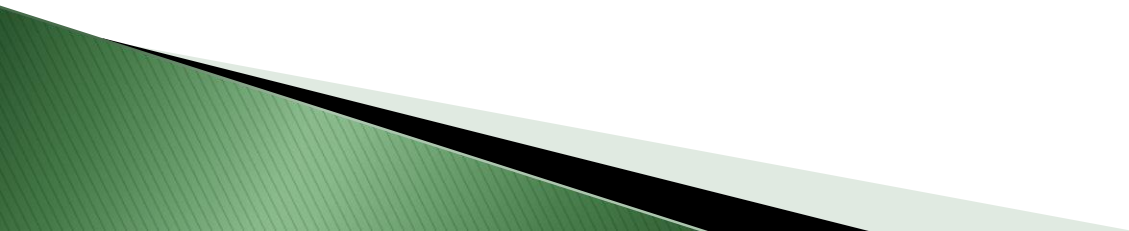


Professional Ethics: Wherever you go, there you are.

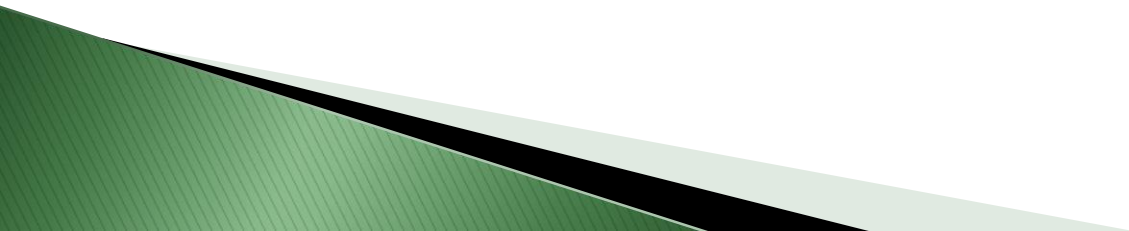
Ann Forest Burns
Vice President, American Forest Resource Council
WA / OR SAF Leadership Conference
January 21, 2012

What is professional ethics?



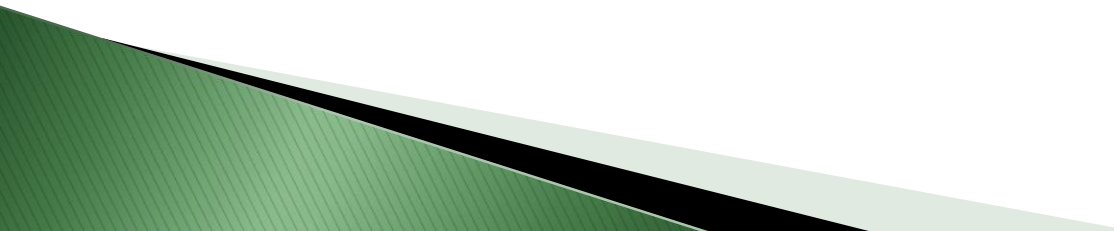
What is professional ethics?

Concerns moral issues that arise because of the specialized knowledge that a profession obtains



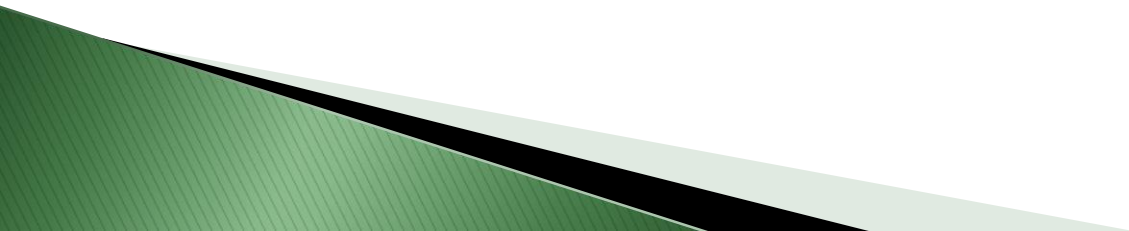
What is professional ethics?

Concerns moral issues that arise because of the specialized knowledge that a profession obtains and how the use of this knowledge should be governed when providing a service to the public.



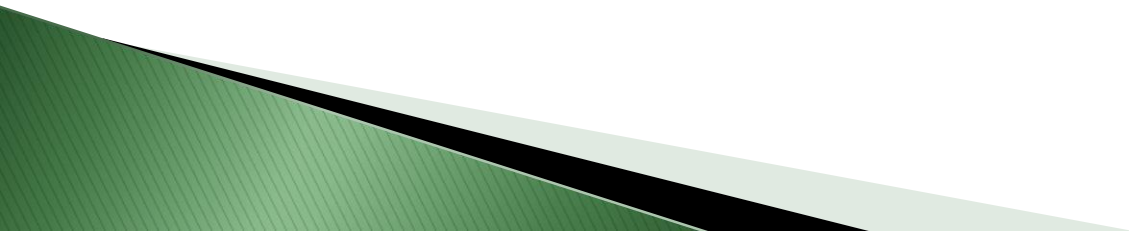
- ▶ Wherever you go, there you are.

SAF's Code of Ethics

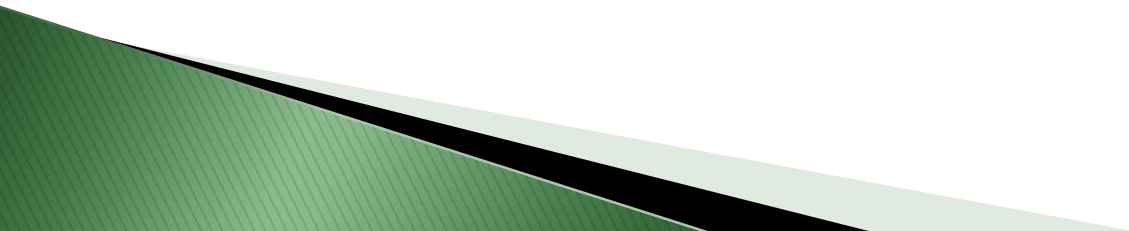


Land management

- ▶ Foresters have a responsibility to manage land for both current and future generations

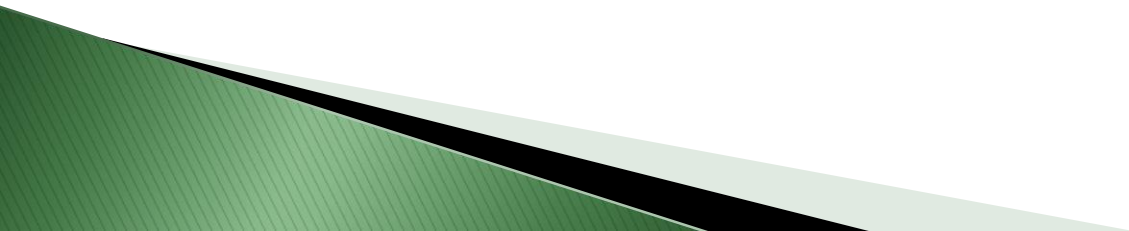


- ▶ We pledge to practice and advocate management that will maintain the long-term capacity of the land to provide the variety of materials, uses, and values desired by landowners and society.

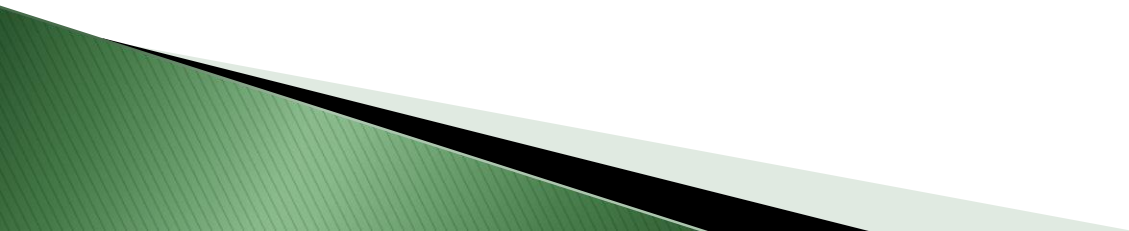


Rights and responsibilities

- ▶ Society must respect forest landowners' rights and correspondingly, landowners have a land stewardship responsibility to society.



- ▶ We pledge to practice and advocate forest management in accordance with landowner objectives and professional standards, and to advise landowners of the consequences of deviating from such standards.



Science

- ▶ Sound science is the foundation of the forestry profession.

- ▶ We pledge to strive for continuous improvement of our methods and our personal knowledge and skills; to perform only those services for which we are qualified; and in the biological, physical, and social sciences to use the most appropriate data, methods, and technology.

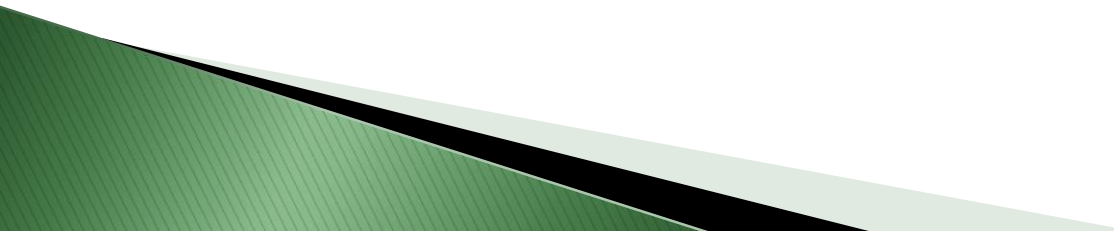
Public policy

- ▶ Public policy related to forests must be based on both scientific principles and societal values.

- ▶ We pledge to use our knowledge and skills to help formulate sound forest policies and laws; to challenge and correct untrue statements about forestry; and to foster dialogue among foresters, other professionals, landowners, and the public regarding forest policies.

Communications

- ▶ Honest and open communication, coupled with respect for information given in confidence, is essential to good service.

- ▶ We pledge to always present, to the best of our ability, accurate and complete information; to indicate on whose behalf any public statements are made; to fully disclose and resolve any existing or potential conflicts of interest; and to keep proprietary information confidential unless the appropriate person authorizes its disclosure.
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Integrity

- ▶ Professional and civic behavior must be based on honesty, fairness, good will, and respect for the law.

- ▶ We pledge to conduct ourselves in a civil and dignified manner; to respect the needs, contributions, and viewpoints of others; and to give due credit to others for their methods, ideas, or assistance.

- ▶ Wherever you go, there you are.

► Link to SAF Code of Ethics:

<http://www.safnet.org/about/codeofethics.cfm>