About the CIF-IFC – PowerPoint Presentation Speaking Notes

Slide One – Title Slide: Making a difference with value and relevance
- Thanks for the opportunity to present
- It is a pleasure to be here
- I want to talk to you about a great and venerable organization that has accomplished much and that still has a lot to offer

Slide Two – About the Institute
- The Canadian Institute of Forestry is over 100 years old – established in 1908
- We are a voluntary national association of forest professionals and practitioners of all types
- We are interdisciplinary – foresters, technicians, technologists, biologists, ecologists, scientists, researchers, educators and many others with a professional interest and passion for forestry are all welcome
- Since inception we have been about sustainable forest management, sound stewardship and improving policy, planning and practice with good forest science and research
- Continuing education and professional development for all of our members and the broader forest community
- Speaking out constructively with science based positions

Slide Three – Over 90 events annually across 18 Sections
- The Institute is grassroots with 18 Sections across Canada, plus international members
- Our volunteer capacity is strong and we have a lot of enthusiasm everywhere
- We had over 90 events including workshops, seminars, field tours, courses and socials last year
- We mix learning, outreach and business with a lot of fun – and it is a very successful formula

Slide Four – List of Sections
- All of our Sections are active and each has a Director, a Chair and a Council – again all voluntary
- Our national office and staff are located at The Canadian Ecology Centre near Mattawa Ontario, in the Ottawa Valley
- We are currently looking at the possibility of adding two new Sections in British Columbia’s interior
- Our Sections are the foundation of the Institute and give us a strong local, regional and provincial network and presence

Slide Five – The Forestry Chronicle
- Many products and services with real value – first and foremost is our journal – The Forestry Chronicle
- Published since 1925 – it is an eclectic mix of news, editorials, scientific and professional papers and Institute, Section and university/college business
- It is available in paper or digital/on-line back to the first issue in 1925
- It is the most widely read professional forestry journal in the world, through our membership and many national and international subscriptions, including across China
• An Institute committee is currently taking a strategic look at The Chronicle to make sure it is keeping pace with modern communications media and meeting the needs of our members and subscribers

Slide Six – The Forest on your Desktop
• Our national electronic lecture series had its inception in 2007
• It has been hugely popular and is seen as a low cost, carbon friendly method to maintain competency and meet continuing education and professional development needs
• Live lectures are free to all; the archive of audio visual files is retained for members only
• We have had many partners and sponsors and this has helped to keep the series sustainable
• Themes are interdisciplinary forestry and have ranged from caribou management to wood fibre supply to vegetation management to forest carbon and climate change
• Not just scientists and researchers – but many forest management and operations people providing practical information based on their work experiences

Slide Seven – Social Media
• We have taken advantage of modern social media with our own CIFTube and Facebook sites
• We are seeing growing use with many members signing up and posting information and photos
• Great tools to enhance our networking and communications across the country
• Not just popular with students – members of all ages are participating
• Our e-newsletters are very popular – appreciated as a filtered or synthesized medium extracting items of importance from what is otherwise a plethora of information

Slide Eight – National Recruitment Program – Think Forests!
• The need to address declining enrolment in post secondary forestry programs was the catalyst for
  • A suite of products and services – portal website to programs offered across Canada, short promotional videos, brochures, bookmarks, banners – general promotional materials
  • Well received and into a third iteration of products
  • Many programs are seeing a resurgence in interest and more stable enrolment, and we feel we have helped
  • Funded by many partners including the Canadian Council of Forest Ministers

Slide Nine – Branching Out – Mentorship programme
• A new program that is starting to see more interest and growth
• We pair a new graduate starting their career with a mature and experience member who can help them - from resume preparation and interview skills to on-the-ground forestry and practical skills
• Help new forest professionals to build their personal network and to find jobs and to be successful once established

Slide 10 – Recognizing Excellence
• We have run our national silver ring program since 1967, although the tradition began in the early 1950’s in British Columbia and then New Brunswick
• We recognize university and college forestry related programs and members with our rings
• The Institute also recognizes an outstanding student in each academic program with a gold medal
• Over 30 university and colleges are now recognized across Canada
• Our national awards program is also well respected and lauded, with a rigorous nomination process and awards presented in several categories at our annual national conference
• The Institute and its partners, and the Sections also manage numerous student scholarships, fellowships and bursaries

Slide 11 – Speaking Out constructively
• WE ARE: Constructive, Positive, Balanced, Science-based, Factual, Apolitical, Consensus driven
• We accept that we will not achieve perfect consensus amongst the membership, but still make it timely and relevant with a streamlined and effective development and approval process for our positions
• Methods: Media releases, Media advisories, Editorials, Letters, Spokespeople / interviews, E-lectures, Position Papers, Reference lists
• Successes: Rona TV commercials, green building, U.N. Forest Hero Award, Enhanced Forest Inventory, Forest Bird Science
• Generally good coverage in newspapers, CBC radio and on-line

Slide 12 – International initiatives
• Forests without Borders was established by the Institute and its members as a Canadian charity over the past three years
• Desire to help restore and maintain forest ecosystems in impoverished parts of the world, help people to use their resources sustainably
• Our membership fundraises and helps with knowledge and expertise
• Projects in Zambia and Haiti are underway
• We have raised over $30k in the last two years; low overhead and admin costs

• We are also now collaborating with like-minded forestry associations in China – international forest and climate change conference, Forestry Chronicle International and general exchange of science and information for sustainable and sound forest planning and practice

Slide 13 – Science and extension partnerships
• Our many section events (90 last year as mentioned) are often carried out in partnership with likeminded organizations that want to use us as both a readymade platform and audience – often for their science and research outputs
• We also expand our audience with provincial registered professional forests and biologists associations
• We have been particularly successful in Ontario with this type of arrangement with the Forestry Research Partnership
• Our forestry extension and knowledge exchange partnerships have been very effective, not only in terms of all the events and activities, but with a variety of other media, including electronic and on-line

Slide 14 – Well networked
• The Institute has many partners and sponsors across Canada - in government, industry and academia
• We have been very successful in this respect because the value and benefit flows both ways
• Our members are everywhere, from the forest to the boardroom
• We are particularly proud of the solid value that we provide to all of our partners and sponsors

Slide 15 – Preserving the legacy
• We have partnered and now are in the process of merging with the Canadian Forestry Association
• The CFA is the oldest forest conservation association in Canada, forming in 1900 and actually spawning the Institute eight years later
• There is a wonderful legacy of education and outreach products and services - including forestry teaching kits, national forest week, Forest capital of Canada, Envirothon and many others
• All of this value is now part of the CFA-CIF partnership, and is being used to provide a balanced and positive story about forestry in Canada

Slide 17 – Questions
• Are there any questions?
• We hope that you will consider becoming a member of our helpful, relevant, fun and engaged organization
• Thank you!