



SFI Annual Conference Opening Address

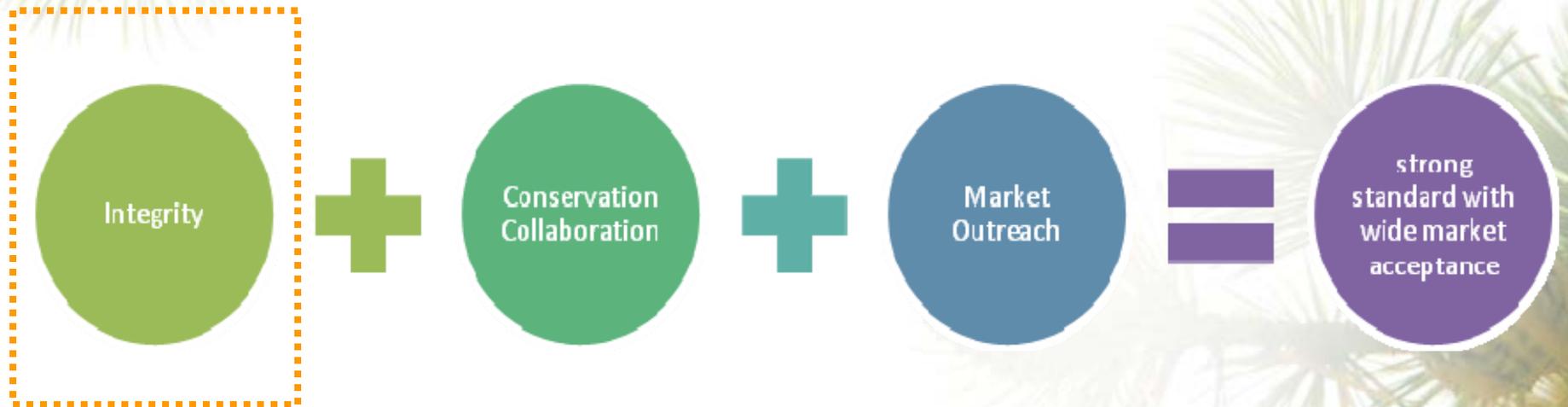
Kathy Abusow, President & CEO
Wednesday September 24th, 2008



Three Pillars for Success



SFI Goals 2008: Integrity



The SFI Program

A Single North American Assurance



1 Standard for all of North America

SFI and North America – Summer 2008

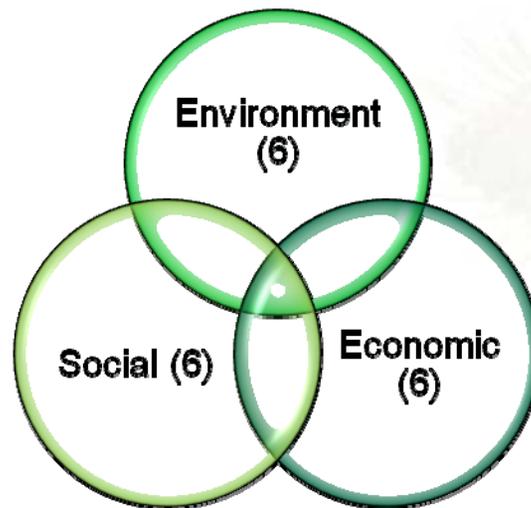
**150 million acres/
61 million ha in
total**

**94 million acres/
38 million
ha**

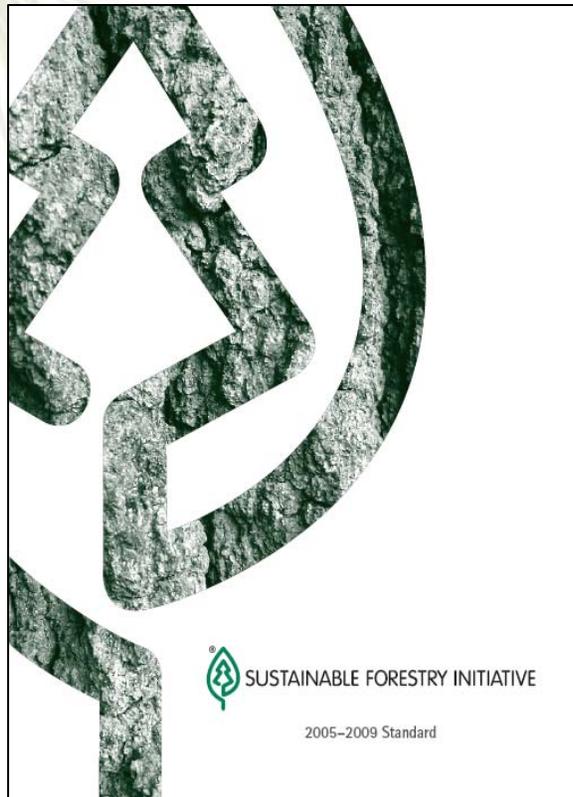
**56 million acres/
23 million
ha**

Balanced Governance

- The SFI program is rooted by balanced governance
- Directed by an independent board with three chambers with equal representation



Revisions process



- The SFI standard is revised every five years
- Revision Process for 2009-2014 Standard launched in June
- Update to reflect latest science, information, market needs.
- 1st public input period complete

Labels & Claims Review

- As part of its commitment to transparency and integrity in labels and claims, SFI has been surveying customers and consumers
 - Testing SFI labels and claims on products
- Launch of new suite of labels this week!

Transparency and Green Claims



- The Federal Trade Commission has increasing concern over “green” claims and are looking into
 1. use of the word sustainable and
 2. “green” building claims
- Competition Bureau of Canada and the CSA have issued a guide to help business make sure their green marketing is not misleading.
 - Preferred approach for forest products is CSA, FSC, PEFC, or SFI.



Pilot Projects

- Biodiversity pilots resulted in online resources for invasive species conservation planning
- Objective 8 Pilot has resulted in many options to be considered in the next review cycle to enhance procurement objectives
- Working with SAF and other stakeholders to consider different group certification methods to increase participation and lower costs.



37 SFI Implementation Committees (SICs)

- SFI has regionally based groups of SFI companies
- Local contacts for questions regarding forest management
- Share best management practices on issues such as streamside management, road construction, regeneration
- Provide outreach to public and training programs for loggers, contractors, etc

Logger Training

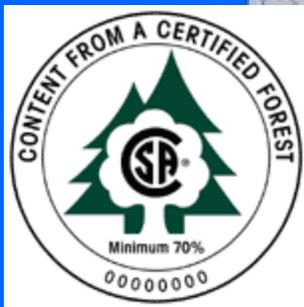
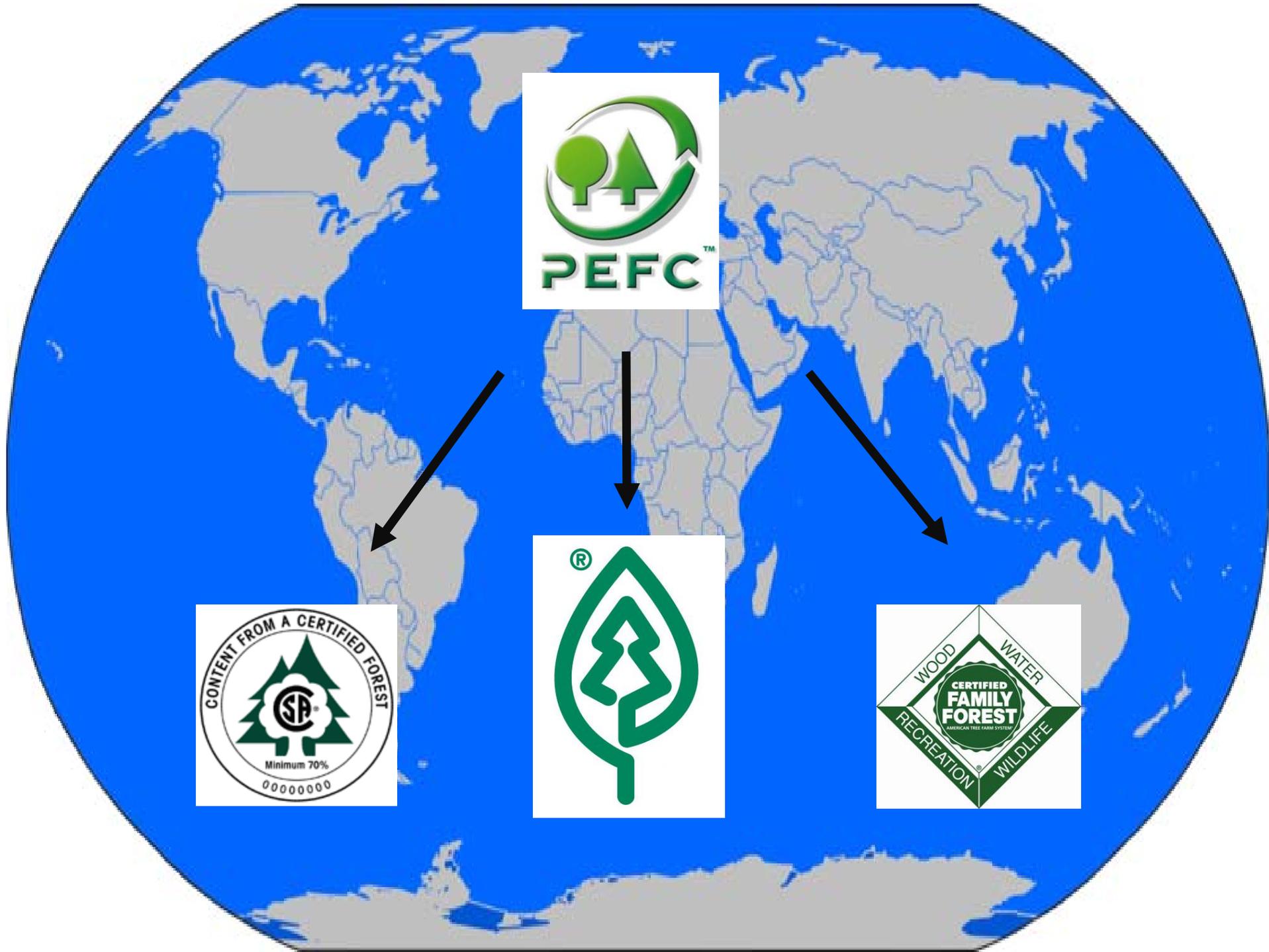


- Improve the practice of sustainable forest management by resource professionals, logging professionals, and contractors through appropriate training and education programs.
- More than 100,000 loggers trained to-date across North America through the SFI standard.

Global Endorsement of SFI

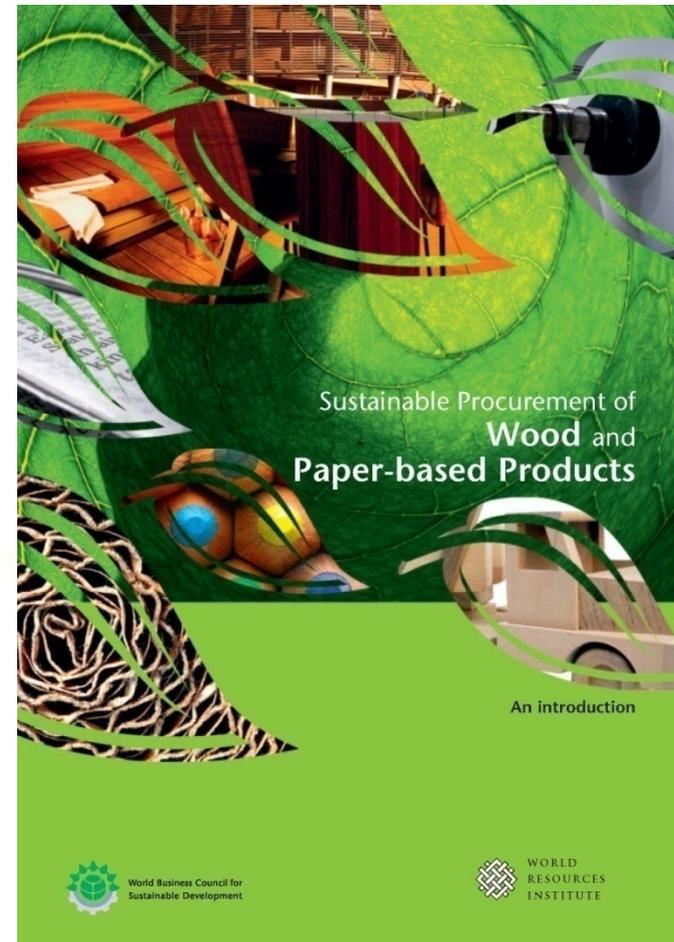
- Endorsed by the Programme for Endorsement of Forest Certification
- Recognized and accepted by UK, US and Japanese governments
- UK government conducted an independent assessment of forest certification systems and found SFI “legal and sustainable”.
- Collaborating with ATFS & CSA on PEFC communications in North America





WRI/WBCSD Report

- New guide aims to help sustainability managers define and implement sound procurement policies for forest products
- Lists the positive attributes of the SFI Procurement objectives
- Recognizes that Objectives 8-13 cover such issues as traceability, monitoring and verification, legality, SFM and social issues



Companies Embrace SFI in CSR

- Recognizes the importance of certification
- Supports multiple standards and identifies SFI as one of three standards it recognizes
- Promoted its SFI award in this publication



Stand up for the Brand



SUSTAINABLE FORESTRY INITIATIVE

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July 23, 2008
 Mr. Todd Paglia
 Executive Director
 Forest Ethics
 One Haight Street, Suite B
 San Francisco, CA 94102

Dear Mr. Paglia:

I am sending this letter to you and to your counterparts copied at the end of this letter because it appears you are responsible for www.credibleforestcertification.org.

I have worked closely with sustainable forest certification programs in North America for 15 years including SFI, CSA and FSC. My goal has been and continues to be to strengthen forest management by working with credible forest certification programs to make them better, and by raising public awareness about their value. I agreed to become President and CEO of The Sustainable Forestry Initiative® (SFI®) Inc. because I knew it was fully independent, and was making a difference on the ground.

I know from personal experience that SFI staff, its Board and our Program Participants all share my passion for better practices at home and around the world. If this is a goal you share, I hope you recognize that SFI and many other independent, non-profit standards, like FSC, are raising the bar on forest management.

We are on the same side – and when you consider that only 10% of the world's forests are certified, I'd suggest we have a lot of catching up to do. I want to see more certified lands and, quite frankly I am less interested in whether a forest manager chooses FSC or SFI – as long as the decision is based on fact and the outcome improves performance on the ground. Obviously I want to see the SFI Program expand, but I know there are more than enough forests out there for all credible programs.

I'm concerned that the current purpose of the website appears to be to discredit the SFI Program through factual errors and misinformation. The true facts speak for themselves. I have attached detailed information proving this, and I would appreciate it if you could update your website over the next month to reflect this. My staff and I would happy to work with you and answer any questions you might have.

SFI is a single, comprehensive Standard covering 152 million acres (61 million hectares) in North America. SFI certification gives our certificate holders, and ultimately consumers, a strong level of assurance that the fiber comes from legal sources and well-managed forests.

- Reduction of natural forests to industrial tree plantations lacking biological diversity. Logging, road construction, and other operations that harm water quality, including in

don't buy the SFI.

SEARCH

WRONG WITH THE SFI?

Environmentally Destructive Logging
 Misleading Marketing
 Labeled But Not SFI Certified
 Dominated by Timber Interests

Logging

...es forests in the U.S. and
 ...usiness-as-usual logging

...sed by SFI certified companies

...sts, roadless areas, and other



FSC FACTS

- Why Forests Matter
- Who's Choosing FSC
- Testimonials
- FSC Attributes
- FSC and Green Building
- Photo Gallery
- Links



SFI FACTS

- Overview
- FSC/SFI Comparisons
- Quotes
- Photo Gallery
- Factsheets and Reports
- SFI and Green Building

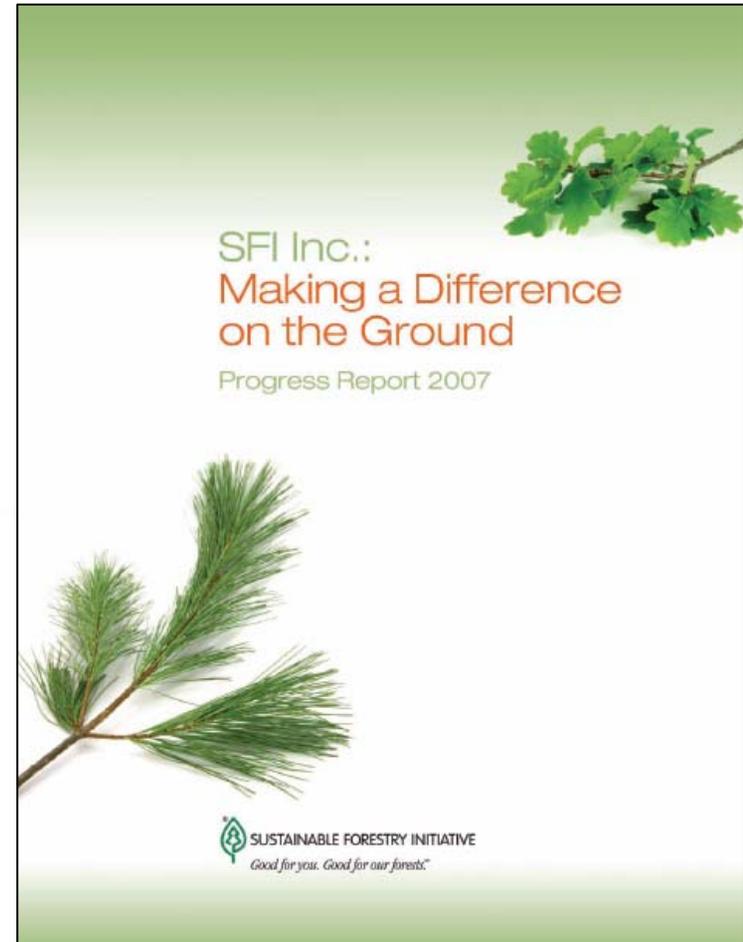


SUSTAINABLE FORESTRY INITIATIVE

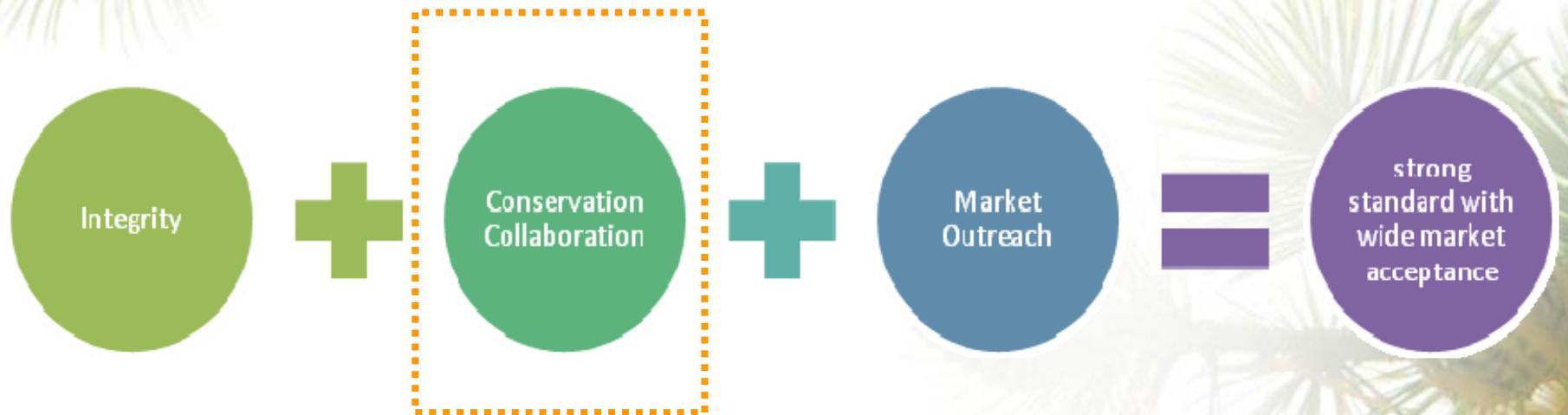
Good for you. Good for our forests.™

SFI Progress Report

- Progress Report highlights
 - Growth
 - Training
 - Awards
 - Forest Research
 - Marketing Strategy



SFI Goals 2008: Conservation Collaboration





Conservation Supporters and Partners

- American Bird Conservancy
- American Forests
- Arkansas Wildlife Federation
- Bat Conservation International
- Center for Wildlife Information
- Conservation Federation of Missouri
- The Conservation Fund
- Conservation International
- Ducks Unlimited
- Forest Trends
- Izaak Walton League of America
- Longleaf Alliance
- National Association of Conservation Districts
- National Fish and Wildlife Foundation
- National Fisheries Institute
- National Tree Trust
- National Wild Turkey Federation
- The Pacific Forest Trust
- Quality Deer Management Association
- Quail Unlimited
- Rocky Mountain Elk Foundation
- Ruffed Grouse Society
- Soc. for the Protection of NH Forests
- SC Wildlife Federation
- Wildlife Management Institute
- The Wildlife Society



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Conservation/ NGO Partnerships

- Working with conservation groups and NGOs to address common issues.
- Partnered with Forest Trends and other NGOs to host a forum on illegal logging, Feb 14, 2008
- Working together to foster a constructive network of stakeholders interested in working on this issue.



World Bank



Conservation Research

- SFI participants have invested nearly \$1 billion in research
- New project to collect examples of research and projects

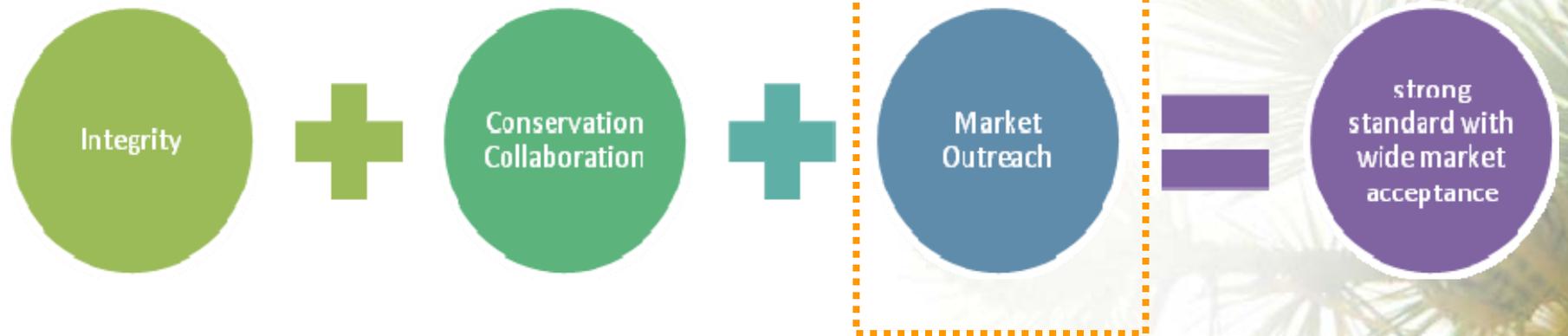
*UPM receives the SFI
Environmental Leadership
Award for collaborative research
identifying birds as indicator species*



Community Collaboration



SFI Goals 2008: Market Outreach



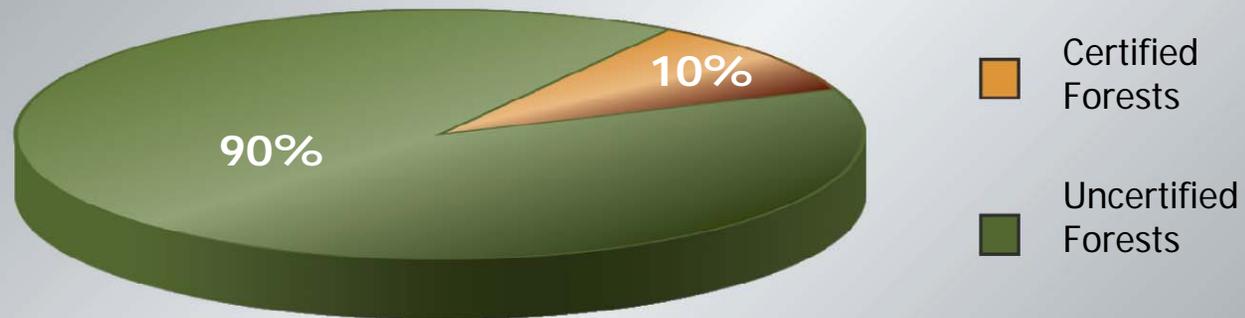
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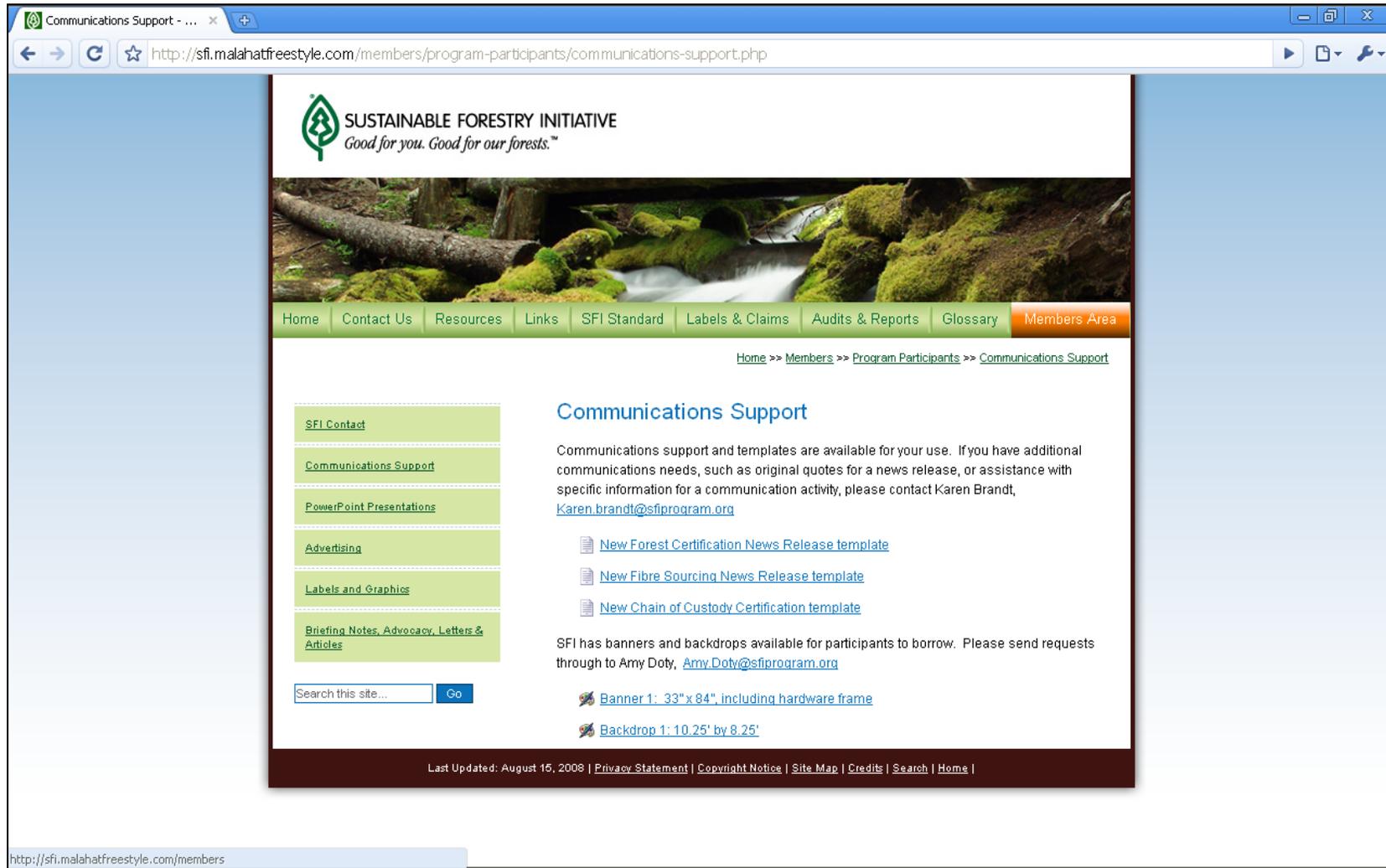




Area of Forest Certified Worldwide



A Timely Web Resource – www.sfiprogram.org



The screenshot shows a web browser window displaying the Sustainable Forestry Initiative (SFI) website. The browser's address bar shows the URL: <http://sfi.malahatfreestyle.com/members/program-participants/communications-support.php>. The website header features the SFI logo and the tagline "Good for you. Good for our forests.™". Below the header is a navigation menu with links for Home, Contact Us, Resources, Links, SFI Standard, Labels & Claims, Audits & Reports, Glossary, and Members Area. The main content area is titled "Communications Support" and includes a sidebar with links to SFI Contact, Communications Support, PowerPoint Presentations, Advertising, Labels and Graphics, and Briefing Notes, Advocacy, Letters & Articles. The main text provides information about communications support and templates, including links to a New Forest Certification News Release template, a New Fibre Sourcing News Release template, and a New Chain of Custody Certification template. It also mentions that SFI has banners and backdrops available for participants to borrow, with links to Banner 1 (33" x 84", including hardware frame) and Backdrop 1 (10.25' by 8.25'). The footer of the website indicates the last update date as August 15, 2008, and provides links for Privacy Statement, Copyright Notice, Site Map, Credits, Search, and Home.

Communications Support - ... x

← → ↻ ☆ <http://sfi.malahatfreestyle.com/members/program-participants/communications-support.php> ▶ □ ↵

 **SUSTAINABLE FORESTRY INITIATIVE**
Good for you. Good for our forests.™

[Home](#) [Contact Us](#) [Resources](#) [Links](#) [SFI Standard](#) [Labels & Claims](#) [Audits & Reports](#) [Glossary](#) [Members Area](#)

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Search this site...

Communications Support

Communications support and templates are available for your use. If you have additional communications needs, such as original quotes for a news release, or assistance with specific information for a communication activity, please contact Karen Brandt, Karen.brandt@sfiprogram.org

-  [New Forest Certification News Release template](#)
-  [New Fibre Sourcing News Release template](#)
-  [New Chain of Custody Certification template](#)

SFI has banners and backdrops available for participants to borrow. Please send requests through to Amy Doty, Amy.Doty@sfiprogram.org

-  [Banner 1: 33" x 84", including hardware frame](#)
-  [Backdrop 1: 10.25' by 8.25'](#)

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<http://sfi.malahatfreestyle.com/members>

SFI Blog – www.goodforforests.com

good for
FORESTS

Subscribe to RSS Feed 

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Post number 1

by John Smith, September 1st 2008

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus quis velit. Suspendisse sollicitudin metus ut mi. Fusce id justo ut dolor posuere fringilla. Pellentesque aliquam eros id leo. Praesent aliquet. Nunc venenatis. Quisque mollis gravida sapien. Nunc lacinia mauris non erat. Nulla ac lorem. Vivamus quis tellus.

2 comments | Category: lorem

"The Forest Stewardship Council is gaining prominence in certifying forests for paper companies to harvest. While their leadership is commendable, participation in their programs is voluntary. Another similar organization, but without nearly the same level of appeal and credibility, is the Sustainable Forestry Initiative."

- Melodies In Marketing Blog, July 31, 2008



Search

About us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut mollis nisi in nisi. Mauris neque. Suspendisse sagittis dictum neque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

Recent posts

Categories

Archives

[Mauris convallis, mi vel pretium commodo.](#)
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[Fusce laoreet, tellus sit amet placerat ornare.](#)

Links

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[Nulla at metus eu risus.](#)

[Contact us](#)



 **SUSTAINABLE FORESTRY INITIATIVE**
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Google Search Advertising

Google AdWords

Google

certified wood

Search

Advanced Search
Preferences

Personalized based on your web hist

Results 1 - 10 of about 409,000 for **certified wood**

Web

Certified Forest Products

www.nsf.org NSF certified over 15-million acres Let us help w/your business goals

Sponsored Link

Sponsored Link

The Forest Stewardship Council

How Do I Get Certified? empty, empty ... Many consumers of wood and paper, and many forest products companies believe that the link between logging and ...

www.fscus.org/ - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)

Certified wood - Wikipedia, the free encyclopedia

This certification verifies that forests are well-managed—as defined by a particular standard—and ensures that certain wood and paper products come from ...

en.wikipedia.org/wiki/Certified_wood - 20k - [Cached](#) - [Similar pages](#) - [Note this](#)

FCRC: Forest Certification Resource Center

... focused on evaluating, selecting and manufacturing environmentally preferable wood and paper products. ... Certified Products - Sponsor the FCRC ...

www.metafore.org/index.php?pf=Forest_Certification_Resource_Center&s=147 - 13k -

[Cached](#) - [Similar pages](#) - [Note this](#)

FCRC: Forest Certification Resource Center

... and manufacturing environmentally preferable wood and paper products. ... mills have become Chain of Custody-certified according to the PEFC standard. ...

www.metafore.org/?s=147 - 13k - [Cached](#) - [Similar pages](#) - [Note this](#)

Cleaner Burning Wood Stoves & Fireplaces | EPA

A wood stove or fireplace adds warmth and ambiance to your home. This site offers information to help you choose an EPA certified stove (PDF) (111 pp, ...)

www.epa.gov/woodstoves/ - 15k - [Cached](#) - [Similar pages](#) - [Note this](#)

Wood Certified

Wood Certified Online.

Shop Target.com.

www.Target.com

Lumber & Wood Marketplace

Buy and Sell Timber & Wood Product

Hardwood, Softwood, Floors, Plywood

www.globalwood.org

INITIATIVE



Getting the Message Out

- Trade shows across North America
- Customer meetings
- Conferences
- Innovative speaking opportunities
 - events, webinars
- Guest editorials and advertorials in a variety of publications

Direct Mail

Need a smart, environmentally responsible procurement policy?

Let us point you in the right direction.



SUSTAINABLE FORESTRY INITIATIVE *Good for you. Good for our forests.™*

To learn more about how SFI can help your business, visit www.sfiprogram.org.



SUSTAINABLE FORESTRY INITIATIVE

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Communications Support



Sustainable Forestry Initiative
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Sustainability and supply. It's a win-win with SFI.®

Never before has so much attention been given to the environment and its relationship to corporate social responsibility. Today, we're all seeking ways to combine environmental stewardship with operational efficiencies and profitability.

One way for you to help meet these goals is to source wood and paper products from responsibly managed, sustainable forests. It's what a growing number of Fortune 500® companies have done by looking more deeply into SFI®, the Sustainable Forestry Initiative® program.

WHAT IS THE SUSTAINABLE FORESTRY INITIATIVE PROGRAM?

The Sustainable Forestry Initiative is a forest certification program that integrates the perpetual growing and harvesting of trees with the protection of biodiversity and water quality. A single North America-wide standard, SFI shepherds a collective effort of individuals, organizations and companies committed to responsible forestry.

Our rigorous standard is grounded in science, research and regional expertise, and is endorsed by leading conservation groups, such as The Conservation Fund, as well as the United States, Japanese and United Kingdom government procurement systems.

Our members include environmental and conservation organizations, public officials, professional and academic groups, forest products industry companies, loggers and foresters. Together we are dedicated to encouraging others to join the effort: the program is committed to training loggers and foresters (100,000+ to date), encouraging consumers to look for SFI labeled products and spreading the word about the benefits of responsible forestry.

Ultimately, the SFI program thrives on the energy and collaboration of a diverse group of individuals



Sustainable Forestry Initiative
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SFI – the North American Standard – KEY FACTS

INDEPENDENT GOVERNANCE
SFI is a fully independent, registered nonprofit, with a governance structure with equal representation across three chambers: social, economic and environmental.

CONSERVATION SUPPORT
SFI has the support of conservation groups including The Conservation Fund, NatureServe, Ducks Unlimited and the American Bird Conservancy. SFI also partners with groups like the Rocky Mountain Elk Foundation and the National Wild Turkey Federation.

A SINGLE NORTH AMERICAN ASSURANCE
SFI is a single standard covering 135 million acres certified to it across North America. SFI has 12 different standards across North America, 9 in the US and 4 in Canada.

INTERNATIONAL ENDORSEMENT AND ACCEPTANCE
SFI is endorsed by the Programme for Endorsement of Forest Certification, a globally recognized organization that has strict requirements for endorsement. SFI is accepted by governments around the world including the US, UK and Japan.

STEADY SUPPLY
SFI offers a strong standard that promotes sustainable forest management, and in North America SFI offers significantly more products from certified sources than FSC. Today, SFI has 232 program participants and this year alone has seen a 9% increase in chain of custody with more than 230 facilities involved in the SFI program.

A GROWING LIST OF CUSTOMERS
Customers across the US accept SFI, including names such as Wal-Mart, Unilever, Apple, Kroger, Pella, Ecolab, Schwarz, United Airlines, Canon, Home and Graphic Communications.

LEADERSHIP
Only 10% of the world's forests are third-party certified — the majority of which is in North America. By sourcing certified products, from a variety of credible standards, buyers are sending a message that they support sound forestry and buy responsibly.

INDEPENDENT VERIFICATION
SFI has been subject to recent rigorous independent assessments of forest certification programs, including standards development, content, certification, accreditation and chain-of-custody by organizations such as the UK government's independent process that deemed SFI a legal and sustainable assurance for sourcing forest products.

CHOICE
The global marketplace recognizes and endorses multiple forest certification standards, including SFI, recognizing that competition is healthy and improves forest management. Endorsing one standard merely limits consumer choice among several available standards.

LEGACITY
In addition to promoting sustainable forest management on SFI certified lands, SFI participants must also ensure that the wood they purchase comes from legal and well-managed sources. This is critical in today's market given global trade of forest products and with 95% of the world's forests still remaining uncertified.

RESPONSIBLE SOURCING
The SFI Standard acknowledges that there is a significant amount of wood fiber that is not from certified forests and requires SFI companies that source wood directly take measures to ensure all of the wood they buy uses, certified or not, is procured from known and legal sources. Risk assessments are taken to prevent undesirable or illegal wood fiber from entering the product mix and in North America it means promoting logger training, best management practices and landowner outreach to promote the increased use of sustainable forestry practices in forests that we not certified.

SCIENCE-BASED
SFI is a research and science-based standard that takes careful consideration of forestry issues of interest in the marketplace and through its continual improvement process often builds new requirements into its standard that reflect a thoughtful and comprehensive approach. SFI Inc. works with various organizations, including:

- NatureServe maintains and improves data on occurrence of endangered species and communities — aiding program participants in their protection.
- National Council of Air and Stream Improvement (NCASI) has a team of scientists to perform research on topics of interest to SFI. Recently NCASI completed a compendium of state and provincial best management practices that will be the next round of revisions to the SFI standard.
- NCASI also completed a compendium of credible regional conservation plans in the US and Canada to aid program participants in meeting the SFI standard requirement for participation in landscape and conservation planning.
- Working with the American Bird Conservancy to develop new SFI standard provisions to conserve priority sites for endangered and critically endangered species.



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™

We are a proud supporter of the Sustainable Forestry Initiative® Program.

Ask us for more information about SFI®



THINGS FOR YOUR BUSINESS

THINGS FOR OUR FORESTS

SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.™

Promotion Tool Kit

THE MARK OF RESPONSIBLE FOREST PRODUCTS: A GUIDE TO PROMOTING YOUR SFI® CERTIFICATION.



As a participant in the SFI® program, you are a part of a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale. We are proud to count you as a participant in one of the world's fastest growing forest certification programs, and want your customers to recognize your leadership. We invite you to celebrate your participation, and promote the benefits of SFI certification to your target market.

The SFI® trademark is a powerful marketing tool that tells customers you meet a rigorous standard to help them source responsible forest products. SFI Inc. is one of the largest forest certification programs in the world, and that means your customers can count on a steady supply of the certified products they want. And because the SFI program is independent, third-party audited, internationally recognized and supported by conservation groups, promoting your SFI certification helps communicate your commitment to sustainable forest management.

The SFI certification promotion kit will enhance the value of your certification and let you benefit from our collaborative marketing initiatives by helping you gain recognition as a participant in the SFI program.



COMMUNICATIONS SUPPORT

Use these public relations materials, presentation aids through earned media, and to educate employees and downloaded from the Members' Area of our website.

News Release Template:

Three customized news release templates are available for new forestry certification, new chain-of-custody certification and new fiber-sourcing certification. These will be emailed to newly certified companies, and may also be downloaded from the Members' Area of our website.

Presentation aids

An Overview

- Forest Certification Overview
- SFI Program Overview
- Conservation Support
- Forest Management Certification
- Fiber Sourcing
- Chain of Custody
- Marketing and Communications

A ready training The first



For more information or to give on marketing materials that you please contact SFI Inc. at info@sfiprogram.org and downloads at www.sfiprogram.org
©2008, SFI Inc. All trademarks and promotional materials illustrated and included are provided by copyright law and may be used only with express

TAGGABLE ADVERTISING

Use these free print ads to promote your SFI certification to customers in magazines or newspaper. Electronic files may be downloaded from the Members' Area of our website www.sfiprogram.org in a variety of sizes. The Adobe InDesign files allow your graphic design department to add your company logo at the lower left.

Forest Certification Ads:



Chain of Custody and Fiber Sourcing Certifications



Technical Specifications:
All print advertising materials provided for participants' use via Adobe InDesign software and corporate logos or key information added in the unlocked layer which allows access to the "tag" images and trademarks should not be altered. Licensed images ads may not be copied for other uses.

PROMOTIONAL MATERIALS

Use these promotional materials to raise awareness and understanding of your SFI certification among both customers and employees. Some materials are available pre-printed, or may be ordered through SFI Inc. Other materials are provided as electronic files that may be downloaded from the Members' Area of our website.

Taggable Promotional Poster:



This poster is designed for display in workplace or retail settings. Like the ads, it may be customized with your logo. The electronic file may be downloaded from the Members' Area of our website and reproduced digitally or on a printing press.
Size: 18" x 26"
Color: 4 color (cmyk)

SFI Program Overview Brochure:



This brochure provides an overview of the SFI program for your customers. Printed copies may be ordered from SFI Inc. through the Members' Area of our website.
3 Fold, 6 panels

Static Cling Window Decals:



Two styles of static cling window decals are available for use on store windows and doors. They may be ordered from SFI Inc. through the Members' Area of our website or by emailing info@sfiprogram.org.
Size: 4" diameter



Bumper Sticker:



Two styles of bumper stickers are available for use on company vehicles. They may be ordered from SFI Inc. through the Members' Area of our website or by emailing info@sfiprogram.org.
Size: 14" x 4"

Table-top Tent Cards:



Tent cards for placement on desks or countertops may be ordered from SFI Inc. through the Members' Area of our website or by emailing info@sfiprogram.org.
Size: 6" x 4 1/4" folded



Promotion Tool Kit





... and Pentagon officials to pay for the loss in Iraq and Afghanistan. The van is owned by the U.S. Forest Service.

... and we've got to make sure that we can train its equity and be ready for just a broader spectrum of markets. The added pressure back against those who are calling for military action against Iraq's nuclear program, saying that diplomatic and economic pressure must take precedence.

The three to American test at Iraq groups from high-powered employees from Iraq, he said, should be countered by turning their flow into Iraq or Afghanistan across the border, and with attacks on those bomb-making and manufacturing, says Under Secretary of State for Arms Control and International Security Affairs, Richard L. Armitage.

"This said, that doesn't get at the source of it," he seemed to add. Asked whether the American military should aim at sites inside Iraq, he said, "I'm not sure that such infiltration could halt the flow of those bombs, he said. "The risk could be very high."

"We're in a conflict in two countries out there right now," he said. "We have to be very thoughtful about the potential of us getting into a conflict with a third country in that part of the world."

After meeting with soldiers and marines in Iraq and Afghanistan, he said, "The ground forces are not broken, but they are stretched."

Two ways to show you care about our forests.

Ever since the recycling symbol appeared, more and more paper products have been recycled. Today, there's another symbol to look for when you shop for wood and paper products: the symbol of the Sustainable Forestry Initiative. The SFI symbol on a product means it has wood or paper content from well-managed forests certified to the SFI standard. To find SFI products, visit www.sfi.org.

SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.

... and we've got to make sure that we can train its equity and be ready for just a broader spectrum of markets. The added pressure back against those who are calling for military action against Iraq's nuclear program, saying that diplomatic and economic pressure must take precedence.

The three to American test at Iraq groups from high-powered employees from Iraq, he said, should be countered by turning their flow into Iraq or Afghanistan across the border, and with attacks on those bomb-making and manufacturing, says Under Secretary of State for Arms Control and International Security Affairs, Richard L. Armitage.

"This said, that doesn't get at the source of it," he seemed to add. Asked whether the American military should aim at sites inside Iraq, he said, "I'm not sure that such infiltration could halt the flow of those bombs, he said. "The risk could be very high."

"We're in a conflict in two countries out there right now," he said. "We have to be very thoughtful about the potential of us getting into a conflict with a third country in that part of the world."

After meeting with soldiers and marines in Iraq and Afghanistan, he said, "The ground forces are not broken, but they are stretched."

Iran's Former Nuclear Envoy to U.S.

By NAZILA FATMI

TEHRAN, Oct. 23 — Iran's chief nuclear negotiator, who resigned Saturday, will accompany his replacement to nuclear talks in Rome on Tuesday with Ayatollah Ali Khamenei, Iran's supreme leader, the Foreign Ministry said Sunday.

The former chief negotiator, Ali Larijani, who had headed Iran's negotiating team since 2003, will accompany Saeed Jafarizadeh, a deputy foreign minister who was appointed as his successor, the ministry spokesman said Sunday.

Mr. Jafarizadeh said Sunday that the Iranian Students News Agency reported.

Mr. Hosseini said Iran's negotiators will be in Rome to spend Sunday with the Times.



MEET THE NEW ENVIRONMENTALIST.

Millions of people have found a way to shop for the wood and paper products they need while still being good to our forests. They simply look for products with the SFI label at all their favorite stores. From cereal boxes to paper towels to wood flooring:

- SFI labeled products come from forests managed to rigorous environmental standards.
- SFI standards conserve biodiversity and protect soil and water quality, as well as wildlife habitats.
- SFI forests are audited by independent experts to ensure proper adherence to the SFI Standard.
- SFI participants also plant more than 650 million trees each year to keep these forests thriving.



To learn more about the SFI Standard, visit www.sfi.org



MEET THE NEW ENVIRONMENTALIST.

These days, a growing number of consumers want the good life, but not at the expense of the environment. So when they shop for everything from newspapers to building materials, they look for SFI-certified wood and paper products. These products come from well-managed forests certified to the SFI standard. To learn how you can shop to help keep our forests healthy, visit www.sfi.org.

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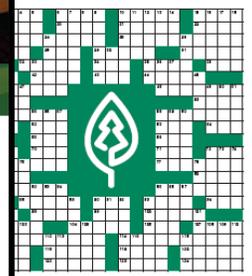
Van Wagner

Two ways to show you care about our forests.

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HOW YOUR MIND. SUSTAIN OUR FORESTS.



- | | |
|--|--|
| 81 From natural sources | 27 American, slippery or winged ... |
| 82 Lends as a verb | 38 Call a fruit |
| 83 Repeating theme | 40 Indian currency |
| 84 Folder holder | 41 Wood used in the beer industry |
| 85 One of 600 million planted each year in North America | 42 Plant to conceal, maybe |
| 86 One to a winner | 47 Regarding, or married |
| 87 Marquand death | 50 Shaker beds |
| 88 material lumber, etc.! | 51 Heber, Abbr. |
| 100 Bleating through, as an exam | 52 ... of custody trace of wood flow from certified forest |
| 101 Hops between Europe and Asia | 53 Sound reasoning |
| 102 "Cedric" director Sam | 54 Spruce-bling |
| 106 ... rika | 55 Inventor Howe |
| 107 Little glow | 56 River of Brazil |
| 111 Responsible oversight | 57 Toy dogs, for short |
| 114 Guiding fundamentals | 58 Regarding |
| 117 Clearer's silk-cast | 59 Poppy creature |
| 118 Use unwisely | 60 Valuable vase |
| 119 Sherry overtones | 61 ... quality is measured through hydropony |
| 120 Rejuvenate | 62 Leaves instrument prone to kipling |
| 121 ... is it! | 63 Red-coated chaos |
| 122 Sign up | 64 Vietnamese holiday |
| 123 Eyed vase | 65 Chinese man phrase |
| 124 Alan ... Robin Hood's companion! | 66 Poken-bone-related |
- DOWN**
- | | |
|---|---|
| 1 Rainbow shaper | 87 Sign of approval |
| 2 "We're in trouble!" | 88 One of 100 on Capitol Hill, Abbr. |
| 3 Magna ... lated straw! | 89 Ruse-like bones that regrows itself |
| 4 How some crossword solvers solve | 90 Woodshed partner |
| 5 Redden no. | 91 Banded meteoritic rock |
| 6 Planned for growth | 92 "Arabian Nights" birds |
| 7 Tigris Nile base | 93 Forest-digested anatomy |
| 8 ...Man leaky arcade game! | 94 ... Major Greg's constellation |
| 9 Fringed partner | 95 Startled usually |
| 10 Banded meteoritic rock | 96 ... artist Imovie sound effects expert |
| 11 "Arabian Nights" birds | 97 Hanging in there |
| 12 Chinese novel, esp. | 98 Start the job |
| 13 Right-angle bend | 99 Foamam bone |
| 14 Puffed with nail | 100 High dance |
| 15 Putting ... | 101 Start the job |
| 16 11th-century Spanish hero | 102 Foamam bone |
| 17 Redco | 103 High dance |
| 18 ... artist Imovie sound effects expert | 104 Start the job |
| 19 Hanging in there | 105 Foamam bone |
| 20 Start the job | 106 High dance |
| 21 Foamam bone | 107 Start the job |
| 22 High dance | 108 Foamam bone |
| 23 Start the job | 109 High dance |
| 24 Foamam bone | 110 Start the job |
| 25 High dance | 111 Start the job |
| 26 Start the job | 112 Start the job |
| 27 Foamam bone | 113 Start the job |
| 28 High dance | 114 Start the job |
| 29 Start the job | 115 Start the job |
| 30 Foamam bone | 116 Start the job |

HOW YOUR MIND. SUSTAIN OUR FORESTS.

Look for the SFI label when you're shopping for wood and paper products.

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To find SFI products, visit www.sfi.org



os forêts.SM

en building.

These days, people like those built with wood—a renewable resource—is the natural choice for any building project, and SFI-certified materials meet rigorous environmental standards to reforest areas harvested and help protect wildlife, plants, soil, and water quality. These materials are recognized by green building rating systems across North America. To find out more about building with SFI-certified wood, visit www.sfiprogram.org.

and help protect the environment. This idea program began to identify energy-efficient products. Today, there's another symbol to look for when building a greener home: the symbol of the Sustainable Forestry Initiative®, an independent, third-party certification program. SFI®-certified building materials meet rigorous environmental standards to reforest areas harvested and help protect wildlife, plants, soil, and water quality. These materials are recognized by green building rating systems across North America. For more on how SFI can help you build an environmentally friendly home, visit www.sfiprogram.org.

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**IF YOU HAVEN'T GONE GREEN YET, MAYBE
IT'S TIME TO LEAP TO SFI®.**



Your customers are getting greener every day. When you use SFI®-certified paper, or become certified for SFI Chain of Custody, you're part of the solution. And that means happier customers, and a happier planet. SFI Inc. is fully independent, globally recognized, third-party audited and supported by conservation groups. Our members plant 650 million trees every year. And because the SFI program is a North America-wide standard that covers 161 million acres of well-managed forestland, you can count on a steady supply. That's a lot of paper. And a lot of green.

Find out more at www.sfi-program.org



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DESIGN GREEN. IT'LL LOOK GOOD IN YOU

TODAY'S MOST DESIRABLE TREES WEAR THE SFI LABEL. NO WONDER THEY'RE IN DEMAND.

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Sent via Fax: 1-212-416-2255

October 31, 2007

Attn: Ned Crab

Dear Mr. Crab:

It was great to see your publication feature a story on the important issue of forest certification. What started as an initiative in tropical forests back in the 1990s, today forest certification is an important tool used by forest companies, governments and buyers around the globe to ensure that forest products come from sustainable and legal sources.

I would like to clarify some of the points made by the authors about the Sustainable Forestry Initiative® (SFI). What began as a code of conduct for U.S. forest companies in 1994, today SFI Inc. has become a globally respected, fully independent, non-profit, charitable organization with a board made up of representatives equally from the environmental, social and economic sectors.

In addition, SFI® is a single, comprehensive standard covering 135 million acres in North America – as opposed to 28 Forest Stewardship Council standards worldwide, including 13 FSC standards

Co-branding



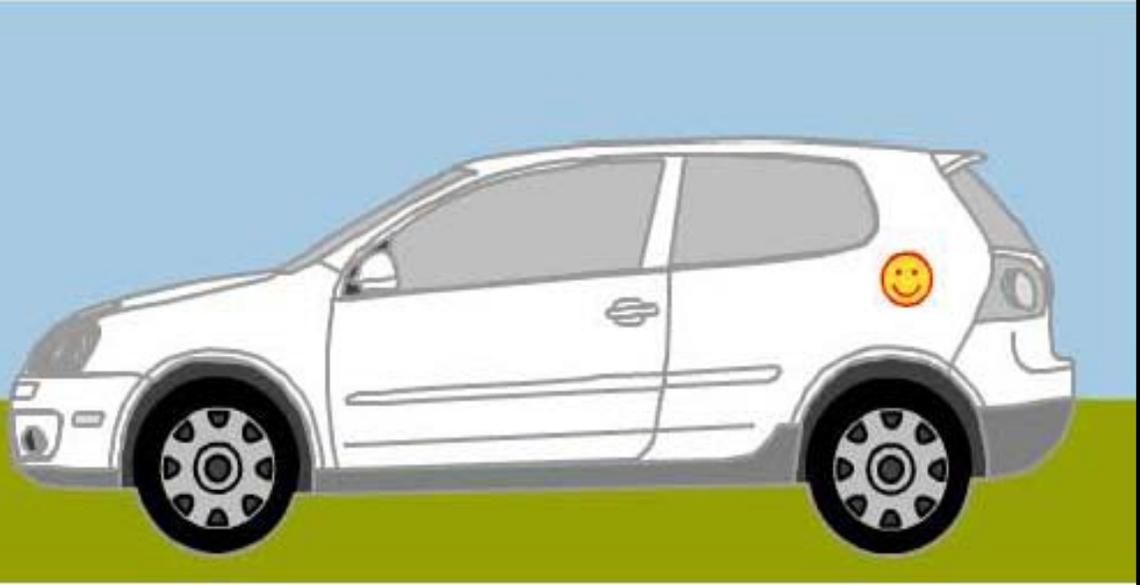


SFI Smiley
single pack: 1 magnet
diameter: 4"
\$8.00




 +  = 

Sticars will donate a percentage of this purchase
to the Sustainable Forestry Initiative (www.sfiprogram.org)



Visit www.sticars.com to purchase more SFI Smiley magnets!

Product Profiles

March 11, 2008

SFI® Inc Paper Products by Company

Company	SFI Certified Mills	Brand Name			Labels										
		Type of Paper	Basis weights	Recycled Content	Type of SFI Certification	SFI Label for Paper Grade **									
AbitibiBowater	Catawba, SC; Calhoun, TN; Coosa Pines, AL; Ehrenas, MS; Pondsray Newsprint, WA; Alabama River, AL; Thunder Bay, ON; Mersey, NS; Dalhousie, NB	Coated Offset	Text: 90-70	10-100%	SFI Fiber	Fiber Sourcing									
		Company	SFI Certified Mills	Type of Paper	Basis weights	Recycled Content	Type of SFI Certification	SFI Label for Paper Grade **							
Appleton Coated LLC	Combined Locks, Wisconsin	Fraser Papers	Madawaska, ME	Uncoated Opaque: Includes Snowwhite Opaque, Custom Plus, and Custom White Film Co Uncoated Bridge 5 Frontier 5 Frabrite 7	Text: 24-40	10-20%	SFI Fiber Sourcing	Fiber Sourcing							
Domtar Paper Company, LLC	Ashdown, AR; Bennettsville, SC (called Marlboro Mill); Columbus, MS; Dryden, ON; Wewesville, KY; Johnsonburg, PA; Hamloops, BC; Kingsport, TN; Nekeosa, WI; Plymouth, NC; Port Edwards, WI; Rothschild, WI; Windsor, QC	French Paper Company	Niles	Graphic Packaging International	West Monroe and Macon, GA	Coated Offset	10%	SFI Fiber Sourcing	Fiber Sourcing						
						Paperboards & Packaging	SFI Fiber Sourcing	Fiber Sourcing							
		Georgia-Pacific LLC	Crossett, Arkansas Crossett, Arkansas; Port Hudson, Louisiana; Camas, Washington Port Hudson, Louisiana; Camas, Washington Crossett, Arkansas; Port Hudson, Louisiana; Camas, Washington Port Hudson, Louisiana; Camas, Washington	International Paper	Riverdale, Courtland, Eastover, Ticonderoga, Franklin	Coated Digital (Hammermill Brand: Hm Tidal MP, Hm Copy Plus, Hm Fore MP Colors, Hm Bond, Hm Copy Plus MP, Hm Ultra Prem II, Hm Ultra Prem Laser, Hm Color Copy, Hm Color Copy Cvr, Hm Laser Print, Hm Prem MP, Hm MP, Hm Copy, Hm Color Copy Gloss, Hm Color Laser Gloss, Hm Great White Copy)	Text: 20, 24, 28, 32	45, 50, 60, 70, 80	10-30%	SFI CoC	Fiber Sourcing				
											Fiber Sourcing or X% Content				
											Uncoated Digital (Hammermill Brand: Hm Tidal MP, Hm Copy Plus, Hm Fore MP Colors, Hm Bond, Hm Copy Plus MP, Hm Ultra Prem II, Hm Ultra Prem Laser, Hm Color Copy, Hm Color Copy Cvr, Hm Laser Print, Hm Prem MP, Hm MP, Hm Copy, Hm Color Copy Gloss, Hm Color Laser Gloss, Hm Great White Copy)	Cover: 60, 80, 100	30% (Great White Multi-Use, Fore MP Colors only)	SFI CoC	Fiber Sourcing or X% Content
															Fiber Sourcing or X% Content
		Finch Paper, LLC	Finch Paper, LLC Glen Falls, NY	Glatfelter	Chillicothe, Ohio and Spring Grove, Pennsylvania	Augusta, Franklin and Riegelwood Riegelwood Augusta, Riegelwood, and Texarkana Franklin and Riegelwood Riegelwood Augusta, Franklin and Riegelwood Riegelwood	Coated Bristol	Calipers: 7, 8, 9, 10 and 12 point	No	SFI CoC	Fiber Sourcing or X% Content				
								Calipers: 8, 9, 10, 11, 14, 15, 18, 20, and 24 point	No	SFI CoC	Fiber Sourcing or X% Content				
								Calipers: 14, 15, 16, 18, 20, 22, 24, 26, 28 point	No	SFI CoC	Fiber Sourcing or X% Content				
								Calipers: 8, 10, 11, and 12 point	No	SFI CoC	Fiber Sourcing or X% Content				
Calipers: 10 and 12 point	No							SFI CoC	Fiber Sourcing or X% Content						
Calipers: 10 and 12 point	No							SFI CoC	Fiber Sourcing or X% Content						
Riegelwood	Coated Bristol	Calipers: 8, 9 and 10 point	No	SFI CoC	Fiber Sourcing or X% Content										
		Calipers: 8, 9 and 10 point	No	SFI CoC	Fiber Sourcing or X% Content										
Riverdale, Courtland, Ticonderoga	Uncoated Digital (Hewlett Packard Brand: HP Office Recycled, HP Office, HP Business Copy, HP Copy & Print, HP Everyday, HP Multipurpose, HP Printing Paper, HP All-in-One, HP Color Inkjet, HP LaserJet, HP Color Laser, HP Premium Choice)	Text: 20, 22, 24, 28, 32	30% (HP Office recycled only)	SFI CoC	Fiber Sourcing or X% Content										
					Fiber Sourcing or X% Content										



Green Building

- Green Building here to stay; no longer niche
- SFI recognized by a number of rating systems
- USGBC taken 1st step to inclusive approach
 - SFI provided extensive comments on proposed changes



- Product labeling is ever-important
- Strategy in development
- Recruit a Director of Green Building

breeam

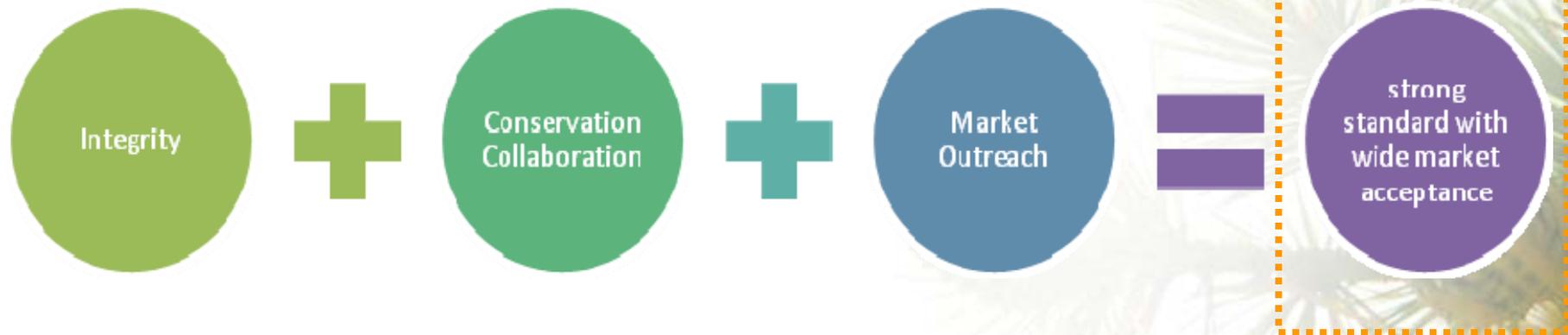
GREEN
GLOBES

BuiltGreen™



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SFI Goals 2008



Customer Attitudes: Eco-Labels

- 2008 study shows 91% of 336 respondents feel that green-washing is a problem that needs to be addressed.
- 72% agree that eco-labels help purchasing decisions because:
 - They act as a pre-screen
 - Assurance of credibility
 - Verification process already completed
 - They make purchasing easier
- SFI label included in purchasers top ten most used eco-labels.

Consumer Attitudes

- Recent survey by GfK Roper & Yale of 2000 US consumers found that:
 - Consumers believe it is important or essential to have eco-labels that describe the environmental impacts caused by the manufacture, use and disposal of products.
 - SFI had the highest rating of familiarity of any forest certification program out of 10 eco-labels tested

Consumer Attitudes

Recent survey conducted for SFI of 1000 consumers across North America indicates:

- Nearly 50% feel being assured that the forest products they buy come from well-managed forests and responsible sources of fiber is important
- 66% prefer such products assuming equal price and quality
- 50% would feel better about a company making such assurances
- Almost one-third always look for such assurances when choosing forest products
- More than 25% would pay more for forest products with such assurances



SFI Certification – Record Growth

- By August 2008 SFI had:
 - **224** program participants – up from 216 in 2007
 - **150m acres** (60m ha) – up from 135m acres in 2007
 - **260+** CoC certificates - up from 21 in 2007
 - **700+** CoC locations – up from 48 in 2007
 - **31** fiber sourcing and procurement certificates
- 

2009 – Looking Forward

- The 2009 Strategy will build on the Three Pillars: Integrity, Conservation Collaboration and market Outreach. Key activities include:
 - Continued work on the 2010-2014 Revisions Process
 - Full implementation of SFI's new labels
 - Develop additional fact sheets on key topics – e.g.. social criteria, audits and complaints
 - Continue marketing program and extend campaign to Canadian and international fiber Market
 - Green Building Strategy
 - Outreach to Conservation Sector

48 x 45 g
2.1 kg

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Faites la pause...

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WAFFER BARS/GAUFRETTES

48 레귤러 사이즈 웨퍼스 바



230
CALORIES

CREAMIER CHOCOLATE*
CHOCOLAT PLUS ONCTUEUX*

PER/PAR
45 g



and as a result, I have never read a better
who wants to understand this miracle of
BY "JIMBO" WALES, FOUNDER OF WIKIPEDIA

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BEN YATES (user:Tlogmer) is a technical editor who blogs about Wikipedia at <http://www.enotes.com/blogs/wikipedia/>. He has contributed to Wikipedia since late 2003.

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HOW WIKIPEDIA WORKS

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Thank you!