



National Forest Week
BC Coalition

National Forest Week – BC Coalition
2014 Accomplishments Report

This year marked the second year of the BC Coalition and we feel that the 2014 National Forest Week (NFW) activities were even better than those in 2013. None of the activities would have taken place without our dedicated volunteers, partners and generous sponsors. We thank them for all their efforts.

Provincial Activities

The BC Coalition concentrated our efforts on generating recognition of National Forest Week and supporting the local committees which were hosting events. Fundraising was a huge part of how we were able to generate so much publicity through paid advertising. Advertising was critical to bringing out the public to the events. It is desirable to increase advertising capability in 2015.

Advertising – More than 75% of BC was exposed to a radio or print advertisement during National Forest Week. These ads focused on the purpose of NFW and urged people to visit the NFW website for more information. Radio ads played on 21 radio stations including CFNR (Canadian First Nations Radio) that covers much of the northern part of the province. In addition, we negotiated an advertising package with Corus Radio in the Lower Mainland. Ads ran on four stations (CKNW, Rock 101, The Fox and AM730) and on their websites. Print ads ran in 16 small-medium sized markets as well as print and online ads in the Vancouver Sun and Province (online only). 2014 marked the first year we were able to advertise in the highly populated Lower Mainland market.

Giveaways – The Coalition had a supply of NFW stickers purchased in 2013 and we were able to augment this stockpile with pencils and smaller stickers. These items were offered to everyone hosting an event, visiting a school, or participating in a community event during NFW. They proved to be very popular – and not just with children! In 2015, the Coalition would like to order more promotional items to ensure everyone can have a small memento of NFW, especially when more activity within schools is anticipated.

Volunteer Support – Each local event was supported by several volunteers and not all of them were familiar with the BC Coalition or our mandate. We provided brief scripts that volunteers could read at events to let the participants know what NFW and the Coalition was all about. The scripts ensured that the same message was reaching volunteers and participants no matter which part of the province they were in or who was running the event.

Partner Support – We encouraged our local volunteers to hold their NFW events in concert with any ongoing community events so we had a mix of stand-alone NFW events and participation in popular community events. Our partners were critical to making the events a

success. More of this collaboration is planned for 2015 to expand the local events and bring other organizations into the celebrations.

Tree ID App – A mobile app was created to help children and families identify the native trees of BC. The app includes a glossary of trees, an event calendar, and the ability to let kids GPS their favorite trees using Google Maps. The app works on any operating system (iOS, Android and BlackBerry) because it is web-based (navigate to abcfptrees.com on your smartphone).

Local Events

There were over 50 NFW activities in communities around the province. It is difficult to get an exact number of attendees at these events; however, we are conservatively estimating 3,000 people took part in the various events.

Here is a sampling of the activities held around the province:

- Coquitlam – tree walk on the Riverview Hospital grounds
- Burns Lake – walk in the woods for Grade 3-6 students
- Burnaby – BCIT student-led tours and celebration events
- Port Alberni –South Island District Office – pancake breakfast and open house
- Wells Grey Community Forest – public tour
- Fort St. James – full day hike for Grade 5 students
- Prince George – school and public forest walks
- Kelowna – info booth at the Mission Creek Kokanee Salmon Festival
- Terrace and Campbell River – newspaper inserts
- Port McNeill (and surrounding communities) – school visits

For the full list, please see Attachment 1 of this document.

The labour dispute between teachers and the government had a huge impact on NFW events. Many volunteers had planned great events for school kids but were unable to run them or had to scale them back due to the job action. School opened only a couple of days before National Forest Week began so neither our volunteers nor the teachers were prepared for classroom visitors or field trips so early in the year.

Lessons Learned and Looking Ahead

While everyone who attended an NFW event enjoyed it, some events had very few participants. This was particularly true in the Lower Mainland. The Coalition will be looking at some of the potential causes for low attendance and will work with the local volunteers and partners on a number of solutions including more local advertising of events and holding fewer, more targeted events in urban centres.

The teachers' strike showed us how dependent we are on the school system for many of our events. Without the ability to contact students and teachers through the schools, we really had no option other than to cancel several planned events. We must look for a reliable way to contact teachers that doesn't rely on the school system. We have partners with teacher networks that we will explore to help us in 2015.

We have been informed that schools are going to be limited by funding for buses to take students on field trips. Hopefully we will be able to assist in this regard through the generous contributions of our sponsors.

It is clear the celebration of BC forests is not restricted to NFW. The coalition is looking at building relationships with teachers and partners to celebrate through their activities throughout the year. Sponsorships will assist in this regard as well.

Our Sponsors

Thanks to our generous sponsors, the 2014 National Forest Week celebrations were a great success. We are grateful to all of them for their support of our activities and look forward to their continued participation in 2015.

\$2,000+
ForesTrust - ABCFP charitable organization
BCGEU
Forestry Innovation Investment
FPIInnovations
Ministry of Forests, Lands and Natural Resource Operations
The Truck Loggers Association
\$1,500 - \$1,999
Interior Lumber Manufacturers Association
Tolko Industries Ltd.
West Fraser
\$1,000 - \$1,499
AA Trading and SFI
Brinkman & Associates Reforestation Ltd.
Canfor Corporation
Coast Forest Products Association
Coastland Wood Industries Ltd.
DWB Consulting
Industrial Forestry Service Ltd.
Interfor
Kalesnikoff Lumber
PwC
TimberWest
Unifor
Western Forest Products
Up to \$999
Sustainable Forestry Initiative
Western Canadian SFI Implementation Committee
Aspen Planers Ltd.
BC Institute of Technology
BC Timber Sales
Chartwell Consultants Ltd.
Coastal Silviculture Committee
Conair
Conifex Timber Inc.
Dunkley Lumber

Gorman Bros
Hancock Forest Management
Island Timberlands
KalTire
Northern Silviculture Committee
Private Forest Landowners Association
Southern Interior Silviculture Committee
Strategic Natural Resource Consultants
UBC - Forestry
UNBC
VIU - Forestry
Weyerhaeuser Canada
Mission Tree Farm Corporation (District of Mission - Forestry Department)
Arbutus Grove Nursery Ltd.
Probyn Log Ltd
Selkirk College - Forestry Program
Sylvan Vale Nursery

The Coalition Members

The coalition members – through their employees – provided incalculable staff time as well as in-kind gifts to ensure National Forest Week was a success. The member organizations encouraged their employees to help out by providing them with paid time during the workday to work on coalition activities as well as encouraging staff to volunteer for various events. In-kind gifts included the use of conference call bridges, postage, courier costs and much more.

Academic Institutions
Vancouver Island University
Communities
BC Community Forests Association
BC Federation of Woodlot Associations
Consultants
Strategic Natural Resources Consultants
Industry
Interfor Corporation
TimberWest
Truck Loggers Association
Western Forest Products
Government
Ministry of Forests, Lands & Natural Resource Operations
BC Timber Sales
Professional Associations
Association of BC Forest Professionals
Canadian Institute of Forestry
Association of Professional Biologists
Unions
BC Government Employees Union
Municipalities
City of Surrey
Other
WorkSafeBC
FPInnovations
BC Forest Safety Council

Attachment 1

Full Local Event Listing

Town	Date and Time	Event	Description	Location	Lead Organization
Burnaby	Sept 24, 2014 1-5 pm	Showcases of BCIT forestry projects	Several topics will be showcased in hour-long presentations, demonstrations or walks including: invasive species, urban forest inventory, fire demonstration, forest measurements activity, and First Nations (tentative).	BCIT Campus, 3700 Willingdon Ave. SE40 to start (outside, weather pending)	BCIT Sustainable Resource Management
Burnaby	Sept 24, 2014 5:30-7 pm	Forest tour	Learn about the diverse ecosystem on Burnaby Mountain's forested slopes. The tour will be 1.5 hours. Call 604-297-4838 to register and quote barcode #347708.	Burnaby Mountain. Meet at the Burnaby Mountain Air Park on the north side of the Barnet Highway at Takeda Drive, across from Barnet Marine Park. Parking is free	City of Burnaby Parks, Recreation and Cultural Services
Campbell River	Sept 21, 2014 10 am-2:30 pm	National Forest Week booth at the Pier Street Farmers Market	There will be information on NFW events in Campbell River, as well as free seedlings from Sylvan Vale Nursery. Come out and meet local NFW planning committee members!	Pier Street Farmers Market	
Campbell River	Sept 22, 2014	Urban Tree Appreciation Day	Take a moment to appreciate the trees and forest land in your neighbourhood.		

Campbell River	Sept 23, 2014 6-6:30 pm	Beaver Lodge Forest Walks	Informal walks through the Beaver Lodge lands to learn about forestry and forest ecosystems from local professionals. All ages welcome! Look for foresters decked out in high-visibility clothing at both the Hilchey and Rockland entrances.	At the junction of Hilchey and Dogwood Roads.	
Campbell River	Sept 24, 2014 10am	National Tree Day	Campbell River Mayor Walter Jakeway, Councillor Mary Storry, and Joe LeBlanc of Interfor will be planting a tree at City Hall.	City Hall, 301 St. Ann's Road	
Campbell River	Sept 25, 2014	Take a Logger out for Lunch Day!	Learn something new about your local forest industry from your friendly neighbourhood forest worker.		
Campbell River	Sept 26, 2014 10 am-12 pm	NFW Forestry Employer Forum	Visit the WorkBC Employment Services Centre in Campbell River for a chance to find out about jobs in the industry directly from representatives of some of our largest local employers. Register by calling NIEFS at 250-286-3441.	WorkBC Employment Services Centre	
Campbell River	Sept 27, 2014 11 am-2 pm	Forestry Fair at the CR Art Gallery in Tyee Plaza	Join us to celebrate National Forest Week with the many local supporters of our events. Sylvan Vale seedlings will also be available at this event and look out for forestry machines from Kenworth! Information will also be available about Vancouver Island University's forestry program and various forestry associations.	1235 Shoppers Row	

Chilliwack	Sept 24, 2014 10 am - 4 pm	Celebrate National Tree Day	Drop-in interactive display featuring "How to Identify Native Tree Species" and "Important Trees of Chilliwack"	Little Mountain Garden Centre: 47558 Yale Rd E	
Chilliwack	Sept 25, 2014 9 am - 1 pm	Guided Hikes to Elk Peak	Learn about forest management in Chilliwack during guided hikes to Elk Peak. Forest professionals will lead participants on two hikes to the iconic Elk Peak through a managed woodlot. Estimated 2 1/2 hours return. Wear good walking shoes and dress for the weather.	Elk Peak	
Chilliwack	Sept 27, 2014 11 am - 3 pm	Forests are for kids	Drop-in interactive display featuring fun outdoor activities for children. Smokey the Bear will be there and cedar seedlings will be given away.	Little Mountain Garden Centre: 47558 Yale Rd E	
Clearwater	Sept 26 & 27, 2014 9-3pm	Public Field Tour	Tour of the Wells Gray Community Forest landbase showcasing the community forests role in managing the public landbase.	Wells Gray Community Forest landbase	Wells Gray Community Forest Corporation – George Brcko, RFT
Coquitlam	Sept 21, 2014 9 am - 12 pm	Tree planting	Plant native trees and shrubs at Marguerite Park. Participants are encouraged to dress for the weather and wear clothing OK to get dirty as well as sturdy, close toed footwear. Gloves and tools will be provided.	Marguerite Park – 1480 Marguerite Street, Coquitlam BC	Coquitlam Parks, Recreation and Culture

Coquitlam	Sept 21, 2014 1-3 pm	Tree tour	Tour of the mature trees in the arboretum at the Riverview Hospital grounds . The tour will last about two hours depending on weather and walkers' preference. Dress for the weather and wear comfy shoes or boots. Children welcome. Dogs must be on 'leash'. We go rain or shine.	2601 Lougheed Highway, Coquitlam, Meet for the walk at Henry Esson Young (HEY) Building.	Riverview Horticultural Centre Society
Kaslo	Sept 27, 2014 10:30 and 11:30 am (two walks)	Kaslo Community Forest's Walk in the Woods	Join us for a walk in the woods, a logging show and cookies.	Kaslo River Trail pedestrian bridge. Park on Arena Ave or at the "Welcome to Kaslo" pullout on the New Denver highway. From there it's a short walk to the covered bridge and the start of the guided tour.	Kaslo Community Forest
North Vancouver	Sept 24, 2014 1-2 pm	Forest history presentation	Learn about changes in forest management over the last 40 years.	Silver Harbour Seniors Centre, 144 East 22nd Street, North Vancouver District	Vancouver Section, Canadian Institute of Forestry

North Vancouver	Sept 28, 2014 12-4 pm	Invasive plant pull and native planting event	Join the City of North Vancouver, Evergreen and others for an invasive plant pull and native planting event at a City Park in celebration of BC's 34th annual Rivers Day and National Forest Week. Tools, plants and light refreshments will be provided. High school students will (upon request) be given a signed letter confirming hours worked to add to their community hours file.	Mosquito Creek Park off Larson Road & West of Bewicke Ave	City of North Vancouver & Evergreen BC
Port Alberni	Sept 25, 2014 8-11 am	Open house, interpretive walk and more	Free pancake breakfast, photo contest, door prizes, interpretive walk and open house showcasing the historic and present-day importance, activities, and businesses dependent on our local forests.	4885 Cherry Creek Rd	Ministry of Forests, Lands and Natural Resource Operations
Port Hardy	Sept 28, 2014 9 am	River's Day Celebration	Come for interpretive forestry walks and learn about fish and forestry interactions.	Quatse Salmon Stewardship Centre	North Island Network of Forest Professionals
Port McNeill	Sept 24, 2014 7 pm	Predator Awareness & Safety	Community Open House featuring presentations by Bryce Casavant, Conservation Officer and Megan Hanacek, RPF, Wildlife Biologist	Gate House Community Theatre	North Island Network of Forest Professionals
Port McNeill	Sept 27, 2014 10:30 am	Kids Loggers' Sports Day	Non-competitive and competitive events with free t-shirts, prizes, face painting and hot dogs.	Centennial Ball Field	North Island Network of Forest Professionals

Surrey	Sept 21, 2014 2:30-4 pm	Forest walk tour	Easy walk with no steep slopes. Good walking shoes are recommended. There is also a 1 km wheelchair-accessible trail.	Sunnyside Acres Heritage Park. Walk will start and finish at the parking lot on 24th Ave (near the entrance to Softball City).	Sunnyside Acres Heritage Society
Surrey	Sept 27, 2014 10 am - 1 pm	Invasive species removal	Help ensure Tynehead Park's Serpentine River waterway remains a vital and functioning part of the urban ecosystem by removing invasive (disruptive, non-native) species and replacing them with native plants.	Serpentine Hollow, Tynehead Park. 10060 161 St, Surrey	Metro Vancouver & Evergreen BC
Surrey	Sept 27, 2014 10 am-2 pm	National Tree Planting Day	Help to plant trees and shrubs in Panorama Park. Enjoy live music, free refreshments (while supplies last) and lots of games and activities for the whole family.	Panorama Park, 12915 - 60 Ave	City of Surrey Urban Forestry & Environmental Programs, Parks Division
Surrey	Sept 27, 2014 1-2:30 pm and 2:30-4 pm	Forest walk tours (two consecutive tours available)	Easy walk with no steep slopes. Good walking shoes are recommended. There is also a 1 km wheelchair-accessible trail.	Sunnyside Acres Heritage Park. Walk will start and finish at the parking lot on 24th Ave (near the entrance to Softball City).	Sunnyside Acres Heritage Society
Vancouver	Sept 21, 2014 10 am -12 pm	Arboretum tour	Stanley Park Arboretum tour	Vancouver Parks Board office, 2099 Beach Ave	UBC Faculty of Forestry

Vancouver	Sept 21, 2014. Two tours at: 10 am and 12 pm	National Forest Week, Walk in the Woods at UBC Botanical Gardens	Discover the forest above, below and in between on our guided one-hour forest tour. Explore and connect with trees that hold up our 300 metre long canopy walkway. Children must be old enough to walk unassisted in order to experience the Canopy Walkway. Cost: Adults \$10, Concession \$7, Children \$5. See website for details. Free for Members.	Meet at UBC Botanical Garden Admissions area 10 minutes before tour time	UBC Botanical Garden and Greenheart Canopy Walk
Vancouver	Sept 21, 2014 1:30-3:30 pm	Logging history tour	Join the Stanley Park Ecology Society on an easy walking tour and learn the history of logging in the park.	Stanley Park Ecology Society, Nature House on Lost Lagoon	Stanley Park Ecological Society
Vancouver	Sept 22-26, 2014 Time: 9 am-3 pm	Atrium exhibit	Photo competition, homemade films and slideshows will be displayed all weeklong. Open to any amateur photographer/artist. Submit entry by Sept 10 th to forestry.contest@ubc.ca . First prize: \$100, runner ups \$50 and \$25. Winner announced and notified on Monday, Sept 29 th . Click here for more information.	Atrium, Forest Sciences Centre, UBC Faculty of Forestry, 2424 Main Mall	UBC Faculty of Forestry and Forestry Undergraduate Society
Vancouver	Sept 22, 2014 10 am to 12 pm	UBC neighborhood tree walk	Social and exercise group walk in Pacific Spirit Park along Marine Drive to the ocean. Lead by Ben Seghers and Laura Cottle with Chinese forestry students to assist with translation.	Old Barn Community Centre, 6308 Thunderbird Blvd	UBC Faculty of Forestry

Vancouver	Sept 23, 2014 10:30 am-12 pm	Forest History presentation	Learn about changes in forest management over the last 40 years.	Brock House Seniors Centre, 3875 Point Grey Rd, Vancouver	Vancouver Section, Canadian Institute of Forestry
Vancouver	Sept 23, 2014 1 pm-4 pm	Values from the Forests: An Indigenous Perspective	Join a Musqueam Elder and Knowledge-Keepers, in a workshop to reconnect and restore our relationships to lands while we walk amongst medicinal trees and plants at UBC Farm. Workshop is free, donations welcome. Please RSVP at Andrea.Lyall@ubc.ca or register online .	UBC Farm, UBC campus	UBC Faculty of Forestry
Vancouver	Sept 23, 2014 5-6 pm	The New Urban Forestry – Climate Proofing Our Cities Presentation	A talk by professor Stephen Sheppard	Old Barn Community Centre, 6308 Thunderbird Blvd	UBC Faculty of Forestry and University Neighbourhood Association
Vancouver	Sept 23, 2014 6-9 pm	Co-op student presentations night	Public presentation of wood products & processing students' experiences and networking night with industry representatives.	Forest Sciences Centre, UBC Faculty of Forestry, 2424 Main Mall	UBC Faculty of Forestry
Vancouver	Sept 25, 2014 12:30-2 pm	Big Tree Registry and Exploration	12:30 pm - Big Tree Registry website launch (with refreshments) 1 pm - Arbournautics: exploratory big tree climbing demonstration Click here for more details. Register online by Sept 17 th .	Forest Sciences Centre, UBC Faculty of Forestry, 2424 Main Mall	UBC Faculty of Forestry, BC Big Tree Registry committee and BC Plant Health Care Inc.

Vancouver	Sept 25, 2014 1-3 pm	Tree tour	Learn about the mature treescapes of ornamental trees from around the world established in Almond Park during the founding years of Vancouver.	Almond Park, 13th Ave and Dunbar St. Meet at the tennis courts.	City of Vancouver Parks, Recreation & Culture
Vancouver	Sept 25, 2014 6-9 pm	Co-op student presentations night	Public presentation of wood products & processing students' experiences and networking night with industry representatives.	Forest Sciences Centre, UBC Faculty of Forestry, 2424 Main Mall	UBC Faculty of Forestry
Vancouver	Sept 26, 2014 Time: 12-3 pm	3 rd annual OrientTREEing race	Find those special trees by the clues and a map you will be given at the start of the race. Win \$100, \$50 or \$25 if you find all trees (or as many as you can), map them accurately and finish the race for the least amount of time. Click here for more details. Register at info.fgsa@gmail.com by Sept 19 th	UBC campus	UBC Faculty of Forestry and Forestry Graduate Student Association
Vancouver	Sept 26, 2014 2-4 pm	Forest tour	Learn about Stanley Park management, forest ecology, and the response to the 2006 windstorm. Easy walk with no steep slopes. Good walking shoes are recommended and dress for the weather.	Prospect Point picnic area parking lot near the large stone monument near the lookout.	City of Vancouver Parks, Recreation & Culture & UBC Faculty of Forestry
Victoria	Sept 24, 2014	Forest walk and talks at the Pacific Forestry Centre	Celebrate National Tree Day with a guided tour through the newly re-opened David Douglas Trail followed by presentations and exhibits in the conference room. RSVP to Jane Foster	Pacific Forestry Centre, 506 West Burnside Rd	Pacific Forestry Centre