

From the Chair - Makenzie Leine

More than a number: A Job is a Person

To those of us who are lucky enough to be a part of the forest industry, and others who take the time to see what we do and understand our story, it is a different industry than the picture that is often painted. It is a, family-supporting living that not only has important direct benefits but also, has multiple degrees of connectivity to the community and economy.



Often, forestry's weight is measured by its economic benefit. Commonly, this importance is quantified as economic contribution to Gross Domestic Product or number of jobs. But what does that really mean? Diving into its deeper meaning tells the compelling story of our industry. It tells the human story, and how we are woven into the fabric of our communities. It is more than a number.

"GDP": How important is a dollar or a percent of economic contribution to the GDP and why does GDP matter? Economic contribution goes much deeper than the earnings from the sale of timber or pulp. The health of our economy is correlated to the health of our community.

Take a single logging truck which transports that timber (one sliver of the entire supply chain in the forest industry); it needs a driver, the tire sales person that replaces its tires, the person that works for the gas company that provides it fuel, the mechanic that maintains it, the parts person that sells to the mechanic and many other people - but let's just stick with those few.

The driver and the tire person, the gas company employee, the mechanic, the parts person, and their families all go to the doctor in town. They, and their doctor, shop at a store where the cashier works. They, the cashier, and the doctor might go to the class where the yoga instructor teaches. All of them give back to the community in many different forms; they may volunteer at the fire hall, buy local art, coach baseball, or donate to the hospice. They sign up their children for soccer and that experience builds healthy youth that will soon be contributing members of the community as well.



All of these people pay taxes from the benefits of their work that wouldn't happen without each other. These taxes maintain schools and hospitals and keep neighborhoods safe. All of these people have families and friends who depend on them in many different ways; financially, emotionally, socially and those people, in turn, work and contribute to their communities in the same way. Some day they will retire and continue to give back in new ways.

This cycle and positive interdependence is complex and infinite. It is the foundation of the community and the standard of living that we all enjoy. All of this springs from only one small part of the forest; one logging truck, an example of how the economic impact of our forests runs much deeper than the profits from a log or a dollar to the GDP.

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The British Columbia forest industry produces 2,245,605 jobs. Big numbers; numbers that may change over time, numbers that may be more or less than another industry. But so what? The "so what" is what one of those jobs is. It isn't just a number. It's a person's livelihood, it is something that gives one a reason to get up in the morning. It is someone's role in supporting their family, it pays a mortgage, buys ice hockey skates, healthy food. It is someone's passion and pride and often forms their personal identity.

Jobs connect us to a team and a purpose that is, for most, a necessity. Studies by the American Psychological Association discuss the moderating role of employment on personal distress. A job is a connectedness, the privilege of contributing to family and the community and an important role in someone's mental well-being. With this awareness, our youth may then aspire to those jobs. It drives them to work hard in school, explore, set goals; dream. And the positive cycle continues. It doesn't matter if it is one job or 2.5 million jobs, a "job" is a person.

So when we share our story about the forest industry and its contribution to jobs and the economy, I suggest we go a little deeper into who and what that job is, and how our place in the economy makes our community a better place to live. And our best example is ourselves!



SPLINTER'S NOTES

It is time once again for Canadian Women In Timber members to renew their memberships. Memberships are due each September. CWIT relies on memberships to keep our organization strong and to help fund our forest education projects. Please give Canadian Women In Timber your support by renewing your membership.

Our new CWIT website is up and running and we are also on Facebook. Please like our page and share our Facebook posts.

We are currently working on a new brochure promoting Canadian Women In Timber. Plans are also underway to produce a rack card about the forest industry to place in public information racks found in hotels, BC Ferries and other tourist attractions.

Our Splinter activity books and materials continue to be very popular. Upon requests they have been sent to a Gr. 4 class in a Toronto school, local schools, the teachers Festival of Forestry Tour, the National Forest Week celebrations and several Vancouver Island functions as well as all the forestry venues we have attended.

The 27th CWIT Annual General Meeting will be held on October 21, 2016 in Vernon at the ILA office. The AGM will be followed by a Board of Directors meeting and an informal lunch.

CANADIAN WOMEN IN TIMBER FOREST AWARENESS DAY

Join CWIT as we celebrate the Forest and its People on our annual Forest Awareness Day, October 5, 2016. CWIT has set aside this day to promote public awareness of the contributions Forestry and its related industries make to the economy and the people of BC and Canada while maintaining its commitment to environmental protection and forest renewal. It is important to increase our knowledge of the Forest for a multitude of uses through increased access to accurate information.

Forests are important to all of us. They are a shared renewable resource: industry, wildlife habitat, recreation, air and water quality. Forest industry supports jobs, businesses, schools, hospitals, roads and government.

Immense benefits that people can always count on because trees, like children, cannot help but grow.

ABCFP Conference (Association of BC Forest Professionals)

CWIT members, Ann, Betty-Ann and Sandy attended the 68th Annual ABCFP conference in Vancouver on February 24-26, 2016. **Genome BC kindly donated a booth space to CWIT.** There were 350+ delegates and 30 exhibitors from BC and across Canada. We had very positive feedback and encouragement from the many people that stopped by to chat and collect our materials. We had many interesting discussions with

Foresters, Teachers, Forest Company CEOs, Forest Association leaders and government officials.

Minister of FLNRO, Steve Thomson stopped by to say hello as well.



Ann Polson with Doris Sun from the ABCFP



Betty-Ann McDonald with Gerry Birch
Past President of the ABCFP

COFI Conference (Council of Forest Industries)



Once again COFI generously donated a space for CWIT at their annual conference held in Kelowna on April 7 & 9, 2016. Ann, Betty-Ann and Sandy were kept busy distributing our CWIT materials and talking to delegates.

Premier Christy Clark was the luncheon speaker and thanks to Sandy we had a private chat with the Premier and presented her with a package of our forest education materials. She was very interested in CWIT and mentioned us and how important the work is we do in her speech at the luncheon.

ILA Conference and Trade Show (Interior Logging Association)

The ILA continues to be a major supporter of Canadian Women In Timber and once again donated a space for our booth at their annual Conference and Trade Show in Vernon on May 5-7, 2016. Marg, Joanne, Ann and Betty-Ann were kept very busy at the CWIT booth with many young families stopping by to pick up our forest education materials. They also organized and set up the silent auction. Part of the silent auction proceeds were very generously donated to CWIT.

Thank you very much to ILA for their continuing support and to all the donors that contributed to the auction and the bidders that bought the auction items. The winners of our free draws were Conner Frick of Rocky Mountain House AB (wooden truck) and Eric Kidland of Kelowna (wooden candle holder)



Modern Machines in Forestry

Technology Today has More Kick with a Softer Footprint

Technology in forest harvesting and road building has improved dramatically over the last 100 years. Forest equipment is leaving a softer footprint on the earth and the air. Enhancements are driven by the need to be more environmentally sensitive while at the same time focusing on fuel economy, emissions, safety, cost reduction, productivity and wood recovery.

For example, a modern bulldozer like the Caterpillar D7E uses an innovative diesel-electric powertrain engine that delivers increased power and efficiency using up to 76 percent less fuel per hour than its 1970s predecessor, the Cat D7G. Further, new Tier 4 engines used in machines today reduce emissions including particulate matter, unburned hydrocarbons, carbon monoxide and oxides of nitrogen by more than 90 percent.

Soil is a critical part of a healthy forest ecosystem and can become compacted and damaged during harvest. New machines are lighter with wider tracks that distribute weight more evenly on the ground, reducing soil compaction. Harvesters and hoe chucks with long arms can remove trees from sensitive areas without a trace of machine footprint. These machines have the ability to lift and swing logs during harvest, resulting in less soil disturbance while reducing damage to the log. They can also maneuver in soft and steep terrain, and reduce the overall impact on the surrounding forest ecosystem. Combined with sustainable forest management, contemporary logging practices reduce soil erosion and compaction.



The operator environment within the machine has also improved. Crush-proof cabs enclose workers, protecting them from rollovers.

Within the cab, comfort and efficiency include ergonomic seating, increased visibility, climate control, and reduced noise and vibration levels. Automation has also reduced the need for workers to leave the cab, keeping them safe from outdoor hazards.

Productivity gains mean that a "forest block" can be harvested in a fraction of the time, with less damage to the surrounding ecosystem, reduced labour costs and ultimately, higher wood utilization. Equipment is costly and well-trained employees are in demand. As science and engineering progress, manufacturers will continue to fine-tune their products.

Thanks to the Stump House Interpretive Trails for sharing this story. Learn more about forestry at the UBC Malcolm Knapp Research Forest. This newly developed interpretive trail includes thirteen stops that highlight silviculture, tree planting, research, culturally modified trees and more.



BUCKLEY'S COUGH MIXTURE was invented by William K. Buckley, a native of Nova Scotia, in 1919. It is made with Canada balsam, pine needle oil, camphor, and other medicinal ingredients. Just another one of the thousands of products we use every day that we get from trees.



FOREST AWARENESS THROUGH EDUCATION

www.canadianwomenintimber.com