



## NEW SFI CHAIN-OF-CUSTODY CERTIFICATES:

Adams Lithographing - Chattanooga, TN  
Best Press, Inc. - Addison, TX  
Classic Color, Inc - Broadview, IL  
International Paper - 16 facilities  
JTP Printing, Inc. - Bethesda, MD  
The EPI Companies - Marietta, GA  
Sappi - Skowhegan, ME

## NEW SFI PROGRAM PARTICIPANTS:

Northern Sawmills, Inc.  
Atikokan Forest Products Ltd.  
Dubreuil Forest Products Limited  
Great West Timber Limited  
McKenzie Forest Products Inc.

## ACRES CERTIFIED IN THE SFI PROGRAM

133 million acres

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## SFI, Inc. President Retires

AS I ENTER THE EXCITING and unknown world of retirement (June 29), I want to express my appreciation for the great work of the entire SFI family; the volunteer leaders of the Board of Directors, the Resources Committee, the External Review Panel, and so many dedicated people who have served on various committees and task forces focused on continual improvement. Perhaps most importantly, I want to recognize and share my admiration for all of our Program Participants who have invested both human and financial resources to make certain SFI makes a difference in the forest. These individuals, corporations, universities, and public agencies are the vanguard in ensuring the long term sustainability of our industry, our forests, and our communities. An under recognized sector within the SFI family is our

end user. They have shown their commitment to good forest stewardship and environmental health through the use of SFI products and the SFI Chain of Custody label — a special thanks to you.

Based on the outstanding work of all of you, SFI is well positioned to continue its effort to expand the use of sustainable forest management throughout North America. I look forward to seeing SFI flourish as it becomes the the most recognized certification system in addition to its current status as the best certification system.

You will see an announcement in the coming days regarding the new SFI, Inc. CEO.

If you are traveling the woods of the Upper Peninsula of Michigan, drop by.

Bill

## SFI, Inc. Expands Board of Directors and Welcomes Newest Directors

THE SFI, INC. BOARD OF DIRECTORS approved modification of the Sustainable Forestry Initiative, Inc.'s Bylaws to expand the membership of the Board to 18. Prior to modification, the Board of Directors was comprised of 15 members; 5 CEO's from environmental organizations, 5 CEO's from forest industry, and 5 members from stakeholders from the broader social sector. This expansion will allow for one additional Director per sector, allowing for a broader and more diverse group of stakeholders, ensuring the SFI Program is protecting the economic, environmental and social needs of our forests and communities.

SFI, Inc. is also pleased to welcome our newest members of the Board of Directors. With the

bylaw modification, **Thomas Buffenbarger**, International President of the International Association of Machinists and Aerospace Workers (IAMAW), joins the Board of Directors in the Social sector. Mr. Buffenbarger brings to the Board over 30 years experience with IAMAW and a keen interest in representing the broader forestry community with his role with labor unions. **Jerry McCollum**, President and CEO of the Georgia Wildlife Federation, joins the Board of Directors under the Environmental sector. Mr. McCollum oversees the Georgia Wildlife Federation and their promotion of wise use of Georgia's natural resources. We look forward to working with these exceptional additions to the SFI, Inc. Board of Directors.

# Registration Now Open for the 2007 SFI Annual Conference

**September 25-27, 2007, Salt Lake City, UT**

Registration for the 2007 SFI Annual Conference is now available! All registration will be conducted online this year. To register, please access the SFI Annual Conference website at <http://www.sfiprogram.org/sfiAnnConf07.cfm>.

## SFI Annual Conference Sponsors:

### Gold level:



Sign up now to sponsor the SFI Annual Conference! Support the SFI Program and build brand awareness for your products and services. Sponsorship opportunities are limited and available on a first-come first-serve basis. To learn how to become a sponsor at this year's conference or for questions regarding the registration process, please contact Amy Doty.



## CALL FOR SIC AWARD NOMINATIONS

Nominations are now open for the Ninth (9th) Annual SFI Implementation Committee (SIC) Achievement Award, which will be presented at the SFI Annual Conference in Snowbird, Utah on September 26, 2007. This annual award was established to recognize outstanding work at the local level in promoting the SFI program and assuring SFI Standard compliance. SICs will be judged on 2006-2007 accomplishments in logger training, landowner outreach, SFI integrity, SFI recognition, SFI leadership, and SFI growth. ALL NOMINATIONS MUST BE RECEIVED BY JULY 20, 2007. For more information, please contact Jay Farrell.



**SIC SPOTLIGHT:**  
Continuous Improvement  
in Texas

A 2005 Texas Forest Service report documented that implementation of forestry best management practices (BMPs) was statistically significantly higher when timber was delivered to a SFI program participant mill; BMP implementation was lowest where loggers without BMP training were operating on family forests. Stream crossings ranked lower than any other category evaluated (<http://www.sfiprogram.org/supportRecog.cfm>).

The Texas SFI Implementation Committee (SIC) used this information to partner with the Texas Forest Service and develop a new BMP workshop focusing on stream crossings. The course is approved for 6.0 hours of continuing education under the Texas Pro-Logger Program. The first workshop, held April 13, 2007 at the Texas Cooperative Extension Office in Lufkin, was quickly followed by two more to meet overwhelming demand; some participants drove 175 miles or more to attend.

This is a good example of how SICs foster continual improvement in forestry practices by using field-level feedback to focus training where it is needed most. In addressing BMPs related to stream crossings, the Texas SIC is addressing SFI Standard requirements and assisting SFI participants in the audit process. The new workshop targets BMP-related performance measures in the SFI Standard under 8.1 (landowner outreach), 8.4 (verifiable monitoring), and 10.2 (wood producer training).

SFI, Inc. thanks Susan Stutts, Program Director, Texas Forestry Association, for contributing to this newsletter article. For more information please contact Jay Farrell.



## International Paper Achieves SFI and PEFC Third-Party Certification of U.S. Paper Mills and Container Plants

**INTERNATIONAL PAPER** recently announced its U.S. pulp and paper mills and container plants are now third-party certified to ensure their products are made from sustainable wood fiber. The moves are part of the company's commitment to forest stewardship and providing customers a broad range of products made from renewable resources.

International Paper now has the following certifications from the Sustainable Forestry Initiative® (SFI) Program and the Program for the Endorsement of Forest Certification (PEFC):

- Chain-of-custody certification from the SFI® standard for all 16 of its U.S. pulp

and paper mills, which ensures the company has a reliable accounting system for tracking the source of the wood fiber

- Chain-of-custody certification from the PEFC for all 16 of its U.S. pulp and paper mills
- Wood fiber sourcing certification from the SFI standard for all 65 U.S. container plants.
- SFI standard certification of its U.S. wood procurement systems, including landowner education and contractor auditing.

For more information, please contact Jason Metnick.

## SFI Program Promoted at Numerous Trade Shows and Conferences

**SFI, INC. STAFF AND PROGRAM PARTICIPANTS** actively promoted the program throughout the month of June at many conferences and trade shows. SFI program booths and/or program information was showcased at: the 31st Annual National Indian Timber Symposium, June 4-7 in Polson, MT; Western Days hosted by Western Paper Company, June 7 in Salt Lake City, UT; International Paper's booth at the HOW Design Conference, June 10-13, in Atlanta, GA; Timberland Investing Summit, June 18-20, in Barcelona, Spain; 2007 CSI Show & Convention, June 20-22 in Baltimore, MD; and 2007 BuildingsNY Show, June 27-28 New York, NY. Thousands

attended these trade shows and conferences, and many attendees visited the SFI booth to learn more about green building, chain of custody certification and the SFI program. These were all outstanding opportunities for professionals to learn how SFI certification and program participants can help meet a rapidly growing demand for green products.

SFI, Inc. staff will continue promotion of the SFI Program throughout July and encourage program participants to do the same. Look for SFI program booths or information at: Southeast Building Conference in Orlando, FL, July 12-14. For more information, contact Amy Doty.

## LEED for Homes Public Comment Period

**THE USGBC LEED FOR HOMES** (LEED-H) is currently available for public comment. Public comments can be submitted on the USGBC website. The deadline to submit comments is Saturday, July 14, 2007, midnight Pacific Standard Time. You do not have to be a member of USGBC, but you must register (free) and use the USGBC website to submit your comments. To access the webpage please click on this link,

<http://www.usgbc.org/LEED/LEEDDrafts/RatingSystemVersions.aspx> (Once registered, scroll down the page to LEED for Homes).

As with all LEED rating systems, LEED-H gives preference for FSC certified wood by awarding a total of 6 points for using FSC wood. No credit is given for using SFI, CSA, ATFS or PEFC certified products. For more information, contact Jason Metnick.



## SFI, INC. STAFF PROFILES:

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Jay manages field-oriented efforts that protect SFI integrity and promote SFI Standard conformance. He provides guidance and support to SFI Implementation Committees (SICs) to deliver local training, outreach, and inconsistent practices monitoring programs that enhance sustainable forestry practices and SFI recognition. This includes documenting and communicating progress through annual SIC awards and reports.
- **JASON METNICK, ext. 23**  
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Jason manages all aspects of the SFI and PEFC licensing, labeling and chain of custody programs. He is also the contact for the SFI annual survey forms and ensuring SFI is recognized in green building standards.
- **ALLISON WELDE, ext. 24**  
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Allison is the principle liaison with conservation and social interest organizations that work on forest certification and conservation issues. She works with existing SFI Program supporters and engages new organizations to support SFI. Currently, Allison is also the US PEFC National Secretary and the main contact for PEFC in the US.
- **AMY DOTY, ext. 21**  
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Amy manages the SFI Inc headquarters office and is the main contact for general inquiries and publication requests. She also organizes all SFI events such as meetings, workshops and the SFI Annual Conference and is staff liaison on all marketing and communication efforts.

## PEFC Update – 2007 National Secretaries Meeting

**THE PROGRAMME FOR ENDORSEMENT OF FOREST CERTIFICATION SCHEMES** (PEFC) National Secretaries meeting was May 25-27 in Edinburgh, Scotland. Some 16 countries attended, including representatives from PEFC US (SFI, Inc., and the American Tree Farm System-ATFS). The major topic of interest was the PEFC Strategic plan and the associated 2008 PEFC budget. Since the meeting, PEFC US has developed and submitted additional comments on the strategic plan and budget. A final version will be discussed and voted on at the PEFC General Assembly meeting in October.

PEFC staff also announced a new database for locating PEFC certified products world wide, which is accessible on their website ([http://www.pefc.org/internet/html/pefc\\_statistics\\_interactive\\_data-](http://www.pefc.org/internet/html/pefc_statistics_interactive_data-)

[base/4\\_1137\\_1316.htm](http://www.pefc.org/internet/html/pefc_statistics_interactive_data-base/4_1137_1316.htm)). Right now 6 countries, including the US have submitted their data. Other PEFC National Governing Bodies will contribute their data over the next few months.

Another beneficial project, currently underway by PEFC, is a database containing procurement policies for various customers, governments, and any other forest product purchasers. The goal of this database is to provide all PEFC stakeholders with relevant information when meeting with potential customers. The database also tracks other certification programs like SFI, ATFS and CSA. SFI, Inc. and ATFS are currently discussing how to supply PEFC with the relevant information from the US.

If you would like more information on PEFC, contact Allison Welde.

## SIC LEADERSHIP MEETINGS

The membership of 37 SFI Implementation Committees (SIC) consists of 915 dedicated professionals operating at the local level in the U.S. and Canada. Eighty (80) SIC leaders — Chairs, Coordinators, state association executives and agency personnel — recently met at four regional meetings to share ideas for advancing the SFI program. Meetings were held in Portland, Maine (June 5); Spokane, Washington (June 12); Atlanta, Georgia (June 14-15); and Duluth, Minnesota (June 27). At each meeting participants discussed best practices for managing SICs, coordinating with SFI, Inc., and working together to assure effective SFI recognition and SFI Standard implementation.

Results from these meetings and the SFI Annual Conference will assist SICs in developing workplans for 2008. There have also been immediate results from the regional meetings. For example, the Mississippi SIC requested the latest SFI, Inc. print ad to help extend SFI promotion and marketing efforts. The Georgia SIC was granted permission by the Maryland/Delaware SIC to adapt a landowner outreach packet; it is specific to the SFI Standard and similar in format to the new SFI marketing toolkits. For more information please contact Jay Farrell.