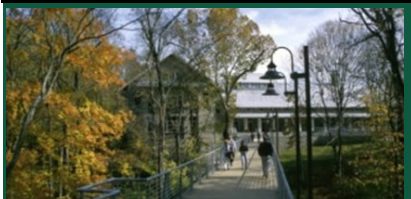


# ANNOUNCING MFI 2017

FEBRUARY 19 -24 , 2017  
UCLA Lake Arrowhead  
Conference Center  
Lake Arrowhead, CA



## Who Should Attend?

People who plan, manage, or advocate for urban forestry programs and who want to become more effective leaders.

Past MFI classes have included:

- ◆ City Foresters and City Arborists
- ◆ Urban Foresters, Municipal Arborists, City Planners, Tree Wardens
- ◆ State Urban Forestry Staff
- ◆ Municipal Tree Advocates
- ◆ Non-Profit Organization Staff

## Registration Details

The all-inclusive registration fee for MFI 2017 covers the following:

- ◆ All course materials
- ◆ Five nights hotel lodging (Sunday through Thursday)
- ◆ All meals from Sunday supper through Friday breakfast

Registration Investment: \$2199  
Or \$2099 for SMA members

## CEU Options Available

ISA CA, BCMA, Municipal Specialist  
SAF Certified Forester  
APA/AICP Certified Planner

## HOW TO APPLY

To apply for MFI 2017, visit [www.urban-forestry.com](http://www.urban-forestry.com).

Course registration closes on December 1, 2016 or when full.

If you have any questions, Contact SMA (706) 340-5916 or ask someone who has attended!



# Municipal Forestry Institute

LEADERS GROWING LEADERS FOR URBAN FORESTRY

## Do You Have What It Takes To Move Yourself or Your Urban Forestry Program To The Next Level?

The Municipal Forestry Institute (or MFI) may be able to take you there! MFI is an exciting, high-level training opportunity educating people in the leadership and managerial aspects of urban forestry. This week-long intensive educational program delivers a challenging opportunity to grow a more successful community tree program. Come learn and master leadership and management tools of program administration, coalition building, strategic thinking, program planning, and public relations by investing a week in your personal growth and development. Sign up now for **MFI 2017**, being held **February 19-24, 2017** in **Lake Arrowhead, CA**.

## Why Should YOU Attend?

MFI is a unique leadership and professional development opportunity you won't find anywhere else. A team of dedicated urban forestry professionals from across North America will help you gain insights into how to move from a good urban forestry program to a great one. You will learn from and network with urban forestry professionals from large cities and small towns, state and federal agencies, and non-profit organizations. MFI is an investment in your professional future - one that could pay great dividends to you and your city or organization.

## What Does MFI Cover?

The Institute curriculum was developed by a team of urban forestry professionals and educators with dozens of years experience in leading urban forestry programs at the local, state, federal, and non-profit levels. There are four major components of the MFI curriculum:

- **Developing A Leadership Approach To Your Position**
- **Thinking and Planning Strategically to Advance Urban Forestry Programs**
- **Working Effectively with Boards, Coalitions, and Non-Profit Organizations**
- **Managing the Relationship Between People and Trees**

The curriculum is presented in a variety of formats including lectures, multi-media presentations, panel discussions, group exercises, and real-life scenarios.



## What Past Participants Say About MFI:

*"MFI has helped to me to reconnect with the leader that has always been inside of me and has provided the tools and confidence to let it shine out of me."* - Courtney Schumm, Palo Alto, CA

*"MFI: I came alone...and left with many friends and resources."* - Brad Hays, Santa Clara, UT

*"What a great week! It was very much worth the time and investment. If starting your career, this is a must. If you are further down the professional track, this is a great opportunity to refocus and re-energize."* - Eric Berg, Lincoln, NE

*"MFI is the next best step you should take to grow your urban forestry programs...the dividends from MFI are immediate."* - Mike Duran-Mitchell, NYC, NY



# Register Today for the 2017 Municipal Forestry Institute



**Presentations from Experienced Instructors**



**Dining Together - Additional Networking**

The MFI is a program of the Society of Municipal Arborists



For sponsorship opportunities, contact SMA at [urbanforestry@prodigy.net](mailto:urbanforestry@prodigy.net)



**Small Group Discussions and Exercises**



**Real-Life Problem Solving Sessions**

## MFI 2017 Location and Travel Details

The 2017 MFI will be held at the UCLA Lake Arrowhead Conference Center, Lake Arrowhead, CA, located about 90 miles east of Los Angeles. You can visit the [UCLA Lake Arrowhead Conference Center](http://www.ucla-lake-arrowhead.com) website for details, but note that you may NOT reserve a room for MFI through that website.

Please do not make any air travel reservations for MFI 2017 until you have received your acceptance email in late December 2016. This email will contain travel guidance including information about transportation arrangements from the airport to the National Conservation Training Center.



**Will this be the year you join over 500 people who have completed MFI?**

## MFI 2017: What to Expect

### Required Institute Pre-Work

Part of the MFI experience involves readings and online discussions that will be held during January and early February, 2017. If you're accepted into MFI 2017, you'll need a valid email address and internet access from work or home. Plan on spending about 1-2 hours a week for 5 to 7 weeks on the Institute Pre-Work.

### Instructors

The MFI 2017 instructional staff comes with decades of experience in all phases of urban forestry, at the municipal, state, federal, private, and non-profit levels. Most MFI teaching teams have over 100 years combined urban forestry expertise.

### MFI Week Schedule

MFI is an intensive learning experience. You must be able to attend from 4 pm on Sunday until noon on Friday. There are numerous breaks and a little free time, but the event involves a rather demanding and time-intensive schedule. Though there are sights to see in the area, plan to see them before or after, not during MFI. Your full attendance will be required at every session - partial attendance is not possible. Sorry but pets, spouses, and children or guests cannot be accommodated at MFI.

Online Registration is Now Open at [www.urban-forestry.com](http://www.urban-forestry.com)