

FOR IMMEDIATE RELEASE
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Habitat for Humanity Canada Executive Joins Sustainable Forestry Initiative Board

OTTAWA, ON and WASHINGTON, D.C. – Mark Rodgers, Chief Operating Officer of Habitat for Humanity Canada, has been elected to the independent Sustainable Forestry Initiative Inc. (SFI®) Board of Directors. Dr. Rodgers is a two-time recipient of the “Civic Action Award” and he was recently named one of the social sector’s top 25 most influential leaders in Canada.

“Mark Rodgers is an exceptional leader who goes to work every day with the purpose of making individuals and communities stronger through the work of Habitat for Humanity Canada and their affiliates and partners,” said Kathy Abusow, SFI President and CEO. “At SFI we believe sustainable communities start at home and greatly benefit from thriving forests, clean air and water, as well as responsibly managed and sourced forest products. Mark will bring great insights to the SFI Board that will help us strengthen our networks and expand our community reach.”

“The SFI community has supported several Habitat for Humanity projects across Canada through the provision of volunteers and SFI sourced building products from well-managed forests,” said Rodgers. “Under the leadership of CEO, Kathy Abusow, SFI is currently organizing a Women’s Build in the National Capital Region which will house an Ojibwe-Cree family. I look forward to working with SFI’s leadership as our organizations share many goals related to strong communities and responsible housing.”

Over the past few years, SFI Inc. has also worked on three Aboriginal builds with Habitat for Humanity Canada in Winnipeg, Manitoba; Alderville, Ontario and currently a Women’s Build for an [Ojibwe-Cree family](#) in Orleans, Ontario. SFI has supported eight Habitat for Humanity home projects in Canada and the U.S. since 2008 and is supporting three more projects in 2013 in Montreal, Nova Scotia, Orleans and a U.S. project in Georgia.

As Chief Operating Officer of Habitat for Humanity Canada, [Rodgers](#) creates and implements national strategy for directing and supporting 69 Habitat for Humanity affiliates across Canada. These affiliates work in over 300 communities across Canada to build affordable housing and promote homeownership as a means to breaking the cycle of poverty. Rodgers has been with Habitat for Humanity Canada (HFH) for almost 12 years, previously serving as Director of Development at HFH Waterloo Region and as Executive Director for HFH Brant. Before joining HFH, he worked at World Vision, Cystic Fibrosis Canada and the Mendelssohn Choir.

[SFI Inc.'s 18-member board](#) represents environmental, social and economic sectors equally to meet the many needs of forests and communities. The board members include representatives of public and private landowners, manufacturers of forest products, conservation groups, academia, aboriginal interests, community organizations and government officials. Rodgers was appointed to a three-year board term.

About Sustainable Forestry Initiative

SFI Inc. is an independent, nonprofit 501(c)3 organization that is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative® (SFI®) program. Across Canada and the United States, more than 80 million hectares (more than 200 million acres) are certified to the SFI forest management standard. In addition, the SFI program's unique fiber sourcing requirements promote responsible forest management on all suppliers' lands. SFI chain-of-custody (COC) certification tracks the percentage of fiber from certified forests, certified sourcing and post-consumer recycled content. SFI on-product labels identify both certified sourcing and COC claims to help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. Learn more at <http://www.sfiprogram.org/> and <http://www.sfiprogram.org/Buy-SFI>.

FULL RODGERS BIO

Mark Rodgers

COO Habitat for Humanity Canada

Mark Rodgers embraced his new position with Habitat for Humanity Canada on April 3rd, 2006 and is responsible for creating and implementing a national strategy for directing and supporting Habitat's 69 affiliates in Canada. Mark has been involved with Habitat for Humanity for almost 12 years working as the Director of Development at HFH Waterloo Region and more recently as the Executive Director for HFH Brant. His prior work in the non-profit sector includes World Vision, Cystic Fibrosis Canada and the Mendelssohn Choir.

His educational background encompasses sociology, psychology and management. He is a doctoral graduate of the Marshall School of Business, University of Southern California. USC-Marshall is considered one of the world's elite business schools. He has taught courses and been the featured lecturer at a number of Universities and Colleges in North America. Though he is considered an academic, his real love is being a practitioner.

Mark has been the recipient of numerous academic and community awards. He is a two time recipient of the "Civic Action Award" for Cambridge, ON where he resides with his family. This accolade was given for his volunteer role in leading the largest private source donation to a food bank in Canada. And most recently was named one of the social sector's top 25 most influential leaders in Canada.

He is a high energy individual, with an acute mind for strategic operations and communications. However, those who know him well all claim that it is his passion for the vulnerable and marginalized that inspires you. Along with this he carries a strong reputation into the political and social arena. In the end, his own philosophy of life is captured in the simple words: Live to Make a Difference.