

FOR IMMEDIATE RELEASE
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SFI® Board Welcomes Conservation and Economic Representatives

WASHINGTON, D.C. — The Sustainable Forestry Initiative® Inc. (SFI) has strengthened its capacity to conserve North America's forests with the election of three new members to its Board of Directors: Robert Abernethy, Craig Armstrong, and Gail Wallin.

"Their respective experience in the environmental and private sectors will be an important asset. We are so pleased to welcome Robert, Craig, and Gail to the SFI Board. Given their tremendous expertise, they will help SFI further enhance the vital link between healthy forests, responsible purchasing, and sustainable communities," said Kathy Abusow, President and CEO of SFI Inc.

SFI's 18-member, multi-stakeholder [Board of Directors](#) comprises three chambers, representing environmental, economic and social interests equally. The SFI Board's diversity and independence allows it to play a meaningful role at the intersection of sustainable forests and thriving communities.

Robert Abernethy, President, Longleaf Alliance

Robert will serve on the SFI Board's environmental chamber. Highly regarded for his decades of involvement with a range of wildlife and land management issues, Robert became President of the Longleaf Alliance in 2012. Prior to that he held a senior position with the National Wild Turkey Federation.

"The mission of the Longleaf Alliance is to ensure a sustainable future for the longleaf pine ecosystem in the U.S. South, through partnerships, landowner assistance and science-based education and outreach. I'm looking forward to helping SFI influence the discussion about how large private lands are engaged in forest health and conservation," said Abernethy.

Craig Armstrong, President and CEO, Millar Western

Craig will serve on the SFI Board's economic chamber. Craig is a respected forest sector executive with more than 35 years of experience, including senior executive, operating and marketing positions. Millar Western is an innovative manufacturer of high-quality lumber and pulp for builders and papermakers around the world. Millar Western uses timber harvested from forests sustainably managed to SFI standards. Craig also currently serves as the Chair of the Alberta Forest Products Association.

"I have a strong interest in linking sustainable forestry practices with responsible market choices that can have a positive impact on forests and communities. Serving on the SFI Board is a great opportunity to explore market-based approaches to improving environmental, economic and social outcomes," said Armstrong.

Gail Wallin, Co-Chair of the Canadian Council on Invasive Species; Executive Director, Invasive Species Council of British Columbia, Canada

Gail will serve on the SFI Board's environmental chamber. Gail's deep experience in sustainable development goes back to the mid-1990s. She works closely with the forest sector and others as an educator and facilitator to help ensure industry is equipped and able to demonstrate leadership. Over the past decade, Gail has been recognized in Canada for her leadership and work on strategic initiatives aimed at reducing the introduction and spread of invasive species.

"SFI is a good fit for my focus on achieving joint solutions on complex resource management issues. My fellow board members have a wealth of experience in land-use planning processes and engaging local communities. Together we should be able to achieve substantial progress," said Wallin.

About Sustainable Forestry Initiative Inc. (SFI)

SFI Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized Sustainable Forestry Initiative (SFI) program. Across the United States and Canada, approximately 270 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 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 chain-of-custody 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 www.sfiprogram.org and www.sfiprogram.org/Buy-SFI.

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