

HISTORY OF THE Helene Mosley Memorial TREASURE Forest Award

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THE TREASURE Forest Program has been tremendously successful in Alabama since its inception in 1975. In fact, it was so successful that it was used as a model for the National Stewardship Program established by the U.S. Congress in 1990. Growth of the TREASURE Forest Program in Alabama is partly due to the popularity of the Helene Mosley Memorial TREASURE Forest Awards Program. This awards program recognizes outstanding certified TREASURE Forest landowners.

It is a privilege and an honor for a landowner to receive TREASURE Forest

certification. It represents that the landowner is managing their forestland as a good steward and that he or she is practicing multiple-use management. Being nominated for the Helene Mosley Memorial TREASURE Forest Award is a greater honor. When TREASURE Forest landowners are nominated for the Helene Mosley Award, they are being recognized as "striving for excellence" in the TREASURE Forest concept by other landowners and government agency personnel. However, selection as a winner is the ultimate award! Winners of this prestigious award represent the cream of the crop in

certified TREASURE Forest landowners. Many thanks are owed to W. Kelly Mosley, the founder of the Helene Mosley Memorial TREASURE Forest Award Program. W. Kelly Mosley is responsible for many awards programs in Alabama. However, the Helene Mosley Award is extra special to forest landowners in Alabama.

Landowner Selection

Selection for outstanding TREASURE Forest landowners begins each year when applicants are nominated by individuals, county forestry planning com-

1999 Helene Mosley Memorial TREASURE Forest Award Winners



Lou and Don East
Northeast Region



Jane James and Maurite Scanlan
Southeast Region



Robert and Leta Mathews
Northwest Region



Donald and Grace Stinson
Southwest Region

mittees or government agencies. Applicants are then reviewed by one of four regional TREASURE Forest certification committees appointed by the Alabama Forestry Planning Committee. After an often difficult screening process of excellent applicants, each regional certification committee visits the top two nominees in their region. They then make the final selection for winner of the award in their region. Criteria used to select the recipients are the same as those used for the TREASURE Forest Program. In addition, the criteria of educational value and the “use” or “sharing” of the TREASURE Forest is considered. Winners from each of the four Alabama Forestry Commission regions are invited to the annual Alabama Landowner and TREASURE Forest Conference in the fall as special guests. There they are honored with a video about their TREASURE Forest that highlights extraordinary accomplishments. They are also presented with a \$500 stipend, a framed limited-edition reproduction print and a plaque.

Managing Pineland

This prestigious award program started in 1978. According to Henry Harrison, retired District Conservationist with the Soil Conservation Service (now the Natural Resources Conservation Service) in Marengo County, W. Kelly Mosley started the award program in honor and memory of his first wife, Helene Mosley. Henry Harrison helped W. Kelly Mosley in designing his first conservation plan for his farm in Marengo County. Mosley’s farm, now known as Pineland, soon became the first certified TREASURE Forest in the state in 1975.

There were many people who helped W. Kelly Mosley achieve his accomplishments on Pineland. Mosley was retired and living in Atlanta, Georgia, when he inherited Pineland and during its transformation into a TREASURE Forest. Henry Harrison said he was contacted by Mosley after he was encouraged by a fellow Auburn University alumni friend, A. D. Holmes, Jr., to develop a conservation plan for his newly inherited farm in Marengo County. Holmes was district supervisor with the Marengo County Soil and Water Conservation District at that time. Henry Harrison met with Mosley and visited the farm. They planned the

construction of fish ponds, enhancement of wildlife with establishment of food plots, establishment of access roads, and timber management.

In his conservation plan Mosley decided to clearcut and thin some of the timber on the farm. He contacted A.W. (Buck) Compton Jr., another member of the Auburn University Alumni Association. They worked out a “cut and haul” contract for clearcutting and thinning some of the timber on the farm. Compton is still helping Mosley market timber today. Joe Watts, forest ranger with the Alabama Forestry Commission, also assisted Mosley in timber management and establishing firelanes on his property for fire control. After the conservation plan was complete and progress had been made on the Mosley farm, Larkin Wade with the Alabama Cooperative Extension System, along with Henry Harrison, requested to use the Mosley farm as a Demonstration Forest. Soon Pineland became a Demonstration Forest. Mosley believed in educating other forest landowners in good stewardship practices and multiple use of the forest. He enjoyed sharing his “treasured” forestland with others. He often brought friends to Pineland for hunting and fishing.

Award History

In 1977 W. Kelly Mosley decided to establish an award program to promote forestry in Alabama. He provided \$2,500 and took his ideas to the Alabama Forestry Planning Committee. Soon the Helene Mosley award program became a reality in memory of his first wife, Helene.

Henry Harrison believes Mosley was also inspired to establish the Helene Mosley Award due to Mosley having received the “Goodyear Outstanding District Cooperator Award” for Marengo County through the Soil and Water Conservation District. As a result of that award, Mosley received a trip to Phoenix, Arizona, to the Goodyear Demonstration Farm. Henry Harrison believes W. Kelly Mosley wanted the state of Alabama to have a similar recognition program of excellence in forest management and stewardship. Mosley had received help and support from many agencies and individuals in his quest for good stewardship on his farm.

Henry Harrison thinks W. Kelly Mosley wanted others to have a chance at a higher level of recognition and reward for their work beyond the basic stewardship goals of the TREASURE Forest Program.

Today, many TREASURE Forest landowners strive for the same level of excellence in forest management and stewardship promoted by the Helene Mosley Memorial TREASURE Forest Award Program. Past winners of this prestigious award set a wonderful example for others to follow. Helene Mosley Award winners love their land with a strong passion. They are highly motivated to teach others what they have learned as TREASURE Forest landowners. They are willing to share their knowledge, time and forestland to help others understand the importance of good stewardship and the benefits of multiple use management of the forest. They recognize that education is the key to tomorrow’s future for the freedoms private forest landowners enjoy in Alabama today. Through education of other private forest landowners and the public, TREASURE Forest landowners can show they are responsible stewards of this great land. For many TREASURE Forest landowners their mission is a spiritual one. To quote a favorite saying of James Malone, Executive Director of the Alabama TREASURE Forest Association and a past Helene Mosley Award winner, as TREASURE Forest landowners, we are “Taking the land God has loaned us and making Him proud He did.” Thank you, W. Kelly Mosley and the Alabama Forestry Planning Committee, for making an even higher level of recognition possible through the Helene Mosley Memorial TREASURE Forest Award program! 🙏

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