



The British Columbia

# Forest Service

Newsletter

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A Newsletter for Ministry of Forests' employees

February 1995

## 1,300 answer recruitment ads

**T**he Forest Service's largest ever recruiting drive has drawn more than 1,300 applications from job seekers across Canada.

Career ads began running in major market newspapers in early December. Ever since, human resource officers in Victoria and Williams Lake have been kept busy screening the stacks of resumes that arrived daily. "The response was totally overwhelming," says Esther MacDonald, the cross-country recruitment project coordinator. In just over two weeks, MacDonald completed preliminary screening of 350 applicants for licensed science officer positions (LSOs).

Job vacancies for up to 25 LSOs and 50 science/technical officers (STOs) were created by the introduction of the Forest Renewal Plan and the Forest Practices Code. Responsibility for the preliminary stage of recruitment — receiving, acknowledging and screening applications — was divided between staff at headquarters and the Cariboo forest region.

The division gave Cariboo region an opportunity to test on a province-wide scale its "staffing efficiencies" model, which has proven successful in a number of region-wide recruitments over the past four years.

The model uses a customized application form to obtain information which allows more precise matching of an applicant's qualifications with the knowledge and skills required in the job.

An applicant must provide objective information about themselves in six categories: engineering, inventory, range, recreation, silviculture and timber. The applicant is graded in each category and a rating is assigned.

The applicant can then be considered for

any job requiring minimum ratings in one or more categories. Additional information in contract management and forestry field techniques is also required.

Personnel officers can then match the applicant's qualifications to the specific requirements of the job. For example, if a generalist is being sought in a region in which range skills are not important, the range category can be excluded from the applicant's overall

evaluation. This means that an otherwise good generalist who has not been exposed to range could still be considered for the job.

A low score in one category would not eliminate the applicant from a competition if those skills are not applicable.

"The Cariboo has mass recruiting experience that other regions don't have," says Regional

— continued on page 5

## Fitness for forest workers



*The 1993 winners of  
Chilliwack forest  
district's "Forest Fit"  
program: Native  
Liaison Officer Sharon  
Hadway, who scored  
2,119 points and  
Silviculture Technician  
Craig Wickland, with  
1,883 points.  
Story on page 6.*

# Forest Service executive deliver Community Services Fund prizes

Ever since the Community Services Fund results were announced in November, Forest Service headquarters staff have been collecting on the prizes donated by executive.

Members of executive contributed prizes awarded to people whose names were drawn from a hat. Everyone who contributed to the fund was eligible. Taking delivery of the prizes produced some good times, laughs and rewarding experiences.

Having worked with each other in the past, Mike Jeffery and Bob Friesen were already well acquainted when they got together for lunch at Rebecca's in mid-December.

"Winning was quite a surprise to me, and I'm sure it was quite a surprise to Bob when he found out who he had to buy lunch for," said Jeffery.

Shop talk dominated the conversation, but Jeffery said he won't claim it as a working lunch. "There were enough humorous anecdotes to make it thoroughly enjoyable," he joked.

An informative and — initially — terrifying day awaited Shelly Prentis, who won the opportunity to spend a day with Deputy Minister Gerry Armstrong.

On December 9 the two caught a 7:30 a.m. Helijet to Vancouver for a tour of Scott Paper's New Westminster plant and tree farm field inspections.

For Prentis, the Helijet was one thing, but the small helicopter that had been hired to transport them to the tree farm was something else. "I was freaked, it was so little," she recalled.

But the fear didn't last long, and Prentis gained a lot of insight into silviculture and paper production. "I'll never look at another roll of toilet paper the same," she said.

Darlene Masson said her prize — personal

advice on promoting her career, courtesy of management services ADM Harry Powell — couldn't have come at a better time. Masson's position with financial services is being phased out as part of the ministry reorganization.

She and Powell first met in early December. "We identified what my needs were and how Harry could best assist me with future plans," said Masson. They concluded by promising to get together again once Masson has decided on where she wants to go.

"I'm sure not everyone can go running to their ADM for help," she noted with a laugh.

Phil Taudin-Chabot, colleague Eric Meyer, Don Wright and Harry Powell think they have a shot at the Guinness Book of World Records following their game of billiards in December.

"We think we should get in as the longest-

ever game of billiards," said Taudin-Chabot. The foursome split up into teams: Taudin-Chabot and Meyer taking on the Powell and Wright duo.

After an hour of play, Taudin-Chabot's side squeaked by for the win.

For her contribution to the recognition prizes, former public affairs Director Laura Stringer had promised the winner a choice of a bottle of wine or a haircut.

When the new director, Irwin Henderson, joined the branch, he graciously assumed his predecessor's obligation, and offered to cut Lisa Hayton's hair for absolutely free. Hayton wisely chose the wine, which Henderson delivered in January.

Dave Wegelin and Bronwen Beedle have been too busy to find the time for a horse-drawn carriage tour of Victoria, courtesy of Beedle. However, Beedle was happy to take Wegelin up on his suggestion that the price of the tour be donated to the United Way.

## DOG DAY AFTERNOON



World champion dog musher Terry Streeper races past the Fort Nelson district office, located at Mile 301 on the Alaska Highway. (Photo by Jeff Elder.)

# Success guaranteed for new tree book

One of the Forest Service's most successful publications is now even better.

The first copies of an updated and expanded edition of *Tree Book — Learning to Recognize Trees of British Columbia* were delivered to Forest Service offices in December.

Distribution to all district offices began in early February.

Funded by the Forest Service and FRDA, the book represents countless hours of work by several Forest Service staff.

Roberta Parish and Sandra Thomson, both of research branch, were the principal authors; and Ruth Eppele Dickens of public affairs branch coordinated the project.

The original tree book, published in 1977, had been reprinted several times. But the 1994 edition represents a complete make-over, reflecting a shift in attitudes toward forests.

"We wanted to demonstrate that forests are

more than trees and that trees are more than timber," said Parish.

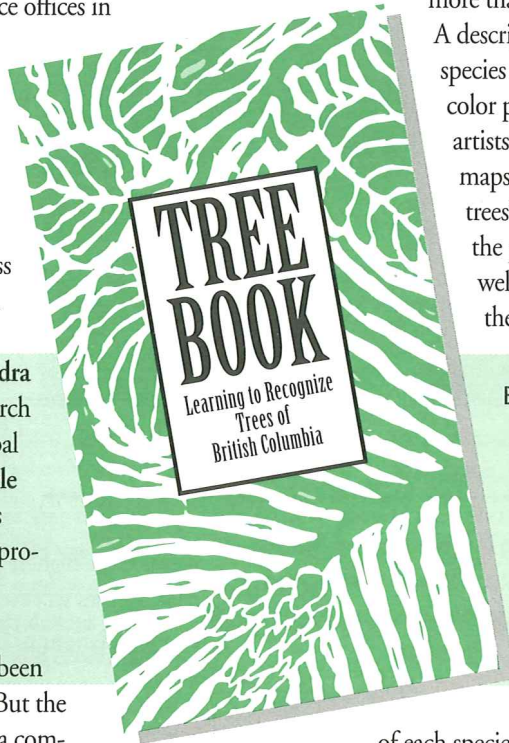
At nearly 200 pages, the new edition is twice as thick as the first. It contains information on 41 species — 23 more than its predecessor. A description of each species is supported by color photographs, artists illustrations and maps showing the trees' distribution in the province. As well, a description of the traditional uses

the environment that supports each tree.

The book's educational value was quickly recognized by the Ministry of Education, which took little time in approving it as a recommended learning resource.

Twenty thousand copies are reserved for teachers. "We hope they will use it as a reference during field trips," said Eppele Dickens.

Other individuals who made substantial contributions to the new book include Paul Nystedt, research branch; Jill Peterson, Canadian Forest Service; Wendy Stewart, formerly of public affairs; and Bob Callow,



Excerpt:

*The pitch and bark of subalpine fir was a very important medicine in the Interior. The Secwepemc called the tree the medicine plant. They chewed the pitch to clean their teeth. People also chewed the pitch of all true fir for enjoyment.*

of each species by aboriginals adds an interesting historical perspective.

Notes on habitat, ecosystems and biogeoclimatic zones give the reader a broad view of

with Queen's Printer.

Copies are available through technical and administrative services branch. Ask for publication number FS 316 HAP 94/07.

## New look for the Code debuts this spring

Beginning this spring, forestry in B.C. will take on a new look — literally.

In conjunction with the Ministry of Environment, Lands and Parks, the Ministry of Energy Mines and Petroleum Resources, and Government Communications Office, the Forest Service is developing a visual identity to represent the Forest Practices Code.

"We wanted to raise the profile of the Forest Practices Code and ensure the public and

stakeholders recognize publications, vehicles and equipment associated with the Code," said Jim Challenger, manager of visual communications for public affairs branch.

The project was awarded to a Vancouver creative agency last fall. Since then, proposals have been developed and tested by focus groups made up of members of the public. Final approval is pending. Challenger emphasized that the Forest Practices Code

logo will not replace or diminish the significance of the current Forest Service oval or the government crest.

Rather, he said, it will work in conjunction with existing material, in much the same way that the Drinking Driving Counter-Attack logo is displayed on police vehicles and ambulances.

Challenger said he expects the new logo to make its appearance in late spring.

# Prince Rupert staff win awards

Two staff members of the Prince Rupert forest region office are each \$200 richer, thanks to their money-saving ideas submitted under the Suggestion Award Program.

As far as Regional Timber Clerk Sue Wessel is concerned, she handles far too much paper. So when she saw the chance to eliminate some, she spoke up.

Form FS24 is a three-part form to provide notice of deletion information pertaining to timber sales, cutting permits and minor tenures. District staff would complete the form and forward it to regional headquarters, where staff would process the information and forward it to timber harvesting branch in Victoria.

However, the forest tenure administration system has automated the process, so the



Chief Forester Larry Pedersen presents \$200-cheque to Suggestion Award winner Ann Morrison. (Photo by Terry Walker.)

FS24 form was no longer necessary. Wessel's suggestion is expected to save many person-hours previously spent completing, handling and filing the obsolete form.

Ann Morrison learned about the number of mylar maps being discarded: 9,768 outdated forest cover maps were replaced last year alone. She knew there had to be a better way.

Also, mylar is designed to last, so it would not break down in landfills.

Morrison called some recyclers, and learned there was a market for this material. In fact two recyclers were willing to buy it. One company indicated the mylar could be shredded and used in car dashboards; the other would press it into pellets to be used in manufacturing park benches and flower pots.

Morrison wrote up her suggestion: ship unwanted mylars to a central depository, then sell

them to the highest bidder. Her hope is that all ministries will eventually participate.

Congratulations to both Suggestion Award winners.

— Submitted by Marilyn Seifert, (formerly)  
Suggestion Award Program coordinator

## Cribbage fans play for bragging rights

It's that time of year again and the Chilliwack forest district's Annual Crib Tournament is in full swing.

Both the singles and the pairs events are underway and already some of the entrants have fallen by the wayside. It appears that winning a repeat championship may be the most difficult thing to do.

The 1993 pairs champions, Les Andersen and Len Feldes are out of the competition. Riaz Bassari, the 1994 singles champion, had dropped down to B division.

The 1993 singles champ, Jeff Redman, and the 1994 pairs winners, Ron Webb and Brian Bubela, have fared a little better. All have made it to the quarter-finals.

Although the final outcome won't be known until March, silviculture is "kicking butt" so far, according to silviculture technician Jim Jensen.

Veterans say the Chilliwack tournament is a cut-throat competition, with mudslinging, hair pulling and the occasional full-body contact all part of the fun.

Competitors pay a \$5 entry fee, which is used to buy trophies for the winners. "But what we're really playing for is the bragging rights," says Residue Coordinator Stan Smethurst. "The person who wins gets to brag all year."

— Submitted by Jim Jensen, silviculture technician,  
Chilliwack forest district

## NEW DIRECTOR AT PUBLIC AFFAIRS:

# Renewed focus on client services

After seven years as director of public affairs for the Ministry of Energy, Mines and Petroleum Resources, **Irwin Henderson** has had hands-on experience with the issues reshaping resource sectors and the ministries that administer them.

"After three months, I'm still learning," he said during an interview in late March. "It's a different industry with different markets, but I recognize many of the issues and the intense public scrutiny."

And, he said, he welcomes the challenges of his new role in B.C.'s biggest industry. "This is where the environment and the economy come together in B.C. Forests are our biggest industrial sector and our most far-flung resource."

On his arrival in November, one of the first things that Henderson noticed was the degree of cooperation and mutual support shared among public affairs staff, as well as their high-quality training and experience.

"There are definitely some 'stars' working in public affairs. It's a high-stress environment, and our reorganization will help us manage the pace as we provide more services and respond to more needs around the ministry," he said.

To meet the challenges, Henderson said the branch will emphasize client focus and

value-added service. Staff have already begun to try out a 'case officer' system, so a client will work with one public affairs person from project planning through to completion.

The new approach has already generated positive feedback among program staff, Henderson noted.

Branch staff are also enjoying the greater variety of tasks and responsibilities. Other services, such as media relations, issue management and event planning, are also being increased in the branch and provided to both headquarters and regions.

"Right now there is a great opportunity for forestry in B.C.," he said. "We have the policies in place to review timber supply, regulate activities in the woods and put money back into the resource. And the strategy has solid public support."

One of the key challenges facing public affairs, and the Forest Service as a whole, is to ensure that international audiences understand that forestry in B.C. is responsible and sustainable.

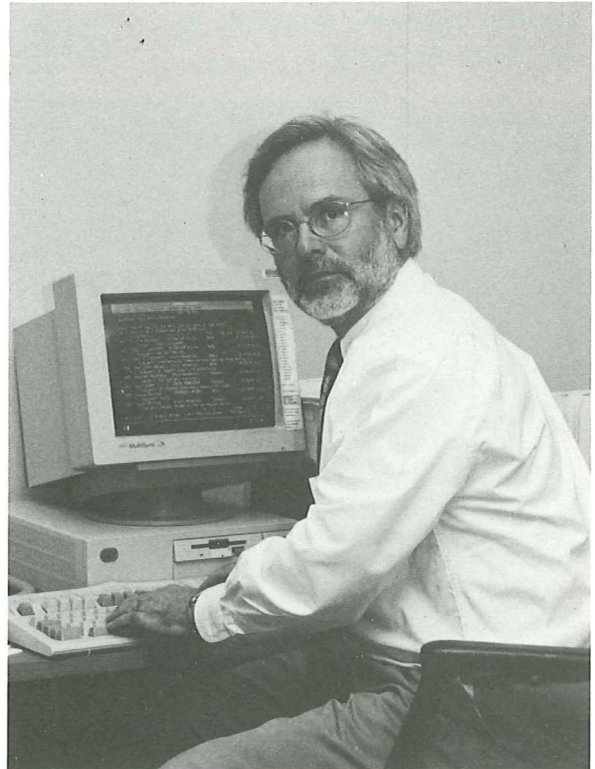
"The lines between trade and environmental issues are becoming increasingly blurred,"

Recruitment, continued from page 1

Personnel Officer Rob Turner. "So we volunteered."

Like Macdonald, Turner was surprised at the number of applicants — a total of 950 applicants for the STOs' positions with two days to go before the cut-off.

"We've never had more than 150 applicants in the past," he notes. Turner and his colleagues are keen to see how well the strategy



Irwin Henderson welcomes the challenges of his new job.

Henderson noted. In Europe the debate focuses on environmental issues. In the U.S., both environmental and trade issues will pose potential challenges for B.C. forestry.

Meanwhile back home, the branch will concentrate on delivering their services to headquarters, regions and districts in the months ahead.

works with large numbers of applicants. Ministry selection teams will travel the country in February and March, interviewing prospective candidates.

Qualified staff now working for the Forest Service and those asking for voluntary reassignment will have priority.

Macdonald expects most of the new positions to be filled by the end of March.

## Public affairs now at new offices

Along with a new organizational structure, the public affairs branch has a new home.

Effective February 20, the branch is located on the third floor of the Centra Gas building at 1675 Douglas Street. Most telephone numbers will remain the same. Drop-in service is offered to the public as well as Forest Service staff.

# Prince Rupert hosts world travellers

Two participants in the Canada World Youth program got a first-hand look at B.C. forestry during their 10-week stay in Prince Rupert last summer.



Vinod Gawde and Benoit Cloutier helped district staff with various field operations, touring the district by air, land and water. District staff emphasized field experience, but the youths also put in time at the office.

.....  
Gord Munro, resource

officer, protection (I), and

Vinod Gawde, a Canada

World Youth (CWY) partici-

pant from Bombay, India,

prepare to embark on a flight

in the North Coast forest

district.  
.....

"Our backlog of files is caught up for the first time in ages," said Resource Officer Dave Bewick.

The two, one from Montreal and the other from India, were among 14 CWY participants who visited Prince Rupert last summer. Other members of the group worked with various community organizations, including a transition house, a recycling society and with the Canada Senior Games.

With the focus of the CWY program on cultural exchange, the East Indian visitors staged various activities in the community to raise cultural awareness among residents.

Bewick and his family did one better: they billeted two CWY students during their visit to Prince Rupert.

"It was great. We all learned a lot about East Indian culture," he said, adding the students showed considerable insight for their age.

"Basically, all I had on them was 15 or 20 years of life. As for knowledge, they were right on top of things," he recalled.

## Chilliwack district staff stay fit

The pursuit of fitness and good health has become a way of life for staff at the Chilliwack forest district office.

For three years running, district staff have organized and participated in the "forest fit" program, a fitness campaign of their own invention.

"We started the project to promote physical and mental health," said Residue Coordinator Stan Smethurst, who was then a member of the local occupational health committee. "We wanted to encourage people to exercise outside of work."

Under the program, each participant competes against the others to score the most points. A chart containing participants'

names and a list of various exercises is posted in the office.

Participants record points based on their activities. More intense work-outs, such as running or squash, earn more points than moderate (tennis, swimming, canoeing) and mild (walks, yoga, golf) work-outs.

"The program also includes a few lifestyle things," said Smethurst. For example, people can earn points by giving up cigarettes. Activities involving the participants' family also earn extra points.

As a little incentive, participants receive periodic rewards recognizing their efforts, such as a bag of light microwave popcorn or a granola bar. "The popcorn works great,"

said Smethurst, describing its effect on others as the smell wafts through the office.

Monthly scores are tallied at the end of the year, and the winners receive token awards: Forest Service pens. As well, people who stick with it throughout the year receive a Forest Service cup and saucer.

So far, all money for prizes is raised through 50/50 draws among staff. But given the benefits and cost-savings realized through healthy living, Smethurst thinks the Forest Service should officially adopt the program and kick in some funds.

Anyone interested in starting a similar program at their office can call Smethurst for information at 794-2107.

# Forest Service prepares to tap Internet

The technical and administrative services branch (TASB) has launched a pilot project that could see Forest Service staff — and others across government and the public — reading ministry manuals and other information through the Internet.

“Our branch has a mandate to provide standards for the development, production and distribution of Forest Service manuals,” explained program manager **Gayle Baird**.

“We believe there is potential to take advantage of emerging technologies, such as web servers on the Internet, to save considerable money and staff time, while actually improving service to our clients.

“Two obvious advantages for Forest Service staff would be reading a completely up-to-date version and using keywords to search globally through all manuals for related information.”

Over the past two years, TASB has produced electronic versions of the ministry policy manual (available now on Forest Service LANS and on diskette), and has developed writing and layout standards for printed manuals.

The new project will build on that experience, investigating standards for authoring on-line versions of all manuals and mechanisms for centralized dial-in access through Internet.

The project, managed by **Kent Green**, will examine users' needs and how to meet them, identify necessary hardware and software, identify training requirements for authors and users, propose guidelines for Internet publishing, and provide a schedule for the phased implementation of the standards throughout the ministry.

Issues related to public use, the *Freedom of Information and Protection of Privacy Act*, intellectual property and publishing rights, along with technical aspects of publishing will be discussed in a final plan document.

World-wide web servers have emerged with-

in the past year as a standard for making information available over the Internet. Thousands of sites are being registered each month, including virtually every government and educational institute in the world.

Web servers support on-screen viewing of text, images, sound and video. Most operations are simple point-and-click choices. The browser software (which individuals need on their computers to read web documents) is free through many sources.

An integral component of the project will be meetings and workshops to share information and experiences with those staff members responsible for maintaining the content of over 40 Forest Service manuals.

The pilot project will link groups from other ministries who are currently exploring similar techniques, to encourage development and broad adoption of a government-wide electronic publishing standard.

One such group is a multi-ministry committee, led by Government Communications

Office, which is collaborating on guidelines for individual ministries' Internet home pages, or the initial welcoming screen which provides an introduction and a list of menu choices.

TASB's project will also work closely with the Resources Inventory Committee in the development of the guidelines, since that initiative has 80 inventory standards manuals to be published on the Internet by May 1996, and involves publications staff in many provincial and federal ministries.

The first manual to be converted for Internet use will be the ministry's policy manual, with Forest Practices Code documents following shortly afterward.

For more information contact Gayle Baird, at 387-5405, or e-mail: GMBaird on MFOR01; or Kent Green, Internet pilot project manager, 361-1653 or 380-0998, or e-mail: KEGREEN on MFOR01, or Internet: kegreen@mfor01.gov.bc.ca.

— Submitted by Kent Green, project manager

## Inventory video available soon

A new training video will be available soon to introduce field staff to a broader range of forest inventory responsibilities.

With the focus shifting from timber management to comprehensive resource management, Forest Service staff must be able to identify a broad range of plants, soils and other ecosystem values.

“The video presents an overview of what's required, and will serve as an introduction to a much more comprehensive training program to be launched in the spring,” said **Chantal Webb**, the resources inventory branch training manager.

The one-hour production is to be distributed beginning this month. It was scripted by members of the resources inventory branch, range branch, and the vegetation inventory working group and its sampling and training teams. Filming took place during a field tour in Chilliwack last fall, in Sooke and at Forest Service offices in Victoria.

— Submitted by Chantal Webb

# Chilcotin forester wraps up 37-year career

After more than 37 years with the Forest Service, Chilcotin forest district Operations Manager **Art Joyce** has retired. Joyce joined the Forest Service in 1957 in Nelson. His first job — a compassman on a timber cruising crew — has long been obsolete. But what began as a job for a job's sake became a rewarding career . . . and turned Joyce into one of the most respected Forest Service staff in the Interior.

"There weren't many full-time jobs in those days, and wages were poor and work conditions weren't great," he said. But Joyce was a young man looking for direction in life, and he was soon to find it.

He left Nelson to work as the field supervisor for a cruising crew in Prince George. That's where he met **Bill Young**, who would later become chief forester.

"He instilled in me that this wasn't a job, it was a career and we had a responsibility for the forest and to protect it for future generations," he said. "He also said we are civil servants, and that meant you had to be civil and you had to serve."

The experience inspired Joyce to attend ranger school in Surrey in 1968, after which

he became deputy ranger in MacKenzie. By 1980 he progressed to district manager in Fort Nelson, then operations manager in Chilcotin, where he concluded his career on February 17.

"I have mixed feelings about leaving," he said. "There are a lot of challenges and a lot of bright, young people coming along. It's time I left it for those people."

Joyce never forgot the lesson imparted by Young some 30 years ago. It shaped his work ethic and earned him the respect of colleagues and clients alike. As a sign of their appreciation, the Anahim Lake Cattlemen's Association made him an honorary member upon his retirement, said colleague **Ken Vanderburgh**, manager of inte-



Art Joyce

grated resource management.

"That doesn't happen very often," he said. "They could see that Art really cared, that it was more than a job to him."

At 57, Joyce has lots of vitality left, and he intends to remain involved in the forest. He isn't yet sure just how, but he'll be in the woods that nurtured him from an uncertain young man to a dedicated professional.

## Applications invited for European tour

The British Columbia Festival of Forestry (FOF) is inviting applications to join a 12-day tour of Sweden and Finland this summer.

Assisted by forestry professionals from those countries, a group of 10 to 15 B.C. foresters will study current forestry practices and share in interesting cultures and strong forestry ethics.

The tour runs from June 5 to 17. It starts in Stockholm, travels through Sweden for seven days, then continues to Finland. Final departure is from Helsinki.

Professional foresters with five to 20 years' experience are invited to apply. Spouses may be considered depending on interest from RPFs. Costs are expected to be a maximum of \$3,000 per person, including airfare from Vancouver and most expenses.

Past FOF international tours have filled quickly, so interested people should act fast. Submit a short CV with an application letter before March to the Chair, Festival of Forestry, 1201-1130 West Pender St., Vancouver, B.C., V6E 4A4, or fax 687-3264.

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