

FOREST AWARENESS DAY - October 6, 2010

Canadian Women In timber created Forest Awareness Day, held annually on the first Wednesday in October to celebrate the Forest and its People. CWIT has set aside this day to promote public awareness and to remind people of the valuable and essential contribution Forestry and its related industries make to the economy and people of British Columbia and Canada.

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

The Forest Industry makes recyclable products from a sustainable, renewable resource. The harvesting and replanting of trees helps reduce the presence of greenhouse gases. Young growing forests consumes more carbon dioxide and gives off more oxygen than a mature or over-mature forest.

**Canadian Women In Timber AGM
October 2, 2010 - Richmond BC
Hilton Vancouver Airport Hotel - 9:30 am**



SPLINTER'S TRAVELS

Our Splinter books and other forest education materials are frequently requested through our website. In the past few months we have sent such materials to schools in Powell River, Campbell River, Nanoose Bay, Vancouver and Prince George; to an R.P. Biologist Research Coordinator at UBC Alex Fraser Research Forest in Williams Lake and to an Education Coordinator at the Northeast Superior Forest Community in Chapleau, Ontario.

Splinter has even gone International! We sent a package of our materials to a Conservation Technician in Essex County, New York, who is trying to implement Forestry in the curriculum for grades two to six.

We are excited and pleased with the many requests for our forest education materials and wish Splinter "Bon Voyage" in his travels.

Thank you to Island Timberlands, TimberWest and Tree Frog Creative Communications for sponsoring the 3rd printing of our "Fun In The Forest" Splinter activity book.

FORESTRY COMMUNICATIONS: THE DEFINITION OF INSANITY?

Perhaps insane is the feeling we get when we are sitting at a family dinner and someone asks if we replant after harvest. Maybe we feel a little insane when someone sporting a cardboard sign with a wooden handle with "Stop Clearcut Logging" written on it is blockading your activity. Has the little spike-tailed fellow popped up on your shoulder when a tourist suggests we keep things the same on the landscape for their next visit? Or better yet, your community leader suggests that your town will do better by tourism than forestry? That twinge of insanity (perhaps it's slightly more than a twinge for some) drives some of us to join up and continue the plight of communications, it keeps us going when the industry is tired and so are we, it inspires us to educate in order to solicit awareness and understanding. Really, it is the foundation of the Canadian Women in Timber and, from my understanding, the root of the passion of its founders.

Where does this feeling of insanity come from? If you think Albert Einstein knew a thing or two, you would buy into his definition of insanity; "doing the same thing over and over again and expecting different results". Is that us? Is that our industry? Is that why decades of successful crown and private forest reforestation programs has slipped through the public communication cracks? Is that why the protesters still make the news and are far more exciting than we are? Is that why our general public truly thinks forestry isn't important to our economy or has any link to their day-to-day life (in their wooden house)?

So are we chasing our tails or are we inspired? Let's be honest with ourselves; it's both, and it's progress if we recognize that. In order to continue an ongoing effort we need to maintain that special recipe of enough insanity to drive us forward but not so much that there is a red flag for obsolete messaging. We need to reinvent; alter the way we communicate to fit the way our audience understands. We need to look at our successful opposition and define why they have had such marvelous success (plural). We need to understand our youth and our elders. We must continue to talk to those we likely take for granted; our allies and our peers. We need to recognize that just because we know about our business does not mean we know how to communicate it, we need to keep telling our story rather than letting someone else do it for us (and be wrong). We need to stop apologizing and start advocating. We need to work to change culture not opinion.

I'm sure there are many, with more experience than I, that could bolster that list, but I think it's a good start. We'll start covering these views for the upcoming issues. In the meantime; keep talking...to everyone you meet!

Shuswap Branch Activities:

Betty-Ann, Marg and Ann once again volunteered to help at the Truck Loggers Convention on January 20-21. It was held in Victoria this year due to the Olympics in Vancouver. The change was a success with large audiences at all the events.

Due to the down sizing of the Interior Logging Association convention we did not have a booth this year. Ann and Betty-Ann did attend and had Splinter books and other materials on display.

School Presentations:

Since April we have given our Forest Presentation to 180 students throughout our district. The feedback from teachers and students has been very positive. One Teachers comments: "I liked the pace, presenters energy, video, and how it was presented at a level that fit our grade. The children loved it which was obvious by their attention an interesting comments." Kids' comments: "I never knew you could make so many things out of wood", "My favourite part was when Derrick dressed up as a faller", "I liked your model tree, it was cool."

"The only limit to our realization of tomorrow will be our doubts of today." - Franklin D. Roosevelt

In these lean times we see words like 'contraction', 'consolidation' and 'rationalization' continue to make headlines. The forest sector is grappling with the widening gap between the cost of doing business and falling revenues from forest products. In turn, Canadian Women in Timber (CWIT) must also meet lean times just like a business; we contract our spending as our donors tighten their purse strings, we consolidate our efforts, and we rationalize the return on each one of our activities.

Businesses and government often respond by cutting investment in activities that are seen to be revenue draining rather than revenue generating. Similarly, we can personally feel compelled to constrain the time we spend volunteering and supporting causes that seem to be losing their return. What worth is there in supporting CWIT and forest education, especially in communities where forestry seems to have packed up its tents and thumbed a ride out of town? What passion do we have left when our own forestry businesses must close their doors and we see our neighbours forced to step away from the work that they love?

The stated purpose of CWIT is to encourage sound management and wise use of forest resources in Canada for the benefit of all, and to enhance and foster public understanding of BC's forest resources and sustainable forest management. This purpose is exclusive of market fluctuations and global competition. We have a rich forest resource in BC and across Canada and every one of us is a consumer of wood products in a myriad of ways. Whatever the economic climate may be, we as a species are dependent on wood. CWIT's message is similarly enduring; we cannot sustain our use of natural resources without also understanding and supporting resource extraction.

Down turns in the economy inspire social change. They spark people to move from complacency to activism. It is during lean times that our volunteer efforts with CWIT can do far more than what they accomplish in better times. Now is the time to reconnect people to the resources upon which we depend, to inspire changes in attitudes and to fuel a passion for forest education.

With our love for forests and forestry we can continue to progressively help our friends and neighbours understand how forests function and how we can sustainably use them. We need to support the women and men who harvest forest products by telling their stories to our children. We need to support forestry education and research at all levels - how else will our children have the means and opportunity to improve how we extract these precious resources? Lastly, we need to inspire others to join us in carrying these messages to their neighbours and communities. In lean times resiliency comes from expanding not contracting, by being inclusive and not consolidating, and by believing that rationalizing our short-term survival means shedding our doubts about a positive future.



FOREST AWARENESS THROUGH EDUCATION

www.canadianwomenintimber.com

CANADIAN FORESTRY CORPS.... Betty-Ann McDonald

During World War One a unique, specialized unit called the Canadian Forestry Corps was formed and did important work in the production of lumber for war purposes. It was re-formed in World War Two when Canadian foresters again made a valuable Canadian contribution to victory.

The Canadian Forestry Corps was first organized during World War One at the request of the United Kingdom to help meet Britain's timber need during the war. Huge quantities of lumber were needed for use on the Western Front. It was used to bolster trench walls and to line their floors with "duck boards". It was used for railway ties, for building corduroy roads over muddy terrain, and for constructing troop shelters, aircraft hangers, hospitals and other buildings.

The British government concluded that there was nobody more experienced or qualified to harvest timber than the Canadians. Several regiments originally slated for the front lines became military lumberjack units instead. The Canadian Forestry Corps cut trees in forests in England, Scotland and France, where the timber was squared, sawed and transported. The CFC produced 70% of allied lumber used during World War One and also contributed to constructing over 100 airfields in France and Britain for the Royal Flying Corps.

Some 24,000 Canadians served in the Forestry Corps. The CFC usually served well back of the fighting but in emergency situations some individual troops were sent to fight on the front lines. Occasionally, Forestry Corps units worked on the front lines for the Canadian Corps with such duties as stockpiling artillery ammunition, assisting in the quick construction of rail and road systems or in helping to evacuate the wounded.

The second Canadian Forestry Corps was formed in 1940 again to help European allies produce sufficient amounts of timber from their forests for the war effort. The CFC worked mainly in Scotland but as the invasion of North-West Europe approached some of the forestry troops were sent to work in France and Belgium. When the Germans launched their counter-offensive, the Canadian foresters found themselves in the front line and were called on to do combat duty.

The Forestry Corps supported the early operations of the Normandy invasion by building rafts suitable for cross-Channel towing to move timber across the Channel. It later worked in the Forests of Western Germany preparing lumber and timber for use in the Rhine crossings.

After the war ended, the Canadian Forestry Corps units in the United Kingdom were disbanded and the Corps Headquarters ceased to operate on September 1, 1945 and the Headquarters of the Forestry Group on the continent were disbanded on December 3, 1945 marking the final conclusion of a job well done.

"LEST WE FORGET"
Remembrance Day - November 11

