

DIVERSITY *mfi* 2021

LEADERS GROWING LEADERS
FOR URBAN FORESTRY

MUNICIPAL FORESTRY
INSTITUTE

Do You Have What It Takes To Move Yourself or Your Urban Forestry Effort 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 2021, being held September 26–October 1, 2021 in Bowling Green, OH.

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 effort 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 efforts 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 Efforts**
- **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 given me the confidence, support and leadership knowledge to take our urban forestry program from functional to GREAT!"

– **Jaime Nunan, City of Cookeville TN**

"Why attend MFI? Wrong question. Correct Question: Why haven't you done MFI already!? I wish that I had attended MFI two years ago when I first heard about it. I could have been applying these principles all this time. Thanks to the Cadre for your time and talent."

– **Gina Dake, Portland.**

"I thought that I was a good leader and communicator before I came to MFI, but having been exposed to the Cadre, to new learning and tools, and to other participants, I realized that I have not reached my full leadership potential. This experience has filled me to over-flowing. I cannot wait to go back and build bridges to further success and to maintain bridges to/from learning and peers"

– **Carlos Campero, LA Conservation Corps**

September 26–October 1, 2021
Bowling Green State University
Bowling Green, OH



Who Should Attend?

People who plan, manage, or advocate for urban forestry efforts 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 2021 covers the following:

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

Registration Investment:

\$2299 USD for SMA members
\$2399 USD for 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 July 15, 2021 or when full. Participants will be notified in late July.

If you have any questions, contact the SMA at: urbanforestry@prodigy.net or ask someone who has attended!

Register Today for the 2021 Municipal Forestry Institute



Presentations from Experienced Instructors

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



Small Group Discussions and Exercises



Dining Together - Additional Networking



Real-Life Problem Solving Sessions

MFI 2021 Location & Travel Details



The 2021 MFI will be held at Bowling Green State University in Bowling Green, OH. You can visit the [BGSU Conference and Events 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 2021 until you have received your acceptance email in late July 2021. This email will contain travel guidance including information about group transportation arrangements from the DTW airport to Bowen-Thompson Student Union at Bowling Green University.

MFI 2021: What to Expect

Required Institute Pre-Work

Part of the MFI experience involves readings and online discussions that will be held during August and early September, 2021. If you're accepted into MFI 2021, you'll need a valid email address and internet access from work or home. Plan on spending about 1-2 hours a week for 4 weeks on the Institute Pre-Work.

Instructors

The MFI 2021 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, partners, and dependants or guests cannot be accommodated at MFI.

Online Registration is Now Open at www.urban-forestry.com