

– ANNOUNCING –

MFI CANADA

October 15 – 20, 2017
NAV Centre
Cornwall, ON



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/Provincial Urban Forestry Staff
- ❖ Municipal Tree Advocates
- ❖ Non-Profit Organization Staff

Registration Details

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

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

Registration Investment:

\$1835 USD for SMA members
\$1874 USD non SMA members

CEU Options Available

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

HOW TO APPLY

Visit www.urban-forestry.com. Course registration closes on August 1, 2017 or when full. If you have any questions, contact the SMA 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 CANADA, being held October 15-20, 2017 in Cornwall, ON.

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/provincial, 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 is the single best leadership development program for those working in urban forestry. I came out of the program energized and was able to immediately take action on initiatives to move our program forward in our community."

– Lanny Englund, City of Coquitlam, BC, MFI Grad 2008

"MFI: I came alone...and left with many friends and resources."

–Brad Hays, Santa Clara, UT, MFI Grad 2012

"MFI expended on my existing leadership and forestry training and tied many "loose ends" together. The experience was revitalizing and still serve to guide and inspire me to excel in my daily contributions to our profession. I highly recommend this course, it's time well spent."

–Shawn Gurney, City of Abbotsford, BC, MFI Grad 2012



Register Today for the 2017 Municipal Forestry Institute



Presentations from Experienced Instructors

The MFI is
a program of
the Society of
Municipal Arborists



Small Group Discussions and Exercises



Dining Together - Additional Networking

For sponsorship
opportunities,
contact SMA at
urbanforestry@prodigy.net



Real-Life Problem Solving Sessions

MFI Canada Location & Travel Details

MFI Canada will be held at the NAV Centre, Cornwall, ON. Situated on 70 acres of parkland adjacent to the St. Lawrence Seaway and 40 kilometres of recreational trails, it is less than an hour from Ottawa and Montreal, and five minutes from upper New York State. You can visit the NAV Centre 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 Canada until you have received your acceptance email in late August 2017.

Space is limited, register early!

**Will this be the year
you join over 600
people who have
graduated MFI?**

MFI Canada: What to Expect

Required Institute Pre-Work

Part of the MFI experience involves readings and online discussions that will be held during September and early October, 2017. If you're accepted into MFI Canada, 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/provincial, 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