



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

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LARRY SELZER JOINS SFI[®] INC. BOARD'S ENVIRONMENTAL CHAMBER

ARLINGTON, VA – Larry Selzer, President and CEO of The Conservation Fund and the newest member of the non-profit Sustainable Forestry Initiative[®] Inc. (SFI) Board of Directors, says he is committed to making sure the independent forest certification program keeps pace with the public's growing commitment to sound environmental practices.

"The SFI program has shown it is possible to manage forests well and still meet marketplace demands for environmentally sound products," Selzer said after being elected to the board's environmental chamber.

This same balanced approach has allowed the Conservation Fund to protect more than six million acres (2.4 million hectares) of important landscapes and waterways in the United States through conservation solutions that integrate economic and environmental goals. The Fund's non-advocacy, non-membership approach to conservation has earned it recognition as the top-rated environmental non-profit in the United States.

Selzer said the best way consumers can improve forest management globally is to ask for certified products - especially at a time when 90 percent of the world's forests are not certified at all and many lack the strong legal frameworks that exist in North America.

SFI Inc. is a registered charitable organization responsible for a sustainable forestry certification program that is internationally recognized and among the largest in the world. Its independent board represents environmental, social and economic sectors equally and is totally responsible for the SFI program. Current board members include representatives of environmental, conservation, professional and academic groups, independent loggers, small family forest landowners, public officials, labor and the forest products sector.

Selzer was involved in the early development of the SFI program, and was the SFI Board's first chair from the environmental chamber from 2004 to 2006. "I am thrilled SFI has taken on an independent life of its own and is having such a significant positive impact both on the ground and in the marketplace."

He said he welcomes the opportunity to be on the board during the process leading to the development of the SFI 2010-2014 Standard. The first of two public review periods is currently underway.

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SFI Inc. President and CEO Kathy Abusow welcomed Selzer's return to the SFI Board. "SFI Inc. and The Conservation Fund share a fundamental interest in working in collaboration with the many individuals and organizations who care about the world's forests so together we can ensure they continue to offer environmental, social and economic benefits."

Daniel S. Fulton, President and CEO of Weyerhaeuser Company, has also joined the SFI Board as a member of the economic chamber, completing the term of Steven R. Rogel, his predecessor at Weyerhaeuser. Fulton joined Weyerhaeuser in 1975 and has held various management and investment positions with the company and its subsidiaries.

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Editors Note: A biography of Larry Selzer and a list of current board members are attached. A fact sheet on SFI Inc. governance is posted at www.sfiprogram.org/miscPDFs/governance.pdf

About SFI Inc.

SFI Inc. (www.sfiprogram.org) is responsible for a sustainable forestry certification program that is internationally recognized and among the largest in the world. Across North America, 152.5 million acres (61.7 million hectares) are certified to the SFI 2005-2009 Standard, which is based on principles and measures that promote sustainability, including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. The SFI Standard includes unique fiber sourcing requirements that promote responsible forest management on all suppliers' lands. SFI Inc. also has chain-of-custody certification, which is used to tell buyers how much certified fiber is in a specific product.



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BACKGROUND: LARRY SELZER BIOGRAPHY

Larry Selzer has been President and CEO of The Conservation Fund since 2001. The Fund (www.conservationfund.org) works with public, private and other non-profit organizations to protect important landscapes and waterways in the United States through balanced conservation solutions that emphasize the integration of economic and environmental goals.

Selzer began his career as a marine biologist protecting offshore resources along the east and Gulf coasts of the United States, where he discovered that economic drivers play an important role in the management of natural resources. He went to business school where he earned an MBA and learned more about integrating economic and environmental objectives before joining The Conservation Fund in 1990.

He has served as the Fund's senior vice president of sustainable programs since 1990. Other responsibilities have included sustainable forestry, the American Greenways Program, the Freshwater Institute, Conservation Leadership Network, the Civil War Battlefield Campaign and sustainable forestry.

Since it was created in 1985, the Conservation Fund and its partners have protected more than six million acres (2.4 million hectares) of irreplaceable wildlife habitat, watersheds and waterways, working landscapes, historic sites and recreation areas. The Fund, which focuses on collaboration to develop solutions to complex environmental challenges, has demonstrated that sustainable forestry can be used as an effective tool to protect water, wildlife and jobs. Its non-advocacy, non-membership approach to conservation has earned it recognition as the top-rated environmental non-profit in the United States.

Selzer is on the Board of Directors of the Wildlife Habitat Council and the American Bird Conservancy. He served on the SFI Inc. Board of Directors from 2000 to 2006, and in 2004 became the first member of the board's environmental chamber to be appointed chair.



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BACKGROUND: SFI INC. BOARD OF DIRECTORS

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations:

- Jerry McCollum, President and CEO, Georgia Wildlife Federation
- Larry Selzer, President and CEO, The Conservation Fund
- Roger Sedjo, Senior Fellow, Resources for the Future
- Laurie A. Wayburn, President, The Pacific Forest Trust
- Steven A. Williams, President & CEO, Wildlife Management Institute
- Mike Zagata, Executive Director and CEO, Ruffed Grouse Society

Board members representing the social sector, which includes community or social interest groups such as universities, labor, professional loggers, family forest owners or government agencies:

- Marvin Brown (Vice Chair), State Forester, Oregon Department of Forestry
- Mary Motlow (Secretary/Treasurer), President & COO, Cumberland Springs Land Co.
- R. Thomas Buffenbarger, International President, International Association of Machinists and Aerospace Workers
- Norm. L. Christensen Jr., Professor of Ecology & Past Dean, Nicholas School of the Environment and Earth Sciences at Duke University
- John Innes, FRBC Chair of Forest Management, University of British Columbia, Sustainable Forest Management Research Group
- Robert A. (Bob) Luoto, representing independent professional loggers and the American Loggers Council

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

- Rick R. Holley (Chair), President & CEO, Plum Creek Timber Company Inc
- Matthew Donegan, Co-President, Forest Capital Partners LLC
- Daniel S. Fulton, President and CEO, Weyerhaeuser Company
- John Faraci, Chairman & CEO, International Paper Company
- Henry H. (Hank) Ketcham, Chairman, President and Chief Executive Officer, West Fraser Timber Co. Ltd.
- Patrick J. Moore, Chairman, President & CEO, Smurfit-Stone Container Corporation