

To: All Planters, Brushers, Spacers, Fire Fighters and Silviculture Workers



From: Communications Committee, WSCA

We need your help. Our forests are under attack by the beetle and our jobs are at stake.

It is time to speak out on the state of our forests and the state of our industry. There is a disconnect between forest health and provincial forest policy in Western Canada. It is time to bring this into public awareness.

As a Planter, Brusher or Firefighter, you are part of the silviculture community. In 2008, there were over 6000 of us in Western Canada alone and we all depend on the silviculture industry for employment each year. In 2010, this number has dropped to 4000. Where will this number be in 2011?

It is clear that forest health is at stake; however, there is more at risk. Our Jobs depend on the health of the forest. However, the inverse is equally important: forest health depends on us doing our jobs. We need to **GROW MORE TREES AND PLANT MORE TREES**. This depends on political will. And political will is influenced by public opinion. So it is up to us to start asking the right questions and talking about the facts. What is the real state of our forests? What is the real state of our industry? Why are we planting less trees when there are millions of hectares of dead bug wood?

So what can we do?

1. Know the facts. Talk with the owners of the company you plant with.
Talk with other planters about the state of the industry.

Action:

Visit www.forestfacts.ca

Sign the PETITION on the web page.

The Goal:

Have every planter in the industry endorse the message.

Get 10,000 signatures.

2. **Write your MLA and MP.**
Download the letter from www.forestfacts.ca and then send it to your MLA and MP.
3. **Take pictures.** Pictures of planters or beetle killed forests or whatever you believe best captures the essence of what we do and the issues around forest health.
It can be as simple as the hand of a planter or as beautiful as an owl in a dead pine tree.

Action:

Enter our Photo Contest.

Theme:

Community, Environmental or Economical images that are affected by Forest Health Issues.

The Contest:

- Limited to the first 2000 pictures.
- Limited to 3 pictures per photographer.
- Must be submitted by June 21st.
- Judged by July 15th.

- Judged and voted on by YOU.
- The Prizes: STAY TUNED..... TO BE ANOUNCED.
- **The top 12 pictures get published in the 2011 WSCA Treeplanter Calendar.**

Note: To simplify this process all pictures need to become property of WSCA.

4. Make a video to celebrate what we do.

Action:

Enter the Video contest.

Theme:

TREE PLANTING MAKES THE REST OF OUR LIVES FEEL EASY.

The Contest:

- Limited to the first 100 Videos.
- Limited to 1 video per person.
- Length: 4- 8 minutes.
- Must be submitted by June 21st.
- Judged by July 15th.
- Judged and voted on hits on YouTube.
- The Prizes: STAY TUNED..... TO BE ANOUNCED.
- Links for videos need to be sent to Karline at the WSCA admin@wsca.ca

5. Participate in Celebrating Planter Appreciation Day with your company on June 5th.

This is an annual event that started when we celebrated the planting of BC's 6 billionth tree on June 5th 2008.

Action:

Talk to the media on June 5th during the Planter Appreciation Day. Have a story written about planting and the value it brings to the environment, the economy or community. Once this story is published, send it to the communications committee at stories@forestfacts.ca and we will post them on the web site.

What we do has great value. We need public awareness to put pressure on the government. **We need the government to address the climate issues, acknowledge the beetle problem, and be accountable to their environmental obligations.**

We need to GROW MORE TREES AND PLANT MORE TREES and do more silviculture. There is a lot riding on this so please participate.

We cannot do this without you.

Please feel free to contact any of us at any time with feedback or ideas.

Sincerely,

Communications Committee, WSCA

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