



# SUSTAINABLE FORESTRY INITIATIVE

## MINUTES OF THE

### Sustainable Forestry Initiative, Inc. Central Region SIC Fall Meeting

September 28, 2016

Submitted to Counsel 10/26/2016 ; Approved by Counsel 10/26/2016  
Submitted to Central Region SICs 11/17/2016

---

This document will serve as the record of the proceedings of the Sept. 28, 2016 meeting of the Sustainable Forestry Initiative Inc. (SFI Inc.) Central Region SICs.

---

**Draft Minutes – September 28, 2016, SFI Inc. Central Region SICs**

<b>ACTION #</b>	<b>Action Item Description</b>	<b>Responsible</b>	<b>Deliver by:</b>
<b>#01-Sep2016-Central</b>	<b>Community Engagement:</b> SFI staff will invite university students to the respective SIC regional sessions at annual conference next year.	Amy Doty and Rocco Saracina	August 31, 2017
<b>#02-Sep2016-Central</b>	<b>SFI Inc. and SIC Coordination:</b> SFI Inc. will explore alternate scenarios for SIC breakout sessions (including cross-regional breakouts) to identify ways to keep the cross-regional engagement fresh.	Amy Doty and Nadine Block	August 31, 2017
<b>#03-Sep2016-Central</b>	<b>SFI Inc. and SIC Coordination:</b> SFI staff will send each SIC in the Central region a list of Chain of Custody certificate holders in their state, and will let other SICs know this is available upon request. SFI staff will also send an email to all SICs reminding them of currently available actions through the database and informing them of updates being made to the database.	Amy Doty and Rachel Dierolf	November 30, 2016
<b>#04-Sep2016-Central</b>	<b>LEED Outreach:</b> SFI staff will re-circulate SFI's LEED outreach materials for SICs to use in outreach to architects and builders.	Amy Doty	Complete

**Draft Minutes – September 28, 2016, SFI Inc. Central Region SICs**

**PARTICIPANTS**

	<b>Committee members</b>	<b>Organization</b>		<b>Committee members</b>	<b>Organization</b>
1.	Patrick Galdonik	Sappi Fine Paper	11.	Roger Johnson	Molpus Woodlands Group
2.	Mark Heyde	Wisconsin DNR	12.	Howard Lindberg	Weyerhaeuser
3.	Jim Schmierer	Michigan Tech University	13.	Chris Radford	Boxed Water
4.	Rebecca Ensign	PCA	14.	Tim Pulskamp	Futurewood Corp, Flambeau River Papers
5.	Rebecca Barnard	National Wild Turkey Federation	15.	Cheryl Adams	UPM Blandin
6.	Scott Robbins	Michigan Forest Products Council	16.	Katie Fernholz	Dovetail Partners/ERP
7.	Tim O'Hara	PCA			
8.	Mike Houser	Potlatch			
9.	Gordy Mouw	Verso		<b>SFI Inc. Staff</b>	<b>Title</b>
10.	Bob Tomlinson	ERP	17.	Nadine Block	COO and SVP Public Affairs

**Draft Minutes – September 28, 2016, SFI Inc. Central Region SICs**

AGENDA ITEM	DISCUSSION	ACTION ITEM
<b>Welcome, Introductions, Antitrust</b>	Chair Gordy Mouw called the meeting to order, welcomed the group and called for self-introductions. Nadine Block provided the antitrust reminder.	
<b>Reflection on Community Engagement Sessions</b>	<p>Participants discussed efforts in reaching youth and university students. Scott Robbins noted the success in Michigan of getting kids into the woods with “Wheels to Woods”, members of the Minnesota SIC shared their success with the Boy Scouts pinewood derby, others spoke of company efforts to bring kids onto certified lands.</p> <p>On the university outreach side, Howard Lindberg noted the Michigan SIC contribution to the Rob O. Fund, to support students from Michigan Tech and Michigan State to come to the SFI conference. There was also a suggestion of inviting the university students to the SIC regional meetings at Annual Conference in the future. Jim Schmierer noted Michigan Tech is exploring getting their school forests certified and creating teaching opportunities. Howard noted SFI staff efforts to develop a university curriculum on forest certification, and there was discussion around ensuring this reaches not just forestry students but students in architecture and business. It was noted this should be especially appealing to universities in the lake states, given how many land managers and manufacturers are committed to certification.</p> <p><b>Action:</b> SFI staff will invite university students to the respective SIC regional sessions at annual conference next year.</p>	<b>#01-Sep2016-Central</b>
<b>Logger Training Discussion</b>	<p>Gordy Mouw invited participants to consider how logger training should evolve, in terms of new classes or training. Some participants noted the challenge in covering the biodiversity criteria, as loggers seem less interested in the topic. It was suggested that we might be able to use the hook that family landowners are really interested in creating wildlife habitat. It was also suggested that drilling down with examples might bring this topic to life.</p> <p>It was also noted that reinforcing core information with loggers is important, and it was suggested that SICs require a “refresher” on core aspects of the SFI standard as continuing education for loggers.</p> <p>In terms of new ideas, participants noted the need to cover emerging technologies, emerging markets, and emerging issues like invasive species.</p>	
<b>SFI Inc. and SIC Coordination Opportunities</b>	<p>Participants discussed opportunities both for coordination within the region and coordination between SICs and SFI at the national level. Rebecca Barnard offered ideas for getting NWTF more plugged into SICs. It was noted that new coordinators may not be aware of expectations, so perhaps a “how to” guide for coordinators would be helpful.</p> <p>There was discussion about how to refresh the SIC regional meetings at the SFI annual conference. Nadine Block questioned whether there would be interest in mixing up the SICs at next year’s conference, so meetings would cut across regions (e.g., one group might be NY, MN, CA, and Western Canada, etc.), and several participants thought that was worth trying.</p>	

