



SUSTAINABLE FORESTRY INITIATIVE

MINUTES OF THE

Sustainable Forestry Initiative, Inc. Southern SIC Regional Meeting

SFI Annual Conference
Sept. 11, 2012

Submitted to Counsel 10/10/2012; Approved by Counsel 10/17/2012
Submitted to Southern SIC Region 10/17/2012; Approved by Southern SIC region _____

This document will serve as the record of the proceedings of the Sept. 11, 2012 meeting of the Sustainable Forestry Initiative, Inc. (SFI Inc.) Southern SIC Regional meeting.

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ACTION #	Action Item Description	Responsible	Deliver by:
#01-09-12-SIC-South	SFI to develop focused messaging for sportsmen/women outreach efforts.	Graden	November 30, 2012
#02-09-12-SIC-South	Deborah Baker will provide information to SFI Staff regarding the National Network of Forest Practitioners, a group of primarily minority landowners.	Deborah Baker	October 31, 2012
#03-09-12-SIC-South	SFI Staff will look into Shaw as a potential Forest Partner.	Graden	October 31, 2012
#04-09-12-SIC-South	SFI to provide regional SIC distribution lists to chairs and coordinators for easier coordination and idea sharing.	Doty	October 31, 2012
#05-09-12-SIC-South	SFI to update the SIC section of the www.sfiprogram.org webpage.	Doty	December 31, 2012

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PARTICIPANTS

	Committee members	Company		Committee members	Company
1.	Mark Palmer	IP TN SIC Chair	15.	Chris Erwin	AL Forestry Association AL SIC Coordinator
2.	Jim Durham	IP NC SIC Chair	16.	Brenda Heindl	IP
3.	Jim Fretz	IP VA SIC Chair	17.	Bob Izlar	University of Georgia GA SIC
4.	Linda Casey	AL Forestry Commission	18.	Joe Parsons	Graphic Packaging International
5.	Marty Toms	Weyerhaeuser LA SIC Chair	19.	Donna Gallaher	University of Georgia GA SIC Coordinator
6.	Ron Honea	The Campbell Group MS SIC	20.	Larry Spillars	Jordan Forest Products GA SIC Chair
7.	Tom Monaghan	MS SIC Coordinator	21.	David Gerhardt	MWV WV SIC
8.	Shannon Fowler	VA Forestry Association VA SIC Coordinator	22.	Mona Griswold	MWV VA SIC
9.	Brad Fuller	Huber Engineered Wood VA SIC	23.	James Edelen	Louisiana-Pacific TX SIC Chair
10.	Allison Welde	Enviva LP VA SIC	24.	Bryan McCartney	Resolute Forest Products
11.	Dee Andrews	Norcom, Inc.	25.	Miles Lacy	Green Bay Packaging Inc.
12.	Deborah Baker	Georgia-Pacific GA SIC	26.	Scott Meek	Green Bay Packaging Inc.
13.	Brian Murphy	Quality Deer Management Assoc. SFI External Review Panel member	27.	Dick Myers	Boise Cascade
14.	Mike Branch	RockTenn	28.	SFI Inc. Staff Barry Graden	Title Dir. SE U.S. Community Outreach

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AGENDA ITEM	DISCUSSION	ACTION ITEM
Welcome, Introductions, Antitrust	Jim Fretz, meeting chair, welcomed participants. Barry Graden provided the antitrust reminder.	
SIC Roundtable Discussion	<p>NC – The SIC has had a funding model change recently. Now on a grant process that is modeled after WI. They now take grant applications for projects such as teachers tours, NCFA programs, logger training, etc. Asked about budget assessments, NC charges for logger training and has grants. NC logger training is video based, and is available for fees or sponsorships.</p> <p>AL – Exhibited at Buckmasters this year where there were 30,000 participants, mostly lease holding hunters. Also, noted potential to host a program with Auburn University’s College of Architecture, noting Auburn uses Green Building Standards recognizing SFI. The program could include classroom time, tours of building materials, sawmill tours, Tree Farm tours, etc.</p> <p>MS – The SIC and Forestry Association exhibit at the Wildlife Extravaganza. The MS SIC had a substantial Habitat for Humanity project last year, with SIC members donating SFI certified products. They project was featured on a local <i>Farm Week</i> program.</p> <p>VA – Architects Tour – the SIC would like to make this an annual event. Note that one architect expressed interest in attending SIC meetings.</p> <p>GA – Donna Gallaher mentioned that the GA SIC is doing a video project for “Emerging Leaders” focused on SFI awareness; it will include ATFS, the GA Forestry Association and others – professionally done. Purpose will be to connect the “home” to wood and forestry. They intend to have a field day as well. Targeting May, 2013 as a completion date.</p>	
SIC General Session Discussion	<p>Attendees discussed SFI Inc.’s Sportsmen/women outreach efforts, presented during the Sept. 11 SIC General session. The group discussed development of a focused SFI message for hunter/angler audiences, with content interesting to hunters and anglers to engage them. Attendees also noted hunters and anglers vary across the board, and outreach tools should be developed accordingly. For example, some hunters are landowners, but some are one-time-per-year hunters.</p> <p>ACTION: SFI to develop focused messaging for sportsmen/women outreach efforts.</p> <p>VA developed a tabletop display, which is easily shipped, costing around \$1,200. The VA SIC will share information as requested. Attendees noted SFI messages can be different for different audiences, for examples kids as consumers.</p> <p>ACTION: Deborah Baker will provide information to SFI Staff regarding the National Network of Forest Practitioners, a group of primarily minority landowners.</p>	<p>#01-09-12-SIC-South</p> <p>#01-09-12-2SIC-South</p>

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Landowner and Market Outreach Discussion	<p>Dee Andrews, Norcom mentioned the many consumer items that can be used to promote SFI / sustainability. Shaw Industries is an example of a large retailer of building products who may be a good non-profit partner. ACTION: SFI Staff will look into Shaw as a potential Forest Partner.</p> <p>Allison Welde said Enviva has a relationship with the Nature Conservancy – working with landowners on conversion of forest to non-forest, and they are looking for SIC support with landowner outreach. Some attendees noted SFI needs more “brand exposure”, and tradeshow/exhibition participation and conference are a good opportunity for further exposure.</p>	#03-09-12-SIC-South
Community Outreach Discussion	<p>Graden mentioned the SFI / Boy Scouts of America (BSA) Memorandum of Mutual Support and noted SFI will be exhibiting at the BSA National Jamboree near Beckley, WV in June, 2013. Attendees also noted 4-H as an opportunity and way to reach youth audiences. All SICs were also encouraged to work with their state resource agencies.</p>	
Others Items and Adjourn	<p>The Southern Region SIC needs a better way to cross communicate among regional SICs for better regional coordination. ACTION: SFI to provide regional SIC distribution lists to chairs and coordinators for easier coordination and idea sharing.</p> <p>ACTION: SFI to update the SIC section of the www.sfiprogram.org webpage.</p> <p>Jim Fretz thanked attendees and the meeting adjourned at 12:00 pm.</p>	<p>#04-09-12-SIC-South</p> <p>#05-09-12-SIC-South</p>