

Alexandra M. Richman became the Chief Operating Officer of Cumberland Springs Land Company in 2014. Cumberland Springs is a 6,000 acre contiguous tract of land in Moore County that her great-grand father, Lem Motlow, aggregated in the early 1900's. Lem also owned and operated the Jack Daniel Distillery, which the family sold soon after his passing. As the fourth generation of Motlows' to manage the property, Alex is active in both the daily activities and long-term planning to ensure the land remains productive and intact. Cumberland Springs Land Company has been a certified Tree Farm since 2009, and Alex is an active member of the Tennessee Forestry Association.

Alex holds a Bachelor's Degree in Natural Resources from The University of the South, and is currently working on her thesis for a Master's Degree in Forestry from the University of Tennessee, Knoxville. Prior to being named C.O.O. of Cumberland Springs, she worked for The Nature Conservancy and the American Forest Foundation (AFF) in Washington D.C., and was a Forester for Panther Creek Forestry. Alex maintains memberships in several organizations including the Quality Deer Management Association and the National Wild Turkey Federation, and Forest Landowners Association, and serves on several boards and committees that are concerned with forest health and productivity, including the Tennessee State Technical Advisory Committee (Natural Resources Conservation Service), the White Oak Initiative steering committee, and the Tennessee Tree Farm Committee. In July of 2014 she was appointed by the governor to the Tennessee Forestry Commission, representing landowners over 500 acres, and will serve until 2019.

Alex has a unique understanding of the importance of forestry, due to both her education and her experience in every step of the process that takes a tree from planting to an oak barrel at the neighboring distillery. She continues to utilize conservation programs to improve wildlife habitat and forest health, addressing water, soil, and plant resource concerns through timber stand improvement, tree planting, and prescribed burning. Over the last several years she has reforested hundreds of acres with White oak trees in an effort to address the impending shortage of White oak for future generations. She balances these efforts with management of the property for timber production, supplying the wood industry with millions of feet of high quality sawtimber every year. Alex understands that her family's forest helps provide jobs for loggers, wood for sawmills, and high quality end products, as well as critical habitat in a wildland – urban interface. Her goal is to help forest landowners stay on their land, keep it in their family, and manage it for sustainable production.

Alex has worked tirelessly throughout her life to promote responsible, sustainable forestry on her own property and properties across Tennessee. We congratulate her, and celebrate her accomplishments in being named Tennessee Tree Farmer of the Year for 2018.