



## CIF-IFC Member Value Proposition

### Value Proposition Statement

Founded in 1908, the Canadian Institute of Forestry / Institut forestier du Canada (CIF-IFC) is the **oldest forest organization in Canada** representing a broad range of members through its **17 regional Sections** located from Vancouver Island to Newfoundland, and an **International Forestry Network**. For the first time in CIF-IFC history, the Institute has an elected National Executive (2023-2024) that is gender-balanced with Indigenous representation. The Institute is **dedicated to providing national leadership in forestry and forest stewardship, promoting competency among forest practitioners, and fostering public awareness and education of Canadian and international forest and forestry issues.**

A membership with the CIF-IFC means that you are part of a national network of forest practitioners that **advocate for forests and all those who work in and with forests**, at the regional, national and international level. The Institute's **interdisciplinary membership** and regional presence from coast to coast offers the scientific expertise needed to **ensure Canada's forests are vibrant, healthy and sustainable.**

As a member you become an important part of an organization dedicated to **supporting sustainable forestry** and beyond, while **taking strides to make a difference**. Through your membership, you will have access to **unique and meaningful opportunities** for networking and enhancing your career and personal goals, as well as staying up to date on forest/forestry news and information. **Become a member of a long-standing forestry institution dedicated to the sustainability of the wide range of goods and services that forests provide!**

### Member Value and Benefits

A membership allows you to be part of a community of individuals who are passionate about forests and the environment.

- **National Electronic Lecture Series** – *The Forest on Your Desktop* – Access to 40 live e-lectures per year, plus archives back to 2007, covering timely forest-related topics with experts from across the country, and abroad.
- **Member E-Newsletter and Magazine** – Stay up-to-date on news from the Institute, member resources, the latest in the forests/forestry field, and more through the quarterly e-newsletter and bi-annual member magazine, *The Leader*.
- **Workshops, Seminars, and Field Tours** – Special access to knowledge exchange events held each year by CIF-IFC and/or its 17 Sections across Canada. These events incorporate a variety of perspectives from collaborating organizations and showcase the latest in innovation, science and research.
- **National Conference and Annual General Meeting** – Reduced rates and discounts for members to attend this highly-anticipated annual event hosted in different forestry communities across Canada.
- **Community** – Grow your network at a regional, national and international level by connecting with the CIF-IFC's community of over 1,200 forest practitioners and partners. The CIF-IFC has a national reach unlike any other forestry organization in the country, while also allowing you access to a local network and community through your regional



Section. Find camaraderie and friendship through the various socials and events hosted by your regional Section.

- **Opportunities for Meaningful Engagement** – Make a real impact on forest sustainability locally, provincially, nationally and abroad by becoming involved with the CIF-IFC and its many programs and initiatives. You have the opportunity to provide input and feedback and voice concerns or opinions in such areas as forest advocacy, National Forest Week, CIF-IFC membership, CIF-IFC National Awards, policy and governance, finance and The Forestry Chronicle. The CIF-IFC is national in scope and perspective, but has the opportunity to act regionally through our 17 Sections. In addition, the CIF-IFC has a broad international connection and an active international Forestry Network. The variety and scope of opportunities available ensures you will find something to suit your experience and interests.
- **Personal/Professional Growth** – Expand your career opportunities, enhance collaborations, and achieve your professional and personal goals through the CIF-IFC's various continuing educational and social opportunities, while taking part in something bigger. From students to almost-centenarians, the CIF-IFC network is massive, diverse, and welcoming!
- **CIF-IFC Shop** – Shop and save on CIF-IFC branded merchandise using the discounted pricing available for members only.
- **CIF-IFC Credit Card** – Support the programs and initiatives the CIF-IFC offers as the national coordination point and catalyst for action in forestry with every purchase using the BMO CIF-IFC Mastercard at no extra cost to you.
- **TD Insurance Program** – Get access to preferred rates on car, home, condo and tenant insurance through the TD Insurance Meloche Monnex Program.

### What does the CIF-IFC do?

Dedicated to providing national leadership, promoting competence, and fostering public awareness of Canadian and international forestry/forest issues.

- **Knowledge Exchange and Competency Training** – Promoting an understanding of good forest stewardship through field tours, seminars, and workshops.
  - Advanced Silviculture Courses (Ontario Tree Marking Program)
  - Bridge Training Program for Foresters
  - Continuing Forestry Education Credits
  - Other knowledge exchange events such as technical sessions, field tours, socials etc. hosted both regionally and nationally
  - Supporting the next generation of forest practitioners
- **Outreach and Education** – Providing resources and programs for teachers, students, forest practitioners and the public.
  - Outreach Tours (i.e. Teachers' Tour, Winter Students' Field Tour)
  - Forest Education (i.e. Teaching Kits, Infographics, Factsheets, Forestry Career Profiles)
  - Forest Education Network - a free subscription program for teachers and educators to be the first to know about news and updates regarding CIF-IFC's forest education program and resources.
  - Forest History
  - Tree Planting Programs (i.e. Trees of Celebration Program)



- **Flagship Programs and Initiatives** – Inspiring confidence and pride in Canadian forestry – nationally and internationally.
  - National Awards
  - Silver Ring Program
  - E-Lectures
  - National Forest Week
  - CIF-SEEK
  - Annual National Conference
  - *The Forestry Chronicle*
  - Free to Grow in Forestry
  - Young Professional Foresters’ Exchange Programme
- **Forest Advocacy** – Utilizing multimedia to promote forests as a valuable, renewable and sustainable resource.
  - Press releases
  - Blog posts
  - Editorials
  - Social media
  - Information bulletins
  - Other multimedia “Speaking Out” pieces
- **Forests without Borders** – Forests without Borders is a registered charity established by the CIF-IFC, working to protect, conserve and restore or improve forest landscapes for health, security, the economy and the environment nationally and internationally.

### Leading the way with forward thinking in 2024!

- Spearheading an innovative project, “[Open Urban Forests – Establishing the First National View of Urban Forestry Geospatial Data in Canada](#)”, focused on urban forestry geospatial data - set to launch by March 31st, 2024.
- Leveraging the new [CIF-IFC Diversity, Equity and Inclusion \(DEI\) Declaration of Intent](#) to advance DEI within the Institute, and help bolster the [Free to Grow in Forestry](#) initiative across the forest sector through intentional and meaningful action.
- Supporting [forest education](#) across Canada and releasing a suite of educational resources on a variety of topics and levels, and expanding the [CIF-IFC Forest Education Network](#).
- Expanding outreach and growing the profile of [National Forest Week](#) across Canada and beyond, under the theme “Two-Eyed Seeing: Welcoming all knowledge to sustain our forests” for 2024.
- Revitalizing and modernizing [The Forestry Chronicle](#) and publishing new issues on relevant and current science in the Institute’s professional and scientific forestry journal, since 1925.
- Commemorating life moments through the [Trees of Celebration Program](#), and supporting partners dedicated to planting trees across Canada through additional [Tree Planting Programs](#).
- Diversifying [membership](#) and ensuring the CIF-IFC is welcoming and inclusive to all individuals.
- Increasing our international reach and representation through the launch of the CIF-IFC International Forestry Network.



- [Advocating](#) for sustainable forest management through publications on key issues, such as invasive species, urban forestry, climate change, and others.
- Continuing to unite graduates in Canadian forestry at the national level and growing the number of [Silver Ring Schools](#) across Canada.
- Increasing awareness of [careers in forestry](#) and promoting [international opportunities](#) for youth and new forest practitioners.
- Celebrating the first-ever gender-balanced [CIF-IFC National Executive](#) with Indigenous representation.

Stay connected!

#RootedInCIF



[cif-ifc.org](http://cif-ifc.org)