

Municipal Forestry Institute

LEADERS GROWING LEADERS FOR URBAN FORESTRY



FEBRUARY 23-28, 2014

LIED LODGE & CONFERENCE CENTER, ARBOR DAY FARM
NEBRASKA CITY, NEBRASKA

DO YOU HAVE WHAT IT TAKES TO MOVE YOURSELF AND YOUR URBAN FORESTRY PROGRAM 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 that helps urban forestry professionals and citizen activists improve their leadership, planning, communication, and collaboration skills. 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 2014, being held February 23-28, 2014 in Nebraska City, NE.**

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 program 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 decades of experience in leading urban forestry programs at the local, state, federal, and non-profit levels. There are 4 major components of the MFI curriculum:

- **Developing a Leadership Approach to Your Position**
- **Thinking and Planning Strategically to Advance Urban Forestry Programs**
- **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, multimedia presentations, panel discussions, group exercises, and real-life scenarios.



WHO SHOULD ATTEND?

People who plan, manage, and administer urban forestry programs and who want to become more effective leaders and managers. Past MFI classes have included over 400:

- City Foresters & City Arborists
- Urban Foresters, Municipal Arborists, City Planners, Tree Wardens
- State Urban Forestry Staff
- Community Tree Advocates
- Non-Profit Tree Group Staff and Members

REGISTRATION DETAILS

The all-inclusive registration fee covers the following:

- All course materials
- Five nights hotel lodging (Sunday thru Thursday)
- All meals from Sunday dinner thru Friday lunch
- Ground transportation to and from Omaha airport

REGISTRATION INVESTMENT: \$1999

CEUS AVAILABLE: ISA, BCMA, Municipal Specialist
SAF Certified Forester
APA/AICP Certified Planner

TO APPLY: Visit www.urban-forestry.com. Registration closes December 1, 2013, or when full. If you have questions, contact SMA (706)769-7412 or ask someone who has attended!

MFI is
brought to
you by:



Our Sponsors
and Partners:



WHAT PAST PARTICIPANTS HAVE TO SAY ABOUT MFI:

"MFI delivers on its promise to mold leaders in urban forestry."

*-John McNeil, Oakville, ON, Canada
SMA Past President*

"MFI was a true inspiration in leadership and an exceptional personal experience. It will have a significant impact in my future career and personal life and bring our community's urban forestry program to the highest level."

-Michael-Gerald Neumann, Roseville, CA

"I'd recommend (MFI) to anyone who wants to make urban forestry their profession and not just their job."

-Angela Hansen, Austin, TX

Click the Pic to see and hear the testimony of one MFI graduate!
(Windows Media Player file)



ADDITIONAL DETAILS ABOUT MFI 2014

LOCATION

The 2014 MFI will be held at the Lied Lodge and Conference Center at the Arbor Day Farm in Nebraska City, Nebraska, about one hour south of Omaha, NE. For additional details visit the Arbor Day Farm website at liedlodge.org. Please note that you may NOT reserve a lodging room for MFI through that website.



TRAVEL

Please do not make any airline travel arrangements for MFI 2014 until you have received your acceptance email, probably in mid-December 2013. This acceptance email will contain travel guidance for you, including letting you know about group transportation arrangements from the Omaha airport to the Arbor Day Farm.

ORGANIZERS AND SPONSORS

The MFI 2014 is a program of the Society of Municipal Arborists and is organized in cooperation with other groups such as the Arbor Day Foundation and the USDA Forest Service Urban and Community Forestry program. Sponsorship opportunities for MFI 2014 are available by contacting Jerri LaHaie at urbanforestry@prodigy.net.

MFI 2014: WHAT TO EXPECT

REQUIRED PRE-INSTITUTE WORK

Part of the MFI experience involves mandatory readings and online discussions that will be held during January and early February, 2014. If you're accepted into MFI 2014, you'll need a valid email address and internet access from work or home. Plan on spending about 2 hours per week for 5 to 7 weeks on the Institute pre-work.

INSTRUCTORS

The MFI 2014 instructional staff comes with decades of experience in all phases of urban forestry at the municipal, state, federal, and non-profit levels. Most MFI teaching teams have more than 100 years combined urban forestry experience.

MFI WEEK SCHEDULE

MFI is an intensive learning experience. You must be able to attend from 4:00 PM on Sunday until 1:00 PM 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. Also, sorry, but pets, spouses, and children or guests cannot be accommodated at MFI.

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

