



World Forestry Center's Timberland Investment Conference Gets a New Name

For 22 years, World Forestry Center has gathered investors, land managers, advisors, carbon project developers, and others to its signature timberland investment conference, *Who Will Own the Forest?*. What began as an inquiry into how changing forest ownership affects forest management has gradually expanded to include how capital markets can drive sustainable forestry.

With this reality in mind, we are excited to announce the renaming of our annual conference, **CANOPY: Forests + Markets + Society**. This new name honors our longstanding focus on institutional investments in forests, but also recognizes that those investments are part of a constant balancing of economic, ecological, and social values.

What is not changing is our dedication to creating the space for a diverse group of sectors and individuals to discuss the integral role of markets and capital in the sustainable future of forest management. At a time when there is so much polarization in our society, we remain convinced that this gathering is a unique opportunity to engage on matters we all care about: healthier forests, communities, and economies.

We hope you'll continue to join us as a community of forest champions, creating and inspiring a more sustainable future for us all.

Thank you for your support, and we look forward to seeing you this fall in Portland for **CANOPY: Forests + Markets + Society** on September 24-26, 2024.

With appreciation,

A handwritten signature in black ink, appearing to read "Joseph A. Furia".

Joseph A. Furia
Executive Director