



SFI-00001



# LINKING **FUTURE** **FORESTS TO** **COMMUNITIES**

2016 SFI® ANNUAL CONFERENCE AGENDA SNEAK PEEK

**SEPTEMBER 27-29, 2016**

HILTON CLEARWATER BEACH, FLORIDA

# SEPTEMBER 27 2016

2:00 PM – 5:00 PM



Natural Resources  
Canada



**Session: Opening and Welcome Remarks:** Delegates will be welcomed to the conference and to the State of Florida, and receive an update on the latest progress and future opportunities for the SFI program.

**Confirmed speakers:**

- **Kathy Abusow**, *President & CEO, SFI Inc.*
- **Jim Karels**, *State Forester, Florida Forest Service*

**Session: Management Solutions on Large Landscapes:** As the concept of “landscape-scale conservation” has evolved, so has recognition that successful efforts at that scale must include elements and incentives for the engagement of a wide variety of ownership types and management influences. The 280 million acres/113 million hectares certified to the SFI Standard across North America provide important conservation benefits at a landscape scale. Federal representatives from the U.S. and Canada will speak about government initiatives focused on partnerships in large landscapes.

**Confirmed speakers:**

- **Jim Hubbard**, *Deputy Chief, State and Private Forestry, US Forest Service*
- **Glenn Mason**, *Assistant Deputy Minister, National Capital Region, Canadian Forest Service, Natural Resources Canada*

**Session: Driving Sustainability in Global Fiber Supply:** Brand owners and other corporate users of forest fiber have much to think about regarding sustainability and the impact of their supply chain. This session will explore key performance indicators in the attainment of international sustainable development goals and examine a recent analysis designed to identify how the conservation benefits of sustainable forest management helps brandowners tell their story.

**Confirmed speaker:**

- **Matthew Reddy**, *Director Forest Solutions Group, World Business Council on Sustainable Development*
- **Bonnie Nixon**, *Senior Partner, ERM*

5:00 PM – 7:00 PM

**PRESIDENT'S RECEPTION**

# SEPTEMBER 28 2016

7:00 AM – 8:30 AM **SFI Get Up and Go Morning (5k Fun Run & Beach Yoga)**

7:30 AM – 9:00 AM **Continental Breakfast (in Exhibit Area)**

9:00 AM – 12:00 PM



**Session: Innovation in Engaging Stakeholders in the Forest Products Supply Chain:** Hear from two market leaders, The Sustainability Consortium and GreenBlue's Sustainability Packaging Coalition, on their work to provide value throughout the forest products supply chain. Learn how to cost-effectively engage stakeholders to address sustainability objectives through a product's lifecycle.

**Moderator: Chris Davidson, Director, Corporate Sustainability, WestRock**

**Confirmed speakers:**

- **Christy Slay, Director, Research, The Sustainability Consortium**
- **Nina Goodrich, Executive Director, GreenBlue**

**Session: Linking Science and the Supply Chain: Why Conservation Impact Matters:** As consumer understanding of sustainability grows, so does the need for science-based information that brand owners can use to explain the conservation-related values of responsible forest management. This session will offer insights on the water- and biodiversity-related contributions associated with sustainably grown and sourced products.

**Confirmed speaker:**

- **Bettina Ring, State Forester, Virginia Department of Forestry & SFI Inc. Board of Directors member**
- **Healy Hamilton, Chief Scientist and Vice President for Conservation Science, NatureServe**
- **Dana Villeneuve, Sustainability Specialist, New Belgium Brewing**



12:00 PM – 1:30 PM

**AWARDS LUNCHEON**

1:30 PM – 1:45 PM

**Networking Break and Exhibition**

1:45 PM – 3:15 PM

**Session: Linking Forestry to the Next Generation:** Join a discussion about efforts to connect youth to forestry and the challenges and opportunities that university programs face in building the forestry professionals of the future. Learn how Boy Scouts of America fosters a passion for forests in its scouts by building sustainable forestry into its program and why it decided to get more than 100,000 acres of BSA's High Adventure Bases certified to SFI. The panel will also discuss the enrollment and diversity challenges faced by university forestry and natural resource programs.

**Confirmed speaker:**

- **John Stewart, Director, Corporate Engagement and Sustainability, Boy Scouts of America**
- **Paul Winistorfer, PhD, Dean, College of Natural Resources and Environment, Virginia Tech**



**Session: Empowering Communities in Building the Future Forest:** The SFI Community elevates and enriches the link between people and forests through community, conservation education and partnership programs. This panel will cover topics ranging from the important, multi-generational role of African American-owned family forestlands in Southern communities, to helping Indigenous people connect their values to the forested landscape, to the restoration work being done in the South with urban youth.

**Moderator: Craig Blair, President and CEO, Resource Management Service, LLC and Chairman, SFI Inc. Board of Directors**

**Confirmed speakers:**

- **Vince Keeler, Director of Forestry, the Center for Heirs' Property Preservation**
- **Alison McGee, Coastal Plain Project Director, The Nature Conservancy**
- **Kelly Olney, Manager, Yakama Forest Products**

3:30 PM – 5:30 PM

**SFI Implementation Committee regional breakout meetings**

6:00 PM – 10:00 PM

**SUNSET SOIRÉE - HILTON CLEARWATER BEACH**

# SEPTEMBER 29 2016

7:30 AM – 8:00 AM

## Networking Breakfast

8:30 AM – 9:00 AM



American Forest Foundation

**Session: Update from American Forest Foundation:** Hear about AFF's Southern Initiative for Wood and Wildlife, and specifically a report slated for publication in September, which will include analysis of fiber supplies and wildlife habitat on family woodlands. Get updates on other regional projects, including their Florida landscape management plan pilot project and their coordination with SFI on increasing small land certification through innovative approaches which contribute to achieving the goals of the SFI Forest Partners® program.

**Confirmed speaker:**

- Tom Martin, *President, American Forest Foundation*

9:00AM – 12:00 PM



**Session: Sustainability in the Global Pellet Market:** Gain perspective about the sustainability challenges and opportunities facing the global pellet market and the contributions of forest certification in assuring the sustainability of forest fiber for that market.

**Confirmed speaker:**

- Dorothy Thompson, *CEO, Drax Group PLC*



**Session: Climate Resiliency and the Carbon Marketplace:** With the public and private sector forming commitments to reduce carbon emissions, attention is increasingly turning to the contributions of responsibly managed forests in mitigating and adapting to climate change. This session will explore the role of managed forests and forest products and the opportunities that exist in the carbon marketplace for forests certified to SFI.

**Moderator: John Hagan, President, Manomet and SFI Inc. Board of Directors member**

**Confirmed speakers:**

- Dylan Jenkins, *Vice President of Portfolio Development, Finite Carbon*

- Sean Ross, *Director, Forest Operations, Lyme Timber*

- Mark Johnston, *Senior Research Scientist, Saskatchewan Research Council*

FiniteCarbon



**Session: The Role of Forest Products in Green Building:** With recent gains related to the recognition of certification to SFI in green building rating systems, this session will examine future opportunities for certified forest products in commercial construction and building maintenance.

**Confirmed speakers:**

- Dustin Davis, *AIA, LEED Fellow, Associate, Polk Stanley Wilcox Architects*

12:00 PM – 1:00 PM

## Closing Luncheon



# PLATINUM



# GOLD



# CONSERVATION AND COMMUNITY



# SILVER



# BRONZE



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