

WISCONSIN CONSULTING FORESTERS

CODE OF ETHICS

These canons formulate the guiding principles of professional conduct for the Wisconsin Consulting Foresters (WCF) in their relations with each other, their landowner clients, their employers, the public, and with other foresters. Observance of these canons secures decent and honorable professional and human relationships, establishes enduring mutual confidence and respect, and enables the profession to give its maximum service.

These canons have been adopted by the membership of the Wisconsin Consulting Foresters and can only be amended by the membership. These canons apply to all membership categories. All members upon joining the organization agree to abide by this code as a condition of membership.

1. WCF members, while recognizing the landowner's rights and objectives, pledges to practice and advocate sound sustainable forestry practices and to advise landowners of the consequences of deviating from such standards. If a landowner chooses destructive forestry practices, WCF members agree to decline services to that landowner. In the event of a documented land-use change, WCF members may choose to provide services to a landowner and will seek to incorporate practices that protect other environmental interests.
2. WCF members will cooperate in extending the effectiveness of the forestry profession by exchanging information and experience with other foresters and by contributing to the work of forestry societies, associations, schools, and publications.
3. Professional work should come to a WCF member on the basis of their experience, competency, and reputation. Solicitation by criticism of competitors, self laudation, or lobbying is degrading to the profession and is unethical.
4. Sound science is the foundation of the forestry profession. WCF members 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.
5. Foresters have a responsibility to manage land for both current and future generations. WCF members pledge to practice and advocate management that will provide the variety of materials, uses, and values desired by landowners and long term sustainability of the land.
6. Public policy related to forests must be based on both scientific principles and societal values. WCF members 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.

7. WCF members must avoid conflicts of interest and disclose any foreseeable conflict.
8. WCF members will not intentionally and without just cause, directly or indirectly injure the reputation or business of another forester.
9. If a WCF member has substantial and convincing evidence of unprofessional conduct of another forester, they will present the information to the proper authority for action.
10. WCF members will uphold the principle of appropriate and adequate compensation for those engaged in forestry work as being in the public interest and maintaining the standards of the profession.
11. Professional and civic behavior must be based on honesty, fairness, good will, and respect for the law. WCF members pledge to conduct himself/herself 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.
12. WCF members will follow sound and honest business principles. WCF members will refrain from offering or providing services beyond the scope of their education, experience and training.

Revised March 2015