hundreds of signs advocating preservation—we need to broaden the perspective of what true conservation and stewardship really is.”



Father-and son-landowners: Steve Lee III Steve Lee IV. Photo by Bob Williams, CF.