

FOR IMMEDIATE RELEASE
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Ducks Unlimited Canada CEO Karla Guyn Joins SFI Board of Directors

Ottawa, ON and Washington, DC — The Sustainable Forestry Initiative (SFI) is pleased to announce that Karla Guyn, CEO of Ducks Unlimited Canada (DUC) has joined the SFI Board of Directors. During her 20-year career, Guyn has established herself as a respected international conservation leader.

"We are thrilled to have a conservationist of Karla's stature on our board. She leads a team of nearly 400 people devoted to conserving wetlands, which are one of the most important ecosystems on the planet," said Kathy Abusow, President and CEO of SFI Inc.

Karla's love for wetlands and waterfowl first brought her to DUC in 1994 as a summer student. Over the years, she advanced through the organization, working on a variety of national and regional conservation programs. Prior to becoming CEO, she served as DUC's National Director of Conservation. Guyn began her studies at the University of Montana and earned a PhD in biology from the University of Saskatchewan.

"I see Karla's election as an important extension of SFI's six-year relationship with Ducks Unlimited Canada," Abusow said.



DUC provided valuable input into the SFI 2015-2019 SFI Standard revision process. SFI, DUC, FP Innovations and SFI Program Participants have worked to profile the importance of wetlands in the forest and produced a guide for planning, building and maintaining resource roads that minimize potential impacts on wetlands. Currently DUC is participating with an SFI-funded project that is developing a protocol to measure carbon stores in boreal wetlands.

"I look forward to contributing to the work of the SFI Board and to representing Ducks Unlimited Canada's work. Our mission to conserve, restore and manage wetlands and associated habitat closely aligns with the work of SFI," said Guyn. "Ensuring the boreal forest and its vast network of wetlands are managed in a sustainable way for waterfowl, wildlife and people is a shared priority for the Sustainable Forestry Initiative and for Ducks Unlimited Canada."

Guyn will serve in the environmental sector of SFI's Board of Directors. SFI's Board represents environmental, social and economic sectors equally to meet the many needs of forests and communities that rely on them. SFI's 18-member board includes representatives of public and private landowners, manufacturers of forest products, conservation groups, academia, Indigenous interests, community organizations, labour and government officials.

DUC is the country's leading wetland conservation organization. Its 78-year history is marked by conservation achievements in every province and territory. Since its inception in 1938, DUC has conserved more than 6.4 million acres/2.6 million hectares across the country through nearly 9,900 habitat projects. In addition, DUC has worked with partners to conserve more than 128.3 million acres/51.9 million hectares in the boreal forest. DUC is powered by a grassroots conservation community made up of more than 130,000 people who are taking conservation action to support wetlands, wildlife and people.

"To this day, nothing motivates me more than nature. I believe SFI and Ducks Unlimited Canada have an opportunity like never before to foster positive change for wetlands, for forests, for wildlife and for our communities," Guyn said.

About the Sustainable Forestry Initiative® Inc. The Sustainable Forestry Initiative (SFI) stands for future forests. SFI® is an independent, non-profit organization dedicated to promoting forest sustainability and supporting the links between sustainable forests and communities through grant programs, carefully targeted research, direct leadership of critical initiatives, and partnerships that effectively contribute to multiple conservation objectives. Forests certified to the SFI Forest Management Standard cover more than 115 million hectares. Millions more hectares benefit from the SFI Fiber Sourcing Standard. SFI's Forest Management, Fiber Sourcing and Chain of Custody Standards work to ensure the health and future of forests. Through application of these certification standards, SFI's on-product labels help consumers make responsible purchasing decisions. SFI Inc. is governed by an independent three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at sfiprogram.org.

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