



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.*SM

FOR IMMEDIATE RELEASE

March 17, 2010

Contact: Rick Cantrell, Vice President and COO

(864) 653-7224

OREGON STATE FORESTER ELECTED SFI BOARD CHAIR

NEW MEMBERS REPRESENT LABOR AND CONSERVATION

WASHINGTON – Oregon State Forester Marvin Brown has been elected Chair of the independent board of directors for the Sustainable Forestry Initiative[®] (SFI[®]) Inc., which is solely responsible for the non-profit SFI forest certification program. Other changes include new members representing conservation and labor organizations.

SFI Inc.'s 18-member board represents environmental, social and economic sectors equally so it can meet the many needs of forests and communities. Current board members include representatives of environmental, professional and academic groups, independent loggers, family forest landowners, public officials, labor and the forest products sector.

Brown became involved with the SFI program in 1995 when he was State Forester in Missouri and was invited to join the first SFI External Review Panel, an independent panel of external experts who offer diverse perspectives and expertise. "The SFI program has matured into a standard that is improving practices on the ground across North America," he said today. "It provides system rigor and expands requirements, especially around wildlife and biodiversity."

Christopher A. (Chris) Wood, President and CEO of Trout Unlimited (TU), joins the board's environmental chamber, and William V. (Bill) Street Jr., Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers, represents labor as a member of the social chamber.

"The SFI program has enormous potential," Wood said. "At TU, we appreciate the role of all forest certification standards, and their impact on conservation. We will work with anyone as long as they are doing good things for fish, water and wildlife."

"The SFI program recognizes that workers' rights are human rights," said Street, also the first North American to be elected Chairman of the international Programme for the Endorsement of Forest Certification schemes (PEFC). "This means workers in SFI-certified forests have access to the highest standards for labor protection in the United States. I look forward to helping keep the SFI standard strong, and to finding ways to tackle issues such as conversion of forest lands to non-forest uses."

SFI Inc. is a registered charitable organization responsible for the largest single forest certification standard in the world. The SFI program works with a wide array of partners to promote responsible forest management in North America and responsible fiber sourcing worldwide. Almost 200 million acres/80 million hectares are certified to the SFI forest standard in the United States and Canada. The standard is based on 14 core principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and Forests with Exceptional Conservation Value.



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.SM

... 2/2

“As a state forester, Marvin Brown understands the immense value forest certification delivers for forests and communities across North America,” SFI President and CEO Kathy Abusow said. “He brings extensive experience in forest policymaking at the state, national and international levels, and he has worked closely with the SFI program – providing advice and meeting standard requirements on the ground.”

Brown said state foresters especially appreciate the SFI program’s willingness to complement and build on government policy, going beyond North America’s comprehensive forest laws. “In Oregon, for example, we don’t have to pay for the many improvements resulting from the work of SFI program participants, but our forests and our communities benefit a great deal,” he said.

Brown, whose term began March 10, is a member of the board’s social chamber. Robert A. (Bob) Luoto, who represents independent professional loggers and the American Loggers Council on the board, becomes vice-chair.

Abusow thanked departing board members John Faraci, Chairman & CEO, International Paper Company; Norm. L. Christensen Jr., Professor of Ecology and Past Dean, Nicholas School of Environment and Earth Sciences at Duke University; and R. Thomas Buffenbarger, International President, International Association of Machinists and Aerospace Workers, for their service.

-30-

Editors Note: Biographies of Marvin Brown, Chris Wood and Bill Street are attached, along with a list of current SFI Inc. board members. More information about SFI Inc.’s independent governance is available at www.sfiprogram.org/sustainable-forestry-initiative/sfi-governance.php.

About SFI Inc.

SFI Inc. is an independent 501(c) (3) non-profit charitable organization, and is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program (www.sfiprogram.org). Across North America, close to 200 million acres/80 million hectares are certified to the SFI forest management standard, making it the largest single standard in the world. SFI chain-of-custody certification tells buyers how much certified, responsibly sourced and/or recycled content is in a product. The SFI program’s unique fiber sourcing requirements promote responsible forest management on all suppliers’ lands. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.*SM

BACKGROUND: MARVIN BROWN BIOGRAPHY

Marvin Brown has been Director of the Oregon Department of Forestry since 2003, and has worked extensively as a professional forester in both the private and public sectors. He was with the Missouri Department of Conservation for about 22 years, including seven years as State Forester.

During his career, Brown has served as technical advisor to the U.S. State Department, and as a non-governmental representative on numerous international delegations to United Nations forest policy negotiations. He was a panel member of the intergovernmental Montreal Process, and assisted in developing a set of criteria and indicators of sustainable forestry that are recognized worldwide – and are the foundation of the SFI forest standard.

Brown has served in key forest policymaking roles with several professional associations including the National Association of State Foresters (1998 President), and the Society of American Foresters (2006 President), and he also served on the board of the Forest History Society. He holds both master's and bachelor's degrees in forestry. He and his wife, Pamela, live in Salem, Oregon.

BACKGROUND: CHRISTOPHER A. WOOD BIOGRAPHY

Chris Wood is President and CEO of Trout Unlimited Inc. (www.tu.org), a leading coldwater fisheries conservation organization with more than 140,000 members dedicated to conserving, protecting and restoring North America's coldwater fisheries and their watersheds.

Wood, who became President and CEO in February 2010, joined Trout Unlimited in 2001. He was Vice-President for Conservation for five years before becoming Chief Operating Officer in 2007. Before joining Trout Unlimited, Wood served as senior policy and communications advisor to the Chief of the U.S. Forest Service and as a program analyst for the fish and wildlife program of the Bureau of Land Management.

Wood graduated from Middlebury College in Vermont with a Bachelor of Arts degree. He is the author of numerous peer-reviewed papers, speeches and lectures, as well as two books. He lives in Washington, DC, with his wife Betsy and three sons, Wylie, Casey and Henry Trace.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.*SM

BACKGROUNDER: WILLIAM V. STREET Jr. BIOGRAPHY

Bill Street is Director of the Woodworkers Department for the International Association of Machinists and Aerospace Workers, which represents all aspects of forest wood from nursery workers through yarders and log truck drivers to panel and sawmill workers, as well as hardwood flooring, pulp and paper workers and furniture craftspersons.

He is the first union official and first North American elected Chairman of the international Programme for the Endorsement of Forest Certification schemes (PEFC), an independent non-profit organization that endorses national and/or regional forest certification standards such as SFI that meet its rigorous criteria. He has been a Director of the Global Wood and Forestry Program, Builders and Woodworkers International Union in Geneva, Switzerland.

Street, who lives in Milwaukie, Oregon, holds a Master's degree in political science from the University of Oregon and a bachelor's degree from Mansfield State University in Pennsylvania.



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.*SM

BACKGROUND: SFI INC. BOARD OF DIRECTORS

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

- Tom Franklin, Senior Vice-President, Theodore Roosevelt Conservation Partnership
- Roger Sedjo, Senior Fellow, Resources for the Future
- Larry Selzer, President and CEO, The Conservation Fund
- Steven A. Williams, President & CEO, Wildlife Management Institute
- Christopher A. (Chris) Wood, President and CEO, Trout Unlimited
- 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, family forest owners or government agencies:

- Marvin Brown (Chair), State Forester, Oregon Department of Forestry
- Mary Motlow, representing family forest landowners
- Richard W. (Dick) Brinker, Dean and Professor, School of Forestry and Wildlife Sciences, Auburn University
- William V. (Bill) Street Jr., Director, Woodworkers Department, International Association of Machinists and Aerospace Workers

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

- Robert A. (Bob) Luoto (Vice Chair), representing independent professional loggers and the American Loggers Council
- Matthew Donegan, Co-President, Forest Capital Partners LLC
- Daniel S. Fulton, President and CEO, Weyerhaeuser Company
- Rick R. Holley President & CEO, Plum Creek Timber Company Inc
- 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