



CEO's Report

By Sharon L. Glover, MBA

Promoting the Profession: Our Thanks to the Creators of Wood is Good 2011

WOOD IS GOOD 2011, THE ABCFP ANNUAL conference and AGM was a runaway success and we have a brilliant and hardworking host committee to thank for it. From a wonderful theme—how could we have gone so many conferences without Wood is Good as our theme?—to high profile and interesting speakers, the host committee members outdid themselves. These volunteers deserve our unreserved thanks and praise.

All busy people and many of them business owners, they made time in their schedules to give back to their profession. I know some of them must have approached their schedules with a crowbar to jam in host committee meetings and related work. But they did it. They did it because they're committed to the profession of forestry and to furthering the work of all who have come before them.

Many people don't know what forest professionals do. When faced with the title, they'll cock their heads and furrow their brows. Successful conferences like Wood is Good can put the profession of forestry in the minds of British Columbians or, in this case, on the front page of their newspaper.

The high-profile coverage we received in *The Province* on February 24th wouldn't have happened without Wood is Good and its pre-conference tour. In the front page article, "Stanley bounces back from storm," the ABCFP was mentioned by name (no small feat) and one of our members, Jeff McWilliams, RPF, was quoted explaining the goals of Stanley Park's rehabilitation. Then later in the article, Bill Stephen, a City of Vancouver employee, was quoted saying: *Park board crews worked overtime, seven days a week, just to clear debris, and then we realized we were going to need real help and expertise. We set up a steering committee of forestry professionals we called the 'Wise Men' and it turned out to be one of the best things ever done for the park.*

It's articles like this, articles that gives forest professionals the credit they deserve, that will create a lasting image of forest professionals and their work in the minds of British Columbians. (If you missed this article, go to our Home page. We have put the link back up under the What's New section for May.)

We would not have received this publicity had it not been for the host committee's inventive thinking. They took a moment during their planning to consider what an annual conference could include and what their host city, Vancouver, could offer them in support of their theme. We all reaped the benefits.

Making the commitment to give back to the profession in this way, benefits not only to the members who do attend, but those who don't. Maybe not immediately, maybe not even directly, but by giving members the opportunity to discuss new approaches on the ground or to hear different perspectives about strategic issues keeps the profession current and diverse.

I also need to thank the members who attended Wood is Good. With over 235 registrants this year, we're not back at our mid-1990s numbers but we're definitely thriving again. The members who give up the time and, in the case of many consultants, the money to attend the conference are participating in the profession in a larger, more meaningful way. These conferences allow the exchange of ideas between members and let us celebrate our award winners and those that have served us in the past.

Steve Baumber, RPF, has volunteered to lead next year's conference as host committee chair. Steve will host us at The Fairmont Empress in Victoria in 2012. By the time you read this, his host committee will be hard at work planning another informative, entertaining and profession-building conference.

Next year is also the BC Forest Service Centenary. I look forward to celebrating that anniversary as well as holding a special ceremony to honour our distinguished forest professionals.

People often say they are too busy to volunteer. But I have seen it again and again—especially in this host committee. Busy people get stuff done. My sincere thanks to the host committee for getting it done with such tenacity, thoughtfulness and style. 🐾

OUR THANKS TO Wood is Good Host Committee

Sandy McKellar, Honourary Member:
Host Committee Chair

Keith Atkinson, RPF: Chair - Trade Show

Bruce Blackwell, RPF:
Chair - Program, Pre-Conference Tour

Deborah DeLong, RPF: Pre-Conference Tour

Steve Finn, RPF: At Large

Suzi Hopkinson, UBC Forestry Student:
Chair - Entertainment and Venue

Val Lemay, RPF: Chair - Silent Auction, Finance

Peter Marshall, RPF: Trade Show, Silent Auction,
Program

Kelly McCloskey, RPF: Chair - Sponsorship, Program,
Pre-Conference Tour

Eleanor McWilliams, RPF: Program, Silent Auction

Janet Mitchell, RPF: Author's Corner, Silent Auction

Candace Parsons, RPF: Silent Auction

Larry Pedersen, RPF: Sponsorship

Cliff Roberts, RFT: Tradeshow, Program

Heidi Walsh, RPF: Chair - Finance, Trade Show

Tony Wong, RPF: Advisor to Finance

Dwight Yochim, RPF: Program, Pre-Conference Tour