

The California Urban Forests Council
& the San Diego Regional Urban Forests Council present:

Direction, Connection, Leading in Your Community!

Spend a day building and polishing you leadership and advocacy skills



June 21, 2012 ~ 7:00AM till 4:00PM

Registration 7:00AM—8:00AM

California Center for Sustainable Energy

8690 Balboa Ave., Suite 100, San Diego, CA 92123

Includes morning coffee & snacks & lunch included

Become a member & Save \$10!!!

\$35 for CaUFC Members ~ \$45 for Non-Members

Limit 30 Attendees!



Let us help you help move urban and community forestry into the forefront of policy conversations in your city or town and in Sacramento. Together we can make the change we want to see for trees; for public, community, and environmental health; for business and job growth; and so much more!

Who Should Attend? Professionals passionate about positive change in their communities - Municipal, Certified & Consulting Arborists & Urban Foresters, Planners, Architects, & Landscape Architects, Public & Environmental Health Advocates, the Nursery Industry & related Trades, City & County staff & other Public Servants, and Service Organizations—this event is also open to the public.

Our Approach: Recognizing your passion and how to apply it to time-tested, professional outreach techniques and tools. Lots of break-out sessions and small group work, but with time to consider what is important to you and to learn from others experiences.

Your Results: You feel supported and your skill sets are stronger; you can make your point and ask for what is important to you and your community; & you can demonstrate these strengths while becoming a community resource.

Recent attendee proclaims:
"Advocacy is not so mysterious now!"

Western Chapter ISA

CEU's applied for -

California Urban Forests Council

CEU's applied for -



invest
from the
ground up



Direction, Connection, Leading in Your Community!

AGENDA & REGISTRATION

To register online go to: www.caufc.org/Workshops

Fill-in the document below and mail to:
CaUFC, PO Box 823, Novato, CA 94948

Members \$35, Non-members \$45

Registration 7:00AM—8:00AM

Agenda Topics:

[Click here for full agenda](#)



“Being Yourself – advocacy is telling your personal story,” Nancy Hughes, Executive Director, California Urban Forests Council

“Advocacy in your Community & California – real tools & techniques toward becoming an effective advocate,” Connie Gallippi, Conservation Strategy Group

“Invest From the Ground Up Campaign – understanding your target audience and how to use materials to support your outreach and advocacy efforts,” Nancy Hughes, Executive Director, California Urban Forests Council

“Wrapping It Up – ‘investing’ in yourself and your community to reach your goals

Mail to: CAUFC - PO Box 823, Novato, CA 94948

Name:	
Company:	
Cell Phone:	Email:
Billing Address	
Credit Card #	Expiration Date:
(Visa & MasterCard Only)	
CaUFC Membership #:	Three-Digit Code:
Signature:	
No. or Registrations:	
Additional Attendees Names:	
1)	2)
3)	4)

{ A graduate cheers::
“Love the passion and support!” }

